



Focus on...

growth

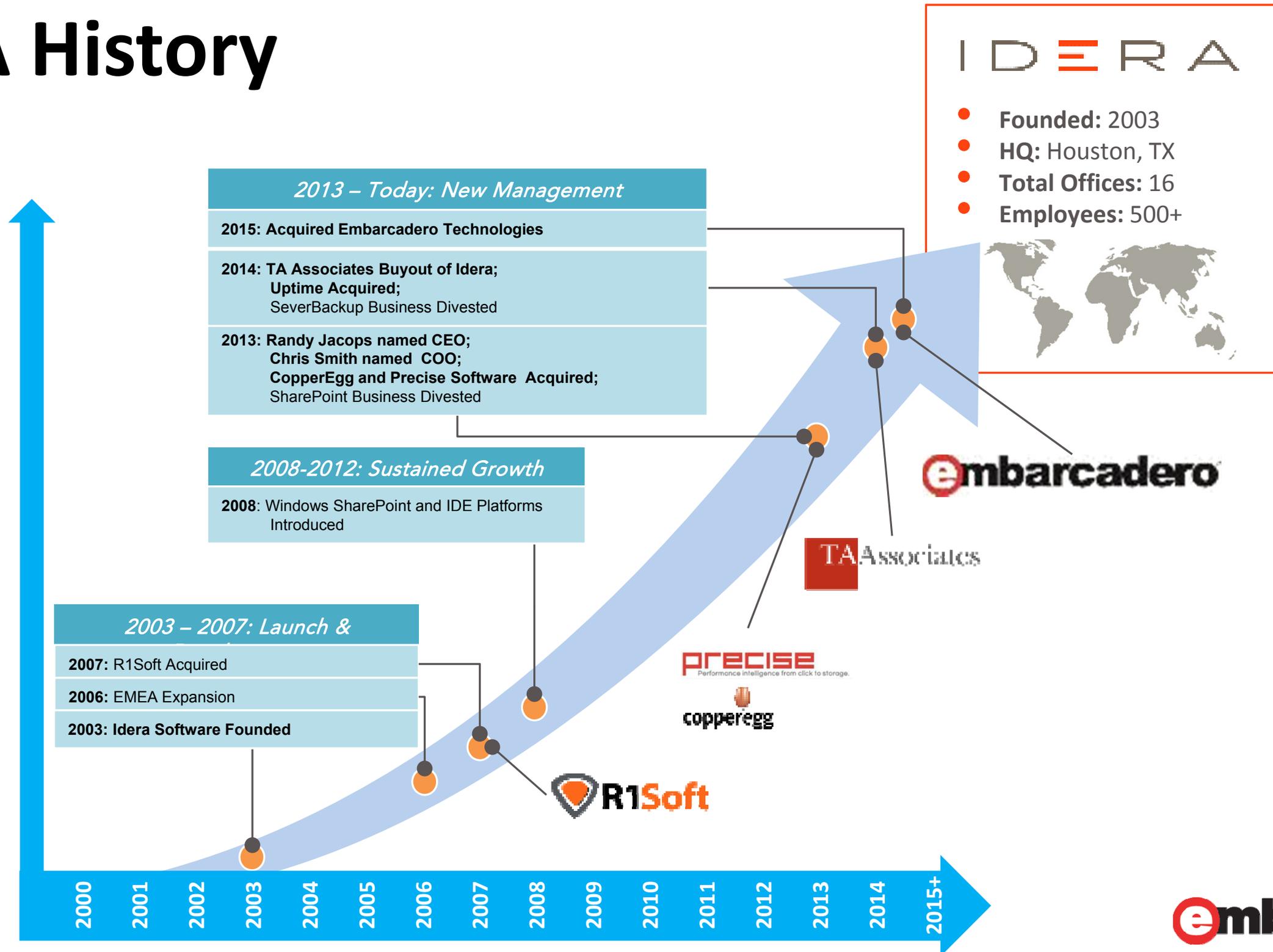
Atanas Popov

12/10/2015

Discussion Topics

- IDERA Overview
- Embarcadero Focus
- Growth Opportunities
- User Community

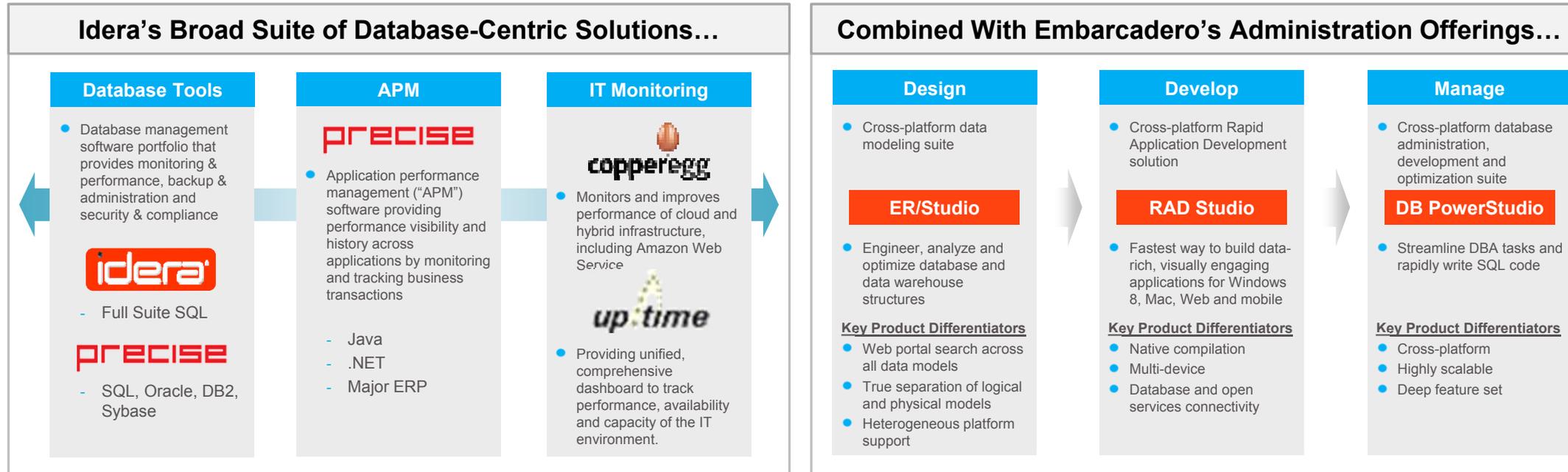
IDERA History



Growth!



Leader in Database-Centric Solutions



...Creates A Full-Suite, Best-In-Class Solution

	Database	Systems	Network	Application	Development	Virtualization
Idera + Embarcadero	●	●	●	●	●	●
SolarWinds	●	●	●	●	○	●
Microsoft	●	●	●	●	●	●
VMWare	●	●	●	●	○	●
Dell-Quest	●	●	●	●	●	●

Global Customer Base

Key Points

- **97%+** of the Global 2000 companies
- **90%+** of the Fortune 100 companies
- **69%** combined recurring revenue driven by entrenched long-term customer relationships
- More than **20,000** customers combined worldwide
- More than **60,000** users of Idera's database free tools
- Over **7.5 million** registered members for RAD Studio developer community

Representative Customers	
Idera	Embarcadero
 	 
 	 
 	 
 	 
 	 
	 
	

Powerful Go-To-Market Approach

- Two brands with differentiated focus...



