

Embarcadero

2011 Product Strategy

David Intersimone “David I”

VP of Developer Relations and Chief Evangelist

davidi@embarcadero.com

<http://blogs.embarcadero.com/davidi>

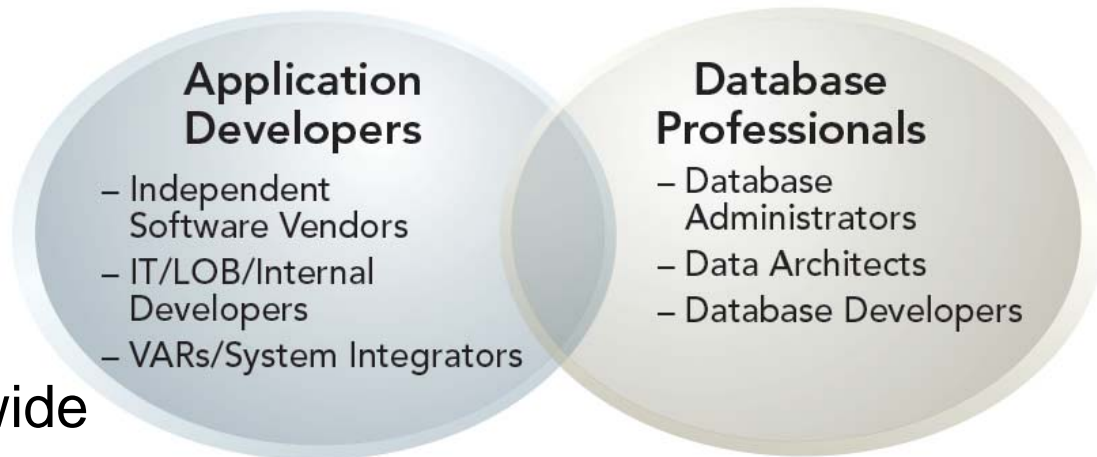
Twitter: davidi99

Skype: davidi99



Embarcadero Overview

- Founded in 1993
- Offices throughout the World
- Japan our Number 2 Worldwide market.
- 90 of the Fortune 100
- 97% of the Global 2000 across 29 countries
- 3.2+ million users worldwide
- Most demanding vertical industries use our products e.g. Finance, Pharmaceuticals, Manufacturing, etc



2010 Year in Review:

Launched New Product Strategy: XE

- XE is a Branding and a Go-to-Market Strategy introduced for ALL of our Products
- Includes ALL commercial available database platforms in Every Product
- Provides ToolCloud capabilities in Every Product.
- Superior Capabilities
- Attractively priced – Superior Value

2010 Year in Review: Launched a Strong New Version of RAD!



"We are using Delphi for Win32 since 16 bit version, and we can confirm that, Delphi XE has the strongest feature set [in its] history."

- Fernando Rizzato, Tool Engenharia

"For Delphi, Hands down, best dev. tool for native apps... Very stable environment, all features have matured. DataSnap has become very important in a lot of our projects. It's just very easy to develop Internet enabled apps."

- Filip Demuynck, Quadrix

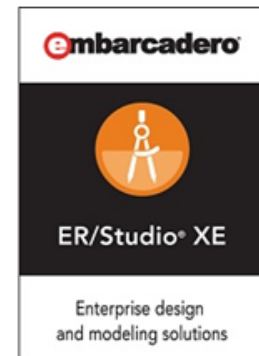
2010 Year in Review: ER/Studio is a Growth Product



**Our Fastest
Growing
Product in
2010**



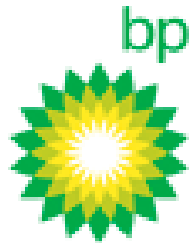
**Growth in Data
&
Business
Intelligence**



**Extremely High
Level of
Customer
Satisfaction**

ER/Studio Strong Competitive Posture

We Win Against Erwin:



American Airlines



amazon.com

We Win Against
PowerDesigner:



ExxonMobil



Key Recent Innovations

- Embarcadero® ToolCloud™
 - Centralized license management and provisioning of tools
 - On-demand product access for users
- Embarcadero® All-Access™
 - Industry's most complete, on-demand tool chest for developers, DBAs, and architects

