

## PRESS RELEASE

**European Business School conducts research for Software AG on IT transformation**

- A collaborative research venture on IT transformation is focusing on how companies realign their IT landscapes to strengthen their competitive positions.
- Initial results to be announced at CeBIT.
- Results and recommendations expected at mid-year.

**Darmstadt, Germany, February 2, 2010 – Software AG has begun a collaborative research venture focusing on IT transformation with the European Business School. The study focuses on companies that are realigning their global IT landscapes to strengthen their competitive position in the long term. The study aims to illuminate the IT transformation process and provide information about catalysts, starting and target situations, and the resulting procedural models. The results of the study and recommendations for companies will be presented and discussed in June 2010 at a joint meeting with the European Business School and business representatives.**

The collaboration began in December between Software AG, Germany's second-largest software producer, and the European Business School, Germany's oldest state-recognized private business school and home to one of the country's top five business departments. The affiliated Institute of Research on Information Systems (IRIS), which conducts research on topics related to strategic IT management, service-oriented architectures, and business/IT alignment, is overseeing the study. The study will initially address the characteristics of IT transformation and its role in IT management. Subsequent case studies will demonstrate how some companies have successfully managed major IT transformation processes. Initial results will be announced at CeBIT 2010 in Hannover. The goal is to scientifically illustrate practical examples of IT transformation and derive best practices from them.

Dr. Christine Legner, IRIS Chair of Enterprise Systems and Electronic Business:

“We are very excited about this collaborative research venture, which ties in with the focal points of our research: strategic IT management, service-oriented architectures, and business/IT alignment. Companies that have made massive investments in IT in recent years are now finding themselves faced with growing complexity and cost pressures. This collaborative venture enables us to research the transformation of IT landscapes in a scientific study and derive specific recommendations regarding this topic.

Ivo Totev, member of the board responsible for Global Consulting Services at Software AG:

“Currently, IT transformation is one of the most important topics for businesses, because it contributes significantly to crisis management. Thus, for example, successful corporate cultures are starting to include integrated business processes more and more as an integral component. However, these succeed only when their IT is set up accordingly. New approaches are needed that solve problems and realize opportunities. We are thrilled by the scholarly support of EBS.”

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[Software AG](#) is the world's largest independent provider of [Business Infrastructure Software](#). Our 4,000 global enterprise customers achieve business results faster by modernizing, integrating and automating their IT systems and processes. As a result, they rapidly build measurable business value and meet changing business demands. Based on our solutions, organizations are able to liberate and govern their data, systems, applications, processes and services - achieving new levels of business flexibility.

Our leading product portfolio includes solutions for high performance [data management](#), developing and [modernizing applications](#), enabling [service-oriented architecture](#), and improving [business processes](#). By combining our technology with industry expertise and best practices experience, our customers improve and differentiate their businesses - faster.

Software AG has 40 years of global IT experience and about 3,600 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 €721 million in 2008.

#### Software AG - Get There Faster

Detailed press information about Software AG including a picture and multimedia database are available under: [www.softwareag.com/de/press](http://www.softwareag.com/de/press)

#### About European Business School (EBS)

European Business School (EBS) International University Schloss Reichartshausen, founded in 1971, is the oldest state-recognized private business school in Germany. The school actively pursues its mission to educate the managers who will lead tomorrow's markets: research and programs of study are continuously expanded, updated, and internationalized. Close ties with the business world enable EBS students to benefit from an optimal combination of theory and practice. The intensive and comprehensive interaction that EBS, its faculty, and students maintain with the real world of business gives EBS its unique and dynamic character.

Further Information: [www.ebs.edu](http://www.ebs.edu)

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