



# Connected Development

WEB APIS || CLOUD || BAAS || Windows || Linux  
macOS || iOS || Android || JS || IoT

# Sobre os Apresentadores

- **Fernando Rizzato**
  - Evangelista Líder para América Latina na Embarcadero
- **Dormevilly Tertius**
  - Diretor Técnico Embarcadero do Brasil

# Embarcadero Technologies (Idera, Inc.)

- Founded 1993
- 3.2 Million Customers - 97% of Fortune 1000
- 35+ Product Awards – Consistent Innovation
- 500+ Employees in 29 Countries



Idera, Inc. brands deliver the B2B software tools that technical users trust most. From database administration to database and application development to test management, our solutions help you do more for less so you can achieve your strategic goals.

I D E R A

Embarcadero

TestRail

AQUAFOLD



Sencha



Ranorex



WEBYOG



Idera, Inc. Acquires Webyog, Expanding Portfolio of Cross-Platform Database Tools

MySQL Solution Provides Powerful Administration and Management Capabilities for Open Source Relational Database Systems.

[Read More →](#)



CEO of Idera, brings home Dealmaker of the Year

Randy Jacobs, the CEO of B2B software developer Idera Inc., achieved many milestones in 2017 [Read More >](#)



Idera, Inc. Acquires Ranorex, Doubling Size of Test Management Tools Business

Announcing an agreement to acquire [Ranorex](#), a provider of cross-platform test automation for desktop, web and mobile software. Ranorex will become part of Idera, Inc.'s Test Management Tools business that also includes TestRail by Gurock, effectively doubling the size of its Test Management Tools portfolio. [Read More >](#)

# Leader in Development Tools for 20+ Years



History of Excellence

20+ year of experience and  
fully profitable

Originally Borland  
Development Tools, Now  
Embarcadero

Included in the Gartner Magic  
Quadrant for MEAPs (Mobile  
Enterprise Application  
Platforms)



Global Reach

3 million worldwide developers

95% of Fortune 100 companies

97% of Fortune 1000 companies



By Devs For Devs

Credited with building the  
modern day IDE

Pioneered the Rapid Application  
Development (RAD)  
methodology

The fundamental tools used by  
most developers: Turbo Pascal,  
Borland C++, Delphi, JBuilder

# Your Code is Important

- Emphasis on backwards compatibility through upgrades & platforms
- Minor changes update code to new versions & platforms.



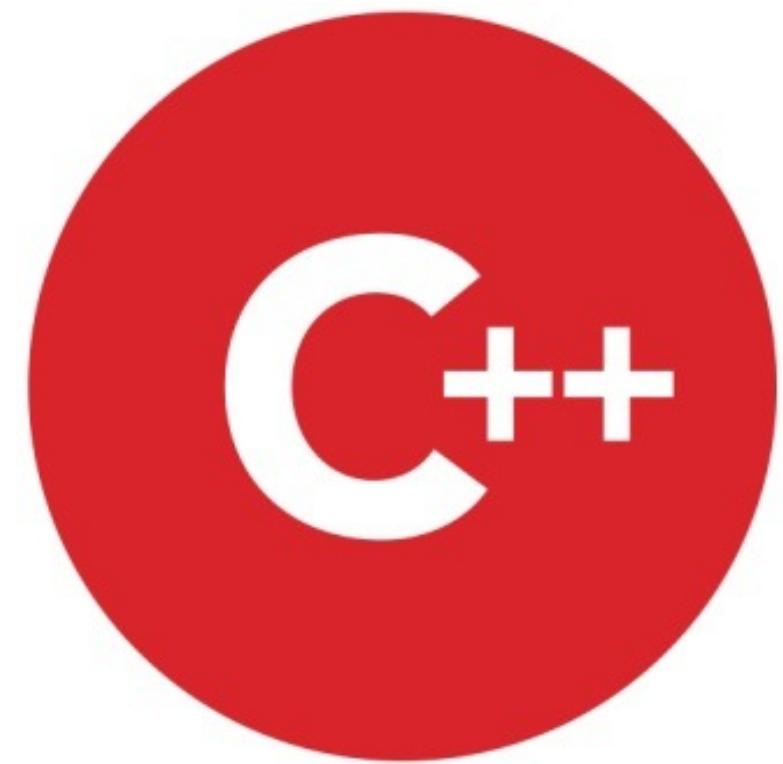
# Modern Language Features

- Property-Method-Event (PME)
- Automatic Reference Counting (ARC)
- Interfaces
- Attributes
- Generics/Collections
- Rich RTTI (introspection/reflection)
- Anonymous Methods (Lambda functions/closures)
- Parallel Programming Library (multi-core & asynchronous)

