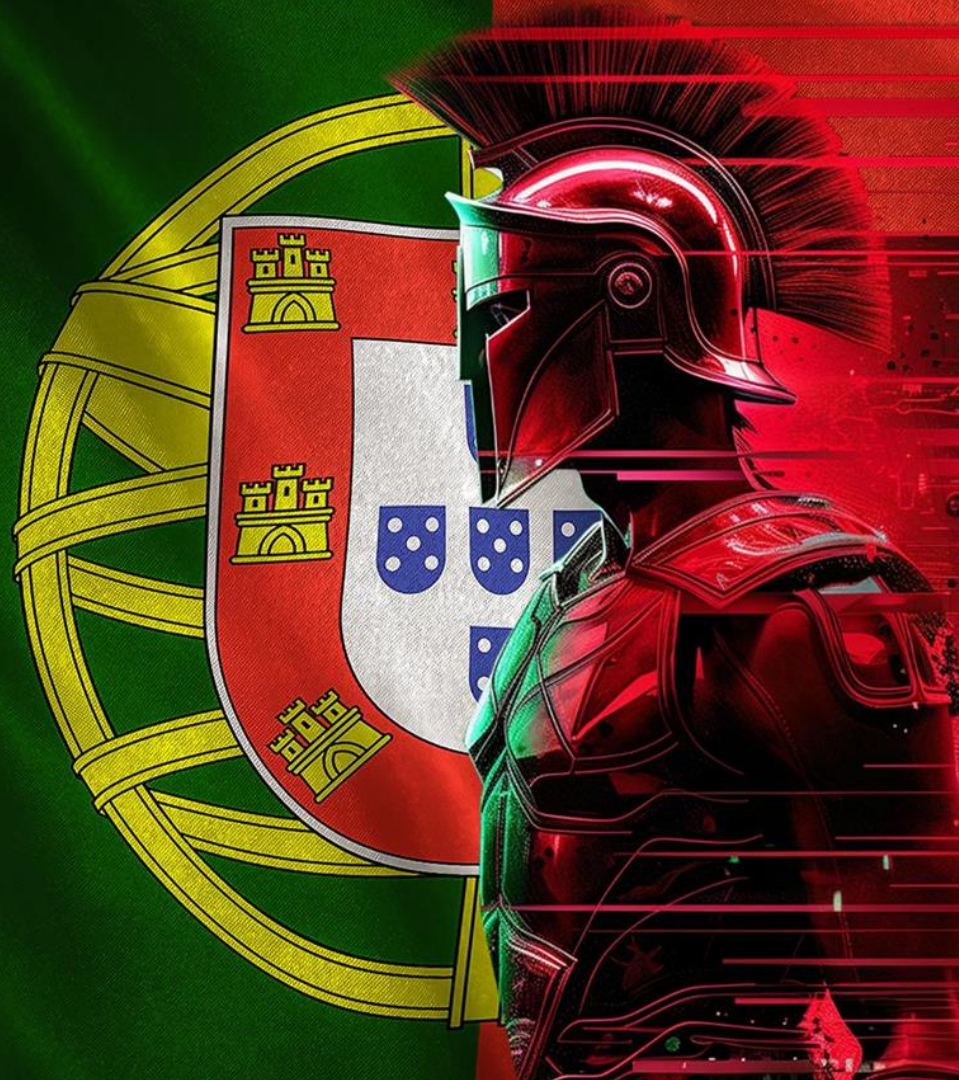
Danysoft | embarcadero

Ian Barker

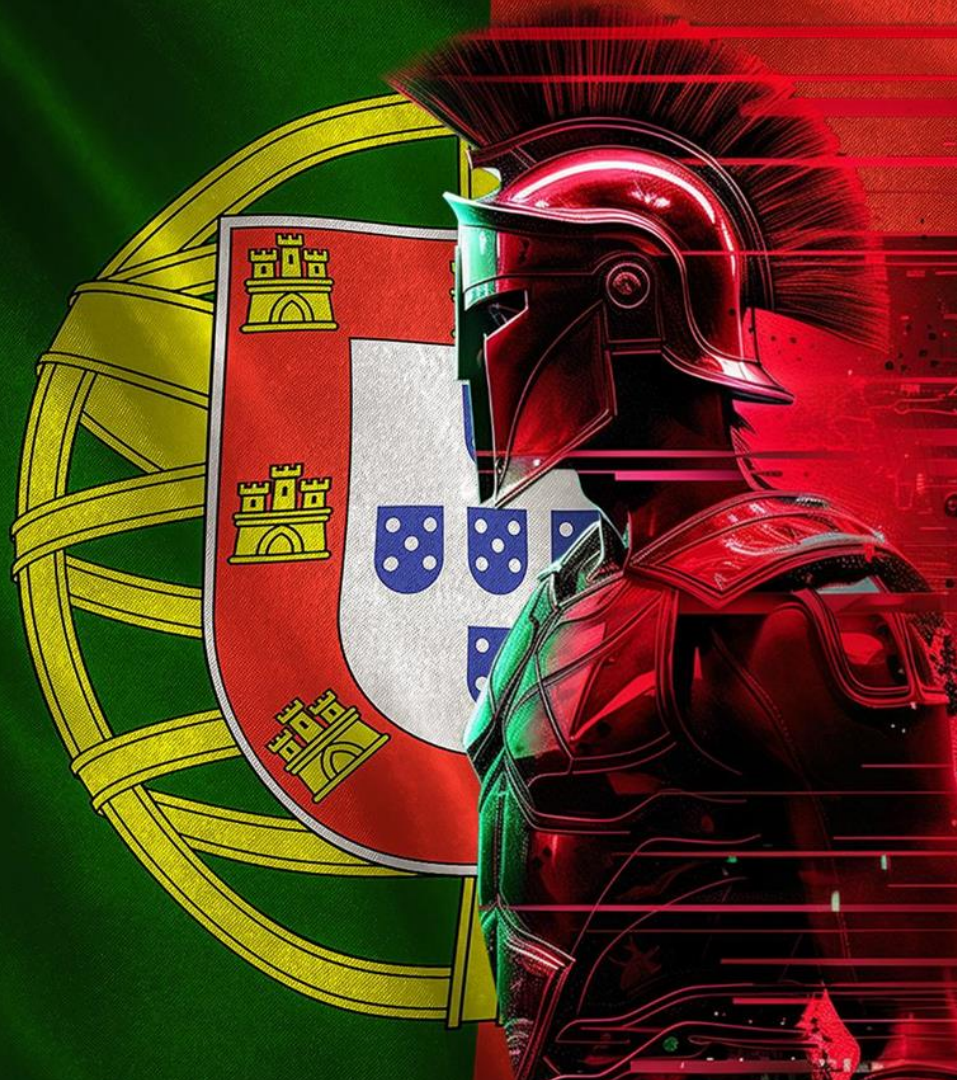
Developer Advocate

C++ RAD



Danysoft | embarcadero

