



# DNA OF THE DIGITAL BUSINESS PLATFORM

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A person in a dark suit is seen from behind, walking up a long, wide staircase. The staircase is illuminated by bright, horizontal light strips on the walls and ceiling, creating a sense of depth and perspective. The overall color palette is dominated by cool blues and whites, with a bright light source at the top of the stairs. The text "5 STEPS" is overlaid in the center of the image.

# 5 STEPS



CREATE EXCEPTIONAL CUSTOMER EXPERIENCE

USE DATA TO REALIZE CUSTOMER VALUE

CREATE A 21<sup>st</sup> CENTURY ARCHITECTURE (AND HELP YOU MAKE IT HAPPEN!!)

MERGE THE PHYSICAL AND DIGITAL WORLDS

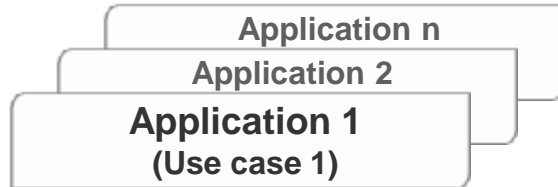
TRANSITION FROM CIO TO CDO

# DIGITAL TRANSFORMATION

## PRE-DIGITAL WORLD

Innovation through vendor

### Product Based

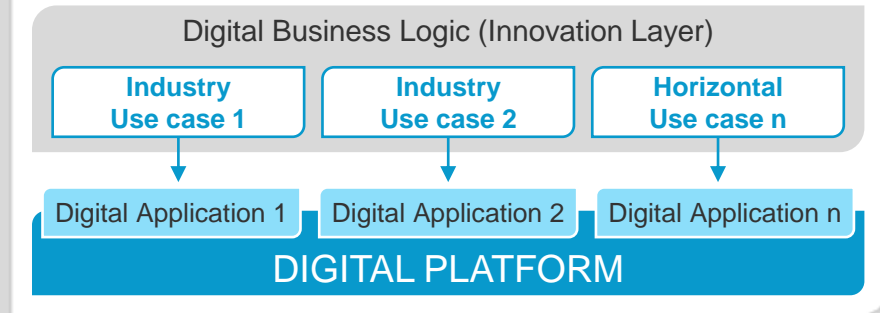


Monolithic • Complex/Inflexible • Slow

## DIGITAL WORLD

Co-innovation through customers and vendors

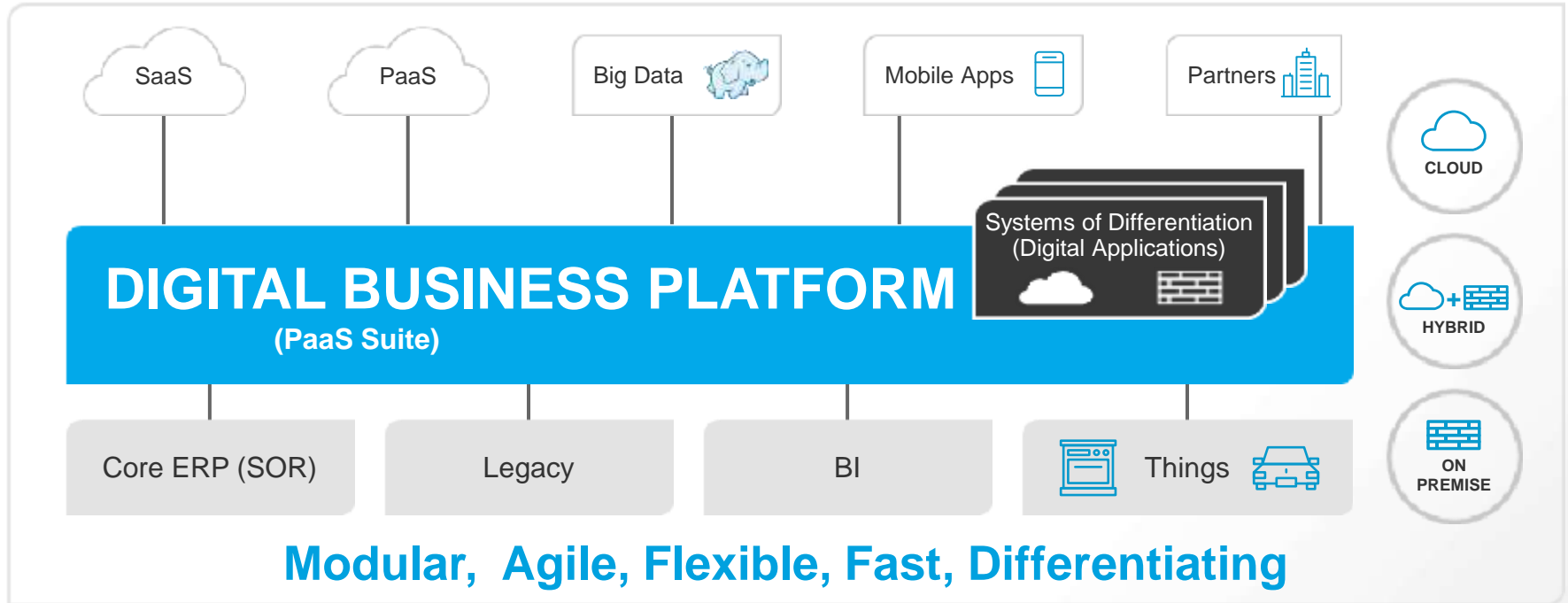
### Platform Based



Agile • Flexible • Fast

# DIGITAL ARCHITECTURE

## AN ENGINE FOR DIFFERENTIATION



# DIGITAL BUSINESS PLATFORM DEFINITION

An integrated set of Technologies and Tools  
to manage the Digital **TRANSFORMATION** and  
to **IMPLEMENT** new Business Designs.

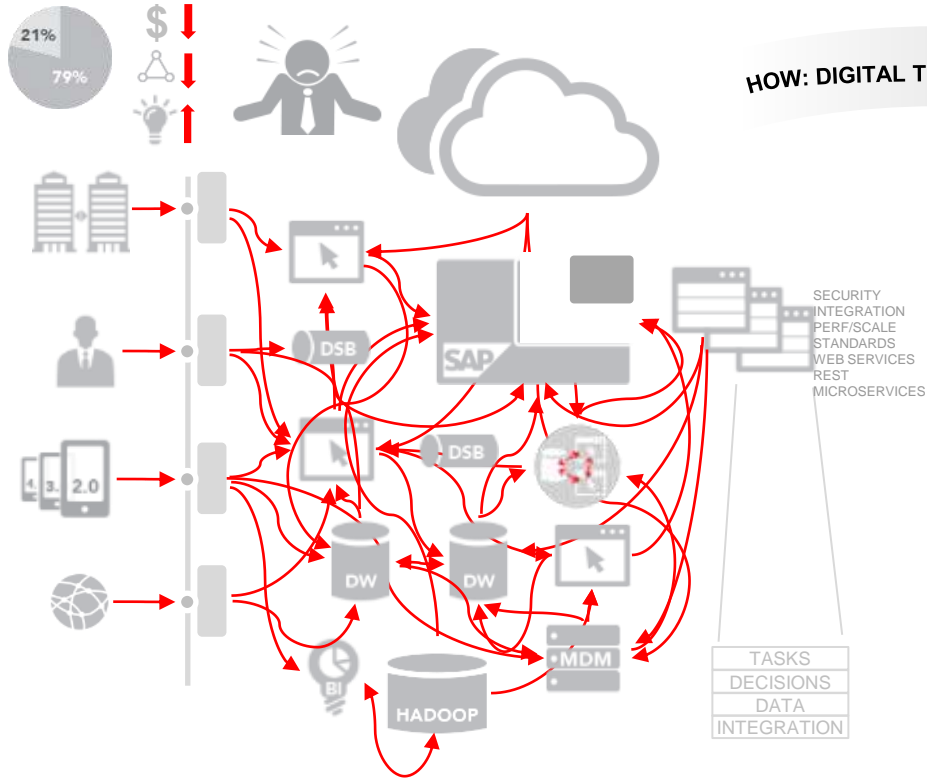
(by connecting the digital and physical worlds)