Object Pascal



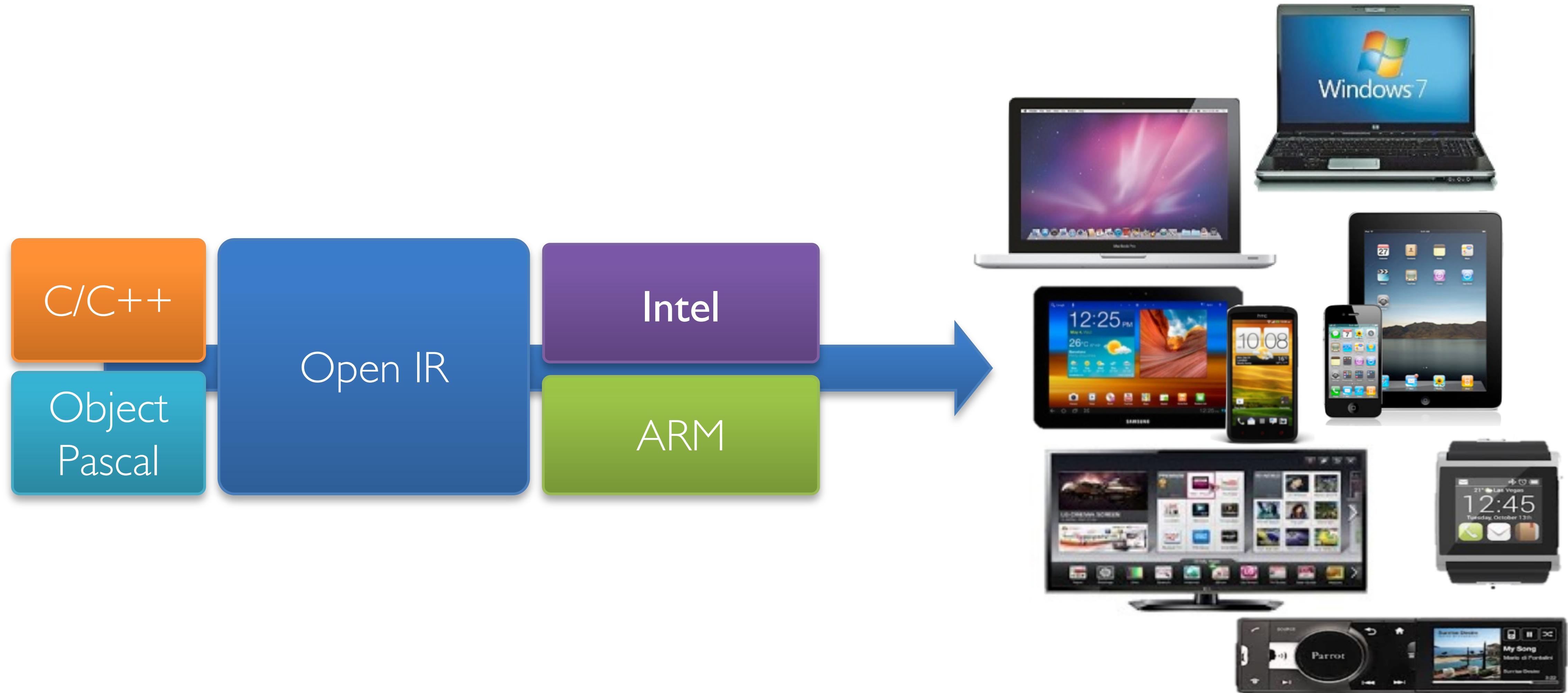
C/C++



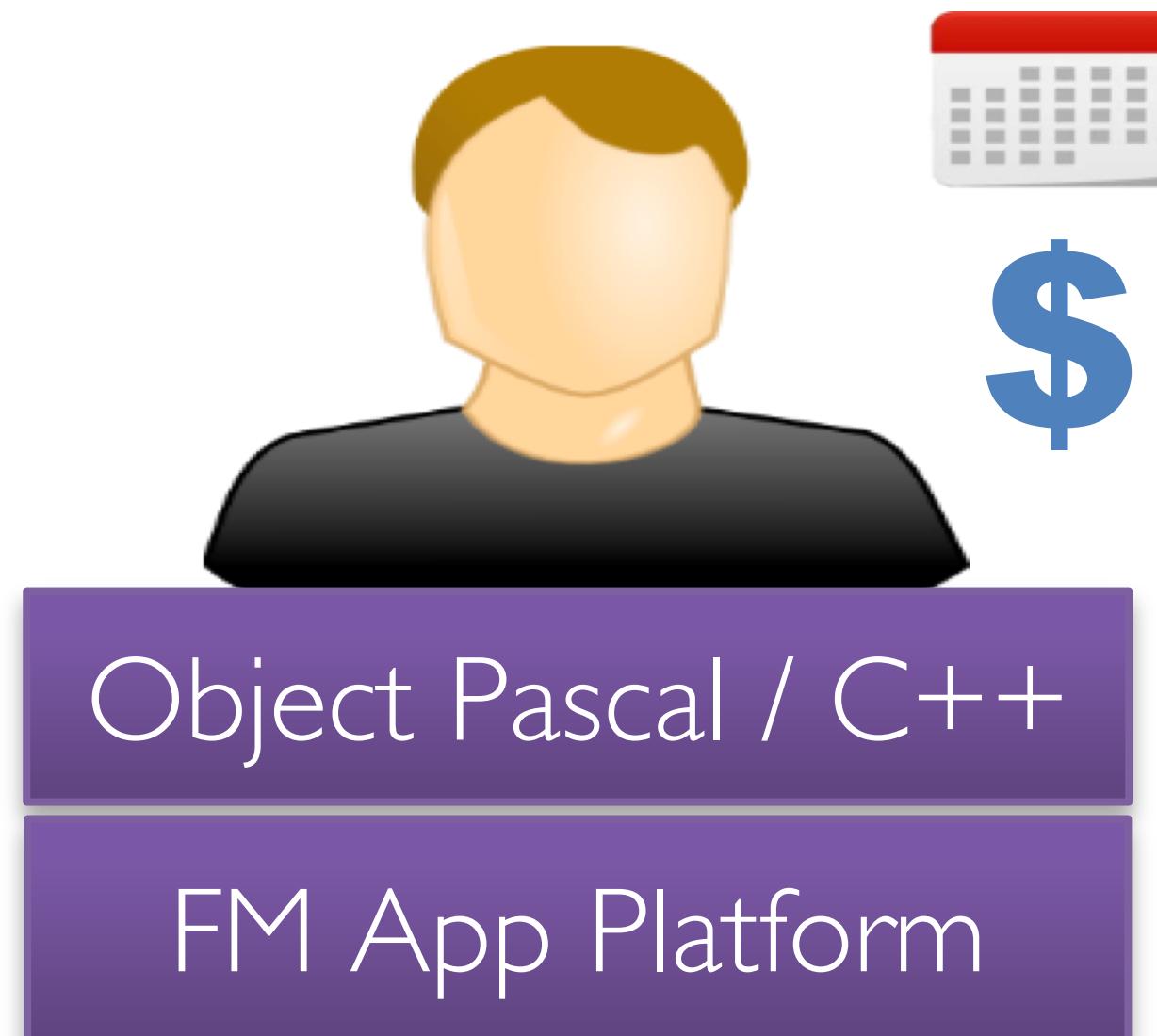