There is also an example which uses Delphi...



C++ RAD

May 11 2023..

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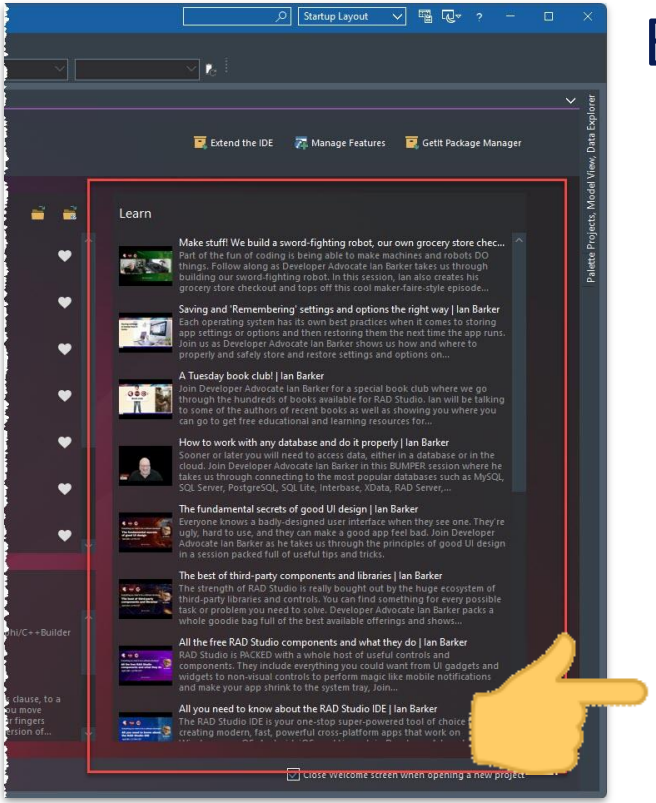