**Foundation for the Digital Enterprise**

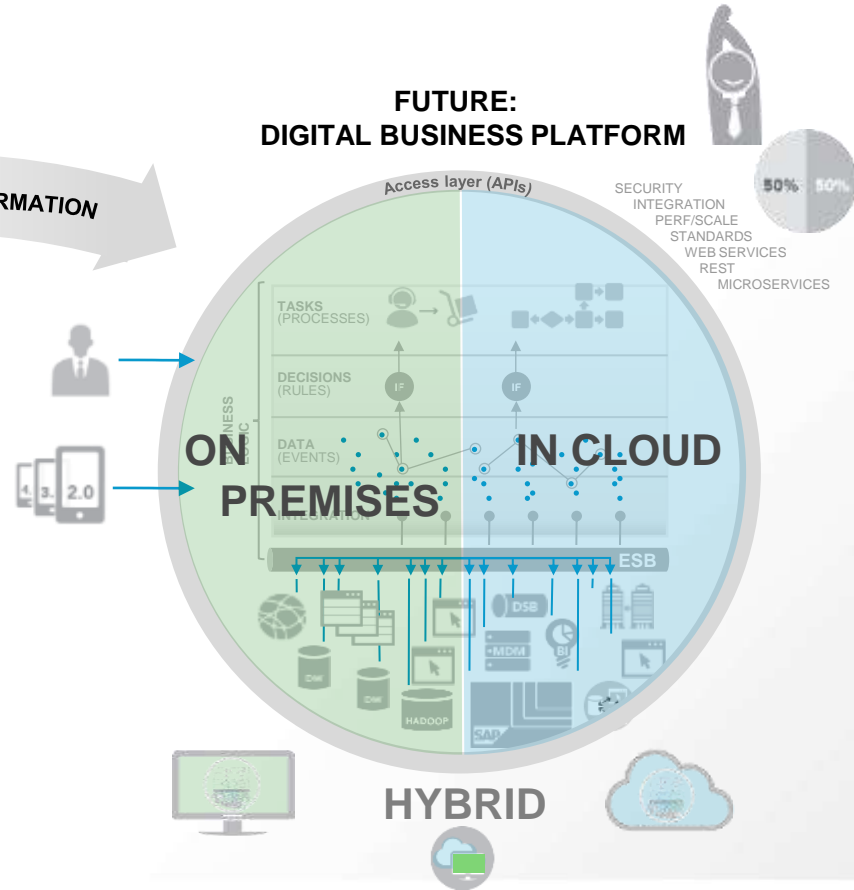
# 21<sup>ST</sup> CENTURY ARCHITECTURE

## AGILITY, FLEXIBILITY, SPEED

### CURRENT STATE



### FUTURE: DIGITAL BUSINESS PLATFORM



# DIGITAL BUSINESS PLATFORM

YOUR PLATFORM TO INNOVATE, DIFFERENTIATE AND WIN IN THE DIGITAL WORLD

## BUSINESS & IT TRANSFORMATION

Business Process Analysis

Governance, Risk & Compliance

IT Portfolio Management

Enterprise Architecture Management

powered by  
**ARIS & ALFABET**

## ANALYTICS & DECISIONS

Streaming Analytics  
Operational Intelligence

powered by  
**APAMA & WEBMETHODS**

## PROCESS

Business Process Management  
Agile Applications

powered by  
**WEBMETHODS**

## INTEGRATION

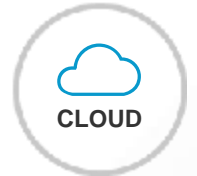
Integration  
API Management

powered by  
**WEBMETHODS**

## IN-MEMORY DATA

In-memory Data Fabric

powered by  
**TERRACOTTA**





# DIGITAL BUSINESS PLATFORM

## YOUR DIGITAL CAPABILITIES



### BUSINESS & IT TRANSFORMATION

Business strategy & planning

Customer journey mapping

Design & analysis

Risk & Compliance management

Portfolio management

