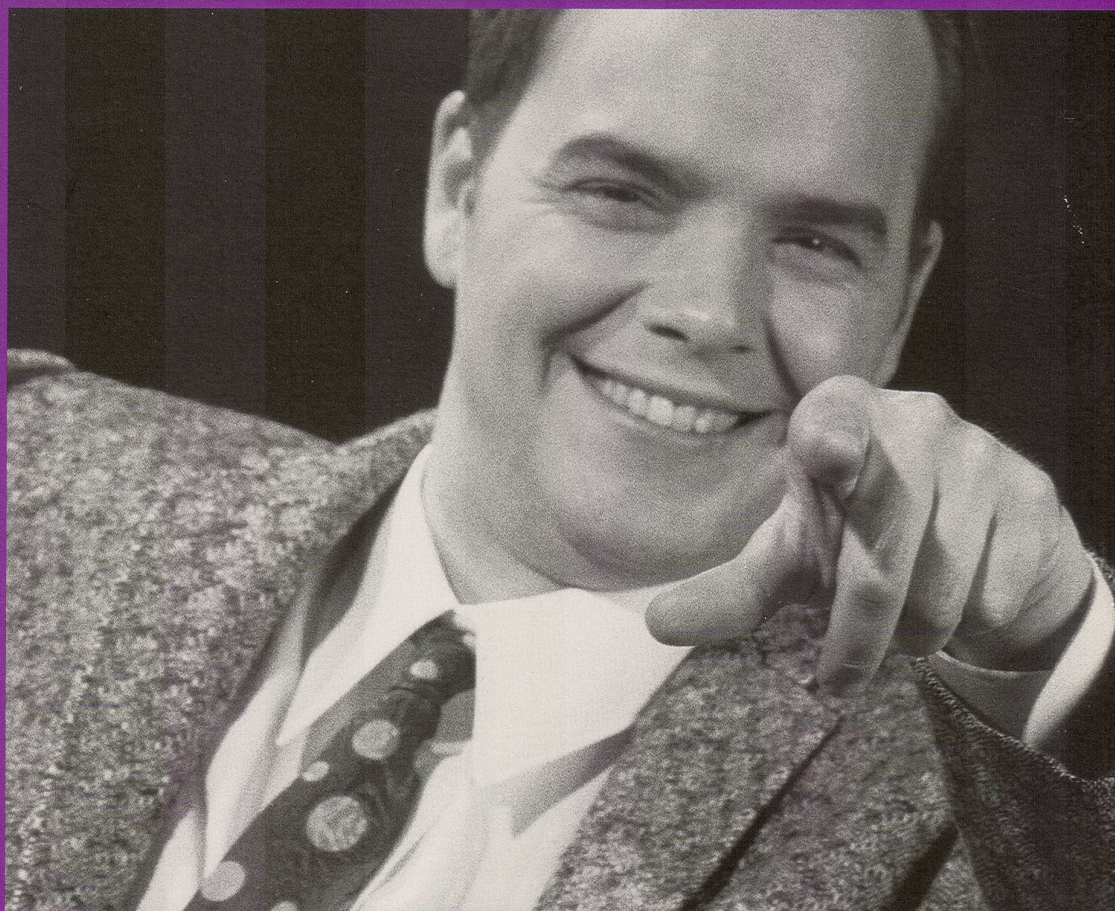




**IBM® Alliance  
Partnership**

Integrating  
the enterprise  
has never  
been easier.



**SAGA** f.y.i.  
free your information.





# 1998

**January**

Partner program rolled out to hundreds of SAGA sales reps at the IBM co-sponsored sales kickoff

**October**

IBM co-sponsored Solutions-Oriented Middleware Roadshow hits 10 U.S. cities

**January**

SAGA named one of the Top 10 IBM Business Partners

**July**

IBM and SAGA team up to deliver electronic customer service solutions to Sprint

**November**

SAGA/IBM Mix IT Up event during Gartner AI Conference

## IBM and SAGA™ Build The World's Best E-Business Solutions



SAGA operates on the single focus of helping people integrate and unify new and existing computing systems. In the last 4 years, SAGA's enterprise integration plan has supported almost \$1 billion in revenue for IBM.

