



# UNIVERSAL MESSAGING

## FAST, GUARANTEED MESSAGE DELIVERY

### For enterprise, mobile, web and the IoT

Why take chances with your messaging platform? Go with the market-leading Universal Messaging solution for real-time streaming across a wide array of delivery channels, including all mainstream enterprise, web and mobile platforms. Industry-standard APIs make it easy for you to create a scalable, robust and flexible messaging backbone for Internet of Things (IoT) applications, high-performance application integration architectures and more.

### Key benefits

#### Simplicity

The Universal Messaging platform eliminates the complexity and latency incurred by bridging multiple messaging systems. Multiple delivery channels and associated technologies are handled with a common foundation to move data quickly to wherever needed.

#### Performance

Universal Messaging is the fastest unified messaging product on the market, providing unsurpassed connectivity, high performance and low-latency delivery.

#### Flexibility

Count on no-compromise access to data via cross-compatible messages and through multiple delivery channels, supporting a market-leading range of devices and platforms.

### Features

#### Scalability

Scale applications as new delivery channels emerge and respond to the demands of new devices or protocols. Scale with any increase in user numbers or data volumes.

#### Multiple language APIs

Get full interoperability between the client APIs of your choice across enterprise, web and mobile.

#### Security

Communicate using a secure transactional system that includes encryption, pluggable authentication, and entitlement services that are battle hardened through powering the world's largest e-commerce trading systems for more than a decade.

#### High availability

Guarantee message delivery using transactional semantics and persistence, and deliver unsurpassed levels of availability with Universal Messaging's unique active/active clustering for distributed servers.

#### One solution, multiple messaging paradigms

Choose the market-leading choice of messaging standards, wire protocols and transport options from a single solution.

## ANY MESSAGE, ANY CHANNEL

### Enterprise

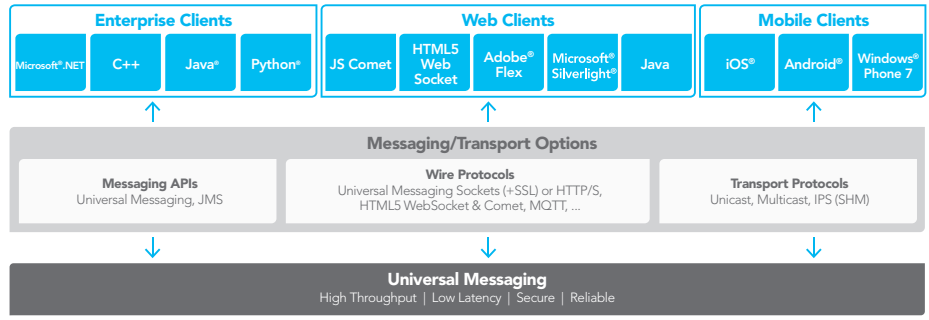
- High-throughput, low-latency messaging for resilient, secure and highly scalable applications

### Web and Mobile

- Designed from the ground up to provide real-time streaming to the edge of corporate networks and beyond
- Support for all of today's common web and mobile platforms

### Internet of Things

- In-memory data streaming provides the data transport backbone for IoT infrastructures
- Seamless end-to-end integration between on-premises and cloud applications and edge devices



Standards-based interoperability from corporate systems to the edge of the Internet

## Universal Messaging at work

Here's how leading Digital Enterprises use Universal Messaging from Software AG:

### Deutsche Bank AG

Universal Messaging powers Deutsche Bank's market-leading Autobahn platform for Internet and mobile-enabled FX and fixed-income trading. The global client community consists of banks, hedge funds, currency trading advisors, FX intermediaries, exchanges, investment managers and corporations.

### JPMorgan Chase & Co.

JPMorgan Chase uses Universal Messaging for a variety of applications within its investment banking areas. Universal Messaging is deployed globally to deliver high-speed data across a collection of Universal Messaging clusters.

### Copart

Copart uses Universal Messaging to power its state-of-the-art vehicle auction service that

supports massive numbers of concurrently connected auction participants over web and mobile platforms.

### TopSpin Networks

TopSpin Networks uses Universal Messaging to power its innovative SnapCall™ Sports mobile gaming platform. The game allows thousands of users to participate in real-time in-game handicapping collaboratively with all other users of the platform.

## More use cases for Universal Messaging

### A global provider of printing and content management solutions

uses Universal Messaging as a scalable backbone for an innovative service on the IoT to prevent problems and proactively maintain connected devices at customer locations. By integrating operational systems and historical data with real-time status and sensor feeds from hundreds of thousands of individual devices, this company is now able to build new connected applications to monitor machines in real time and proactively address maintenance issues. Increased service levels greatly strengthen this company's competitive position.

Benefits:

- Higher value service contracts and enhanced customer loyalty
- More efficient use of company resources to remotely track and manage devices
- Confidence to set an aggressive target for growth of their managed services business (from 17% to 50% in the next 5 years)

### A global telematics platform provider to the auto insurance industry

saw how Internet-connected technologies could transform the auto insurance industry. Its devices are installed in 15 million+ vehicles, capturing behavioral, contextual and driving data, to build a driving telemetry database currently containing 380 billion kilometers of data. The challenges of integration, process management, real-time analytics and operational intelligence all require super-fast, guaranteed messaging. Using Universal Messaging and Software AG's Digital Business Platform to leverage big data and the IoT, this organization is able to meet new customer demands and bring innovative products to market.

Benefits:

- Ground-breaking innovation in the auto insurance industry, creating completely new markets
- A new, scalable telematics monitoring platform
- Helping consumers who demonstrate lower risk save money
- Lowering liability exposure for insurers

## Take the next step

To see how Universal Messaging can help you differentiate digitally with greater customer focus, innovative services and faster operations, talk to your local Software AG representative or visit [www.softwareag.com](http://www.softwareag.com).

## ABOUT SOFTWARE AG

Software AG helps companies with their digital transformation in more than 70 countries. With Software AG's Digital Business Platform, innovative companies can interact with their customers and bring them on new 'digital' journeys, promote unique value propositions, and create diverse and exciting new business opportunities. The Digital Business Platform is built on decades of uncompromising software development, IT experience and technological leadership. To learn more, visit [www.softwareag.com](http://www.softwareag.com).

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