

MAXIMIZE THE
BUSINESS VALUE
OF SOFTWARE

真に開発者フォーカスの事業体を目指して

Borland®

Developer Tools Group – “DevCo”の歩み

2月8日

IDE事業の分離・売却案を発表

3月3日

Developer Conference-Tokyoで、David I.が 状況を説明

4月1日

Developer Tools Groupの発足

Nigel Brown がDTGのGMに就任 (前 VP Borland EMEA)

5月3日

DTGは、180人体制でスタートを発表

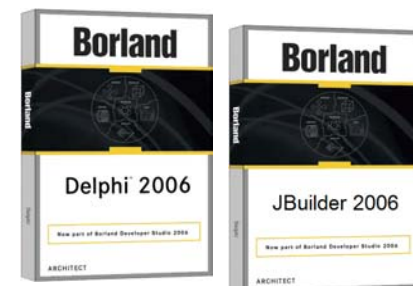
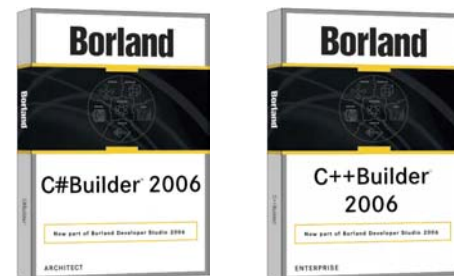
分離・売却のプロセスは、予定通りに進行中

5月16日

Delphi/JBuilder/InterBaseの3カ年の製品計画を発表

5月中旬-下旬

世界の主要都市で、ロードショー開催中



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MAXIMIZE THE
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Developer Tools Group – “DevCo”

Malcolm Groves : Asia Pacific Product Director

Borland®

Major Product Areas by Organization

“DevCo”

Developer Studio

Delphi

C++Builder

C#Builder

JBuilder

“Peloton”

InterBase

JDataStore

Developer Network

Borland

Tempo

CaliberRM

Together

StarTeam

Segue Silk

VisiBroker

BES

Why?

Developer Products

- Channel/Direct Sale
- Channel or eShop partners
- Direct marketing
- Year-by-year product/upgrade
- Focus on code
- ALM agnostic
- Developers

ALM Solutions

- Consultative Sale
- Field Sales/Service force
- Corporate marketing
- Multi-Year engagement
- Focus on overall process
- IDE agnostic
- Software organizations

Why?

...because Developers matter

Developers Matter

Large, growing base

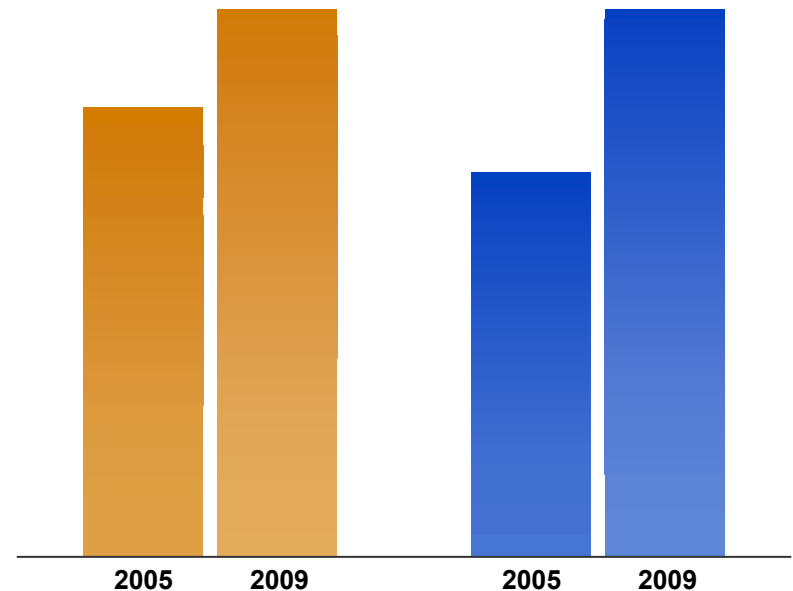
- 12M now, 17M 2009
- 3.2 new in AP and EMEA; 1.5M new in BRIC

Dominant share of AppDev org

- Developers outnumber all other roles
- Tool spend/developer is higher than all other roles

Growing need for tools

- Evolving role of developer
- Increasing pace of technology change and adoption



Community Reaction to the News...



“Now a great technology, a great community, and a DelphiNewCo Inc. are ready to enter a New Delphi Era.”

Marco Cantu



“...personally think this is the best thing to happen to Delphi since it was released eleven years ago today ”

Nick Hodges



“My loyalty will be to the new company; to Delphi and the other IDE products.”

Bob Swart

<http://blog.marcocantu.com/blog/dreamingnewdelphi.html>

<http://www.lemanix.com/nickblog/>

<http://www.ebob42.com>

Borland Team Blogs...

