Welcome to Idera, Inc.

Randy Jacops, CEO

Idera Inc, Is Growing Fast!

2016 - CONTINUED GROWTH
2018: **Whole Tomato** Acquired
2018: **Froala** Acquired
2018: **Webyog** Acquired
2017: **Ranorex** Acquired
2017: **Sencha** Acquired
2017: **Aquafold** Acquired
2016: GUROCK Acquired **LAUNCH TESTING TOOLS BU**

2013 - 2015: IDERA BECOMES GLOBAL
2015: Acquired Embarcadero Technologies **CONSOLIDATE DATABASE BRANDS IN IDERA, DB TOOLS BU** **LAUNCH DEV TOOLS BU**
2014: Uptime Acquired
2013: CopperEgg and Precise Software Acquired

2003 - 2012: LAUNCH and EARLY DEVELOPMENT
2008: Windows SharePoint and IDE Platforms Introduced
2007: R1Soft Acquired
2003: Idera Software Founded

2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017

Idera, Inc.

✓ **Founded:** 2003
✓ **HQ:** Houston, TX
✓ **GLOBAL Offices:** 15
✓ **People:** 600+

Our Focus:

Best-In-Class Productivity Software.

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Today: Three Business Units

Database Tools

IDERA

AQUAFOLD

Webyog

Developer Tools

ASSEMBLA

embarcadero®

Sencha

WHOLE TOMATO SOFTWARE

Froala

Testing Tools

TestRail

Ranorex®

kiuwan

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Our Focus: Core Value Drivers
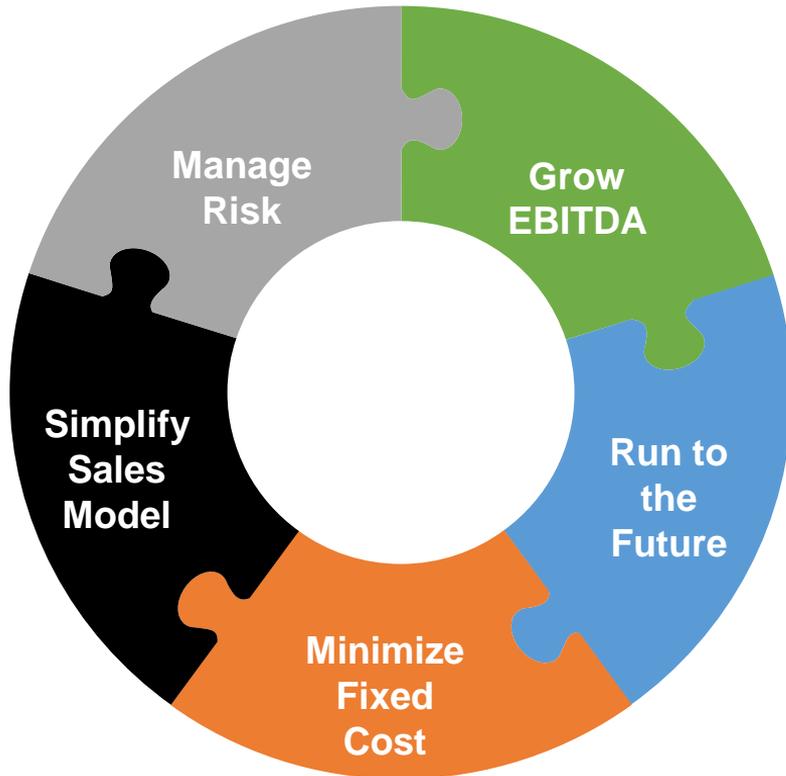
Manage Risk
- Top CEO role is to evaluate and accept risk
- Embrace risk; don't try to avoid it
- Failure can be a positive if team learns

Grow EBITDA
- Wake up every day with the goal of improving
- Grow revenue and reduce expenses – always
- Replace a team that can't deliver

Run to the Future
- The future is scary until you get there
- Change is valuable; uncertainty is debilitating
- Great results eliminate morale issues