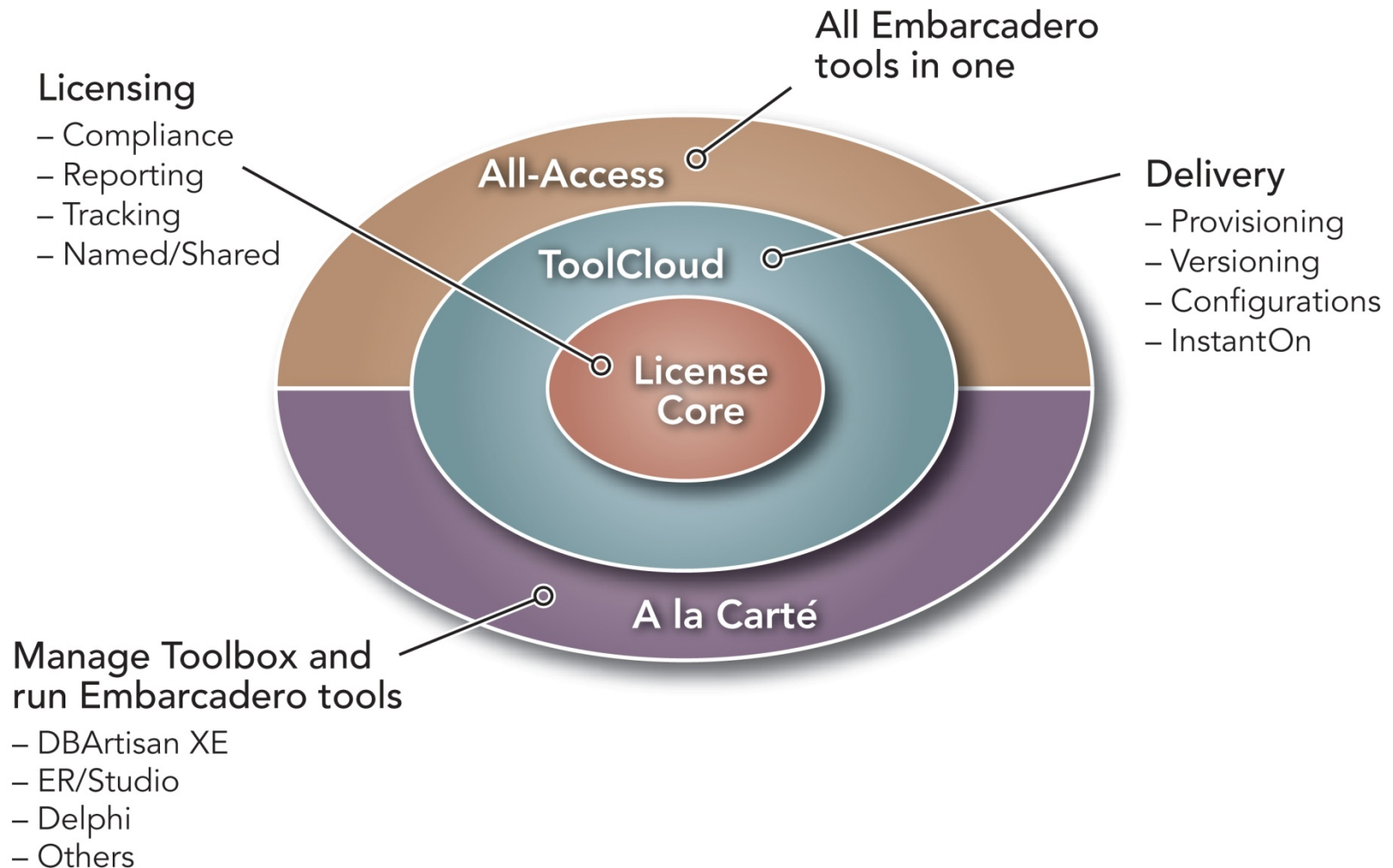


ToolCloud

- End-User client serves as a launch point for Embarcadero tools
- Runs in standalone or connected mode, tied to the ToolCloud
- Accesses multiple versions of software



