



27th Embarcadero Developer Camp General Session

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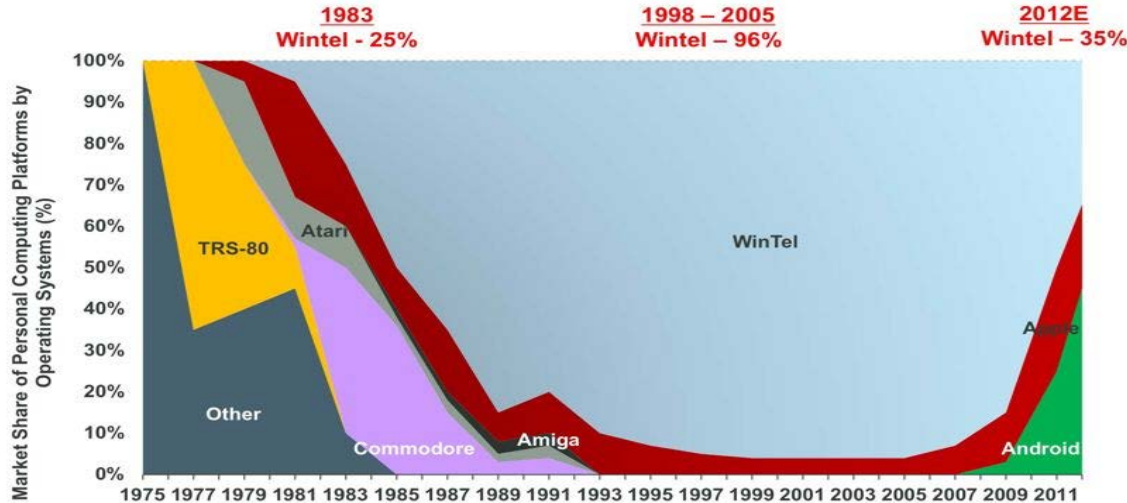
Market Statistics

WHAT'S HAPPENING?

The Client Revolution

Re-Imagination of Computing Operating Systems -
iOS + Android = 45% Share vs. 35% for Windows

Global Market Share of Personal Computing Platforms by Operating System Shipments, 1975 – 2012E



KPCB

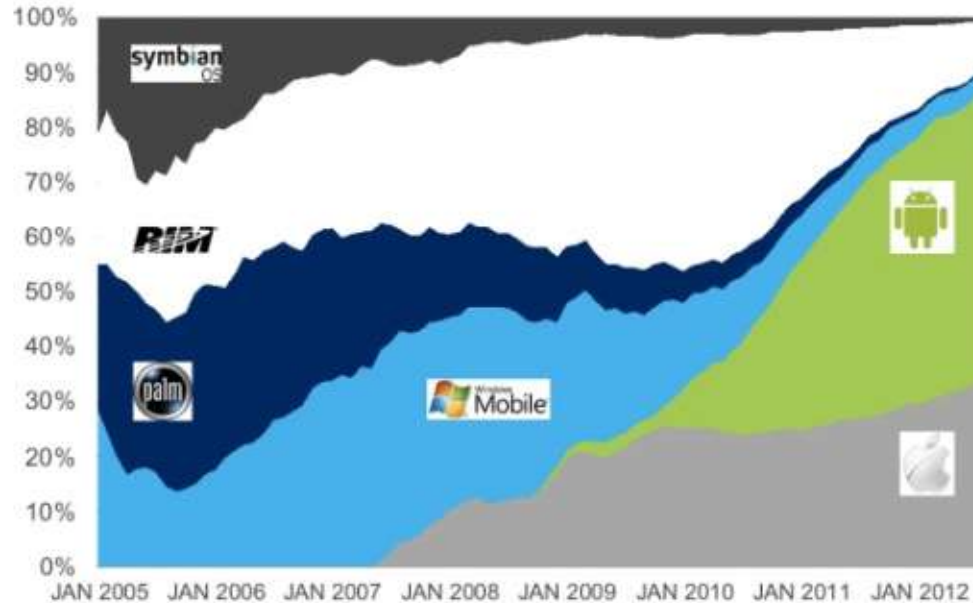
Source: Asymco.com (as of 2011), Public Filings, Morgan Stanley Research, Gartner for 2012E data. 2012E data as of Q3:12.

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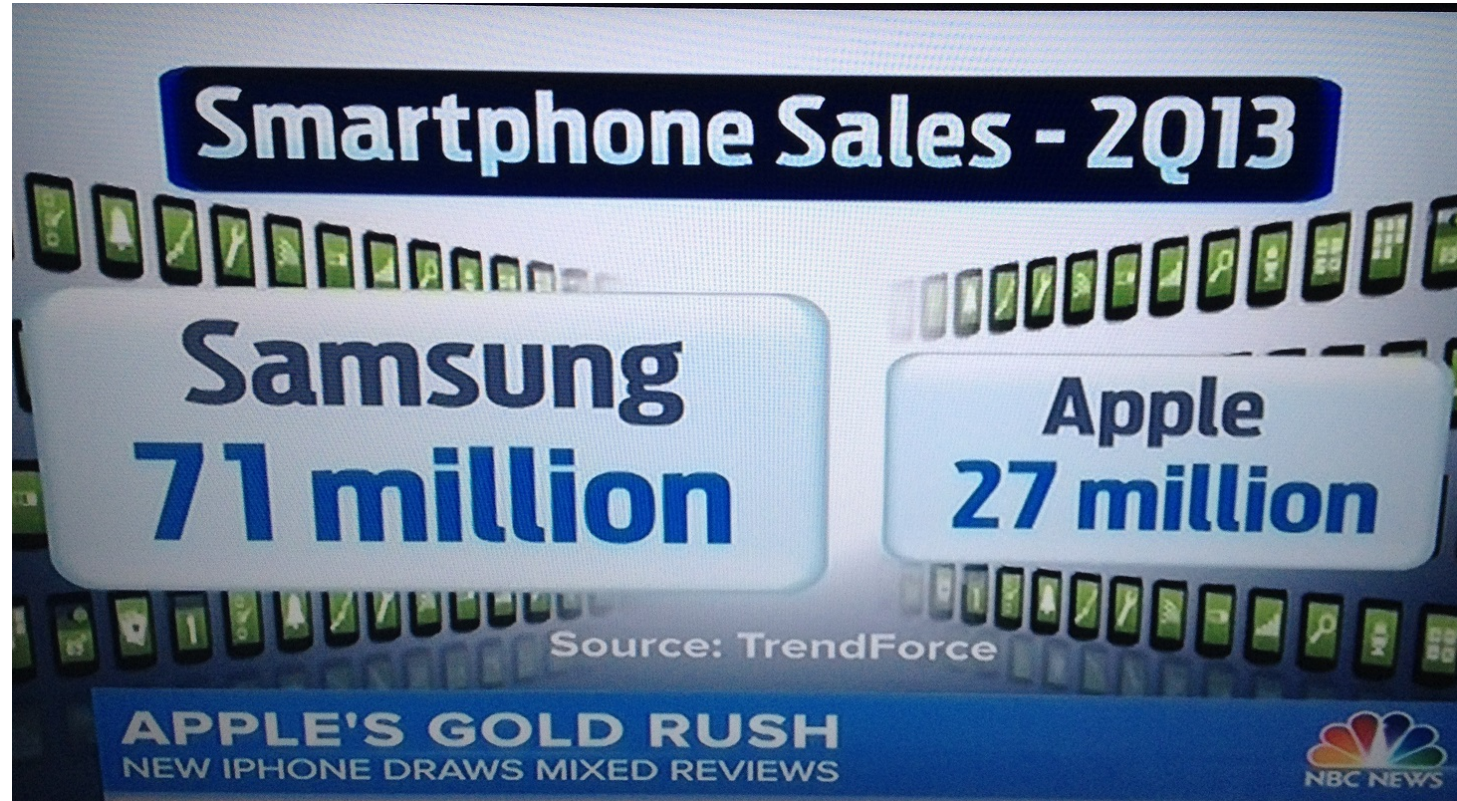
An Unprecedented Multi-Device Landscape 