IDEERA

Leader in data center monitoring & managing solutions



embarcadero

Leader in application development solutions

- One common objective: **Profitable Growth**

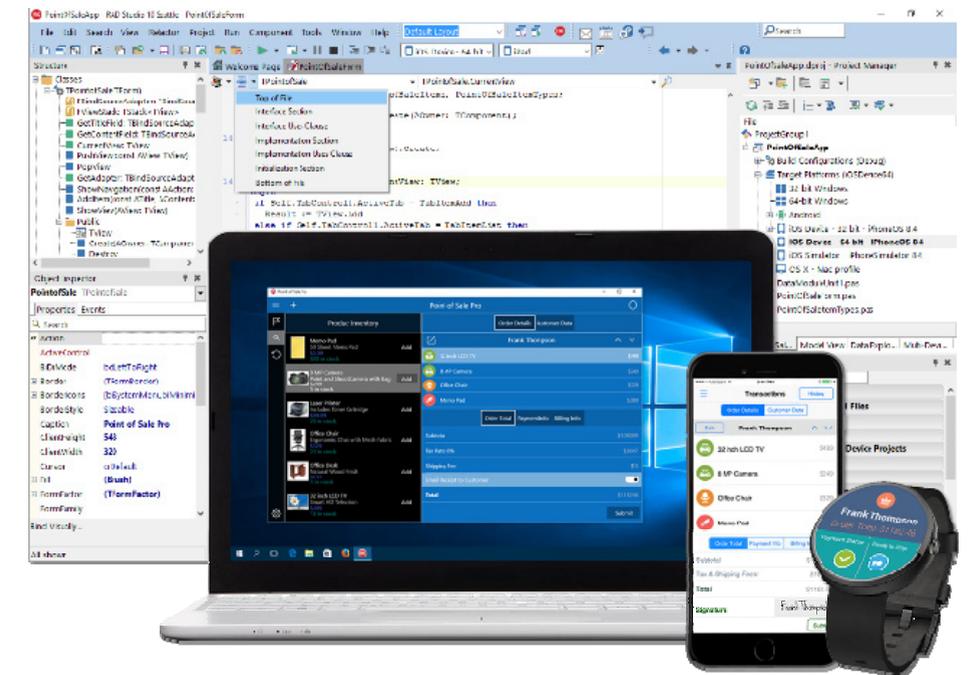
Embarcadero...

- 100% Focus on Development Tools...
Developers are Our Superheroes



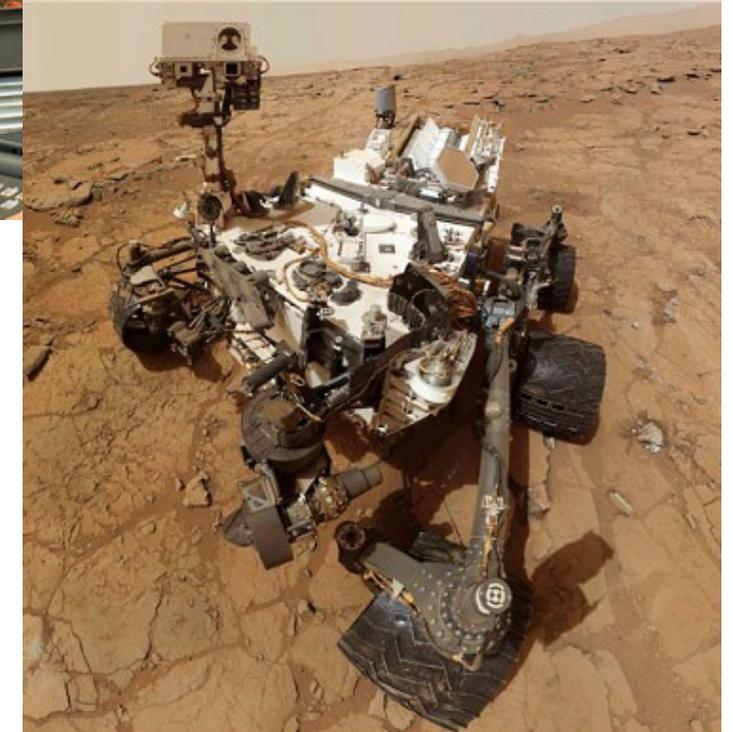
Building on Strong Heritage

- Power many successful enterprise solutions
- Used by 100s of thousands developers
- Innovation is core to our products
- Loyal global users



Differentiation Themes

- Enterprise focus
- Security
- Time to market
- Huge user-base



Growth Opportunities

- Core Product
 1. Quality
 2. Ease of Use
 3. Scalability
- Enterprise deployment and management capabilities
- Expand C++
- Linux server support
- New and better components

User Community

- Great Product!
- Grow and energize MVP community
- Support Academic Programs
- Global partnerships