Embarcadero ToolCloud

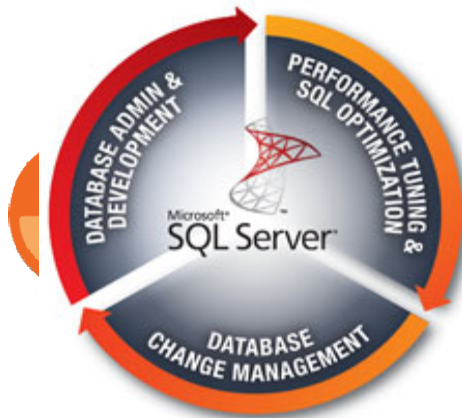


DB PowerStudio







Database Tools

- Currently you can buy our Database Tools as:
 - Individual platform, Individual products
 - Multiple Platform, Individual products = XE
- Some customers want all our Database Tools just on one platform
- Some customers want all our Database Tools just on all platforms

The Solution: DB PowerStudio



**DB PowerStudio is
now your Primary
Database Product**

- DBA Edition:   
DBArtisan + CM + DBO
- Developer Ed.:   
Rapid SQL + CM + DBO
- Database Platform Oriented
 - MSSQL, Oracle, Sybase, DB2 Versions
Priced & Marketed by Platform
- DB PowerStudio XE Upsell
- All Editions Include ToolCloud
- Very competitively priced

Next Generation of RAD Studio

Recent investments in RAD Studio

- Acquisitions



- Strategic acquisitions
- Investing in new and future technologies for software development

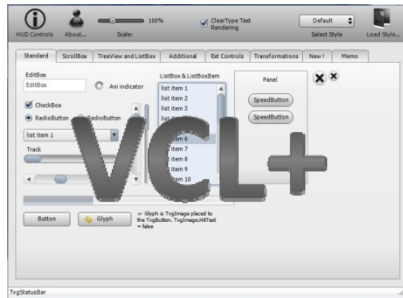
INVESTING IN YOUR FUTURE!!!