Mobile Platform Market Share

Historically a Highly Dynamic Platform Market

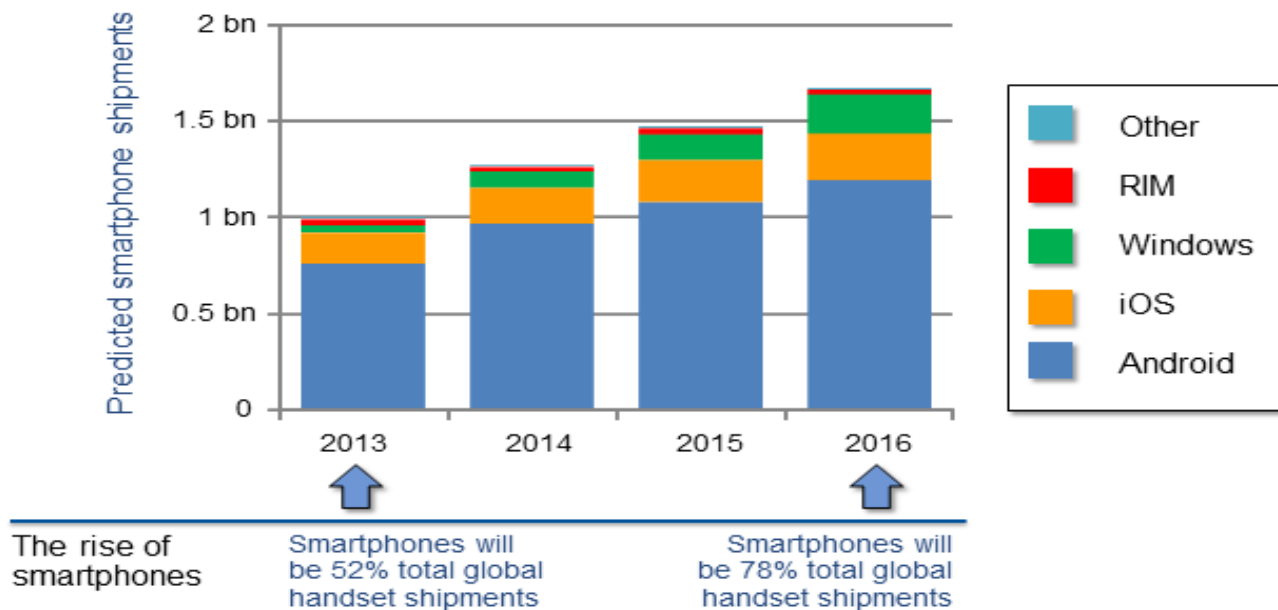


Apple (iOS) vs Samsung (Android)



Global smartphone shipments

Smartphones Will Dominate Handsets

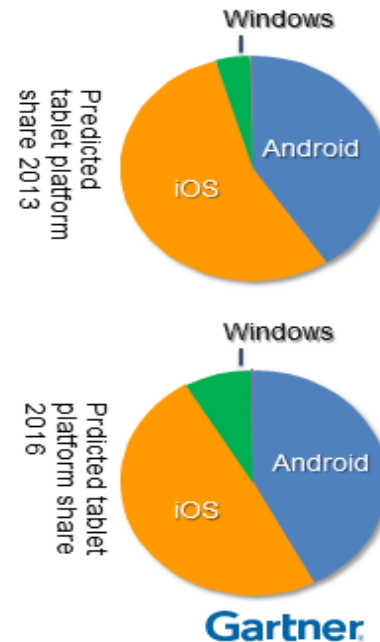
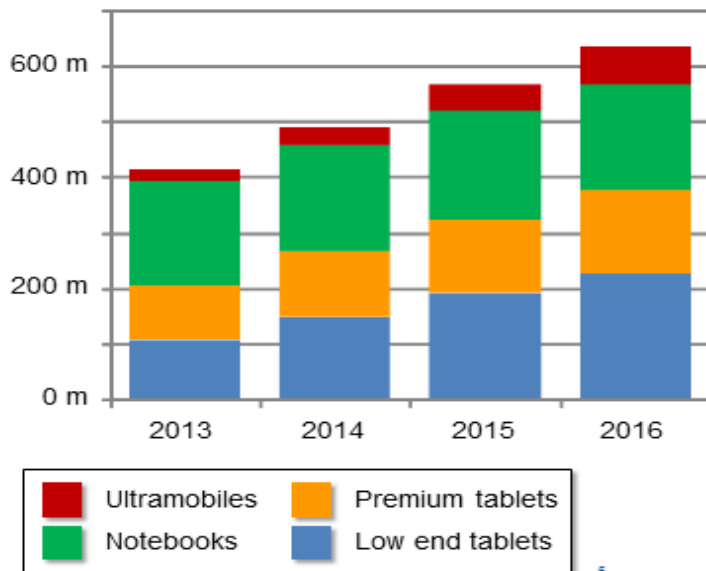