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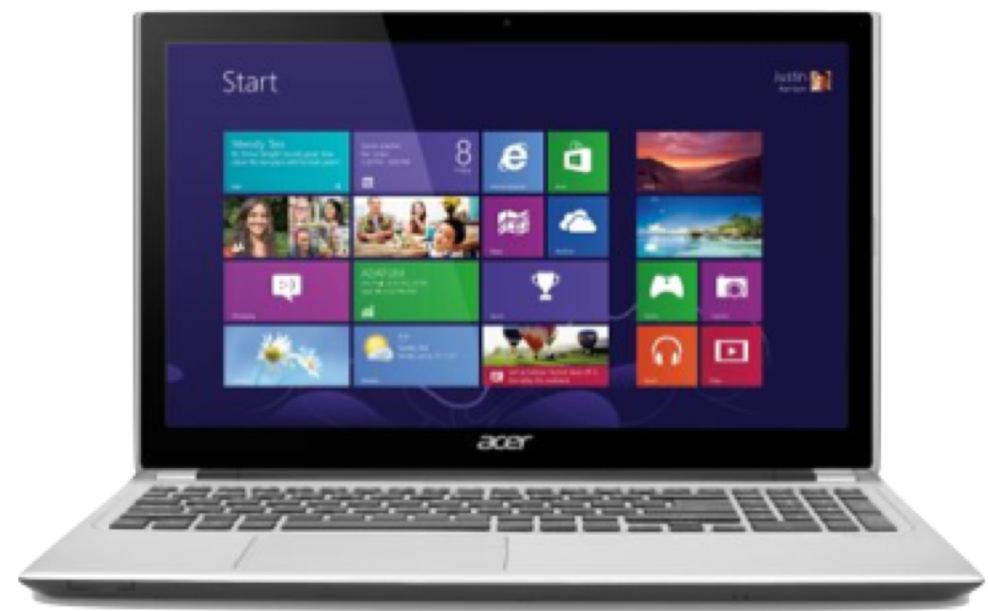
# Common Compiler Architecture