Emphasizing learning in the IDE

- **Automatically** updates with new webinar content
- Snack-sized ‘influencer style’ webinars designed to create a sense of **community**
- **Single subject**, step-by-step, graphically rich, easy to follow

Aimed at the person who opens the IDE for the first time and says “***what can I do with RAD Studio?***”

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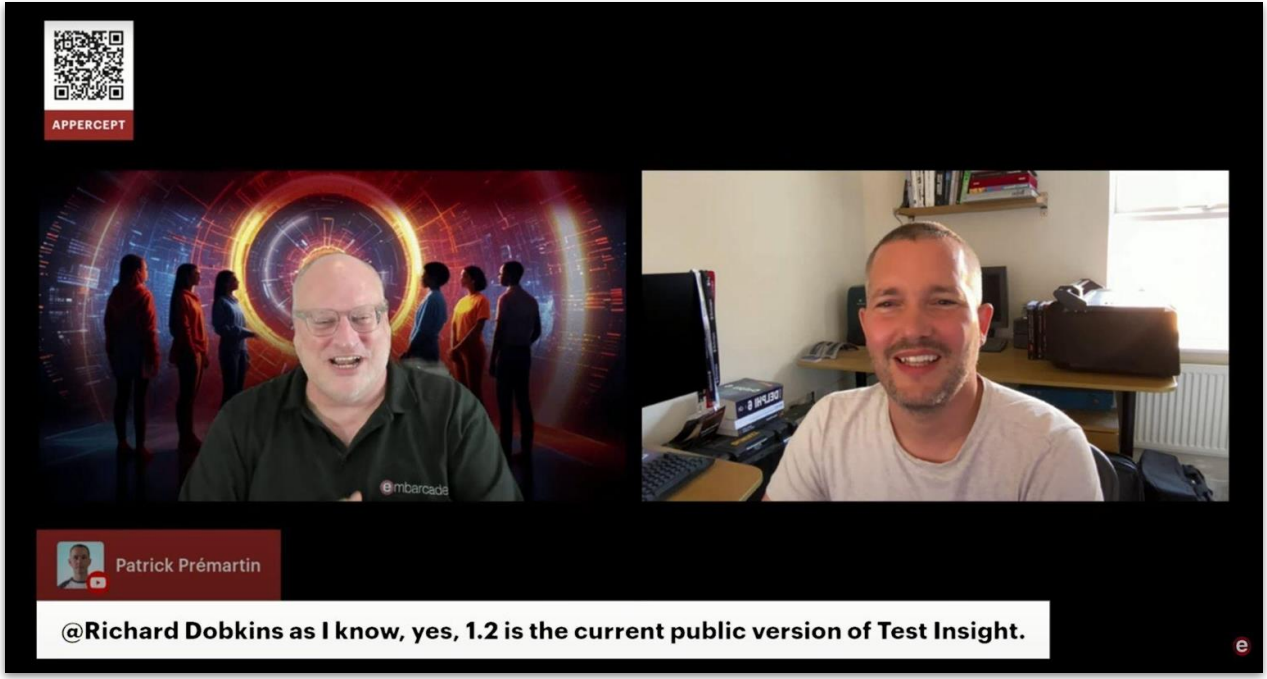
Modernizing and expanding our outreach



Overhauled our organic content to make it **approachable**, **engaging**, and **informative**

Making use of the ‘social graph’ to reach more **net new** viewers and potential customers