Minimize Fixed Cost
- Variable costs can be reduced immediately
- Partners accelerate timing and flexibility
- Offices cater to egos, not shareholder returns

Simplify Sales Model
- Enterprise sales is legacy and expensive
- Inside sales yielding to self service
- Smaller ASP accelerates decisions

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Our Focus: Exceptional Products!
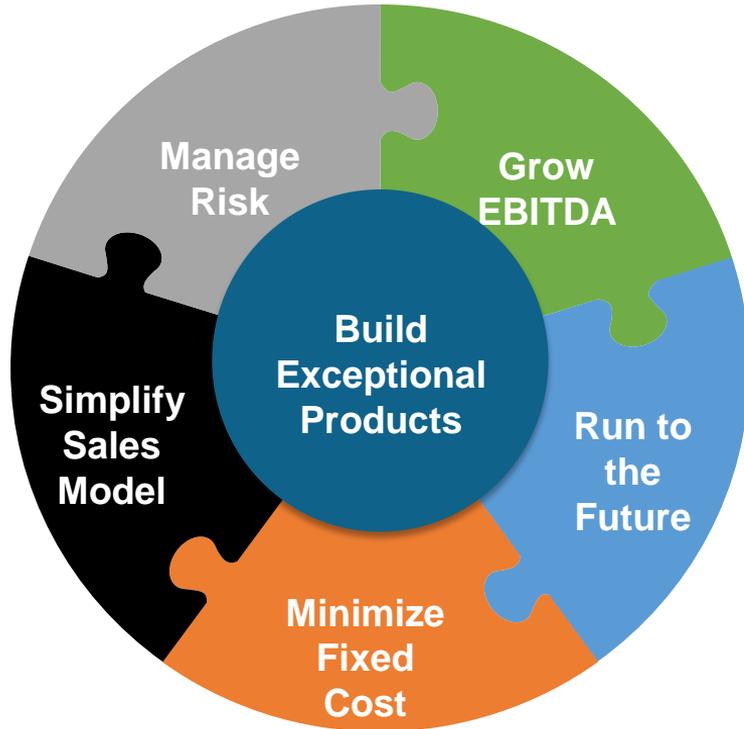
Companies differ on what makes a great product, but Idera Inc, believes a great product includes:

- Exceptional ease of use – starting with the download and install process
- Low pricing that shortens and simplifies the sales cycle
- Robust quality that improves every release
- R&D focus on faster and faster performance
- Minimal professional services
- An aversion to feature bloat
- A world–class, but bored, support team

Customers don't fire software companies with high reliability and quality standards. Usability always trumps new features.

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2018 Accomplishments

- 5 acquisitions in 15 months
  - Added hundreds of employees and multiple global offices
- 4 additional acquisitions in process – low code development, cloud source code, test automation, and continuous integration
  - Likely to close at least 3 within 30 days
- Hired an M&A VP to focus on acquisition growth
- Company continues on organic growth path and has passed $250M in revenue
- Dev Tools product portfolio filling out to enable broader appeal to customers
- Multiple product releases to simplify usage and extend value

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New Acquisition - Assembla

- Assembla offers a cloud-based source code management and version control platform that allows users to optimize security, performance, and cost; strong reputation for scalable, secure, versatile technology

- Assembla's multi-repository cloud SaaS or hosted platform serves the most popular version control systems including Subversion, Git and Perforce and provides add-on enterprise features

- Assembla enhances Idera's Developer Tools business by providing additional products for source code management to our customer base of software developers.

  - Allows for significant cross-sell and expansion opportunities in Dev Tools and Testing Tools BUs

  - Idera high-velocity marketing and sales processes will help sustain Assembla's impressive historical growth

- Assembla offers flexible enterprise VCS options that are built on top of large players (Git, Subversion, Perforce, and artifact management) providing more control over architecture, deployment and security. Assembla's recent acquisition of MyGet expands value added offering into package management space (e.g. supplement NPM).