Gartner

Global mobile and PC tablet shipments

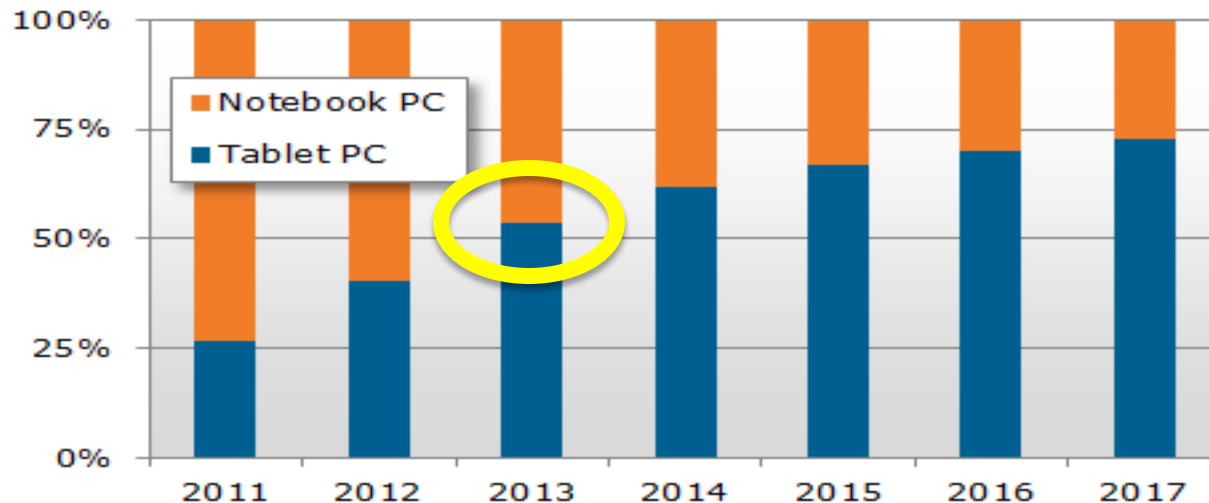
Mobile PC and tablet shipments

Predicted mobile PC and tablet shipments 2013 to 2016
Gartner predictions published Q4 2012.



When will Tablets surpass Notebooks? This year.

Figure 2: Worldwide Notebook PC and Tablet PC Shipment Share Forecast

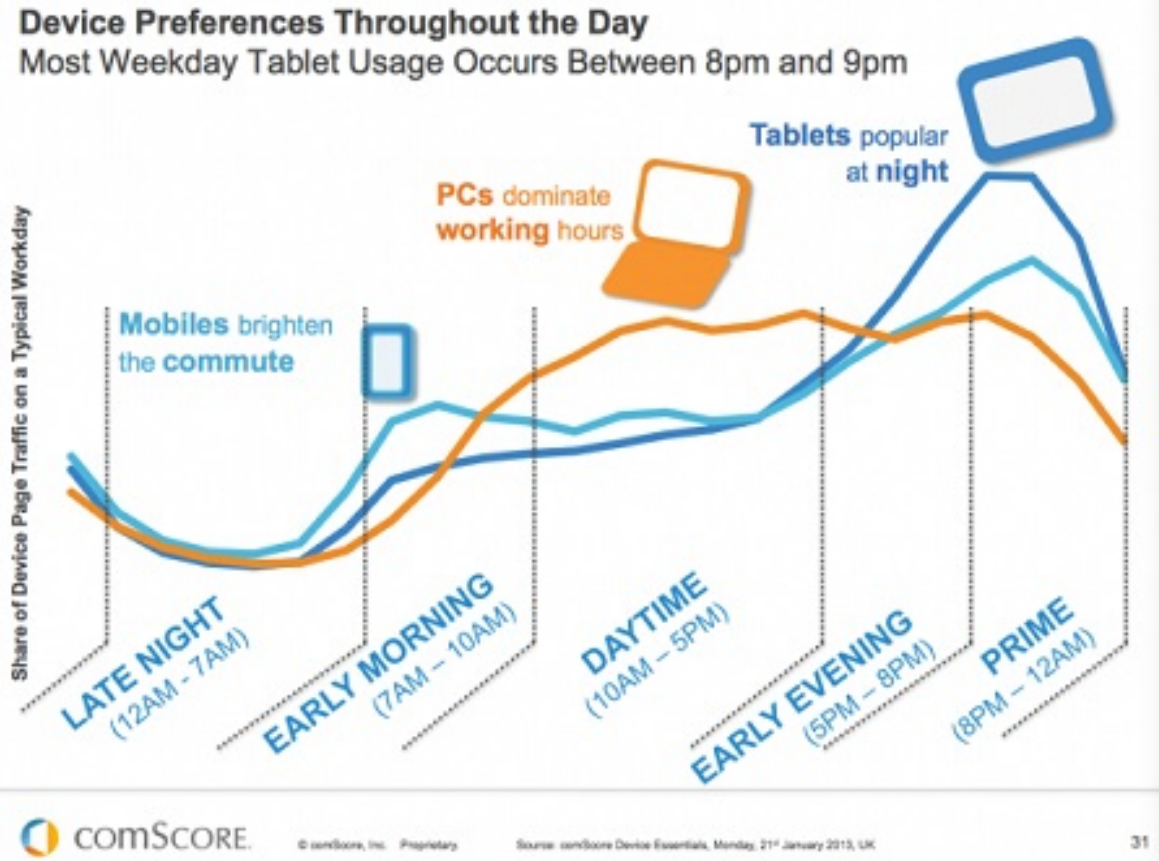


Source: NPD DisplaySearch *Quarterly Mobile PC Shipment and Forecast Report*

Apps for every device



<http://www.smartinsights.com/mobile-marketing/mobile-marketing-analytics/mobile-marketing-statistics/>



2014+



Client Device Diversity Will Continue to Expand

Windows Developer Survey

HOW ARE OTHER DEVELOPERS VIEWING THIS CHANGE?

A recent market study of Windows developers and mobile

Research Goal

The primary research goal was to quantify the current levels of experience and expertise among developers making the move from Windows desktop to mobile applications.

Methodology

Windows developers from around the world were invited to participate in an online survey. They were asked a series of questions about demand for mobile applications, experience with delivering apps, and challenges. The survey was fielded in English and German.

Participants

A total of 1337 individuals completed in the survey. All had responsibility for development of Windows desktop applications.

