



#2 | NOVEMBER, 2015

Dear ARIS Community,

Welcome to the latest edition of the ARIS Newsletter to provide you with information about new ARIS features, events and other helpful content.

You've probably already noticed this newsletter comes to you in our fresh and brand new logo, colors and style. We launched our new branding at Innovation World, Oct. 12 in Las Vegas and receive very positive feedback. We hope you enjoy it, too!

For more detailed information on ARIS products, please contact marketing@ariscustomer.com.

Not only our look is new but our ARIS products also offer some great new features with ARIS 9.8 Service Release 2 (ARIS 9.8 SR2). Read all about it here!

You receive this newsletter, because you subscribed to receive ARIS product updates in your ARIS Community account.

Now enjoy and stay tuned for future issues!
Your ARIS team

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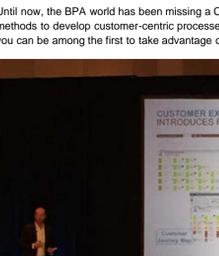
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What's new in ARIS 9.8 SR2?

Digital business demands flexibility and speed. ARIS 9.8 SR2 supports your digital business with new features that open up new opportunities as well as support you in your daily BPM work. Key highlights relate to customer experience management, mobility and usability.

ARIS is the world's first Business Process Analysis (BPA) tool supporting **Customer Experience Management (CxM)**. You can assure a good customer experience by taking into account your customers' journey, their touchpoints, your customers' emotions and expectations. See "Customer first! It's all about the journey"

ARIS Mobile Access and its API empower you to create applications, mobile or non-mobile, to access, capture and contribute content to the ARIS Repository on the go. See "Take BPM to new places with ARIS Mobile Access"



ARIS 9.8 SR2 also offers many **usability enhancements** that offer better support to BPM experts and broaden the ARIS user base.

The new **contribution** extension pack makes it easier for non-ARIS experts to contribute their process knowledge to ARIS based on simplified fact sheets. **ARIS smart design** offers easy-to-use, table-based modeling for faster process design. Modeling matures in ARIS 9.8 SR2 with **enterprise BPM™** that combines the advantages of standard Business Process Modeling Notation (BPMN™) with the complexity of Event-driven Process Chains (EPC). Testing experts can also take advantage of enhanced test design with **automated test path generation**.

ARIS Cloud Enterprise comes with new extension packs for simulation, business strategy, Model-to-Execute (M2E) and access.

GRC experts will benefit from the improved audit management features, easy import of operational data—for example, loss data, easy linking to ARIS Connect, and new control execution documentation.

For more information, check out [ARIS Cloud use cases](#) and read about the [new release features](#).

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Customer first! It's all about the journey

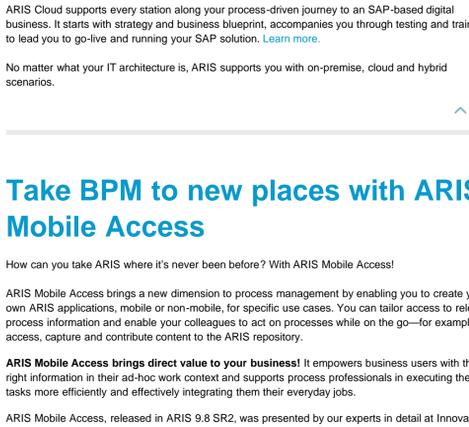
When market structures and industry borders blur, and companies have to cope with the challenges of new digital technologies, demanding customers and new competitive business models, it's time to think beyond the standards and find a new perspective. That's why the concept of Customer Experience Management (CxM) has been gaining traction and why Software AG introduced CxM with ARIS at Innovation World 2015.

One of the mandatory drivers to becoming a successful digital business is efficient Customer Experience Management (CxM). To stand out in a digital world, organizations have to accept the fact that customers matters more than any other strategic imperative.