- Within the next 12 months, 80% of IT budgets of large corporations are expected to be committed to the cloud, but almost 50% of these corporations are slowing or delaying their move to the cloud due to a perceived gap in security.

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New Acquisition - Kiuwan

- Based in Madrid, Spain
- About 35 employees
- Market focus on Southern Europe

Low cost, very fast, low touch sales, and simple to use

- Kiuwan joins Idera's Test Tools business unit, although there is some overlap with Dev Tools

- Provides an **end-to-end Application Software Security platform**, compliant with all major security standards.

- Performs application and code analysis to support security, productivity and efficiency decisions. Supports multiple application technologies, covering 25 programming languages

- Enables very frequent scans that require minutes rather than hours

- Cost to customers a fraction of traditional, legacy providers

- Growing very rapidly with minimal marketing investment (60-70% per year)

- Partners help sell product – we want to take the product global and continue to sell with partners

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Our Path Forward

- **M&A** continues to expand our capabilities

- **Organic Growth** is critical for success

- **Global** footprint accelerates growth

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Idera Inc., Developer Tools

Focus on **Developers!**

- Committed to develop and acquire **best-in-class developer tools**

- **Open technology approach** that puts developer choices first (i.e. no alignment with one set of technology or toolchain)

- **Global reach with local approach**

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Leverage Strength of Brands

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Database Tools

AQUAFOLD

Leverage award winning Aqua Data Studio to provide better support for **Interbase**

Developer Tools

embarcadero®

Sencha

WHOLE TOMATO SOFTWARE

Integrate Visual Assist into RAD Studio to improve **C++ Builder**

Testing Tools

Improve **RAD Server** JavaScript support

Ranorex®

Add better support for **Delphi** Test Automation

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Test Tools

Guest Speaker

Kazuhiro Fukunaga, Techmatrix

Developer Tools

Overview of Developer Tools BU

Hitoshi Fujii, CM Japan

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Great Products: Core to Our Success

RAD Studio

"

エンバカデロは、今日のソフトウェア開発業界において、最も象徴的で革新的な製品を提供するベンダーのひとつだ。

-- USA CTO

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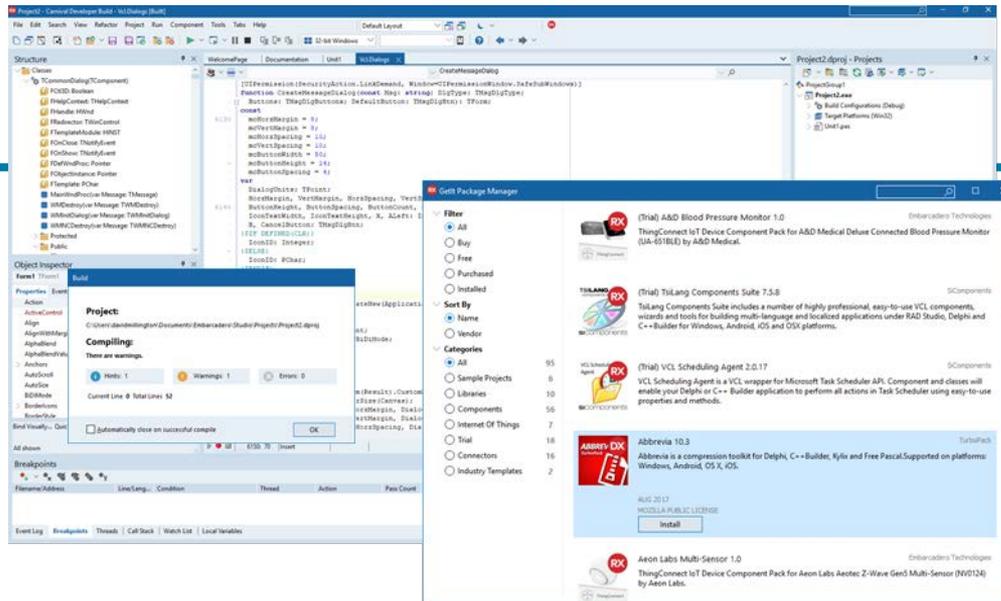
New Version "10.3 Rio" Released

Fast, Integrated Design and Development for Modern Apps.