85% of Windows developers have had requests for mobile applications



Deliver some functionality of existing applications on mobile devices **65%**

Develop new applications for mobile devices **58%**

Replicate existing applications for mobile devices **43%**

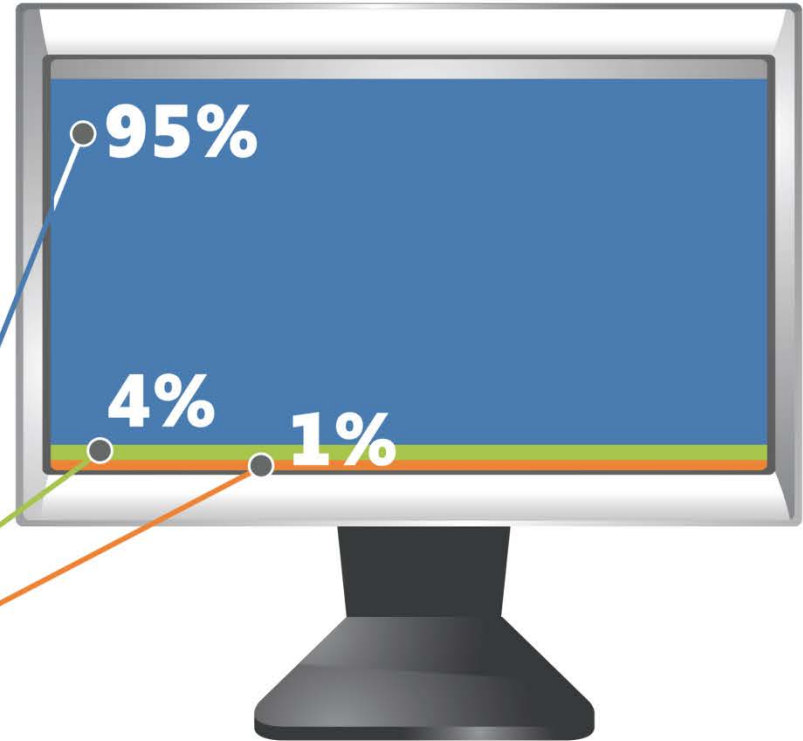
No requests **15%**

Mobile application development does **NOT** replace existing desktop needs

Yes, we will continue all development and support for the foreseeable future

We will provide support only, no new features

No, we will cease development and support of Windows applications



Android most requested platform among Windows developers

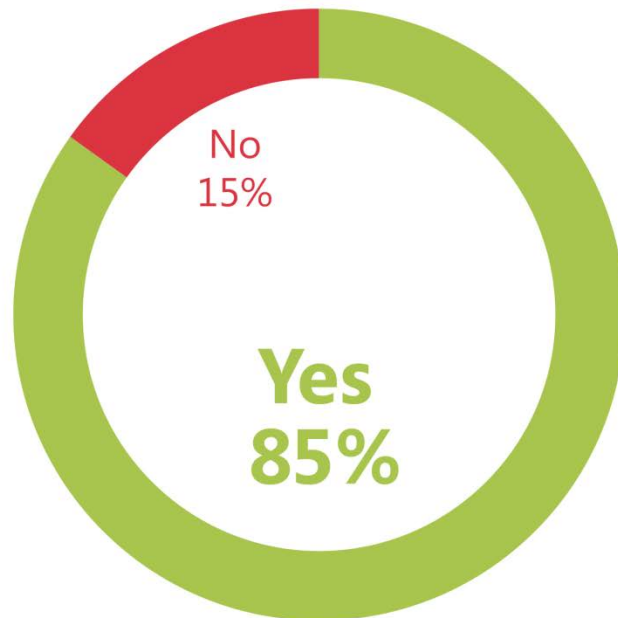


83%

Android	83%
Apple iOS	67%
Windows Phone	33%
Windows RT	17%
BlackBerry	14%
Other	4%

85%

**say native apps are
best for users**



74% have had challenges using HTML5 and JavaScript to deliver mobile apps

Difficult to access device features **44%**

Inadequate programming language features **38%**

Poor performance **31%**

"Other" challenges experienced include browser incompatibility, poor documentation, debugging, source code maintenance, lack of libraries, time consuming, scalability, form factor, and much more.

Other **8%**

No challenges **26%**

RAD Studio XE5

SO, HOW IS EMBARCADERO HELPING?

RAD Studio

Multi-Device means you don't have to support multiple development projects to deliver your app natively on multiple platforms (Android, iOS, Windows, and Mac).

True Native app development lets you deliver script-free device native apps optimized for each underlying hardware platform – creating faster, richer apps that end users love.

The Fastest Way to create iOS and Android apps with visual development using a complete application framework.

Multi Device Application Platform means out of the box connectivity to major Enterprise database, on premise multi-tier middleware, and easy to connection to REST cloud services, like MBaaS

Mobile is Changing Everything. So Are You.

Use RAD Studio to create your next great mobile app for both Android and iOS.



Announcement!

C++Builder for iOS!

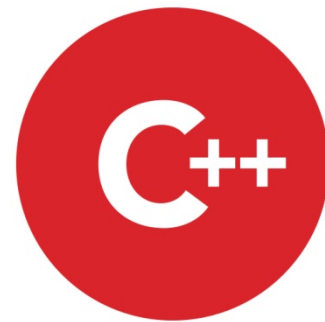
Available for download **tomorrow JST**

as a free update for

RAD Studio

and

C++Builder XE5 Enterprise or above



New! Build iOS apps with C++Builder

- Visually create iOS apps coded in C++ that compile direct to the CPU, delivering higher performance, security and a better user experience
- Your apps can access iOS device APIs, sensors and services



C++11 Standards Compliance

Develop desktop and mobile apps using the industry standard C++ language.

C++Builder XE5 supports the latest C and C++ standards, including C++98, C++TR1, and now C++11 for 64-bit Windows and iOS as well as ANSI C, ISO C, C99, and C11 standards.

Strong standards support makes it easier for you to build, maintain, re-use and extend your code.



What users say about C++Builder

Agile Development

“It has never been so easy to quickly come up with a working demo application that can be shown to an anxious paying customer. This helps them visualize the end result before it is completed, allowing adjustments to be made throughout the project. And C++Builder helps to keep applications up to date for new Windows themes, something that is not so easy to do in some competitor products.



Anthony West,
ASW Software

Fastest Execution Time

“Speed optimization is essential for near-real time monitoring. Only C++Builder gave me the performance I need for such a monitoring context. C++Builder produced the fastest execution time of all other development tools I tried.