Allen Bauer - [Fly! Be free!](#)

Adam Markowitz - [Sojourn of Delphi](#)

David Lock - [Delphi grows up, moves out](#)

David Intersimone – [With a big smile on my face...](#)

John Kaster - [Exciting times for Borland's developer tools](#)

Anders Ohlsson - [It's a fabulous day](#)

Michael Swindell - [Go Delphi! Go NewCo!](#)

Latest News : <http://Blogs.borland.com/abauer>

Delphi / C++Builder Roadmap

Delphi 2005

- Delphi Win32/.NET
- VCL for Win32/.NET
- ECO II

Delphi 2006

- Delphi, C# and C++ in same IDE
- VCL for Win32/.NET 1.1
- 64bit .NET 1.1
- ECO III – State Machines
- ECO “basics” in all editions
- Together for Delphi
- Performance and Quality

Highlander

- Delphi Win32/.NET
- VCL for .NET 2.0
- VCL for Compact Framework
- 64bit .NET 2.0
- Windows Vista
- ECO IV – ECO for VCL.NET

Delphi/C++ for Win64

- Win64 / Win32 native code
- VCL for Win64/Win32

Delphi for Vista

- VCL for Windows Presentation Foundation (Avalon)
- Windows Communication Framework (Indigo)
- VCL for Win32

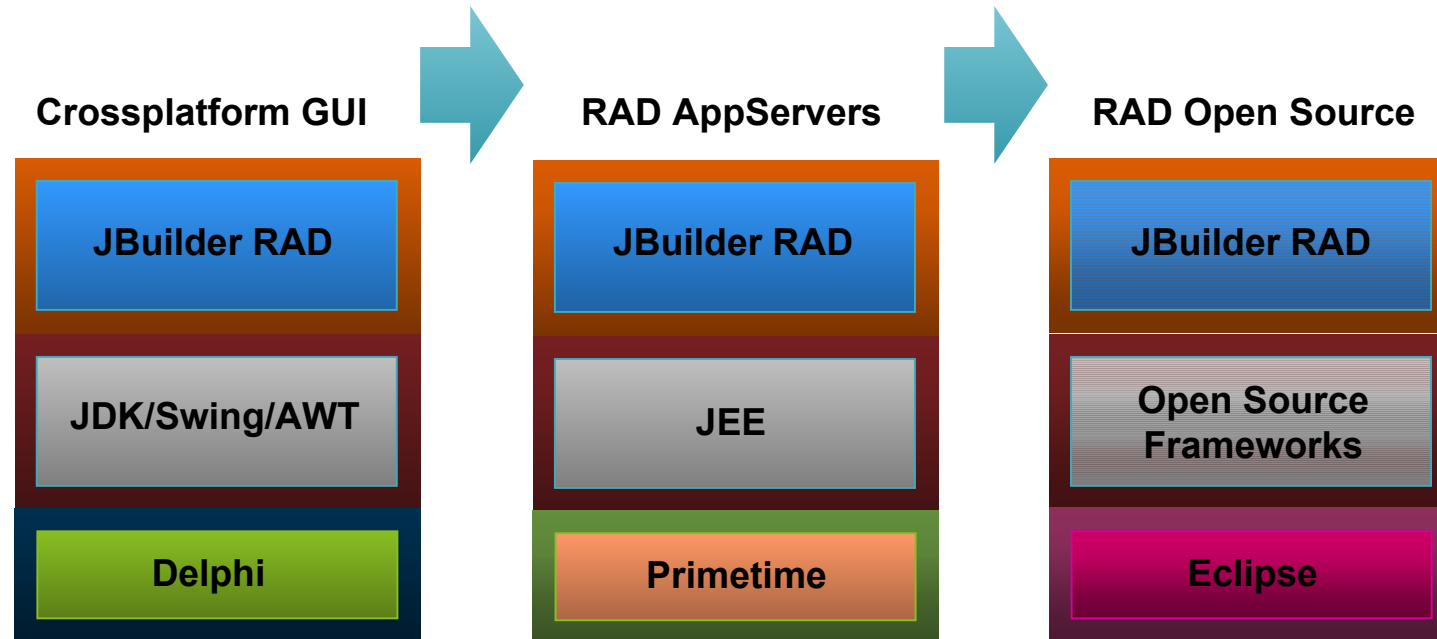
2005

2006

2007

2008

JBuilder History



Evans Data IDE Feb 2006 Survey

Compiler / Interpreter Relative Ranking

- Borland JBuilder 227.8, Microsoft VS .NET 215.4, Eclipse 211.1

“.. It is no accident that Borland not only topped all the other tool makers as far as satisfaction with the compiler ...”

Debugger Relative Ranking

- Borland JBuilder 206.9, Microsoft VS .NET 201.9, IBM Websphere Studio 189.0

“Once again, Borland shows its roots through the excellence of its tools.”

Profiler / Optimizer Relative Ranking

- Borland JBuilder 183.0, IBM Rational Developer 173.2, Sun Java Studio 161.4

Compiler Performance Relative Ranking

- Borland JBuilder 195.8, Microsoft VS .NET 183.9, IBM Rational Developer 182.1

Performance of Resulting Applications Relative Ranking

- Borland JBuilder 194.5, Sun Java Studio 186.6, Microsoft VS .NET 186.3

JBuilder Roadmap

Transitioning JBuilder customers to Eclipse based core

JBuilder 2006

- Peer to Peer Development

JBuilder 2007

- “Peloton”, New Eclipse based JBuilder Core
- JSE 6
- Visual EJB development
- Visual Web Services development w/Open Source frameworks
- Developer and Team process automation w/Open Source team tools
- Virtual Peer Agile Java Development

JBuilder 2006 Foundation

- Free Download
- Professional and Personal Use

More to come...

2006 Update #1

2006 Update #2



InterBase Roadmap

InterBase 8.0

- Incremental backup
- Point-in-time Recovery
- Unicode (UTF8, UCS2)

Summer '06

InterBase 8.5

- OEM/ISV enhancements
- Enhanced Java Support

Q4 '06

InterBase 9.0

- Security
- .NET enhancements

Q3 '07



In Summary:

- “Devco” has a strong future, as do JBuilder, Delphi, C++Builder, and Interbase
- For the first time in a long while, there is a proper level of investment in these products
- The “Devco” team are excited, passionate, and extremely motivated – more than I’ve ever seen

Go Devco!