- 新しい言語機能!
  - Win32向けのC++ 17
  - Delphiインライン変数、型推論
- FireMonkey での Android Z-Order、ネイティブコントロール、 API Level 26対応
- Windows 10、Windows Store、WinRT、VCL、およびHigh DPIの改善
- IDE の UI, UXの改善：見た目のクリアさ、長時間使用にも重点を置いて再設計
- データベース：JSONとExt JSの統合、多くの更新されたFireDACドライバ
- RTLの改善：JSON、データ構造、正規表現、RESTとSOAP、その他
- RAD Serverアーキテクチャの拡張とパフォーマンス
- 多くの品質とパフォーマンスの改善

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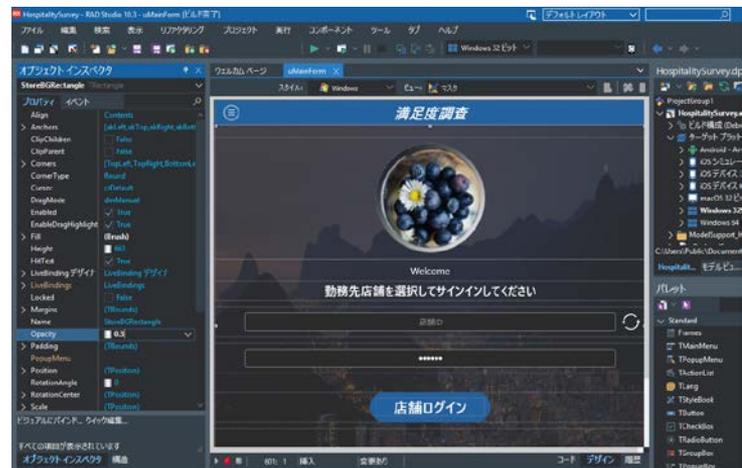
10.3製品ラインナップ

Delphi Community Edition と C++Builder Community Edition

Professional Edition（モバイルサポートを含む）
- IBLiteを利用可能

Enterprise Edition
- DataSnap、FireDAC のフル機能、RAD Server
- RAD Server シングルサイト配置ライセンス
- 新たにモバイル向けのInterBase ToGo 配布ライセンスを搭載

Architect Edition
- AquaFold Aqua Data Studio
- Sencha Ext JS Professional Edition
- RAD Server マルチサイト配置ライセンス

Great Products: Core to Our Success

Visual Assistを利用することで、
素晴らしいツール環境が得られる！
これはすばらしい

-- Visual Studio C++ユーザー

Great Products: Core to Our Success

Ext JSは、過去10年間で、最も
革新的なWeb開発ソリューショ
ンだ

-- Large US Bank

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Great Products: Core to Our Success

この小さなルーマニアの企業が
世界で最も有名なWebテキスト
エディタを作っているなんて
信じられない

-- Head of Web Development,
US Investment Bank

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Assembla is a Great Fit!

ASSEMBLA

Assemblaは…

3500以上の企業の200万のリポジトリ、1.2ペタバイトのデータを

管理しています。

200万	1000万	1.2 petabytes
リポジトリ	月間コードコミット数	管理データ量

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RAD Studio製品ロードマップ

RAD Studio 10.2.3 Tokyo	RAD Studio "Carnival" 10.3	RAD Studio "Carnival" 10.3.x	RAD Studio 10.4.x
early 2018	**late 2018**	**2019**	**mid 2019+**

User Experience
IDE UX Improvements

Windows App Modernization
High DPI Enhancements

C++
CMake Support (Part 1)
C++ Rename Refactoring

Platform Enhancements
Quality Enhancements
RAD Server ExtJS Integration

Release Date: March 13th
Community Edition released in July 2018

User Experience
IDE UI/UX Improvements

Windows App Modernization
Windows 10/WinRT updates
High DPI Image List for VCL
High DPI Quality Enhancements