# Embarcadero Mobile Solutions



One team  
One budget  
One dev tool  
One codebase  
Multiple devices



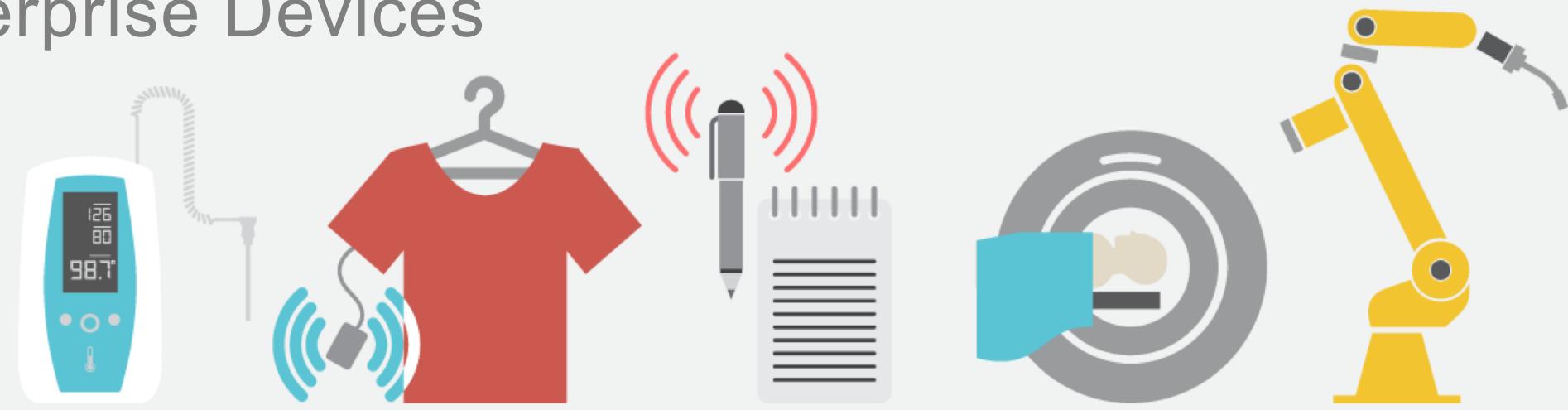
One team, One codebase

# Connect the User Experience Across Any Device

Desktop



Enterprise Devices



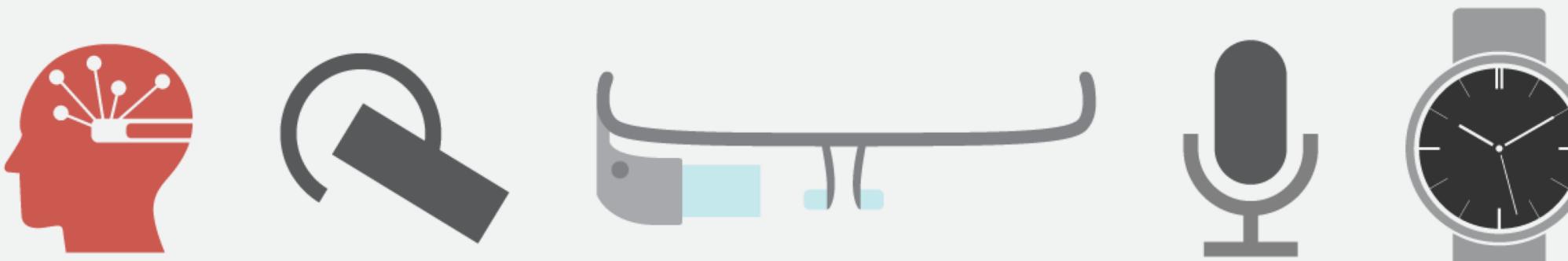
Data



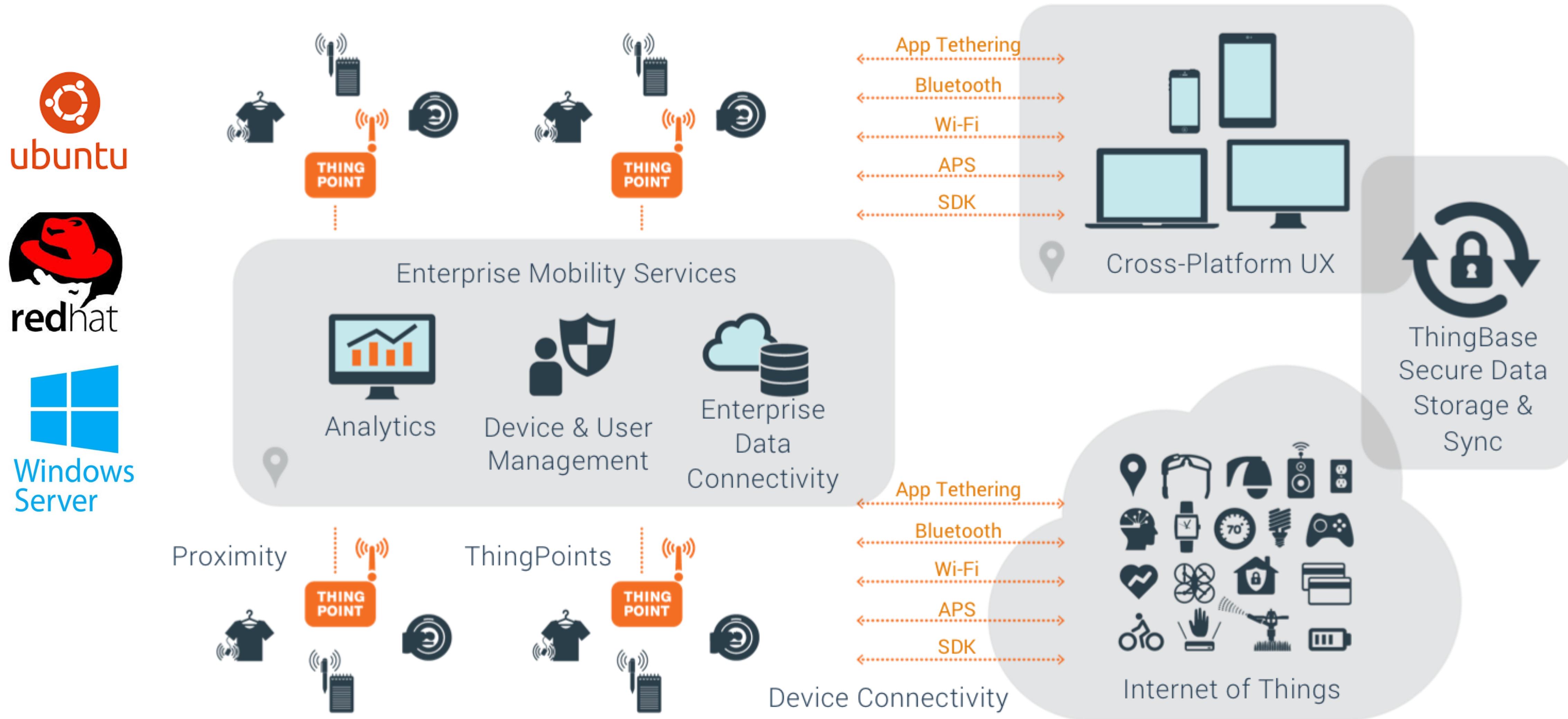
Mobile



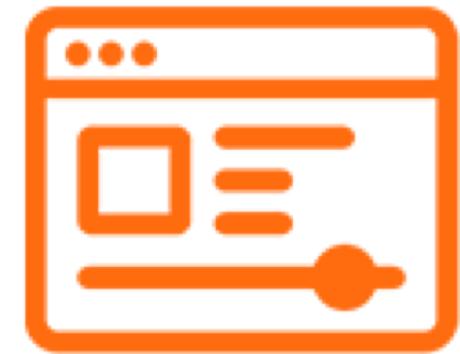
Gadgets & Wearables



# The Platform for the Connected World

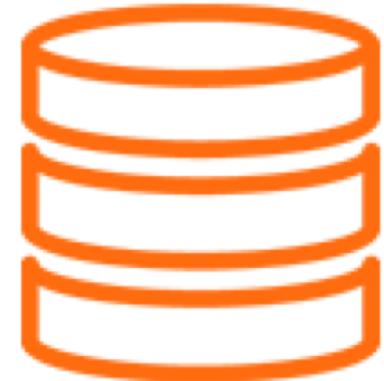