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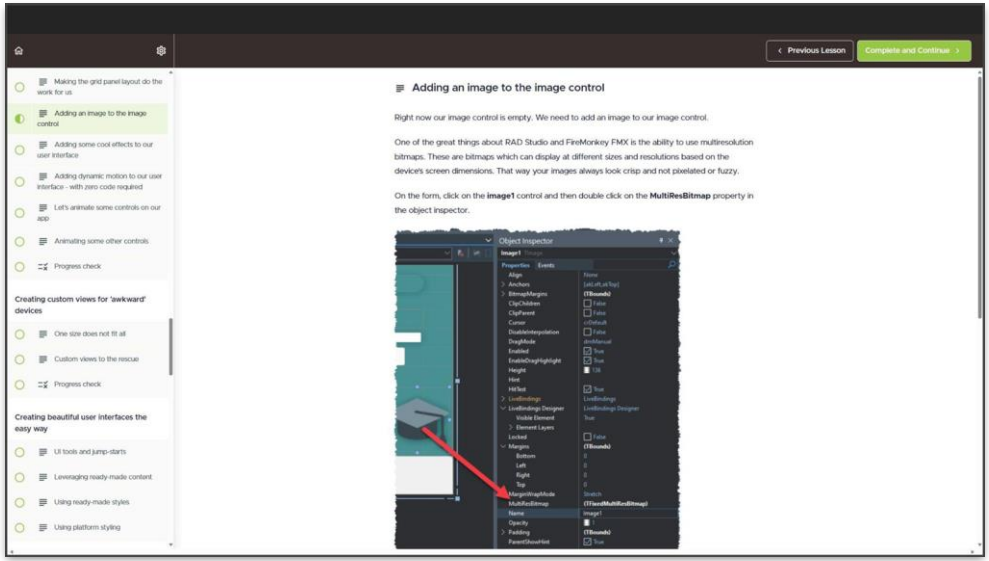
Learning resources



Producing our own 'official' **educational content** available **free** as an **incentive** for sales and upgrades

On **embarcaderoacademy.com** with **more** courses and content planned

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Is it working?

Oct 2024	Oct 2023	Change	Programming Language	Ratings	Change
1	1		Python	21.90%	+7.08%
2	3	↑	C++	11.60%	+0.93%
3	4	↑	Java	10.51%	+1.59%
4	2	↓	C	8.38%	-3.70%
5	5		C#	5.62%	-2.09%
6	6		JavaScript	3.54%	+0.64%
7	7		Visual Basic	2.35%	+0.22%
8	11	↑	Go	2.02%	+0.65%
9	16	⇈	Fortran	1.80%	+0.78%
10	13	↑	Delphi/Object Pascal	1.68%	+0.38%
11	9	↓	SQL	1.64%	-0.15%
12	14	↑	MATLAB	1.48%	+0.22%
13	20	⇈	Rust	1.45%	+0.53%
14	12	↓	Scratch	1.41%	+0.05%
15	8	⇊	PHP	1.21%	-0.69%

Obviously, **sales** and **retention** are the key evergreen metric

But 15 months ago we were **number 17** 🥹

Now, **we are in the top 10** 🥳

It means nothing at all, and it means **everything**

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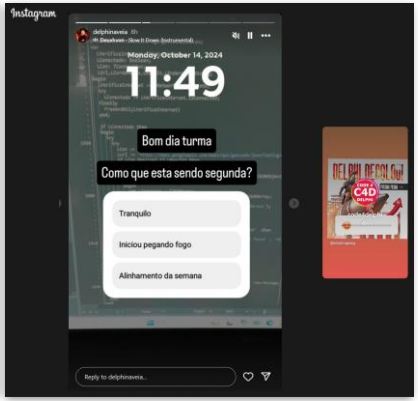
Positivity is picking up



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Selected events: The **Delphi Summit** held in Amsterdam, The Netherlands

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Selected events: **Embarcadero Conference 2024** held in São Paulo, Brazil

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Community outreach and engagement