Steve Jordi,
Tiltsoft

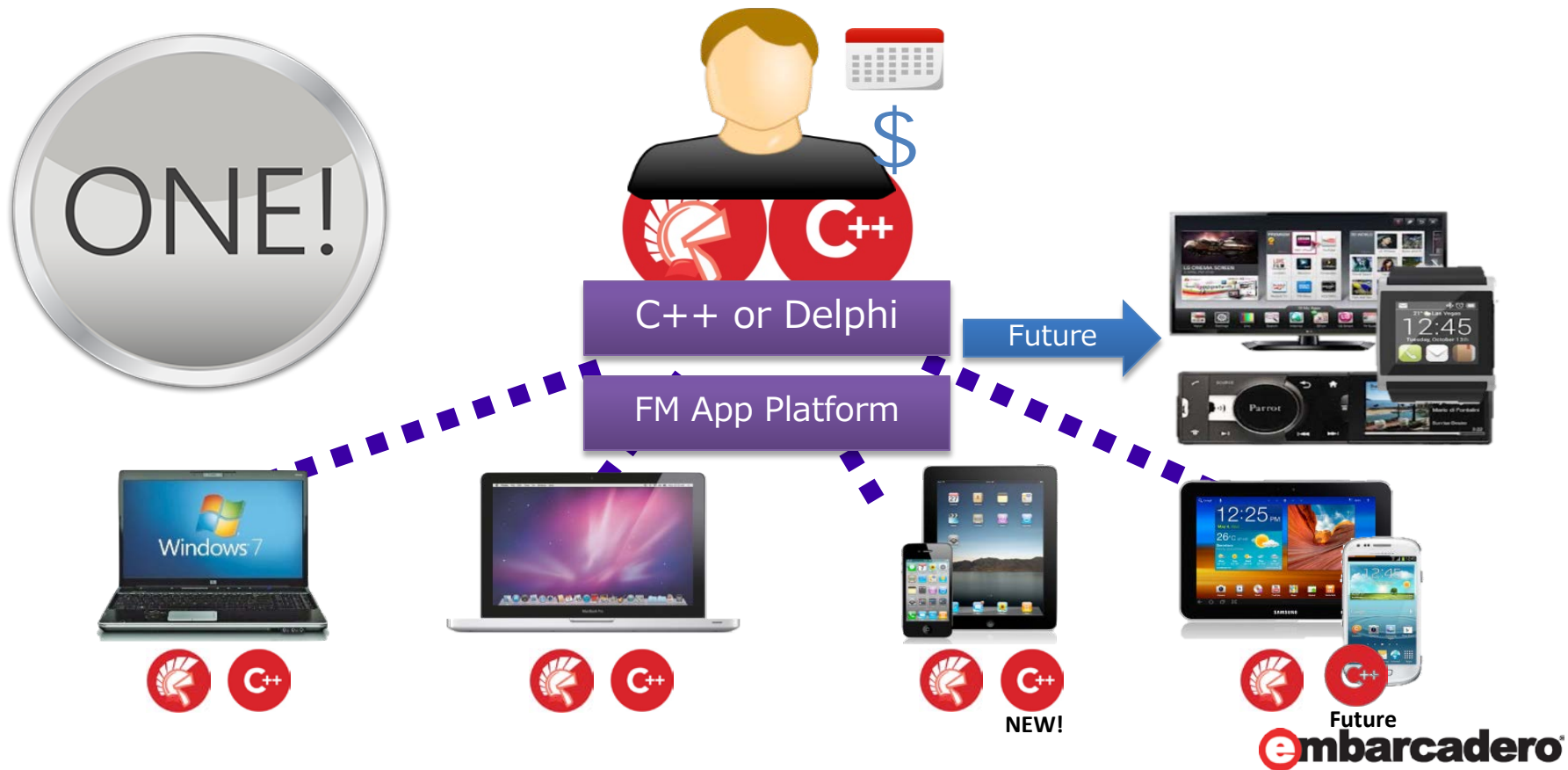
Makes GUI design very simple

“C++Builder makes GUI design very simple, allowing you to concentrate your time on the business end of the application. Existing C++ code and libraries can be used along with a wealth of Delphi/VCL components.

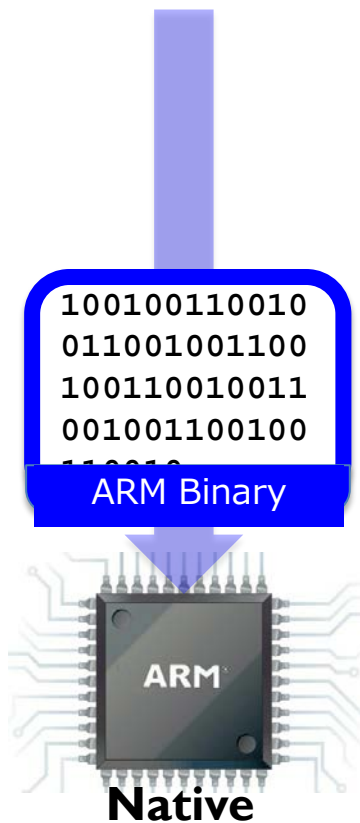


Stephen Craig,
Cubic Software

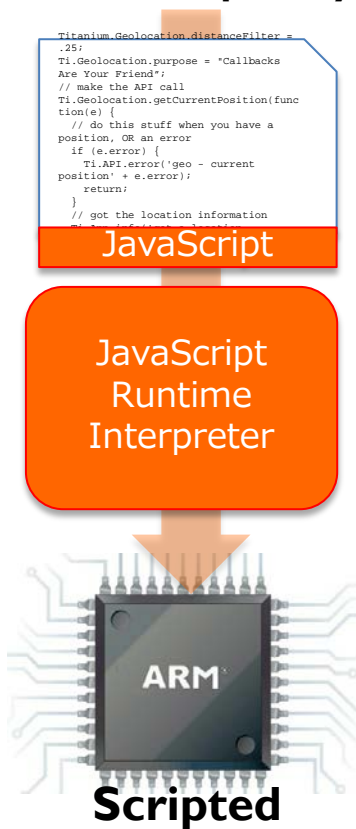
Embarcadero: Multi-Device App Development



