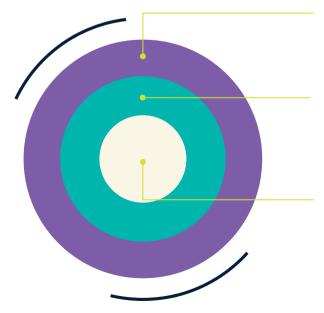


At Software AG partnership and success matter. And through their incredible achievements, our customers—you—are flying the flag for both. We want to share your success with others so that they can be inspired and learn from your experience. And we don't just mean the tech part. How you are innovating and transforming is the true story. Our Ambassador Program is the platform to share it.

# Privileges for you and the business



#### The business ecosystem

- Network with industry-wide analysts
- Speak at global tech events
- Promote your company to the world as digital leaders

### The industry community

- Network with peers globally
- Influence product development
- Access product experts
- Learn best practices

#### Your brand here

- Strengthen your partnership with Software AG
- Build your social capital
- Communicate success internally
- Develop your personal brand
- Increase positive exposure of your brand

"What I wanted was a partner:
A software company that
accompanies us on our digital
transformation journey! And
that's exactly what we have
in the relationship between
Swisscom and Software AG."

- Swisscom

"We always got all the answers we needed, and I feel that we are the best of friends. It was a great partnership."

- Allied Electronics

"Software AG is our true digital transformation technology partner."

- AAFMAA

"Software AG is a fundamental component of our next generation platform.
Our project is extremely ambitious because we are building up the most innovative IoT platform for insurance in the world. Any difficulties we have faced have been together as partner more than as customer and vendor."

- Octo

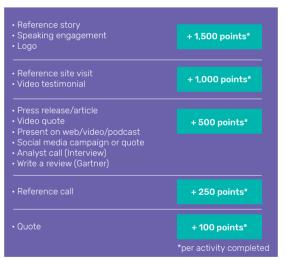
"At Software AG we think in terms of outcomes. We push hard to see our customers acheive theirs. And we see great value in these experiences shaping those of others."

- Scott Little | CRO. Software AG

## Collect points as you go and cash in for perks

We have come up with a simple points system. You see there's lots of different ways your story can reach others. The more of these you choose, the more points you get. We understand how much you are helping others when you share it—and we believe that deserves huge recognition.







## Sign up today!

Count on us to champion your success with integrity, sensitivity and respect. A dedicated Ambassador liaison will work with you to customize your program, localize it to your needs and agree a level of engagement that suits you.

### **ABOUT SOFTWARE AG**

Software AG began its journey in 1969, the year that technology helped put a man on the moon and the software industry was born. Today our infrastructure software award of living connections possible. Every day, millions of lives around the world are connected by our technologies. A fluid flow of data fuels hybrid integration and the Industrial Internet of Things. By connecting applications on the ground and in cloud, businesses, governments and humanity can instantly see opportunities, make decisions and act immediately. Software AG connects the world to keep it living and thriving. For more information, visit www.softwareag.com.

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