Top Areas of Focus for RAD in 2011 & 2012



Cross-Platform

Community 3.0



DataSnap Server



**Modular Compiler
Architecture**

RadPHP



Mobile Connectivity

Next Generation of ToolCloud

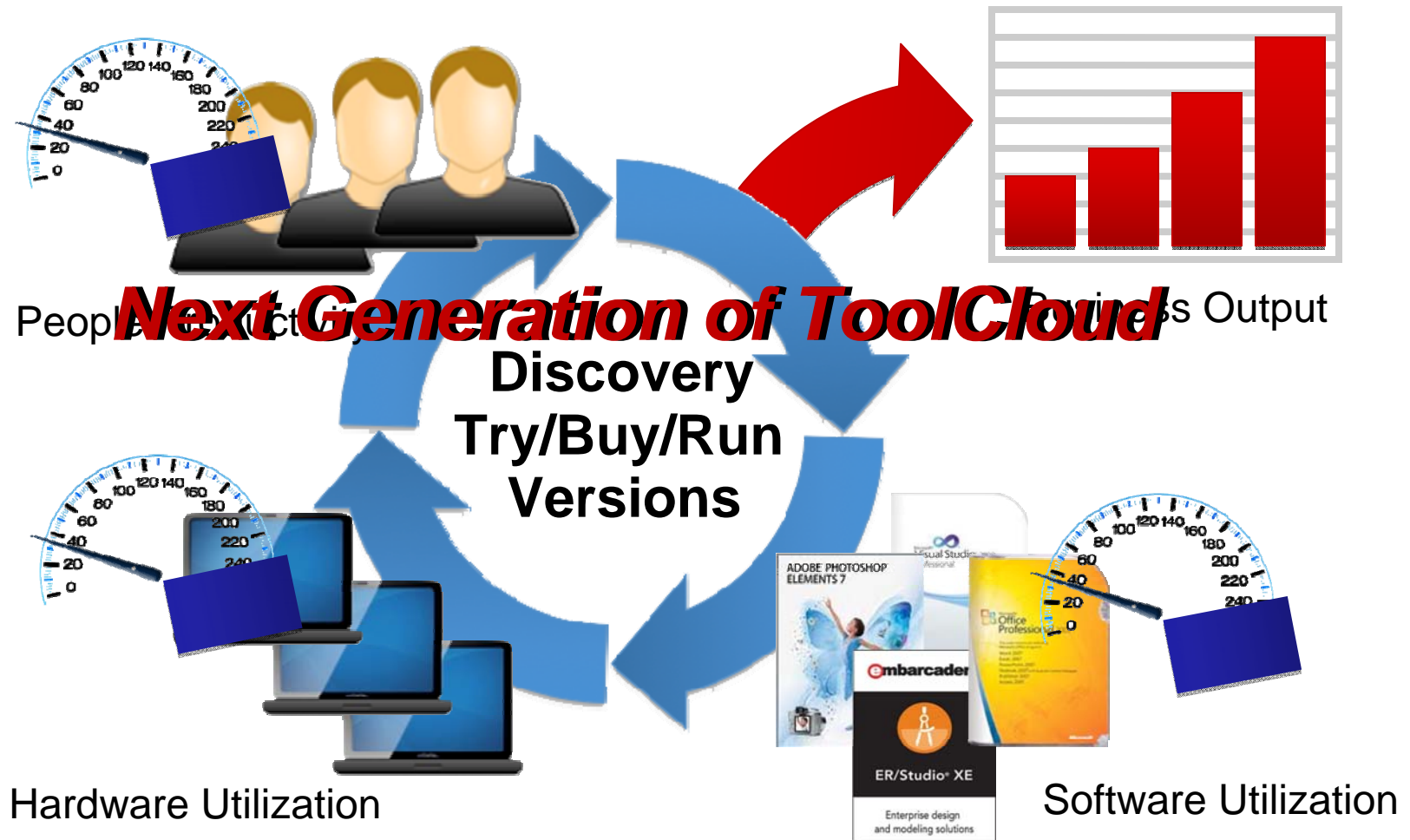
Next Generation of ToolCloud: *Experience Your Apps*



