

## PRESS RELEASE

## DYK Motors Implements Software AG's webMethods to Fuel Kia's Growth in China

- One of China's largest and fastest growing automakers brings new plant online with the webMethods product suite
- webMethods improves the efficiency, responsiveness and visibility of key systems and processes
- Use of SOA slashes development times and maintenance costs

Darmstadt, Germany, August 7, 2007 - Software AG, a global leader in business infrastructure software, today announced that Dongfeng Yueda Kia Motors Co, Ltd. (DYK Motors) has implemented the webMethods products suite as its enterprise service bus (ESB) solution. webMethods is being used to support DYK Motors' corporate expansion with the opening of a new production facility in Jiangsu, China. DYK Motors expects to more than triple production to over 400,000 vehicles annually when the plant goes into full production in 2010. DYK Motors is jointly-owned by Korean Kia Motors Corporation, Jiangsu Yueda Investment Share Co., Ltd., and Dongfeng Motors, China's second largest automaker.

DYK Motors is using webMethods to automate and extend core processes across its expanded operations; to create 'one version of the truth' via the real-time synchronization of multiple data instances; and to facilitate integration between multiple trading partners and the company's SAP and Oracle-based systems. With real-time process integration and visibility extending across its operations, DYK Motors can operate leaner and more efficiently, respond more quickly to changes in demand, and more effectively monitor overall quality.

"Our previous reliance on a number of disparate systems for production, quality control, ordering and financial management meant that our operating processes were unable to scale to support our projected growth. However, by shifting to real-time data exchange and interoperability across these systems, we're now able to meet the productivity and quality objectives of our new facility," said Mr. Yan Guo, Deputy IT Manager, DYK Motors. "The webMethods product suite has helped us to address all of our process integration and automation requirements using a single platform for maximum efficiency. This not only allowed us to go into production faster, but also ensures that our implementation remains very cost-effective to maintain over the long-term."

Having deployed webMethods as its ESB, DYK Motors is now better equipped to take advantage of Web services to speed and simplify integration. By capturing these frameworks within a service-oriented architecture (SOA), the company is able to subsequently reuse these interfaces to save both time and money. According to one estimate, webMethods has reduced process development times by nearly 50 percent and lowered maintenance costs related to integration by up to 80%.

“By leveraging webMethods as its ESB, DYK Motors is taking advantage of a standards-based approach to integrating and automating key business processes. Specific benefits have included faster development, less costly integration, and timelier access to more reliable data,” said Mr. Paul Henaghan, Software AG’s Senior Vice President Asia Pacific and Japan (APJ) - webMethods business line. “At a strategic level, this real-time, automated approach is fundamental to the company’s efforts to become China’s leading automotive manufacturer.”

Like DYK Motors, manufacturers everywhere are confronted with growing product complexity and shorter development lifecycles, more dynamic marketplaces and supply chains, and increased regulatory scrutiny. According to AMR Research [*Manufacturing 2.0: Defining Next-Generation Manufacturing (July 05, 2007)* by Colin Masson, Simon Jacobson and Alison Smith], “[m]any global manufacturers know and the rest of us need to recognize that force fitting monolithic applications into manufacturing operations is costly, risky, and ultimately creates systems that hinder agility, defeating the original intent entirely. Traditional MES and ERP monolithic applications, or Manufacturing 1.0, are inflexible, can’t cope with lean or Six Sigma initiatives, lack adequate functionality to handle multiple manufacturing styles, require more skills than are available, and the list goes on. It’s time for Manufacturing 2.0.”

Working to address these requirements is the webMethods product suite, which helps enterprises transform legacy systems and data into more productive corporate assets, integrate disparate systems, implement SOA and improve critical business processes. Key components include:

- Industry-leading SOA governance encompassing CentraSite’s extensible metadata management and modeling capabilities as well as Infravio’s policy management and enforcement
- An enterprise-class, standards-based ESB that includes extensive support for business-to-business (B2B) communications
- An award-winning, best-in-class Business Process Management Suite (BPMS) with patented Business Activity Monitoring (BAM)
- Powerful, Web 2.0 application composition
- Comprehensive legacy modernization and data management capabilities

By offering all of these capabilities within a single product suite, enterprises can achieve measurable business results faster while also enjoying greater, long-term benefits.

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## About Dongfeng Yueda Kia Motors (DYK Motors)

Dongfeng Yueda Kia Motors Co, Ltd. (DYK Motors) is an automobile manufacturer jointly invested by Dongfeng Motors, Jiangsu Yueda Investment Share Co., Ltd. and Korean Kia Motors Corporation. Its major products - CARNIVAL, OPTIMA, PRIDE, QIANLIMA and RIO QIANLIMA, introduced by Kia's advanced technologies, are very competitive in the domestic market of economical cars and have received numerous awards. Ever since its launch in 2004, the Qianlima became chart leader in both of the monthly and annual compact categories.

Since its debut at the Auto China 2006 in Beijing, the "i-Generation Car" - RIO QIANLIMA has won such awards as "The Most Noticeable New Car", "The Most Sought-after Car of Western China Automotive Billboard" and "The Most Popular New Automotive". By the end of year 2006, DYK Motors has established 181 "4S specialty outlets" and "Qianli Portal" after-sales services brand, and nationwide customer service centre, as it aims to provide the best services to fulfill customers' requirements with the highest speed.

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Software AG's 4,000 global customers achieve measurable business results by modernizing and automating their IT systems and rapidly building new systems to meet growing business demands. The company's industry-leading product portfolio includes best-in-class solutions for managing data, enabling service oriented architecture, and improving business processes. By combining proven technology with industry expertise and best practices, our customers improve and differentiate their businesses - faster. Software AG has more than 37 years of global IT experience and approx. 3,700 employees serving customers in 70 countries. The company is headquartered in Germany and listed on the Frankfurt Stock Exchange (TecDAX, ISIN DE 0003304002 / SOW). Software AG posted total revenues of €483 million in 2006.

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