DELPHI PROGRAMMING
FOR BEGINNERS

BY YURIY KALMYKOV

embarcadero

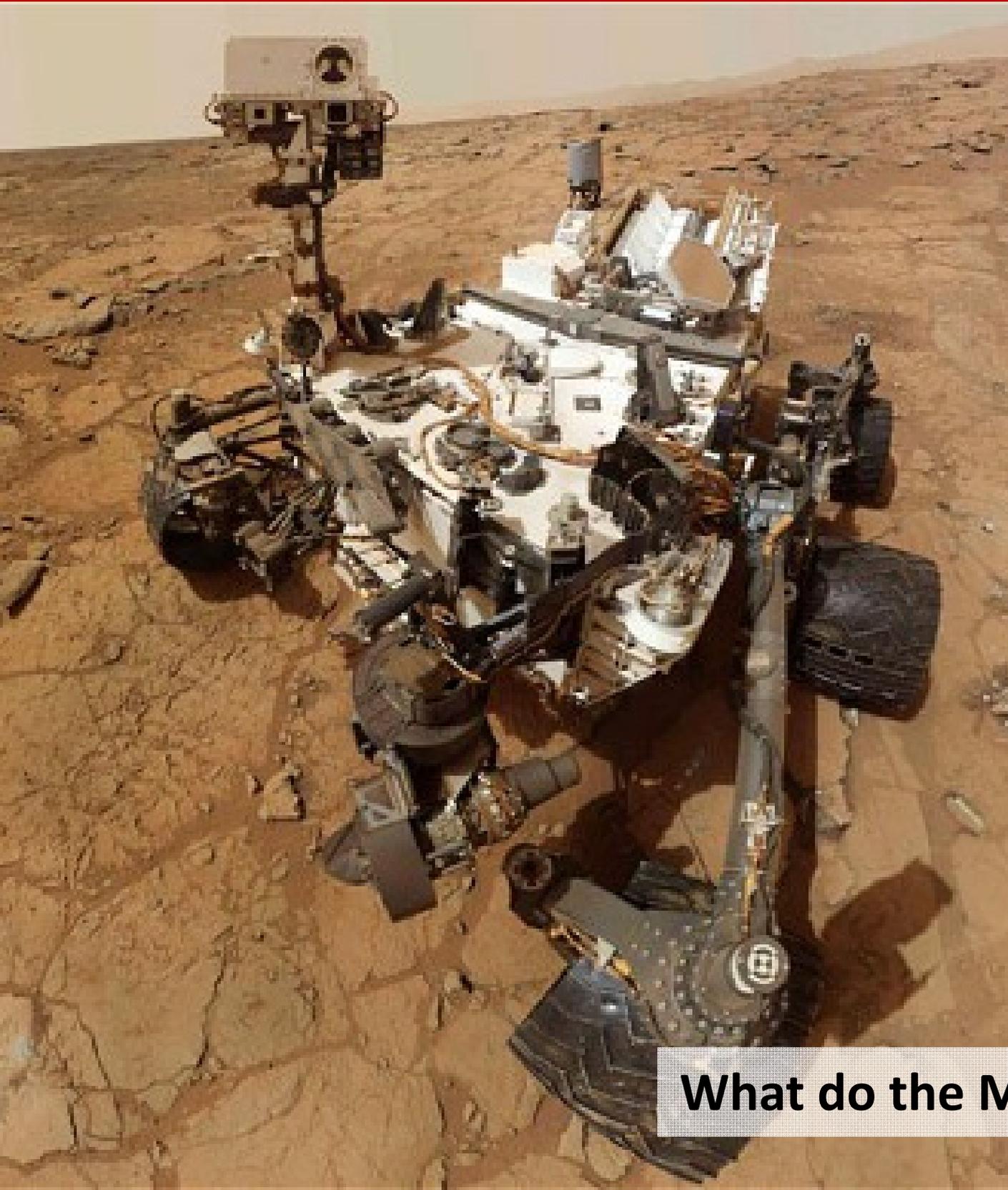


Embarcadero...



- Leader in application development tools
- Enterprise Strong!





What do the Mars Rover and X-Ray Machines have in common?