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Embarcadero's software maintenance and support program is one of the most costeffective ways to ensure that your systems and staff can operate at peak efficiency. And in uncertain times where fewer staff must cope with increased workloads and IT complexity, renewing maintenance for your tools investments provides more value than ever. Embarcadero products and support reduce complexity, improve staff productivity, and help your organization ensure that critical database systems and applications operate with peak performance, availability, and reliability. If you're not an end-user of our products, we encourage you to check in with a few. You may be surprised to find how much they rely on these products to save time, reduce costs, and keep business systems operating properly.

# ADVANTAGES OF MAINTENANCE

Renewing maintenance on your Embarcadero tools investments helps ensure that technical staff have continued access to the latest technology and support they need when they need it. Embarcadero's maintenance program includes:

- Continued 24/7 access to product updates and upgrades to keep technology investments up-to-date. This ensures that users have access to the latest software fixes, product updates and upgrades to get their jobs done and support your evolving needs and platform support requirements
- Uninterrupted access to technical support via phone and email for fast troubleshooting, problem diagnosis, and problem resolution
- Uninterrupted access to on-line technical resources, including the Embarcadero knowledgebase as well as discussion forums, articles, training videos, and more on the Embarcadero Developer Network (EDN)

### INVEST IN YOUR OWN SUCCESS

By renewing maintenance, you retain full access to Embarcadero's exceptionally strong investments in R&D and commitment to your organization's success.

- Embarcadero invests nearly 2x the industry average in R&D as a percentage of revenue
- Over the past two years, Embarcadero has doubled R&D headcount, resulting in more frequent technology updates and upgrades to provide your organization with faster access to the technology needed to increase productivity and support the latest platforms
- Strengthened our QA, licensing, and support infrastructure with new systems to simplify access to higher-quality products and support
- Achieved a 92% satisfaction rating on reported support incidents

In addition, Embarcadero's customer support that goes beyond strong support for our products. We are committed to hiring and training support professionals with experience in database and application design, programming, database management, and system operations issues. And with our primary support team being located in our San Francisco-based headquarters, they have ready access to additional resources to help customers resolve issues fast.

If your organization allows maintenance to lapse, users will be denied these high-value maintenance benefits. And when time-critical support is needed, or when access to new Embarcadero technology is needed to support a new or upgraded platform within your organization, it is always faster and far more cost-effective to keep maintenance renewals current. Re-instating maintenance incurs an additional re-instatement fee in addition to the maintenance renewal cost and often results in delays with accessing time-critical support and/or technology.

### MAINTENANCE COSTS

In today's more challenging economic climate, maintenance renewal costs are getting closer scrutiny. As a result, we have been receiving more requests for discounts on maintenance costs. However, due to specific accounting (VSOE) regulations, we are unable to discount our pricing on maintenance. It is therefore our on-going aim to use your maintenance renewal investment wisely by continuing with our exceptional level of customer-centric investments.

embarcadero<sup>®</sup>

What some of our customers have to say...



This is the first time I've used your tech support and it's awesome

The response of Embarcadero Tech (support) is super

Really quick response with a concrete, correct solution

Excellent product, excellent support – couldn't live without it!

The support staff handling this case was knowledgeable, thorough and quick

> Had a nice way to handle the technical problem and added a personal interest that I rarely see anywhere

Great customer service. Quick response to my question

"

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