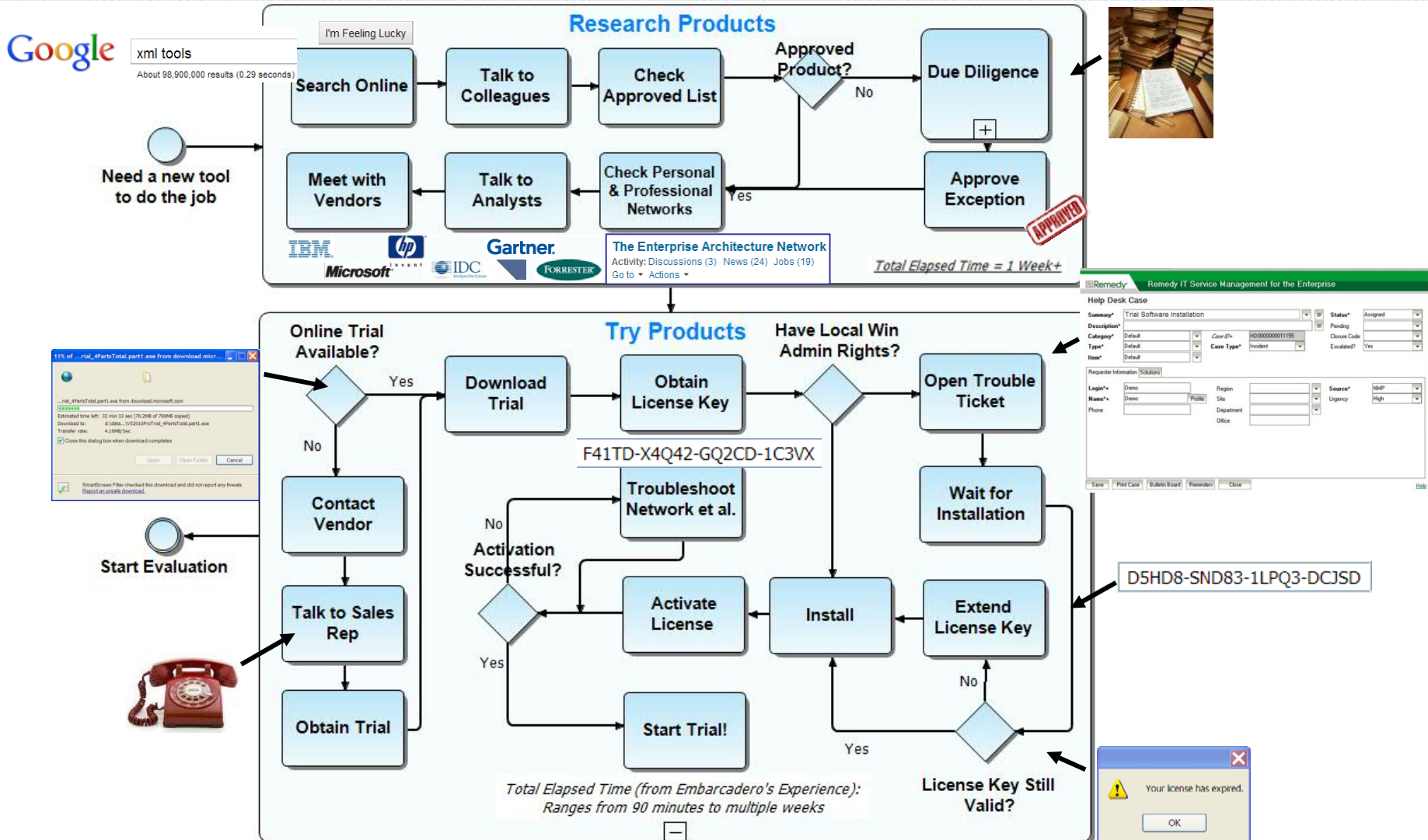
The Software Problem



The App Solution



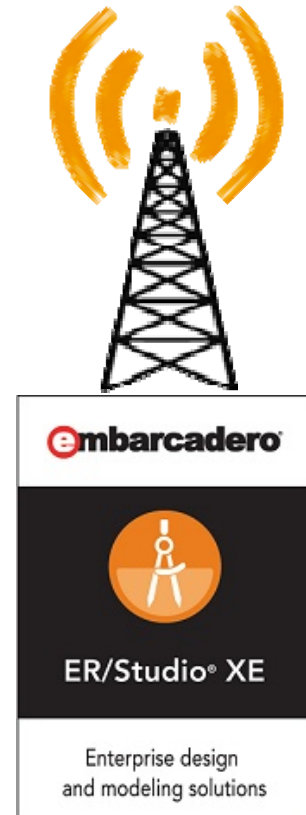
Getting Software: The Old Way



Total calendar time before start of evaluation: days to weeks...

Next Generation of ToolCloud: Experience Your Apps

- Next Generation of ToolCloud boosts productivity by providing an immediate, mobile-like experience for Windows desktop apps.
 - Quickly discover and run your apps, friction free.
 - By broadcasting applications, you save time and money while saying goodbye to desktop installs, manual upgrade processes and manual license tracking.



Apps produce instant productivity



AppBroadcasting



Windows PC or Tablet



eCommerce

VS



Friction Free



AppWave

Windows PC w/AppWave Browser

The “old way” to launch applications





▼ Brad's Apps

★ Favorites

▼ AppWave Cloud

All-Access

Database Tools

Developer Tools

IDEs

Productivity

Utility

Notifications

47

Activity

DBArtisan® (3)

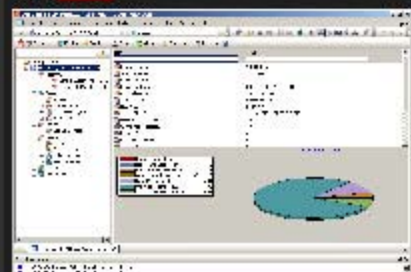
Multiple

Group

★★★★★

License: Multiple

DBArtisan empowers DBAs to maximize the availability, performance, and security of their databases with a si ...[more](#)



DBArtisan® (3) ★★★★★

Version: Multiple | License: Multiple

DBArtisan empowers DBAs to maximize the availability, performance, and security of their data managing all database platforms. It's the newest addition to the DBArtisan family and includes c

