

PRESS RELEASE

Evalueserve Joins Software AG Partner Ecosystem as Consultants for Critical Data Analytics

- **Evalueserve to offer firms a 360 degree, real-time view of changing consumer, market and situational conditions using Software AG'S Apama Streaming Analytics Platform**
- **Evalueserve's research, analytics and data management consulting services enable firms to better understand and act on fast, big data**

Darmstadt, Germany, April 14, 2015 - Software AG announced today that Evalueserve has joined its fast-growing, partner ecosystem as consultant and value added reseller focused on delivering critical data analytics consulting services and solutions that help enterprises gain unique business insights from the huge volumes of fast, big data.

Recognizing the new skills required to monitor, manage and comprehend the vast amount of new data streaming into businesses, Evalueserve designs comprehensive approaches and processes to deliver real business insights. Evalueserve will combine their expertise with the use of Software AG's Apama Streaming Analytics platform to offer a 360-degree, real-time view of changing consumer, market and context conditions and provide the necessary business action.

Evalueserve takes a mind+machine approach in providing global, highly innovative research, analytics and data management services. Mind+machine is the combination of a global network of expert analysts with best-in-class technology. It is the combination that helps clients make sense of complex and real-time data - discovering and linking the business intelligence nuggets to the problems the client wants to solve or to competing more effectively.

Evalueserve will use Software AG's Apama Streaming Analytics platform for the live analysis of data streams in areas such as Risk & Compliance, Customer Insights, the Internet of Things or any use case where complex analytics can drive client innovation. For example, by helping service engineers pro-actively predict the failure of critical components through the real-time analysis of continuous machine-data feeds, preventing unplanned down-time and therefore saving significant costs.

Eric Duffaut, chief customer officer, Software AG, said, "My goal is to grow our partner ecosystem with strong partners like Evalueserve. Our partners are crucial to enabling our customers to leverage the new business opportunities arising from the fast-growing digital economy. The European Commission estimates that it will reach €3.2 trillion, in the G20 countries alone, by 2016 and already accounts for 8 percent of GDP. Evalueserve provide an extremely important service for companies to evolve and mature into the digital economy. This is the type of collaboration model that delivers increased competitiveness and business value."

Marc Vollenweider, CEO of Evaluesserve, says: “We are delighted to be working with Software AG and our strategic reseller agreement will help us offer a powerful and comprehensive streaming analytics solution. The new business opportunities, but also the risks in the digital economy are huge and enterprises cannot afford to delay addressing this market through a lack or inappropriate use of in-house skills.”

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About Software AG

Software AG (Frankfurt TecDAX: SOW) helps organizations achieve their business objectives faster. The company's big data, integration and business process technologies enable customers to drive operational efficiency, modernize their systems and optimize processes for smarter decisions and better service. Building on over 40 years of customer-centric innovation, the company is ranked as a leader in 14 market categories, fueled by core product families Adabas-Natural, ARIS, Alfabet, Apama, Terracotta and webMethods. Software AG has more than 4,400 employees in 70 countries and had revenues of €858 million in 2014. Learn more at www.softwareag.com

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About Evaluesserve:

Evaluesserve is a global professional services provider offering research, analytics, and data management services. We're Powered by mind+machine - a unique combination of human expertise and best-in-class technologies that use smart algorithms to simplify key tasks. We work with clients across a wide range of industries and business functions, helping them to make better decisions faster; reach new levels of efficiency and effectiveness; and see a tangible impact on their top and bottom line.

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Software AG & Evaluesserve Announce Partnership to Bring Big Data and the Internet of Things to Life