YouTube

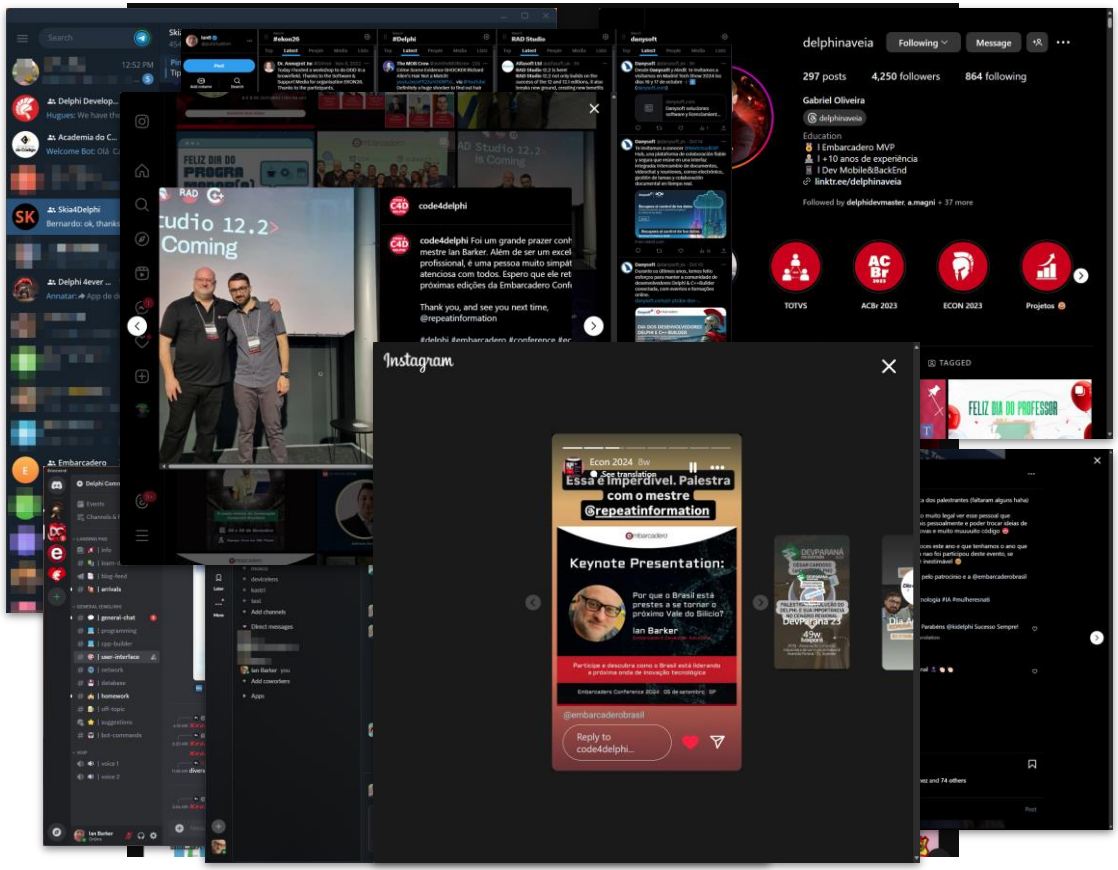
Instagram

LinkedIn

Discourse

Discord

Telegram



facebook

X

TikTok

twitch

slack

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