If customers don't get what they want, they can jump the store to buy somewhere else. A deep understanding of the customer's needs, expectations, behaviors and desires helps organizations increase customer satisfaction and ensure customer loyalty.

CxM helps in designing customer-centric journeys from end-to-end. A good business process is no longer enough; it's all about the experience a customer has along his journey that really counts. By defining customer experience as a key differentiator and taking an "outside-in" approach to designing and analyzing touch points and business processes, you can reflect on your own processes and interactions as well as recognize new opportunities and innovations.

Until now, the BPA world has been missing a CxM solution that delivers the capabilities and the methods to develop customer-centric processes. ARIS 9.8 SR2 closes this gap. By using this release, you can be among the first to take advantage of the world's first BPA software for successful CxM.



Become a customer-centric organization and deliver the best customer experience. With ARIS 9.8 SR2, you can take customer emotions and expectations into account when you model your processes. Have a look at how using techniques, such as Customer journey modeling, Customer touchpoint analysis and identifying Moments of truth, can help to reflect on your business and recognize new opportunities to delight your customers.

For us, being a customer-centric organization means helping our customers satisfy their customers.

Check out our brand-new CxM use case and follow us on [ARIS Community](#). You'll get information on the importance of CxM, what CxM really means and how you can use ARIS to increase your company's value by improving your customer's satisfaction.

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10 Reasons for ARIS

For over two decades, ARIS has been the market-leading BPA software and the starting point for organizations that want to transform their business and IT. Why is ARIS so successful and how can organizations benefit from ARIS?

With better processes across business, IT and SAP systems, the **ARIS Business Process Analysis Platform** enables you to respond directly to the voices of the market, your customers and your business. In addition, the **ARIS Governance, Risk & Compliance Platform** helps to build and maintain an efficient control system that meets legal and regulatory requirements and manages enterprise risks.

1. Today, ARIS offers a mature and modern design to deliver the **best experience**. Your stakeholders have tools for their specific roles within business processes analysis. Simply design, analyze and simulate your processes from end-to-end and share your results with relevant parties.
2. Benefit from the wisdom of the crowd by using fully integrated **social collaboration** capabilities that enable every co-worker in your organization to trigger enhancements and stay informed. Use standard integrated ARIS Document Storage to manage and share process-relevant content directly in one user interface.
3. Reflect on your processes from the customers' "outside-in" perspective and analyze your Customer touchpoints to improve your interaction by taking customer emotions and expectations into account. As a result, your customer's value will grow with increasing customer satisfaction and loyalty. Put your company first by using the world's first BPA platform offering **customer experience management** methods and capabilities out of the box.
4. To stay at the head of the pack, you have to keep up with technologies. That is why, with the new **ARIS mobile access**, you can now develop your own custom-tailored mobile apps. Now you can use **ARIS to access** relevant information when you need it: anytime, anywhere and on any device.
5. Many customers wonder why they should manage their own infrastructure and keep their software always up-to-date on the latest release. Why not buy software-as-a-service? In response, we are offering a full-scale and location-independent BPA software, **ARIS Cloud**.
6. Because every improvement should be based on knowledge, ARIS offers **analysis and reports**. Use ARIS spreadsheets and queries to maintain and read process information, gain an in-depth understanding of dependencies between different items or get a better overview of your processes. Analyze and simulate your business to identify best strategies and test new processes—before costly changes are made.
7. To stay successful, you also need **risk & compliance** management that controls your process execution, testing and policies as well as assesses and mitigates your risks. You'll also find those capabilities in ARIS to help you reduce paperwork and save time and money by auditing your management activities.
8. Business cannot work as an island—neither does ARIS. With ARIS you can design your processes and then realize the benefits of Alfabet for IT portfolio management and also execute your processes with webMethods. If you run SAP shops or use other third-party systems, you'll like the fact that ARIS offers **integration** capabilities to be an organic fit in your IT landscape.
9. To reduce complexity, use **central administration** for easy configuration of user and document management, process governance and system administration. You'll find that in one user interface for all ARIS products.
10. You'll also find a friendlier **product architecture**. Choose just the capabilities you need, thanks to our fully scalable product infrastructure and extension packs.