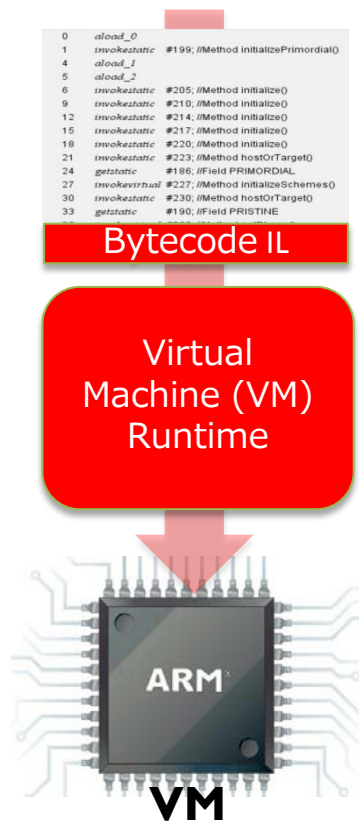
**RAD Studio,
XCode**



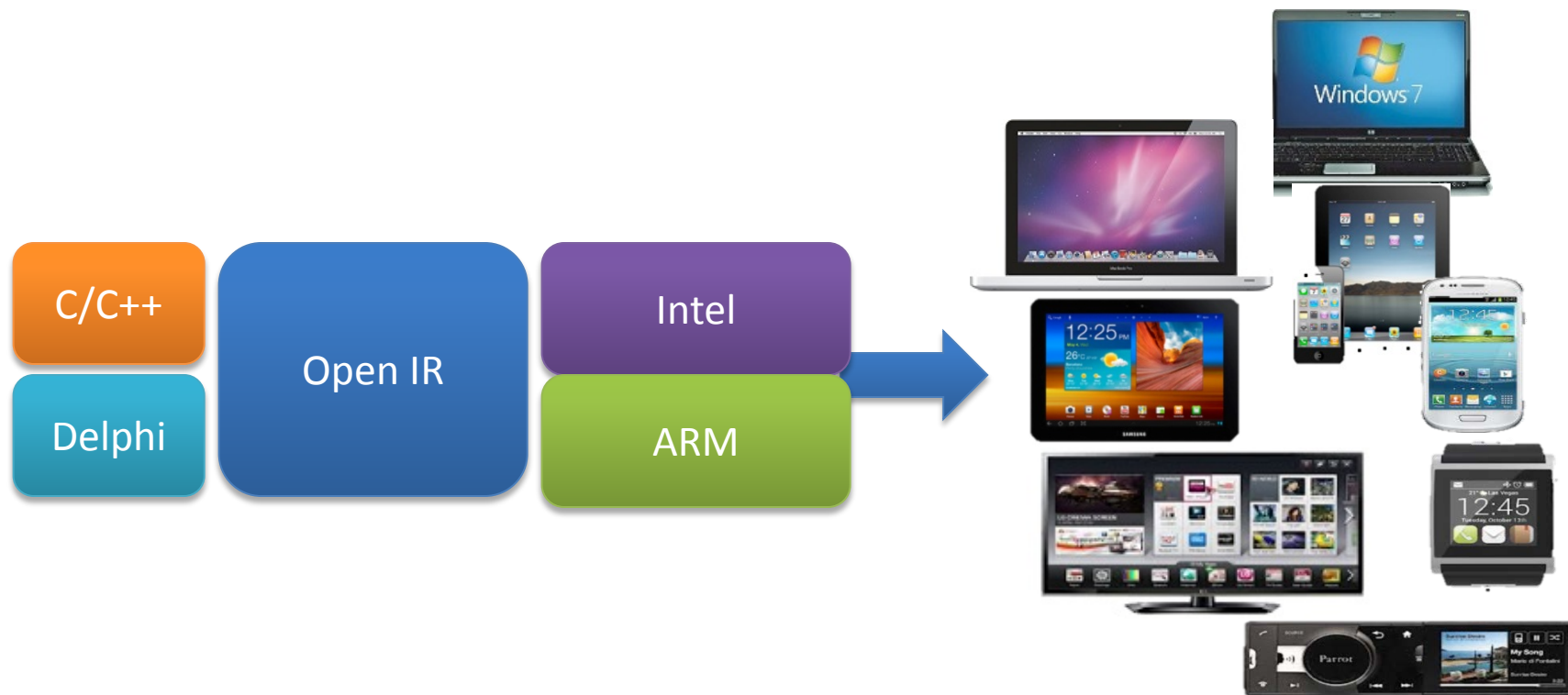
**Appcelerator,
HTML5, Sencha,
Kendo, Edge,
PhoneGap, Kony**