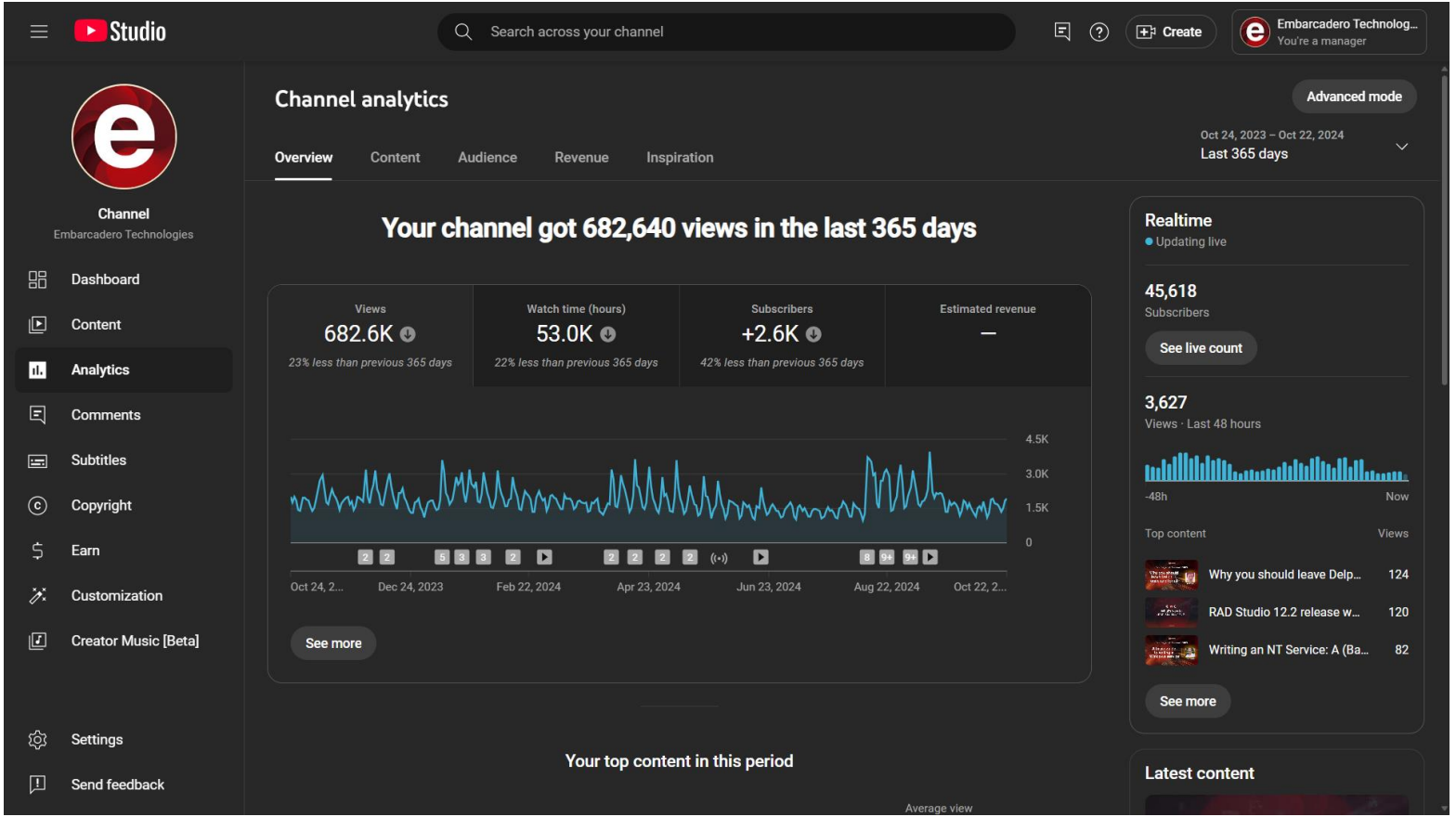
YouTube



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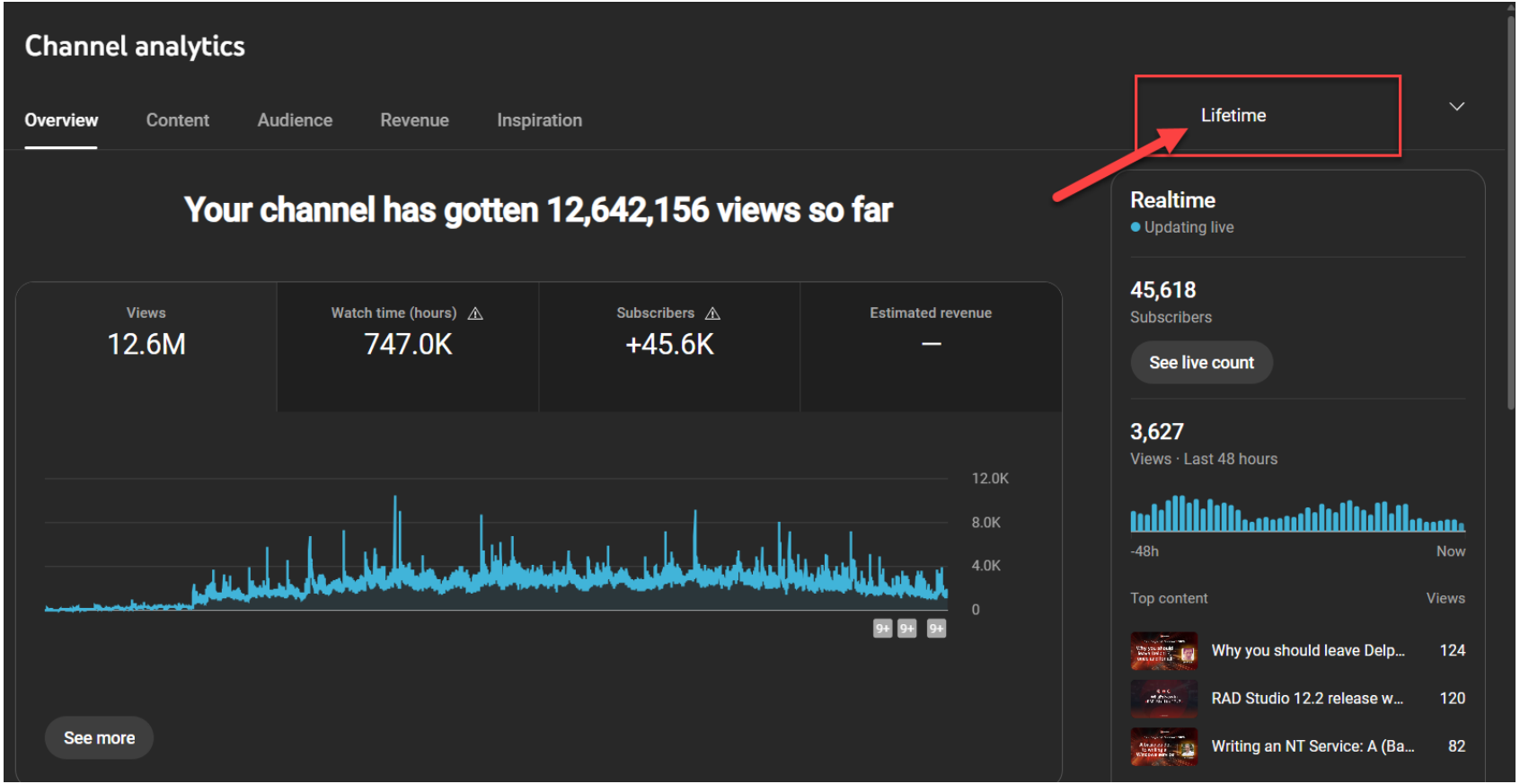
YouTube