# The Entire Technology Stack in One Solution



## UI

Build amazing native user experiences for multiple platforms and form factors.



## DATA

Enterprise level security and data management with ThingBase.



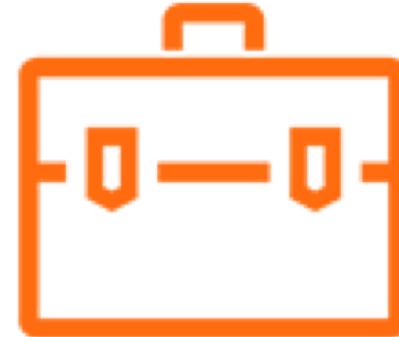
## CLOUD

Connect to any cloud API or web service.



## ENTERPRISE

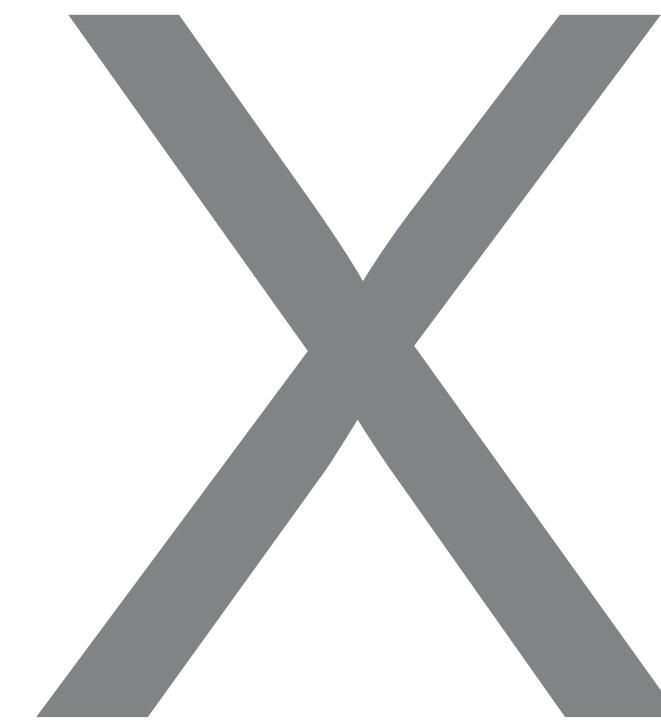
Securely expose and access your enterprise data and APIs.



## TOOLS

Custom built IDE, debugger, data binder, data access layer, compilers, UI designer, data architect, and more.

# With the Power of Embarcadero



## Cross-Everything

Operating Systems, Apps,  
Backend, Client Side, Server  
Side, Middleware and  
everything in between



## Reliable & Scalable

Wall street, ATMs, Medical  
Devices, Credit Card Devices



## The Language of Devices

The Internet of Things,  
embedded devices and more



Thank-You!  
Questions & Answers