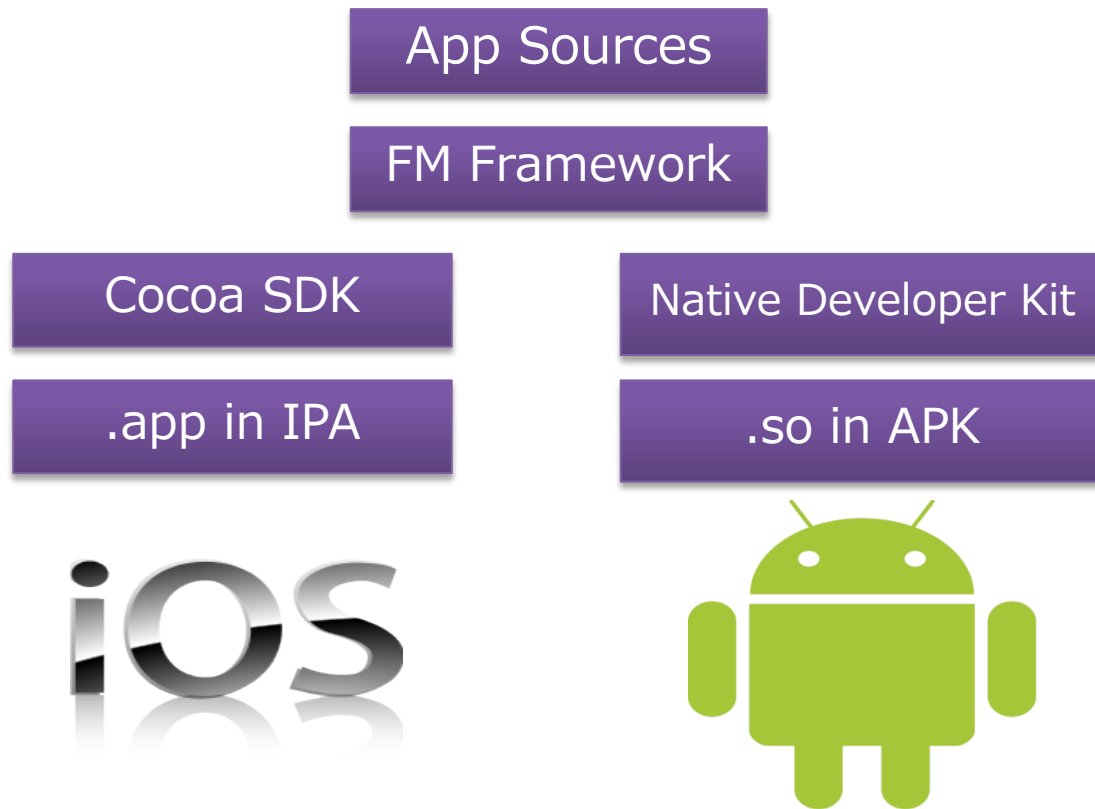
**Xamarin,
Dalvik**



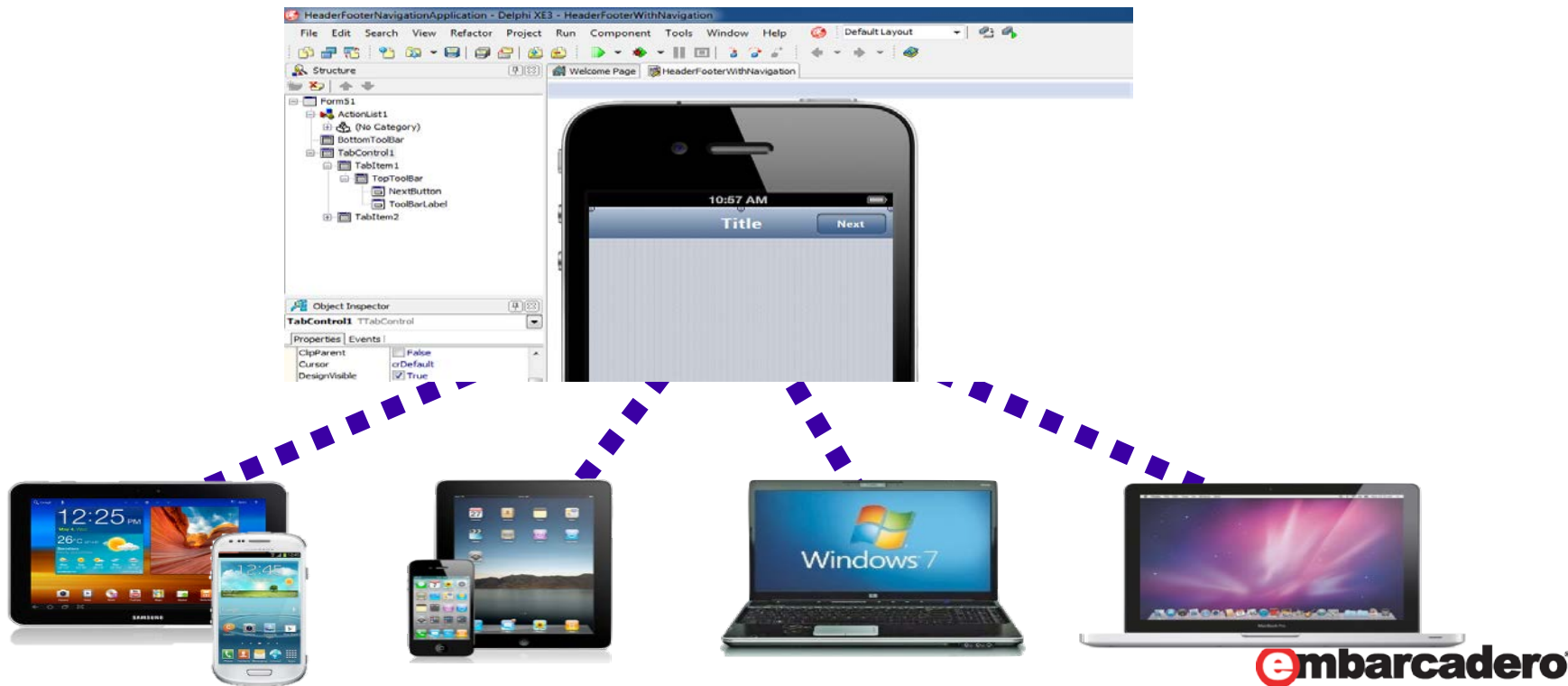
Common Compiler Architecture



RAD Studio True Native on Mobile

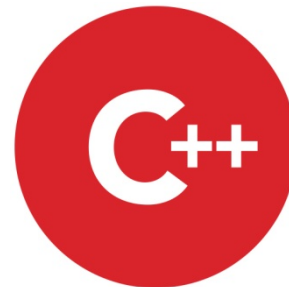


The Fastest Way to build apps for Android and iOS (and Windows and Mac OS)