Learn more about the [10 reasons for ARIS](#) and choose our business & IT transformation software to align your business needs with your business strategies. Just have a look ...

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Transforming into an SAP®-based digital business

Many organizations aim to become a digital business. Does yours too? What does that actually mean? How does this impact your SAP projects? Especially for SAP shops, digital transformation should be powered by processes and fueled by SAP. To become a profitable, thriving digital business, you must be able to constantly change, be customer-centric and innovative, and have access to real-time intelligence you can act on.

Start your process-driven journey to an SAP-based digital business today with your [free ARIS Cloud trial!](#)

ARIS Cloud supports every station along your process-driven journey to an SAP-based digital business. It starts with strategy and business blueprint, accompanies you through testing and training to lead you to go-live and running your SAP solution. [Learn more.](#)

No matter what your IT architecture is, ARIS supports you with on-premise, cloud and hybrid scenarios.

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Take BPM to new places with ARIS Mobile Access

How can you take ARIS where it's never been before? With ARIS Mobile Access!

ARIS Mobile Access brings a new dimension to process management by enabling you to create your own ARIS applications, mobile or non-mobile, for specific use cases. You can tailor to relevant process information and enable your colleagues to act on processes while on the go—for example, access, capture and contribute content to the ARIS repository.

ARIS Mobile Access brings direct value to your business! It empowers business users with the right information in their ad-hoc work context and supports process professionals in executing their tasks more efficiently and effectively integrating them their everyday jobs.

ARIS Mobile Access, released in ARIS 9.8 SR2, was presented by our experts in detail at Innovation World 2015. A very successful [ARIS Mobile Roundtable](#) enabled customers and partners to gain more insights into ARIS Mobile Access with presentations from Software AG, partners as well as beta program customers.

With the ARIS Mobile demo apps "process guide," "idea manager," "risk catcher" and "picture-to-model," Software AG's Katrin Simon and Joséphine Blondaut explained ARIS Mobile API. See how to [bring new dimensions to your processes](#).

For more detailed information on ARIS Mobile Access, read the [fact sheet](#).

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Seamless business & IT transformation

Create, plan and implement digital business solutions using one integrated platform for collaborative business IT management. Two best-of-breed products—ARIS and Alfabet—converge to make your enterprise digital-ready. At Innovation World 2015, we released advanced ARIS and Alfabet interoperability.

Exactly one year ago, Software AG delivered a one-of-a-kind fully integrated business IT management solution by integrating the market-leading BPA platform, ARIS, with the market-leading enterprise architecture and IT portfolio management platform, Alfabet.

Many customers are already benefiting from this interoperability. Several presented their initiatives at Innovation World 2015.

New ideas and requirements emerging out of many customer engagements have led to an advanced interoperability released at Innovation World 2015 in October.

New interoperability provides:

1. Full linkage of one ARIS database with one Alfabet instance
2. Master-slave concept for shared assets and asset types
3. Configurability of asset types from Alfabet to be re-used by ARIS and vice versa
4. Bi-directional link between master and slave assets
5. Navigation between ARIS and Alfabet
6. Synchronization on request

BETTER ARIS – ALFABET INTEROPERABILITY DIRECT ACCESS OF ASSETS IN ALFABET

ARIS

- 1) Select ARIS object
 - 2) Trigger Link action
 - 3) Select Alfabet asset
- Asset is linked and synced
- Asset types can be configured
 - If the master in Alfabet is deleted, the slave can either be unlinked or deleted during a synchronization
 - Available in ARIS 9.8 SR 2 (Oct 2015) and later

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ARIS @ Innovation World 2015

This year's Innovation World was very exciting for ARIS! When you think about Las Vegas, you may think about gambling and casinos. Well that was not too bad (-) but in fact ARIS was one of the hot topics at Innovation World 2015 with the new release, several ARIS specific events and great booth and customer presentations by:

Air France, BUT, Deloitte, Diplomat Group, DIRECTV, Hermes, IQor, Kassenärztliche Vereinigung Hessen, Klavi, Maersk Drilling, Pfizer, Philips, STC, SWIFT, Visual Enterprise Architecture

There were two featured ARIS events at Innovation World: The Journey to the Cloud roadshow and the ARIS Mobile Roundtable.

