

Embarcadero Leads the Way with Innovative, Heterogeneous Database and Development Tools and Software Licensing Solutions

EMBARCADERO EMPOWERS SOFTWARE DEVELOPERS AND DATA MANAGEMENT PROFESSIONALS WITH THE INDUSTRY'S MOST POWERFUL TOOLS FOR DESIGNING, BUILDING, OPTIMIZING, AND RUNNING THEIR APPLICATIONS AND DATABASE SYSTEMS ACROSS MULTIPLE PLATFORMS

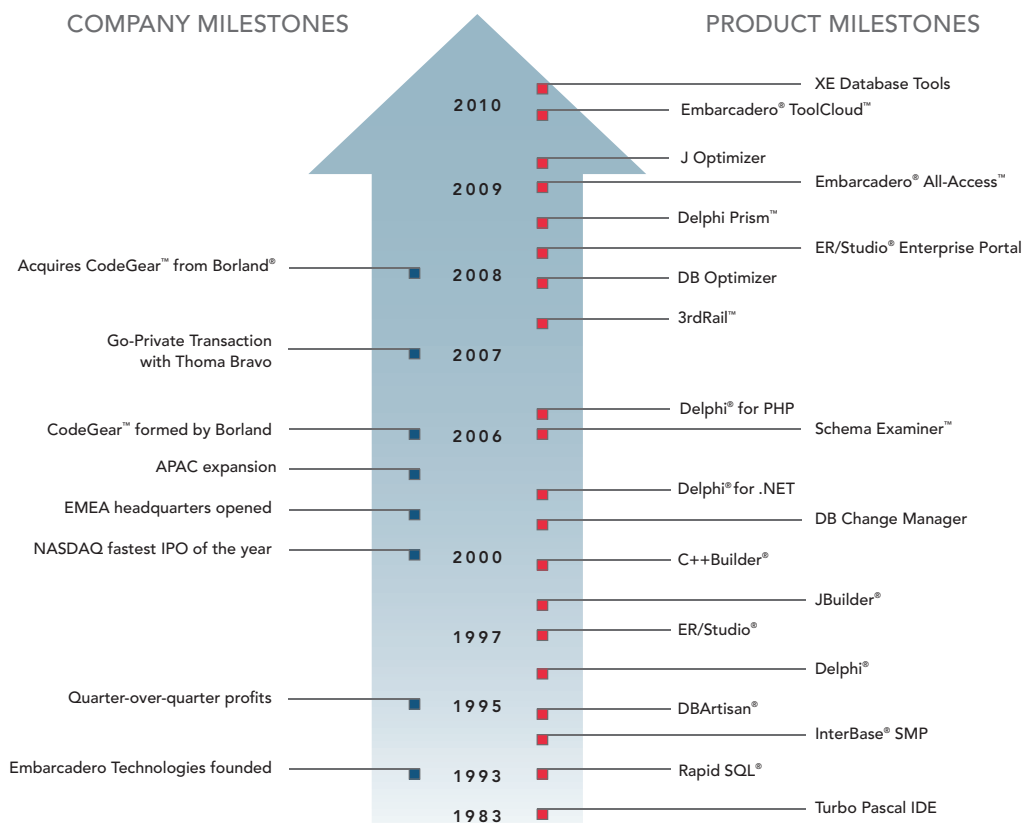
Embarcadero is dedicated to providing its customers with the industry's broadest and deepest set of heterogeneous tools for enhancing the productivity of software developers and data management professionals. Widely recognized for our award-winning products, Embarcadero enables its customers to leverage all of the industry's major database platforms, operating systems, frameworks, and programming languages. This breadth enables our customers to design, build, and run their software applications and database systems in the environments they choose, reducing or eliminating the constraints, costs, and learning curves associated with using multiple, proprietary, platform-specific tools.

EMBARCADERO CUSTOMERS

Embarcadero serves more than three million users in thousands of companies and organizations worldwide, and our products are used in the most demanding vertical industries and by more than 90 of the Fortune 100 companies.

From independent software vendors (ISVs), systems integrators (SIs) and VARs to government organizations, OEMs, and IT and R&D groups within large enterprise teams, our products enable customers to increase productivity, improve software quality, enhance application and database performance, streamline software license management, and reduce costs.

Customers worldwide appreciate the quality, value, and support they receive with Embarcadero products. In recognition of Embarcadero's proven value, customers have enabled Embarcadero to achieve fifty-eight straight quarters of profitability. Embarcadero's financial stability ensures that it can continue making the necessary R&D and support investments that will further our customers' success.



