

# NASDAQ: SSAG

“ SSA Global probably knows more about our company than any single employee within our company. We really look to SSA Global to help us with their knowledge, their product and system expertise, and their understanding of our business.”

JOHN HARNDEN, IT PROJECT MANAGER

RIETER® AUTOMOTIVE



## Company Overview and Strategy

Founded in 1981 and headquartered in Chicago, SSA Global is one of the world's largest providers of extended Enterprise Resource Planning (ERP) solutions for manufacturing, distribution, retail, and services organizations worldwide, with a primary focus on the mid-market.

When current President, Chairman and CEO Mike Greenough assumed leadership of SSA Global in May 2001, he launched an aggressive strategy to transform the company from a single-solution core ERP provider into a consistently profitable, cash-rich, tier one extended ERP global software player. The strategy combines a focus on long-term organic growth, and customer loyalty, maximizing customer share of IT spend by building a broad portfolio to address a larger share of the global enterprise applications market.

Today, as a result of the execution of this strategy, SSA Global:

- Has more than 13,000 active customers in over 90 countries, primarily concentrated in the attractive mid-market manufacturing segment
- Offers a broad portfolio of “industrial grade” integrated solutions and services that are scalable for the mid-market and extend across every enterprise process from supplier to employee to customer Has developed into a

single source supplier of extended ERP solutions that that delivers rapid ROI and low total cost of ownership to its customers

- Has globally distributed resources to support its customers on a local level, benefiting both single-site mid-market companies and multinational, multi-site organizations.
- Is growing organically through both increasing customer share and net new business in emerging markets, with 57% of the company's revenue coming from outside of North America.
- Is IBM®'s only cross-industry ERP partner focused on the mid-market, which offers SSA Global the benefits of a joint marketing and sales strategy, and its joint customers the benefits of a joint services and technology strategy

As part of its growth strategy, SSA Global has also executed a disciplined, well managed acquisition program. The company acquires targets with synergistic customer bases, recurring revenues, and/or competitive products or technologies. SSA Global's proven acquisition best practices have resulted in efficient post-acquisition restructuring, including integration of employees, products and customers into the SSA Global model.

### **Customer-Centric Brand Identity**

To achieve the company's objectives it has focused on a customer-for-life approach. To ensure both internal and external awareness of this commitment to customers, it has been imperative that SSA Global grow its brand awareness. The cornerstone of the company's customer-centric strategy is its brand promise: To move customers forward faster by helping them:

*Pick what's critical:* Partner with customers to provide our experience and industry knowledge to help them identify the business processes and opportunities for improvement that will provide the most benefit to their organization.

*Find the right solution:* Deliver the specific solutions in our portfolio that customers need to gain measurable improvements and benefits based on the critical issues we have worked with them to identify.

*Implement it fast:* Implement systems efficiently so customers realize fast time to demonstrable benefit.

*Make it pay:* Provide customers rapid return on investment, and extend the value of both new and existing solutions to achieve long-term low total cost of ownership.

### **SSA Global Solutions**

Available in 20 different languages, SSA Global solutions give customers the expanded global business process management capabilities they need to support new strategic business initiatives, respond to changing business environments, and make informed enterprise-wide business decisions. The company takes a practical approach to technology — choosing modern, industry-standard technologies to provide maximum interoperability and rapid implementation. SSA Global solutions include:

#### **SSA® Corporate Performance**

**Management (CPM).** Enables customers to plan, monitor, measure, and analyze both the financial and operational aspects of their business and better align execution with strategy. SSA Customer Relationship Management (CRM).

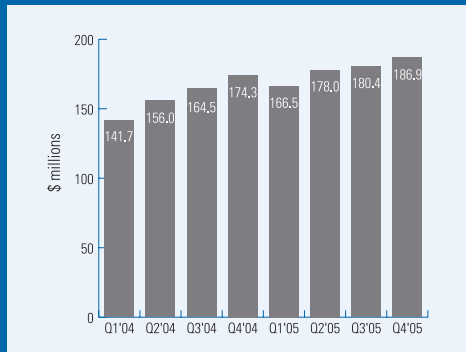
#### **SSA Enterprise Resource Planning (ERP).**

Helps manufacturers run their operations efficiently and cost-effectively by improving employee and resource productivity, supporting lean manufacturing, and integrating cross-enterprise, cross-supply chain business processes. SSA ERP<sub>LN</sub> supports discrete manufacturing operations; SSA ERP<sub>LX</sub> supports high-volume/repetitive, multi-mode manufacturing operations.

