Take action when it matters most
What if, instead of measuring lost customers through churn or missing profits due to fraud, you could prevent negative events from happening in the first place? That’s precisely what you can do with the Software AG Data & Analytics Platform. You can predict and detect significant business events as they happen. Take action the moment it matters most, making it possible to minimize the risk and maximize your gain.

Decide quickly, act instantly
The Software AG Data & Analytics Platform is an end-to-end, modular and integrated set of world-class capabilities optimized for high-speed data management and analytics on real-time data and offering out-of-the-box integration and connectivity to all key enterprise data sources. Choose the capabilities you need: streaming, predictive and visual analytics along with messaging for easy integration with other enterprise apps and an in-memory data store for extremely fast access. Integrate historical and other data for comparison—ideal when building models or enriching customer and other vital data.

Make real-time data & analytics your real advantage
Streaming analytics: Analyze and act on fast-moving big data in real time
As big and fast data proliferates, more and more data streams are generated in real time from a myriad of sources—market data, mobile devices, Internet of Things (IoT) sensors and clickstreams, as well as internal transactional systems. No need to be intimidated when you use Software AG’s award-winning streaming analytics technology.
Using streaming analytics, you can:

- Design, develop and deploy sophisticated analytics that monitor any number of event streams and high-velocity event data of any kind
- Detect and analyze patterns from many sources at the same time
- Respond to events the moment events happen—or even before they happen, when you integrate predictive models
- Automate responses to take intelligent actions instantly without human intervention
- Spot significant patterns of events, like a change in credit-card spending that might be indicative of fraud

Leverage machine learning models, often supplementing or replacing manual processes with automated systems using statistically derived actions in critical processes.

No matter where your applications are running—in the IoT, a distributed environment, the cloud or on a mainframe—you can execute, optimize and scale models without allocating dedicated IT resources. This includes deep neural network models built using Keras, Caffe or Tensorflow.

**Data visualization:** Transform raw data into meaningful dashboards

Why read through lines of data when you can visualize its impact in an instant on a dashboard? Whether interacting with live data or fine-tuning automated decisioning processes, you can turn data into meaningful dashboards on any device using Software AG’s data visualization capabilities powered by our data visualization component:

- Simply “point and click” to build dashboards—no assistance needed from IT!
- See where to take action in an instant across high-volume data
- Blend data from almost any source—the very latest IoT data, historical data and real-time event data for right-time decision-making
- Rely on an intuitive user interface to identify visual patterns quickly
- Share dashboards in a secure way since no data is stored on any device

Visualize exactly what’s happening at any point in time and share this information in a way that is easily understood across the enterprise. Measure “what is happening” and also understand “why it is happening.”
High-speed messaging: Get time-critical data where it needs to go, fast
The same platform that brings you world-class analytics also incorporates top-of-the-line connectivity to get your critical data where it’s needed, when it’s needed. That could be pushing data from a sensor to a predictive model on an IoT gateway or pulling contextual reference data from an enterprise system for an AI application.

Using our universal messaging layer, you can:

• Assure real-time data streaming to the edge of your corporate network and beyond to the web, mobile devices and the IoT
• Execute real-time, message-oriented interactions in an event-driven architecture
• Integrate everything seamlessly with support for all common messaging standards, wire protocols and transport options

You get a messaging backbone that’s performant, robust, reliable, flexible and simple to use. Count on full interoperability between client APIs of your choice with plugins for all major enterprise applications.

In-memory data management: Manage your data for maximum impact
With the advent of the IoT, businesses are pushing the boundaries on data volumes and velocity, especially in analytics where the need to ingest, process and access data in real time is critical to success. That’s why Software AG’s in-memory data management technology offers the highest levels of scalability and performance.

Our next-generation in-memory store provides a single, unified architecture, fusing the power of a non-relational data store with high-performance in-memory data grid technology.

Using our in-memory data management capabilities, you can:

• Achieve access to data at extremely low, predictable latency at any scale
• Accelerate time to insight—gather, sort and analyze data faster than your competition
• Keep hundreds of terabytes of heterogeneous data maintained in-memory with guaranteed latency of low milliseconds
• Data can be distributed and mirrored across multiple servers to achieve complete resiliency and high availability

Expect the speed, performance and availability from our data and analytics platform to meet your massive data storage requirement and real-time business demands.
Real-time analytics in the real world

The applications you build are limited only by your desire to better understand, predict and act on insights revealed in those relentless data streams. Here are a few examples:

**Optimize customer service**
Immediately recognize repeated calls from high-value customers, and move those calls directly to team members who are empowered to fix the problem.

**Stop fraud in its tracks**
Identify cardholders who make low-value purchases followed by more expensive transactions 200 miles from their mobile phone. Call your customers right away to verify the transactions before they are allowed to complete.

**Avoid costly downtime**
Unexpected shutdowns can cost millions an hour! Know when parts need to be replaced before equipment fails—and make the change during a scheduled maintenance period.

**Improve logistics management**
Identify exceptions in real time. Lower costs by tracing shipments, and satisfy customers through better package tracking and alerting.

**Innovate new products and services**
Add sensors to products to track their use and monitor customer behavior to customize offers and pricing.

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**Take the next step**
Explore the unlimited potential of real-time data and analytics for your enterprise by talking to your local Software AG representative and visit [www.softwareag.com](http://www.softwareag.com).

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**WHAT CUSTOMERS SAY**

**OCTO TELEMATICS GROUP:**
“Software AG shared our vision of the world. In Software AG we don’t have a typical vendor/customer relationship, we have a partner.”
— Gianfranco Giannella | COO & SVP

**SOLAIRE RESORT & CASINO:**
“We now have better insight of customers and how we can serve them better with more personalized services at the right time.”
— Kel Telford | CIO

**ROYAL DIRKZWAGER:**
“The ability to respond quickly to client requests and roll out completely new service offerings in two months gives us a huge strategic advantage.”
— Ton de Jong | CIO

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**Forrester Research calls this “perishable insight”**