Enterprise architecture

### ANALYTICS & DECISIONS

Machine Learning

Predictive analytics

Alerts & Actions

Process Analytics

Visual analytics

Streaming analytics

Pattern matching

Event processing

Event routing & persistence

### PROCESS

Dynamic orchestration

Process automation

Case management

Process monitoring

Application development

Mobile enablement

Task & work management

Rules management

Content management

### INTEGRATION

Application integration

B2B integration

Master data management

Cloud integration

API management

Big Data integration

IoT integration

Services management

Managed file transfer

### IN-MEMORY DATA

In-Memory data management

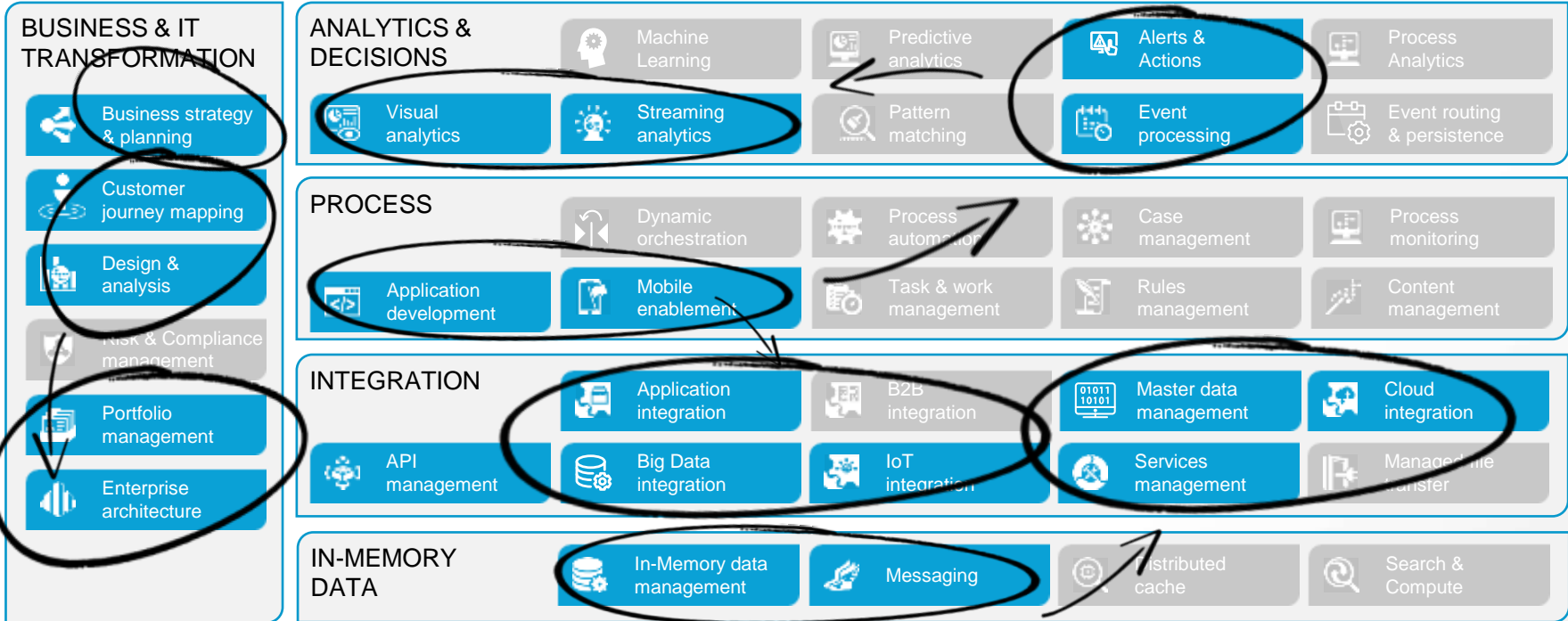
Messaging

Distributed cache

Search & Compute

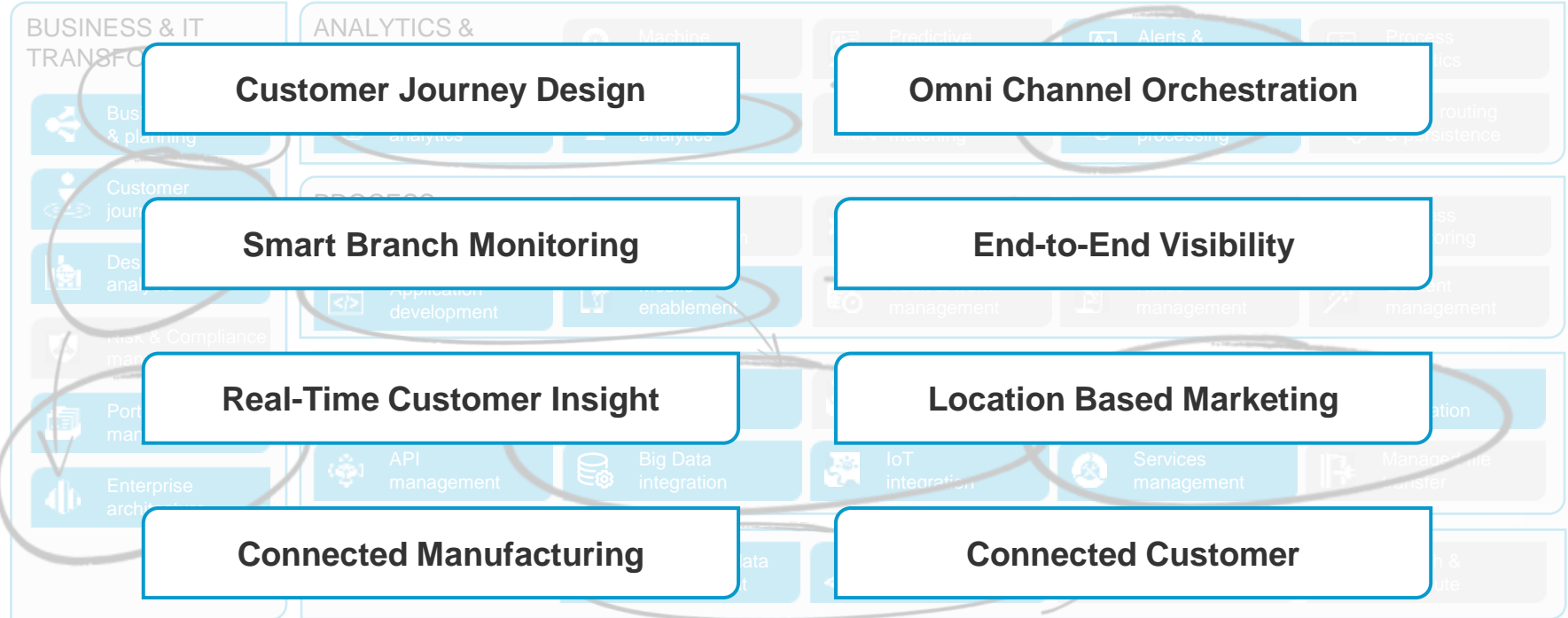
# DIGITAL BUSINESS PLATFORM

## YOUR DIGITAL TRANSFORMATION JOURNEY



# DIGITAL BUSINESS PLATFORM


## YOUR DIGITAL USE CASES



# KICK STARTING YOUR DIGITAL JOURNEY

## CUSTOMER ENGAGEMENT PROCESS

**software**  
INDUSTRY INITIATIVE MAP: RETAIL  
MAPPING DIGITIZATION INITIATIVES TO THE DIGITAL BUSINESS PLATFORM



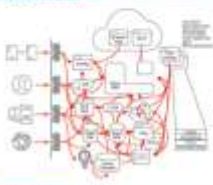
Initiative	Area	Initiative	Customer	Product	Process	Channel	Device	Location
Discovery	Product	Product Discovery	Product Discovery	Product Discovery	Product Discovery	Product Discovery	Product Discovery	Product Discovery
		Product Discovery	Product Discovery	Product Discovery	Product Discovery	Product Discovery	Product Discovery	Product Discovery
		Product Discovery	Product Discovery	Product Discovery	Product Discovery	Product Discovery	Product Discovery	Product Discovery
		Product Discovery	Product Discovery	Product Discovery	Product Discovery	Product Discovery	Product Discovery	Product Discovery
Task & Efficiency	Product	Product Discovery	Product Discovery	Product Discovery	Product Discovery	Product Discovery	Product Discovery	Product Discovery
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Self Management	Product	Product Discovery	Product Discovery	Product Discovery	Product Discovery	Product Discovery	Product Discovery	Product Discovery
		Product Discovery	Product Discovery	Product Discovery	Product Discovery	Product Discovery	Product Discovery	Product Discovery