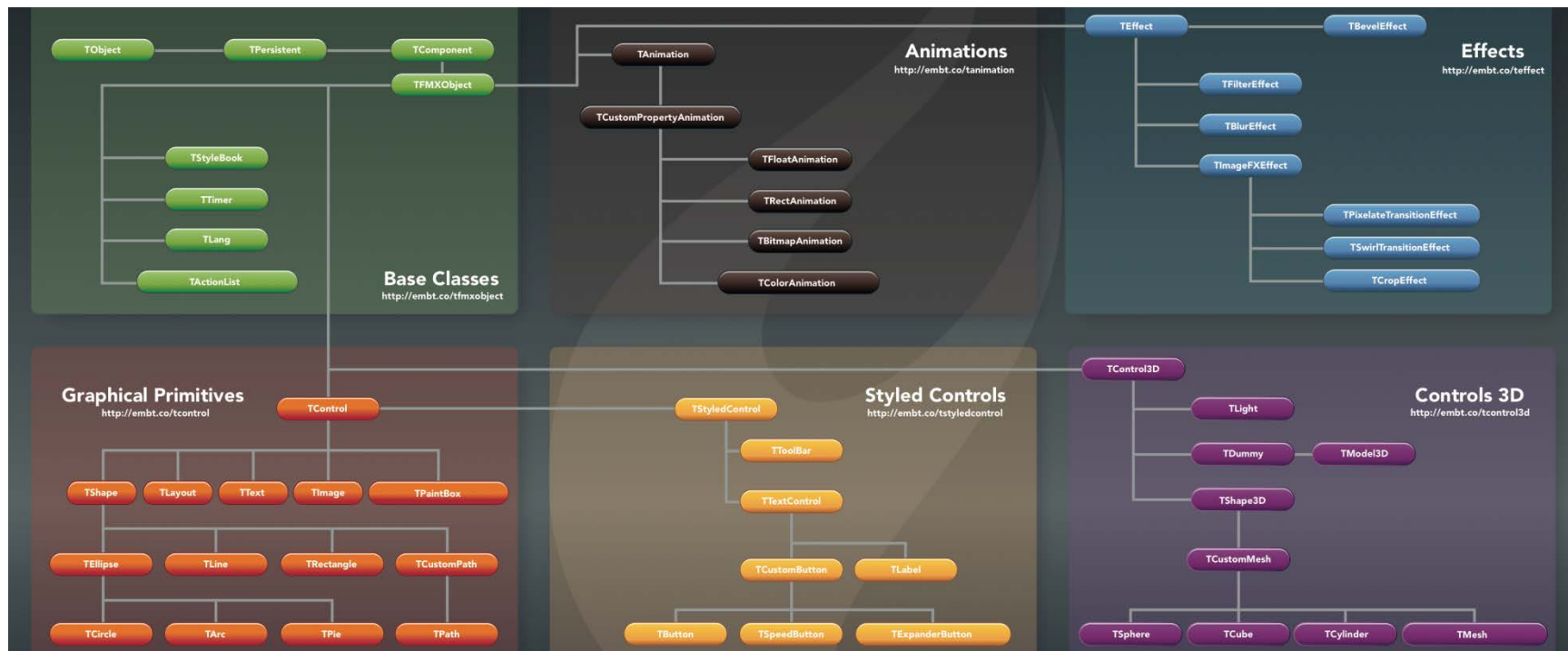


Modern Language Features

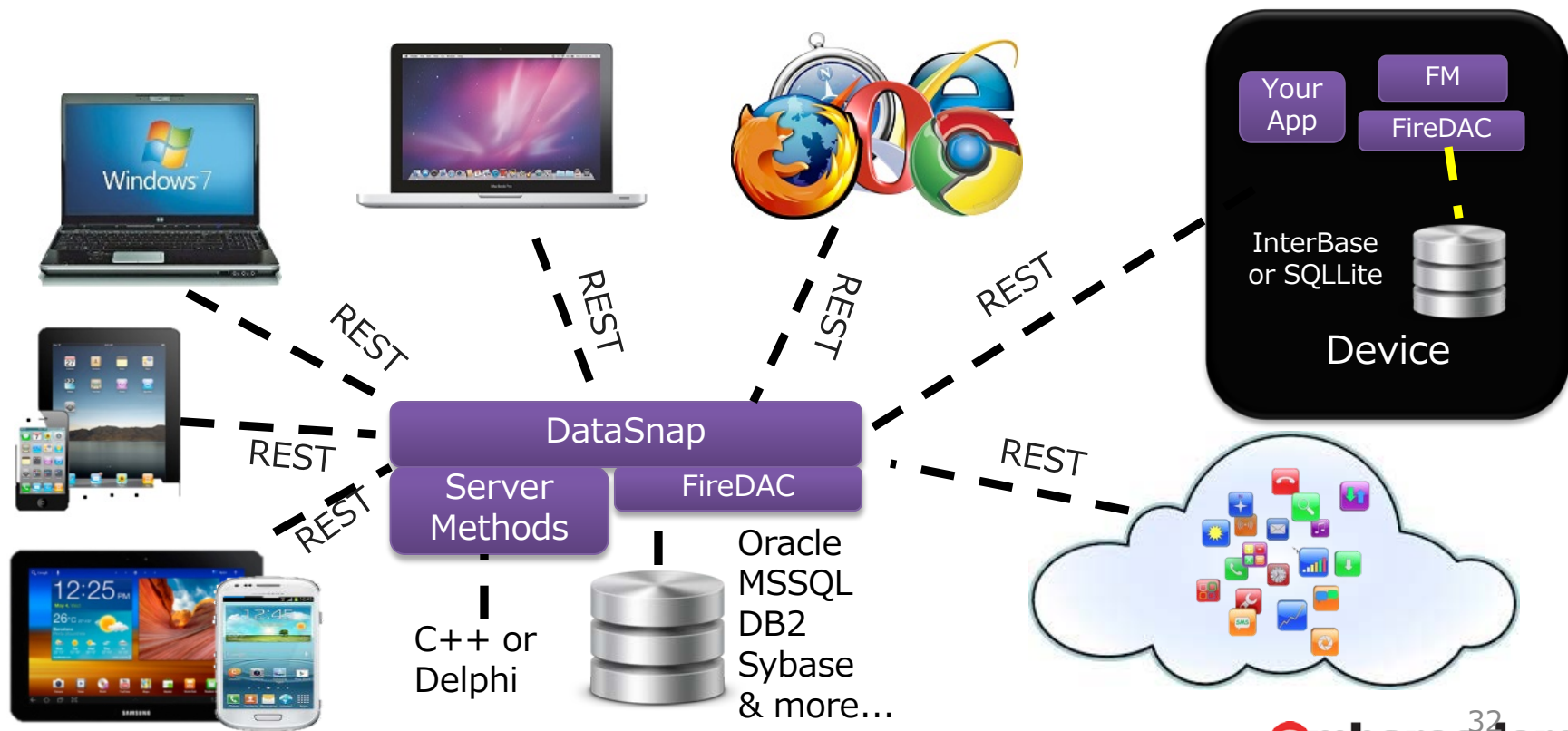
- Property-Method-Event
- Automatic Reference Counting
- Interfaces
- Attributes
- Generics/Collections
- Anonymous Methods (Lambda functions/closures)
- Rich RTTI



FM Application Platform



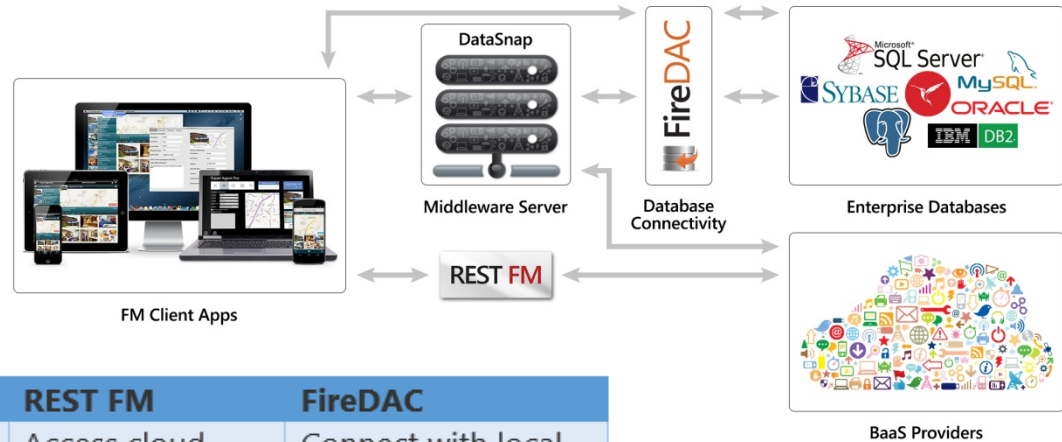
RAD Studio XE5- Enterprise Ready



RAD Studio XE5- Enterprise Ready

With RAD Studio's Multi-Device Application Platform, you can deliver truly connected applications that support real time communication and access to enterprise data and cloud services.

RAD Studio Multi-Device Application Platform



FM App Platform	DataSnap	REST FM	FireDAC
Create client apps for Windows, Mac and mobile	Build custom middleware servers	Access cloud based RESTful web services	Connect with local and enterprise data sources

Choose the edition that's right for you

	Win32	Win64	Mac	iOS	Android	FireDAC	DB Tools	ER/Studio
Delphi XE5 Starter	✓							
Delphi XE5 Professional	✓	✓	✓	*1	*1	*2		
Delphi XE5 Enterprise	✓	✓	✓	✓	✓	✓		
Delphi XE5 Ultimate	✓	✓	✓	✓	✓	✓	✓	
Delphi XE5 Architect	✓	✓	✓	✓	✓	✓		✓
C++Builder XE5 Starter	✓							
C++Builder XE5 Professional	✓	✓	✓	*1		*2		
C++Builder XE5 Enterprise	✓	✓	✓	✓		✓		
C++Builder XE5 Ultimate	✓	✓	✓	✓		✓	✓	
C++Builder XE5 Architect	✓	✓	✓	✓		✓		✓
RAD Studio XE5 Professional	✓	✓	✓	✓	✓	*2		
RAD Studio XE5 Enterprise	✓	✓	✓	✓	✓	✓		
RAD Studio XE5 Ultimate	✓	✓	✓	✓	✓	✓	✓	
RAD Studio XE5 Architect	✓	✓	✓	✓	✓	✓		✓

*1: Available Mobile Add-On Pack option

*2: Local DB Access Only. Available FireDAC Client/Server Add-on Pack for Enterprise DB Access

Summary

Multi-Device means you don't have to support multiple development projects to deliver your app natively on multiple platforms (Android, iOS, Windows, and Mac).

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Thank You