[Open](#) [Details](#) [Reviews](#)

ER/Studio® Business Architect (2) ★★★★★

Version: Multiple | License: Multiple

Embarcadero ER/Studio Business Architect is a process and conceptual modeling tool that ena processes and how they access data. Bringing together the simplicity of a drawing tool with the

[Open](#) [Details](#) [Reviews](#)

Embarcadero® DB Change Manager™ ★★★★★

Version: 5.1.3 Ultimate Edition InstantOn | License: All-Access Platinum(Oracle, Sybase, IBM DB2 LUW, Sybase, IBM DB2 LUW, Microsoft SQL Server, InterBase/Firebird) Concurrent | Readiness: AppWave H

Embarcadero® DB Change Manager™ XE helps database administrators and developers:

- Simplify, automate, and report on database changes



Apps

Admin

Studio

appwave



app://search?all=ftp



Brad's Apps

AppBookmarks

AppWave Cloud

All-Access

Database Tools

Developer Tools

IDEs

Popular

Productivity

Utility

Notifications

51

Activity

FileZilla FTP Client

3.3.4.1

InstantOn ★★★★★

License: Concurrent | Readiness:
AppWave Host

The features of FileZilla include the following: * Easy to use * Supports FTP, FTP over SSL/TLS (FTPS) and SSH File Transfer ...[more](#)



FileZilla FTP Client ★★★★★

Version: 3.3.4.1 InstantOn | License: Concurrent | Readiness: AppWave Host

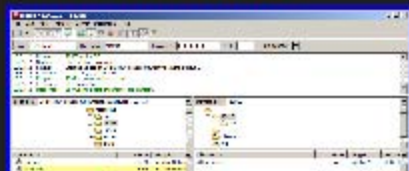
The features of FileZilla include the following: * Easy to use * Supports FTP, FTP over SSL/TLS (FTPS) and SSH File Transfer Protocol (SFTP) * Cross-platform. Runs on Windows, Linux, *BSD Mac OS X and more * IPv6 support * Available in many languag ...[more](#)

[Launch](#) [Details](#) [Reviews](#)

FileZilla FTP Client ★★★★★

Version: AppWave Template | License: (not available) | Readiness: Internet

The features of FileZilla include the following: * Easy to use * Supports FTP, FTP over SSL/TLS (FTPS) and SSH File Transfer Protocol (SFTP) * Cross-platform. Runs on Windows, Linux, *BSD Mac OS X and more * IPv6 support * Available in many languag ...[more](#)

[Package](#) [Details](#) [Reviews](#)

Next Generation of ToolCloud

From PC Software Applications to PC Apps:

1. **Discovery** – easily search and browse for the app you need
2. **Immediacy** – no lengthy installs, just click and run
3. **Permanence** – upgrade your hw, your apps are always available
4. **Convenience** - New Client is part of your PC

Creating Your Own App

1. Open The AppWave Browser And Connect As An Administrator
2. Navigate To The Studio Tab
3. Click To Create A New App
4. Select The Installer Of The Application You Would Like To Make Available In AppWave
5. Complete The Application Install And Choose To Stop Recording The Install
6. Verify The App's Settings (Files, Registry Keys, Etc)
7. Deploy The Newly Mastered Application To AppWave

Your AppWave App

1. Runs On-demand Without Installation
2. Is Browsable And Searchable
3. Runs Full-speed With All Its Features
4. Can Be Updated On-demand
5. Doesn't Affect Windows Registry Or OS
6. Won't Degrade The User's PC Performance
7. Is Cloud-backed For Instant Recovery
8. Can Be Shared Virally With Other Users
9. Gets Ratings And Reviews
10. Can Be Placed In The Appwave Store

The AppWave Store

Eliminates the
Friction

Discovery – finding what you want

Immediacy – running instantly

Always Available – never lose your apps

Convenience – easy to shop and purchase

Thank You ☺

David Intersimone “David I”

VP of Developer Relations and Chief Evangelist

davidi@embarcadero.com

<http://blogs.embarcadero.com/davidi>

Twitter: davidi99

Skype: davidi99

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