IBM. Big Blue. The unrivaled leader in enterprise server technology. No small potatoes when facts show 83% of all electronic commercial transaction data resides on the mainframe.

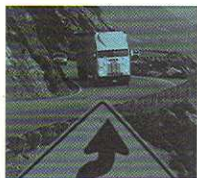
With numbers like these, it's little wonder our custom solutions are hard at work powering e-business initiatives for blue-chip companies like PepsiCo, FedEx® and Delta Air Lines®. Together, SAGA and IBM are in a unique position to help you prepare for the \$380 billion e-business economy projected to arrive by 2000\*.

### Customers Get Connected.



The electronic customer service solution for telecom giant Sprint®:

- Helped 16 million customers easily connect with their telecom provider
- Enabled 90 million database requests a day across 32 systems using IBM's state-of-the-art Parallel Sysplex® platform
- Gave administrators open-ended flexibility for managing the system into the new millennium
- Ensured world-class customer service for this world-leading corporation



This e-business solution for Alaska's Department of Motor Vehicles:

- Leveraged IBM enterprise server technology to give 620,000 residents across 570,833 sq. miles browser access to the DMV services
- Reduced transaction costs from \$7.74 to \$.91
- Brought vehicle registration renewal under two minutes
- Helped deliver new tags in 3–5 days instead of 4–6 weeks
- Paid for itself in less than four months of operation

### E-business Success in America's Last Great Frontier!

\*Source: WW Market Internet Survey



# 1999

## February

SAGA demonstrates enterprise Web integration technology at IBM's BPEC in New Orleans

## May

Big Time Connections program launches to all IBM S/390® and SAGA sales reps

## January

SAGA unveils Bolero™ at E-Business University in Orlando

## March

Skip Wyatt, VP, Worldwide Server Sales, named SAGA's IBM Partnership Executive

## We Maximize an Enterprise Customer Base

**SAGA and IBM share a growing, worldwide, blue-chip customer base—best-in-class performers relying 24/7 on billions of mission critical transactions. The value of the SAGA/IBM alliance is in co-marketing activities that reach more of these customers, more often, in more ways. Lead-generating direct mail, events, seminars and advertising now carry the impact of a best-of-breed solution provided by two best-in-class players.**

### SAGATech 99 End-User Conference!

Co-sponsored by IBM, this event provided powerful information for more than 600 power users of SAGA enterprise integration and e-business tools!

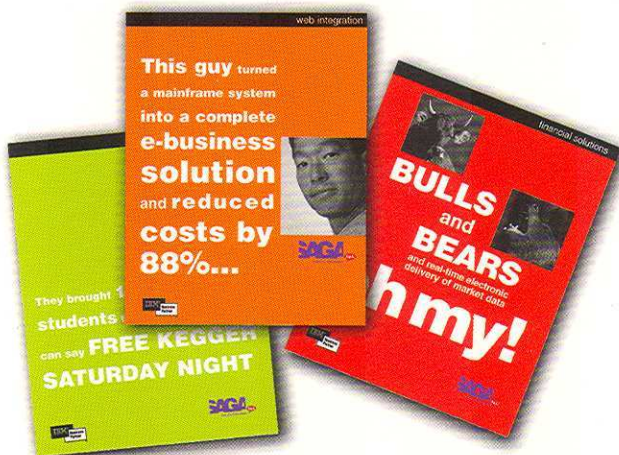


### Gartner "Mix IT Up"

IBM and SAGA reps turned out to "Mix IT Up" and learn why IBM and SAGA are the "right mix" for enterprise solutions at this off-site social mixer held during GartnerGroup® Orlando Conference in November of '98.

### Integrated Direct Mail Campaign

A robust direct mail campaign is extending awareness and generating leads for enterprise-wide SAGA/IBM e-business solutions.



### Solutions-Oriented Middleware™ Roadshow

Over 100 companies and 300 representatives on a ten-city tour created a perfect venue to show how SAGA/IBM co-marketing efforts educate and stimulate interest among enterprise customers.