Platform Enhancements
RAD Server ExtJS Integration
Android Z-Order
(native windowing)
Android API Upgrade
Quality Enhancements

Delphi
Language Enhancements
RTL Performance Enhancements

C++
CLANG/LLVM upgrade (C++17)
RTL Performance Enhancements

** Features are not committed until completed and GA released

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User Experience
High DPI IDE Support
IDE Tooling
GUI Templates

Platform Enhancements
Native Android controls in FireMonkey
LLDB Debugger
Clang & Debugger for more platforms
macOS 64

Windows App Modernization
Enhanced Windows Theming

C++
CMake Support (Part 2)

Platform Enhancements
Android 64
C++ Linux Server
Metal support

Delphi
Delphi Nullable Types

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2つの先進テクノロジーを融合させた例

Case Study: +
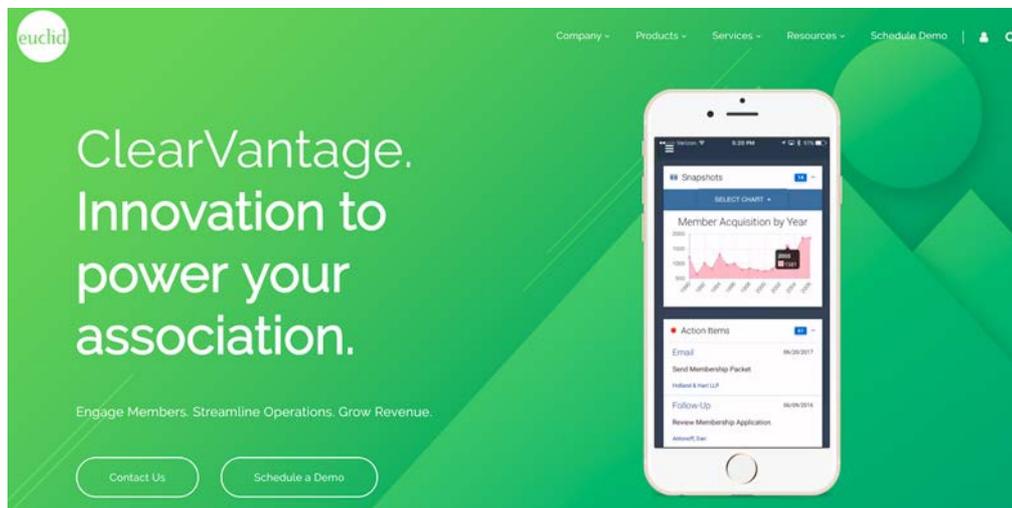
既存のDelphiアプリケーションにSenchaによるWebサポートを追加。
それでもなお選択の自由は担保