Legend:   
■ Existing Capabilities   
■ Emerging Capabilities   
■ Missing Capabilities

**software**


**DISTANCES**

Example: Retail Architecture




**ENABLERS**

Example: Retail Architecture



**Example: Discovery Process**



# TEN INDUSTRIES COVERED

## INDUSTRY INITIATIVE MAPS

### BANKING



### INSURANCE



### MANUFACTURING



### RETAIL



### GOVERNMENT



### SECURITIES



### UTILITIES



### TRANSPORTATION



### COMM. & MEDIA



### PHARMACEUTICALS





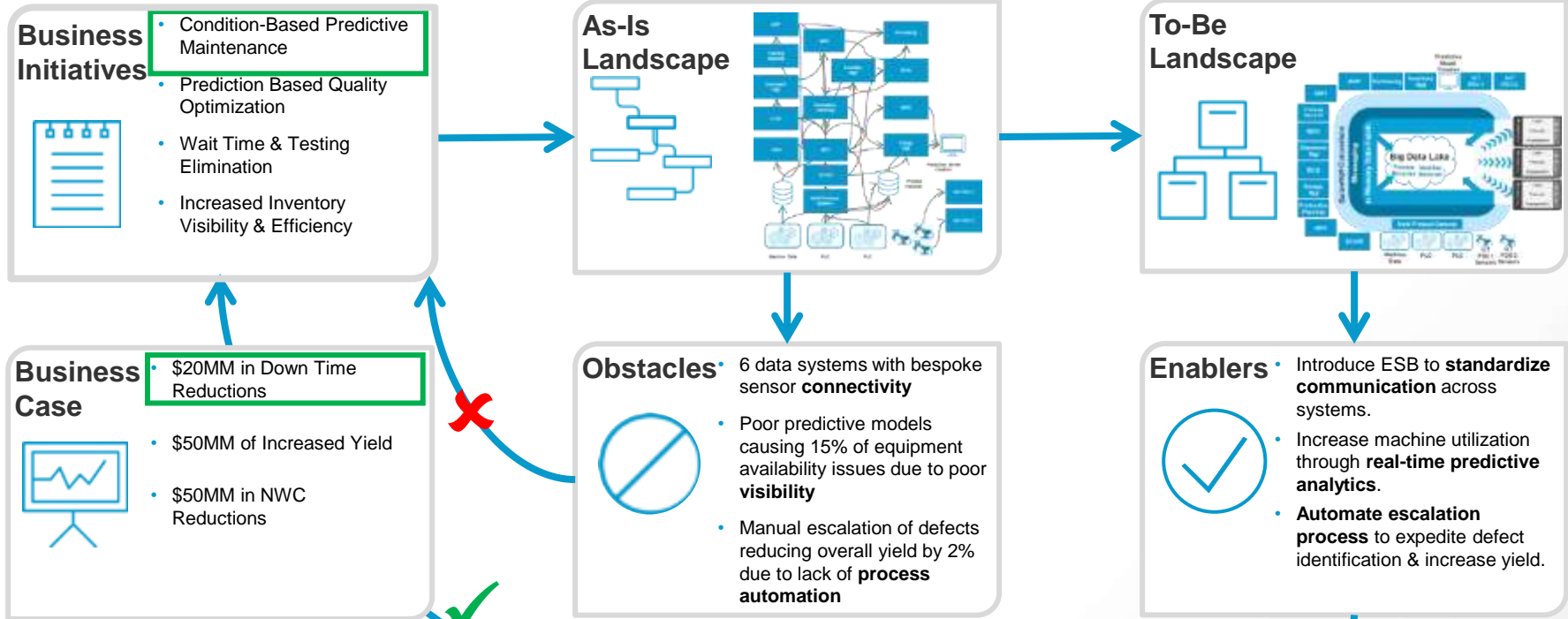
## 7 Disciplines of Digital Fitness

The calling card of digital pioneers

<http://digital.softwareag.com>

# CUSTOMER ENGAGEMENT PROCESS

## DELIVERING TAILORED VALUE PROPOSITIONS



# **Foundation for the Digital Enterprise**

**Focus on strategic partnership**



# THANK YOU!