**July**  
Lead-generating direct mail promotes  
SAGA/IBM e-business solutions

**October**  
SAGA and IBM take the  
enterprise integration message  
to customers worldwide

# 2000

**June**  
IBM co-sponsors SAGATech 99  
where SAGA customers explore  
e-business solutions

**July**  
SAGA teams up with IBM  
at Victory '99 midyear  
sales meeting

**September**  
SAGA's enterprise integration product,  
Sagavista, launches worldwide

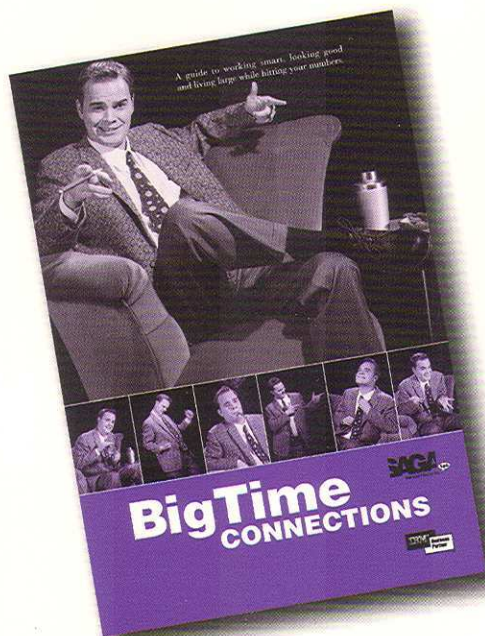
## Sagavista™ Launch

SAGA's Sagavista application integration engine has already been demo'd to enterprise systems analysts, industry insiders and the press. A full-scale launch effort will reach tens of thousands of would-be customers later this year!



## Key SAGA and IBM professionals

Dedicated to building a successful enterprise partnership.



## Big Time Connections

This spirited, one-on-one marketing campaign officially spread the big iron partnership message to IBM and SAGA partners who are now empowered to "hook up" and drive enterprise sales like never before!

## Let's Get Connected!

The SAGA/IBM partnership is a great way to extend training resources, initiate joint sales calls and cross-sell best-of-breed enterprise solutions for e-business. Make the Big Time SAGA/IBM Connection that can help you get more out of working the enterprise!

**Call 1 888 KWIK HELP or e-mail  
Kwik.Help@sagasoftware.com  
anytime you need Big Time business-building  
partnership information from SAGA.**

**SAGA**  
f.y.i.  
free your information.

**Big Iron + Big Time Integration**

---

**= Big e-business solutions**

### **Why the partnership?**

Because SAGA and IBM share a 25-year heritage of no-compromise, best-of-breed solutions for integrated enterprise computing. We share a vision of what the enterprise delivers for e-business. Robust custom solutions. Handling billions of transactions a day for some of the world's biggest organizations.

In short, we're building enterprise-class e-business solutions.





## Enterprise Integration

SAGA's Sagavista™ is your enterprise application integration engine. This business-centric middleware solution intelligently links various systems in order to access mission critical enterprise information across disparate operating environments.

## Enterprise Systems

SAGA's Sagagallery™ development suite offers a robust foundation for your e-business applications. From application development and database management to cross-platform middleware and communication optimizers, Sagagallery is a complete enterprise tool.

## Enterprise Services

Sagaservices provides you with proven enterprise solution experts who can help you analyze, plan and deploy enterprise solutions to achieve your organization's critical objectives.



## About SAGA SOFTWARE, Inc.

SAGA, based in Reston, Virginia, provides enterprise systems software and a full suite of enterprise integration solutions that support billions of mainframe transactions daily for some of the world's largest organizations. SAGA's suite of mission critical products and associated professional services take customers from the heart of the enterprise to the desktop, freeing their information and leveraging their IT investment. SAGA's parent company is traded on the New York Stock Exchange under the symbol AGS. For further information, please visit the company's Web site at [www.sagasoftware.com](http://www.sagasoftware.com).

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