The Journey to the [Cloud Roadshow](#) stopped in Las Vegas and around 60 participants enjoyed insights into digital transformation and cloud computing trends as well as best practices on how to transform into a digital business more efficiently through cloud.

The **ARIS Mobile Roundtable** brought together 45+ customers and partners for the official launch of the new ARIS API. The agenda was filled with product insights on capabilities and our road map as well as beta program customer presentations on how ARIS Mobile gives employees access to up-to-date process information on-the-go and on any device. The team even offered hands-on with the opportunity to download and test live the ARIS demo app Idea Manager. Check the review [here](#).

In **ARIS track** sessions, customers from different industries proved the diversity of ARIS projects with numerous topics from strategy and transformation to ARIS Cloud, from digitization to ARIS-Alfabet integration, from ARIS Cloud to global SAP projects.

Check for #ARIS9, #ariscloud and #IW15 on Twitter to get more impressions.

And last but not least the ARIS booth was a customer magnet with the demos around the latest **ARIS release 9.8 SR2**, including [customer experience management](#) and ARIS Mobile.

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News from the cloud

Software AG continuously improves its cloud offering and adds more features and functions to all editions of ARIS Cloud. Since beginning of November, ARIS Cloud 9.8 SR 2 has been available for the Basic and Advanced Editions in the public cloud. With the ARIS 9.8 SR2 release, more functions are also available for the Enterprise Edition in the private cloud.

With ARIS 9.8 SR2, you gained new features for design, usability, administration and multi-language support in the public cloud. Read more [here](#).
The Enterprise Edition was enhanced by new extension packs for simulation, business strategy, Model-to-Execute (M2E) and access. Improvements in ARIS Connect also complement this edition. Click [here](#) for more details.

Starting in summer 2015, the ARIS team toured the globe with our ARIS Cloud and Alfabet Cloud roadshow. With around 500 registrants and seven stops, this event was a great success. The last stop in Las Vegas kicked off Software AG's Innovation World. Participants learned about the benefits of going to the cloud. Examples of real company histories demonstrated the necessity of becoming digital and customer-centric. They also discovered the new ARIS customer experience management approach and how to use it in the cloud.

Since Innovation World, we've refreshed the look of [ariscloud.com](#) to go hand-in-hand with Software AG's new branding. Check it out and start your [free trial](#) today!

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New ARIS success stories

Want to learn how other companies benefit from ARIS? Check our success stories:

- **Peugeot Bank** uses ARIS and Process Performance Management (PPM) to improve global processes while reducing costs and risks. The solution helps the bank meet its goal of transforming into a Digital Enterprise. [Watch the video.](#)
- **SOKA-BAU** uses ARIS and webMethods resulting in greater agility and improved service as well as lower IT costs. [Read the story.](#)

Here you find more [ARIS customer success stories](#), more [ARIS customer videos](#) or visit our [resource center](#).

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Upcoming ARIS events

After our exciting Innovation World in Las Vegas, we are already planning for our next major event next year: **CeBIT, March 14-18 2016 in Hanover (Germany)**. Save the date!

This year's International User Group Conference was June 7-12 in Rotterdam, the Netherlands. With 360 participants, the event was a tremendous success and attendees confirmed that the conference was of great value for their daily jobs.

Look for the upcoming 2016 **International User Group Conference June 13-17 in Dresden, Germany**

Visit **Innovation Days** on Nov. 18, in Dubai, on Nov. 19, in London and on Dec. 2 in New York.

See all [local and online events](#).