Key Differentiators

- Best-in-class, heterogeneous tools spanning all major database platforms, frameworks, and programming languages
- Independence – not tied to proprietary platforms
- Industry's most flexible licensing options
- Unbeatable price-value

Customer Highlights

- More than three million users in 80 countries
- 97 percent of the Global 2000 companies
- 90 of the Fortune 100 companies

Major Industries

- Government
- Education
- Healthcare
- Research
- Financial Services
- Security
- Food Services
- Technology
- Travel
- Utilities
- Insurance
- Pharmaceuticals

Awards

Jolt 2009 Productivity – Change Manager, Change and Configuration Management Tool; JBuilder 2008, Development Environments

The SD Times 100 – 2003 to 2009

InfoWorld 2008 – JBuilder, Best Java IDE

Jolt 2008 Web – 3rdRail, Best Web Development Tool

Magazine Editors' Awards – Performance Center, 2008; Change Manager, 2007; DBArtisan, 2006

InfoExame – Delphi for PHP, Magazine Readers' 2007 Best Development Software Choice

IT Week – ER/Studio, IEditors' Choice Award and Redmond Magazine Readers' Choice Award, 2006

Partners

- More than 250 technology and reseller partners worldwide

A Complete Set of the Industry's Best Tools for Developers, Architects, and DBAs

EMBARCADERO'S AWARD-WINNING OFFERINGS

Embarcadero's award-winning products make life easier for developers, architects, and DBAs. If you or your teams are involved with software or database development, database modeling, database change management, performance troubleshooting and optimization, or database administration, Embarcadero can help. Whether you need just a single tool for a specific set of problems or want instant access to virtually any tool with Embarcadero® All-Access™, Embarcadero is the expert's choice.

HETEROGENEOUS DATABASE TOOLS WITH DEEP SUPPORT FOR MULTIPLE DBMS PLATFORMS

Embarcadero's database tools are widely-known for providing deep support for the industry's leading database platforms, including Oracle®, IBM DB2®, Microsoft® SQL Server®, Sybase®, MySQL®, and InterBase®. These tools support the entire database lifecycle from design, development, change management, troubleshooting and optimization, and administration. With Embarcadero's tools, architects, database developers, and DBAs can design things right, build them faster, and run them better in order to maximize database performance, availability, and security. Embarcadero database products include tools for:

- Database Management and Development – DBArtisan® XE, Rapid SQL® XE, Embarcadero® DB Change Manager™ XE
- Architecture and Modeling – ER/Studio® Enterprise, ER/Studio® Data Architect, ER/Studio® Business Architect, ER/Studio® Portal, ER/Studio® Repository
- Tuning and Performance Optimization – Embarcadero® DB Optimizer™ XE

LEGENDARY DEVELOPER TOOLS FOR BUILDING QUALITY APPLICATIONS FASTER

Individual developers, enterprises, small-to-medium business, ISVs, and value-added resellers use Embarcadero development tools and high-performance database technologies to accelerate the design and development of high-quality applications. These are the legendary Borland® developer tools, acquired by Embarcadero in 2008 when it acquired CodeGear™ from Borland Software Corp. Now, this highly-respected engineering team continues to innovate and enhance some of the industry's most widely-acclaimed development tools in the following categories:

- Rapid Application Development – Embarcadero® RAD Studio, Delphi®, C++Builder®, Delphi Prism™
- Web Development – 3rdRail™, TurboRuby®, Delphi® for PHP
- Java™ Development – JBuilder®
- Application Optimization – Embarcadero® J Optimizer™
- Embedded and Workgroup Databases – InterBase® SMP,

INNOVATIVE SOFTWARE LICENSING SOLUTIONS OPTIMIZE COSTS

Embarcadero offers a variety of innovative licensing solutions to optimize costs and maximize user productivity. Both individual workstation licenses as well as more flexible network-based licensing solutions are available. These license options are enhanced by Embarcadero's exclusive ToolCloud technology. The ToolCloud provides the operational efficiencies and control of centralized license management together with on-demand "zero-install" access for tools users. Embarcadero® ToolCloud™ enables organizations to simplify license management, reduce costs, and control access by consolidating, centralizing, virtualizing, and standardizing how they deliver tools to technologists.

Embarcadero also provides All-Access, the industry's first and only on-demand, multi-platform tool chest for developers, DBAs, and architects. All-Access provides all the database and application development tools you need, when you need them, with a single, highly cost-effective license.

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– Chief Evangelist

Lorraine C. Gnecco
– Vice President,
Human Resources

Corporate Headquarters
100 California Street,
12th Floor
San Francisco, CA 94111
Phone: 415.834.3131
Fax: 415.434.1721

EMEA Headquarters
York House
18 York Road
Maidenhead
Berkshire SL6 1SF
United Kingdom
Phone: +44 (0) 1628 684400
Fax: +44 (0) 1628 684401

Asia-Pacific Headquarters
L7. 313 La Trobe Street
Melbourne VIC 3000
Australia
Phone: +61 (0) 3 9861 4600
Fax: +61 (0) 3 9861 4699

Media Relations
mediarelations@embarcadero.com
www.embarcadero.com

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