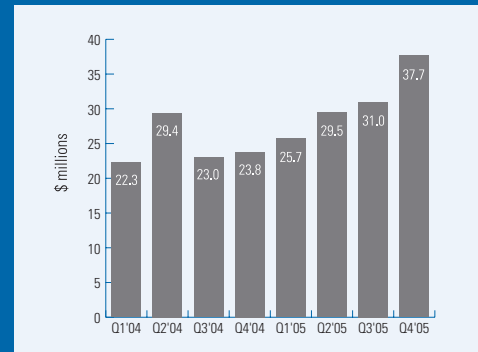
#### **SSA Financial Management (FM).**

Streamlines financial processes, reduces costs, and increases accuracy, while addressing the full range of multinational requirements, extending financial management to achieve supplier- and customer-facing process savings, and improving performance management.

# PERFORM



Quarterly Total Revenue



Pro forma Operating Income

Founded	1981
Public	2005
Fiscal Year End	July 31

Revenue	US\$711.8 million
NASDAQ	SSAG

ING

**SSA Human Capital Management (HCM).**

From recruitment to compensation and training, SSA HCM solutions increase the return on customers' investment in human capital.

**SSA Product Lifecycle Management (PLM).**

Allows manufacturers and their partners to track, manage, monitor, and analyze products throughout their entire product lifecycle. Both engineers and non-engineers, across all levels of the organization, can provide input at each stage of the design.

**SSA Supplier Relationship Management (SRM).**

Helps customers strengthen supply chain relationships, lower procurement and sourcing costs, and shorten procurement cycles.

**SSA Supply Chain Management (SCM).**

Fuses the demand chain with the supply chain, making it easier to forecast customer demand, take an order, give an accurate promise date, manufacture the right goods, replenish supply, and position inventory properly, as well as pick, pack, and ship efficiently — all while maintaining a minimal inventory of parts and finished goods.

**SSA Open Architecture.** A service-oriented architecture based on open, industry-standard technology, SSA Open Architecture facilitates the widespread reuse of technology

components. It was developed by leveraging partnerships with IBM, Cognos®, and other leading IT companies, and incorporates advanced J2EE® technology for enterprise application development.

**SSA OnePoint™ Services**

SSA Global services and support provided under the umbrella of this comprehensive offering of consulting, support, and services helps SSA Global customers maximize their IT investment. Supported by a dedicated worldwide organization of experts in consulting, technology, and vertical industries, it is comprised of five service lines: SSA OnePoint Consulting, SSA OnePoint Solution Development Services, SSA OnePoint Education Services, SSA OnePoint Application Management Services, and SSA OnePoint Support.

### **Industry Focus**

In an effort to lower the total cost of ownership through reduced customization and integration, SSA Global is increasingly tailoring its solutions to the needs of specific industries. The company provides industry-focused solutions for the following markets:

#### *SSA for Manufacturing*

Aerospace and Defense

Automotive Consumer Packaged Goods

Food and Beverage

High Tech and Electronics

Industrial Machinery and Equipment

Life Sciences including Pharmaceuticals and Chemicals

#### *SSA for Services:*

Transportation and Logistics

Retail

Hospitality and Gaming

### **Investor Services**

Investors can find information on the Investor Relations Website at <http://investor.ssaglobal.com>.

Additionally, investors may subscribe to SSA Global's E-mail Alert service to get up-to date information.

Contact Information:

Dawn Drella Director of Investor Relations Tel:

312-474-7694 E-mail:

[investorrelations@ssaglobal.com](mailto:investorrelations@ssaglobal.com)

© 2005 SSA Global Technologies, Inc. All rights reserved. The SSA Global logo, SSA Global, forward faster, and SSA OnePoint are trademarks and SSA is a registered trademarks of SSA Global Technologies, Inc. in the United States and/or other countries; J2EE, JAVA, Websphere and IBM are registered trademarks of IBM Corporation; JAVA and J2EE are a registered trademarks of Sun Microsystems, Inc.; XML is a registered trademark of World Wide Web Consortium, Massachusetts Institute of Technology; All other company, product, trade or service names referenced are trademarks of their respective owners.

SSAFS\_FNAGEENUS\_1105-1



forward faster

### **Global Headquarters**

500 West Madison Street

Suite 1600

Chicago, Illinois 60661

T +1-312-258-6000

F +1-312-474-7500

[www.ssaglobal.com](http://www.ssaglobal.com)