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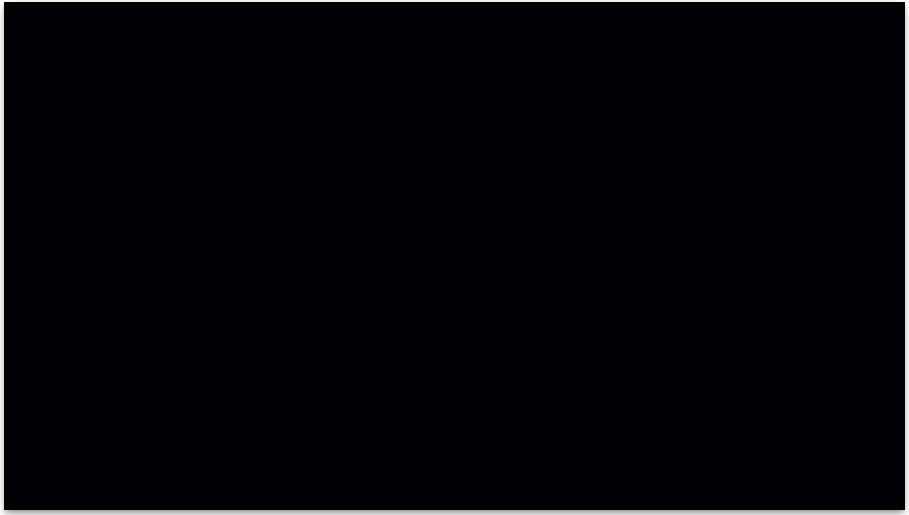
Some plans



- There is also an example which uses **Delphi**
- Get this book which shows you **how to be a software developer**
- Here it is in **RAD Studio**
- Delphi on the **curriculum**, Delphi on the **guest list**
- Joint events for
- More **written content**, all the time
- On this week's **webinar**

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Help me!

tinyurl.com/iusedelphi

I use... Delphi/RAD Studio/C+++ Builder

I am hoping to put together something *magical*. A promotional video to help raise awareness of RAD Studio, Delphi, and C++ Builder by getting people to quite literally say "I use **Delphi**" or one of the other three options.