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このベストな組み合わせを私たち自身も実践 ！

EDNのポータル機能のリプレース

Salesforceパートナーポータル

Preciseの新しいWebクライアント
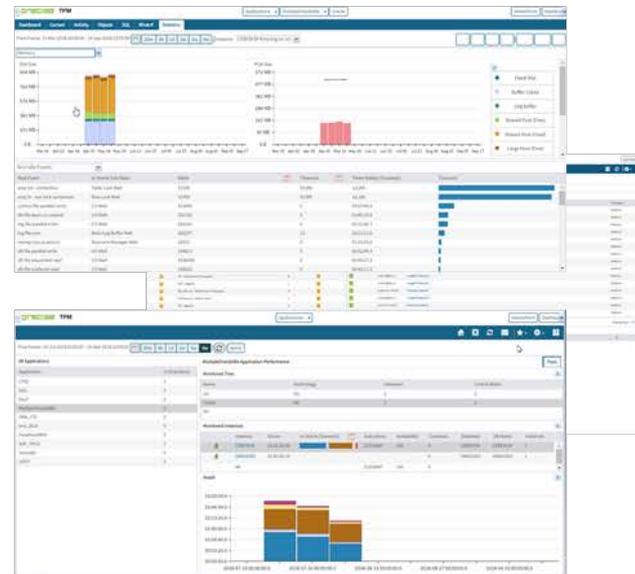

新しいRAD Serverポータル

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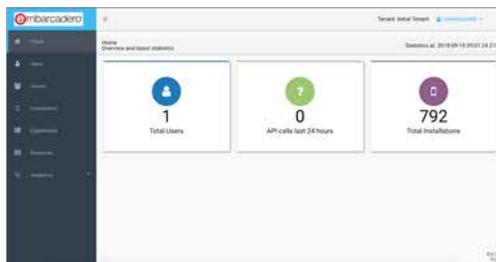
強力な開発ツールコミュニティ

- エンタープライズフォーカスと同時に、開発者コミュニティのサポートに注力
  - Community Editionのリリース
  - 新しいSMBライセンスオプションを準備
  - グローバルのコミュニティサイト
- MVPのネットワークを構築
  - 世界各国のエキスパートによる情報発信、情報共有
  - Delphi / C++だけでなくSenchaのMVPも始動

ぜひ、皆さんも開発者コミュニティで情報発信、
情報共有に努めてください。

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グローバルに展開：ダイレクト＋＋バーチャル

セールスチーム:

- ● ダイレクトオフィス
- ■ パートナーオフィス
- ● バーチャルリソース
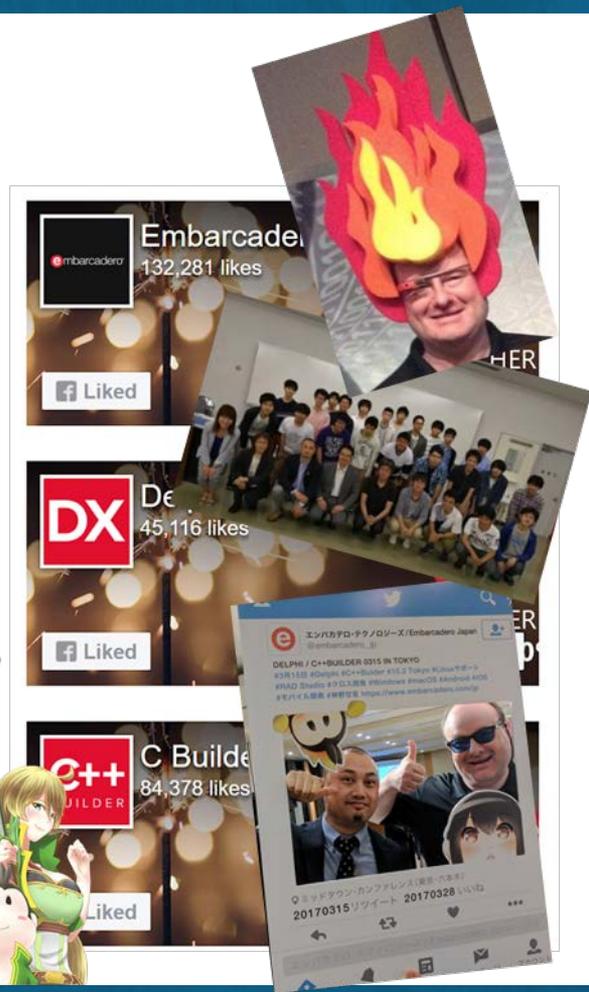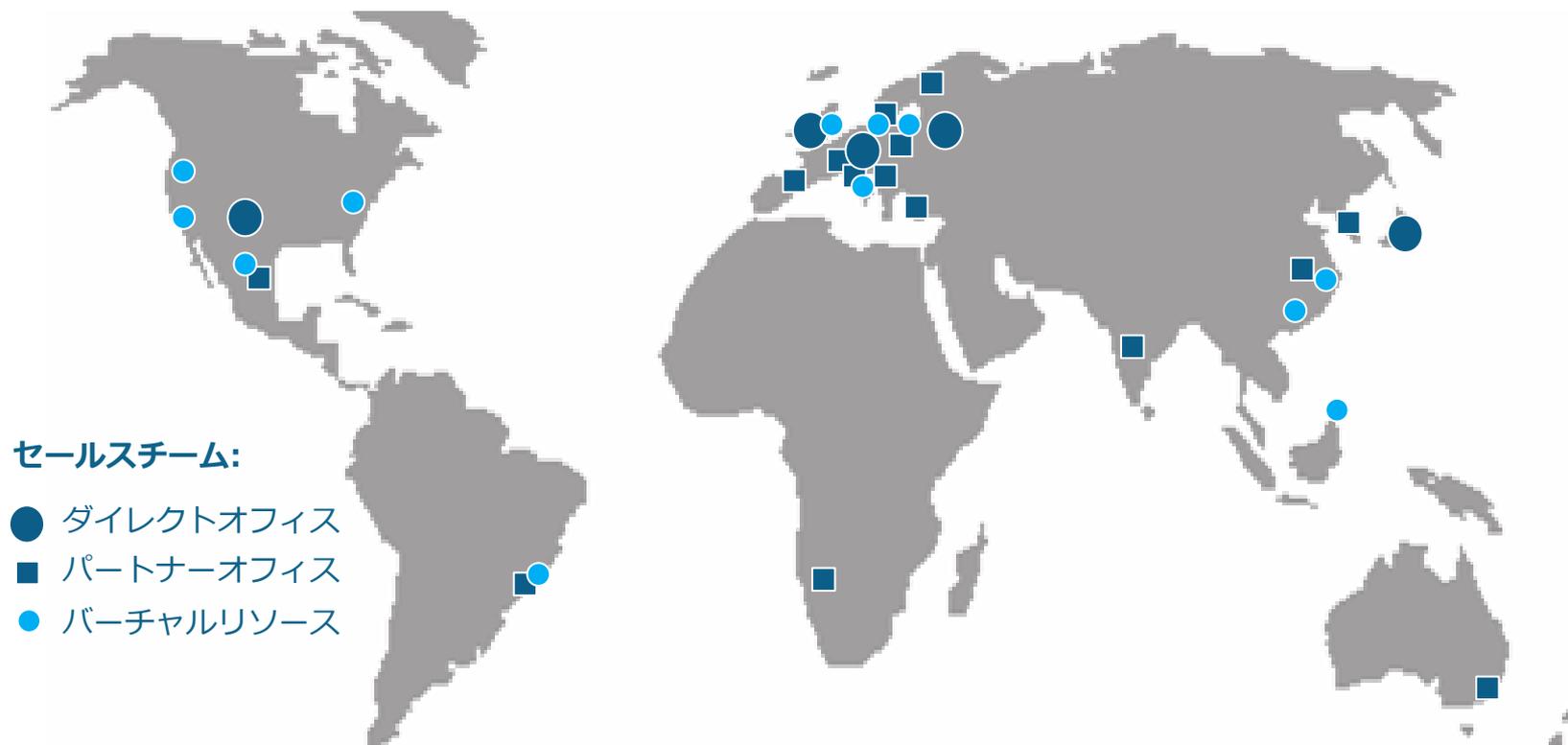
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Conclusion

Randy Jacops, CEO

Idera, Inc. Playbook
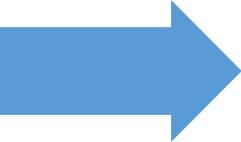
Better

2X Speed, 2X Scalability, 2X Quality in everything we do
- Performance and Manageability
- Always look for more efficient ways to do things
- Change often and sprint to future

Faster

Less Clicks, Self Service, Easy to Use
- Reduction in end user clicking
- Reduce need for detailed training
- Automate to increase productivity and value

Cheaper

Always look to reduce costs / leverage options but keep service high
- Leverage Partner Network to supplement existing workforce
- Leverage UpWork for defined repeatable process roles
- Leverage, Leverage, Leverage Idera buying power

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Open Culture...

Fight Hierarchies

Be **Open and Clear**

Be **Constructive**

Be **Productive**

Have Fun!

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Customer's Success is Our Success

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