Our biggest problem is that LOTS of people use RAD Studio either with Delphi or C++ and create some incredibly good apps - but those apps just work and keep working and so people do not know that a particular app is created with RAD Studio. Your apps look good, they are very reliable, users enjoy using it, but they have ***no idea*** it is created with Delphi or C++ from Embarcadero.

As developers who genuinely use the product, I'd like you to do me a personal favor. It's very simple - I want you to let people know you use RAD Studio, Delphi, or C++ Builder in a very short video.

All I want is for you to record a very quick video that says one of the following (or all three, if that's true for you).

- **I use Delphi**
- **I use RAD Studio**
- **I use C++ Builder**

Here is an example: https://youtu.be/Cpts7k7XX-Y

Just record it **any way you can** - and then put a **download link** on this form so I can download it. Cell phone, web cam, whatever works.

I intend to cut as many videos as possible together to make a LONG video of people

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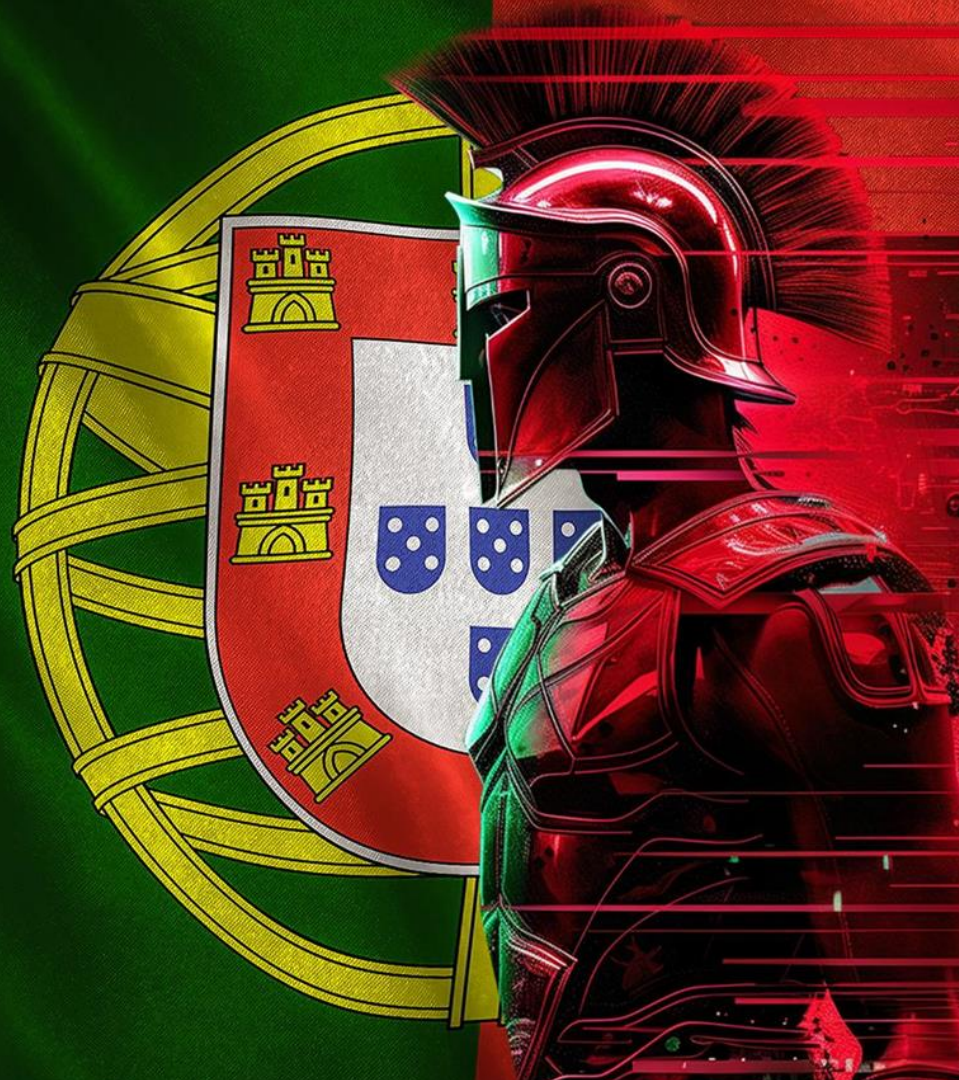
Ian Barker

Developer Advocate

C++ RAD