

DELPHI TODAY AND TOMORROW



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AGENDA

- Reading the RAD Studio roadmap
 - And looking to RAD Server role
- Delphi Today and Tomorrow
 - The focus of the product
 - The core value proposition
 - The product directions
- What's Coming

EMBARCADERO, DEDICATED TO DEVELOPERS

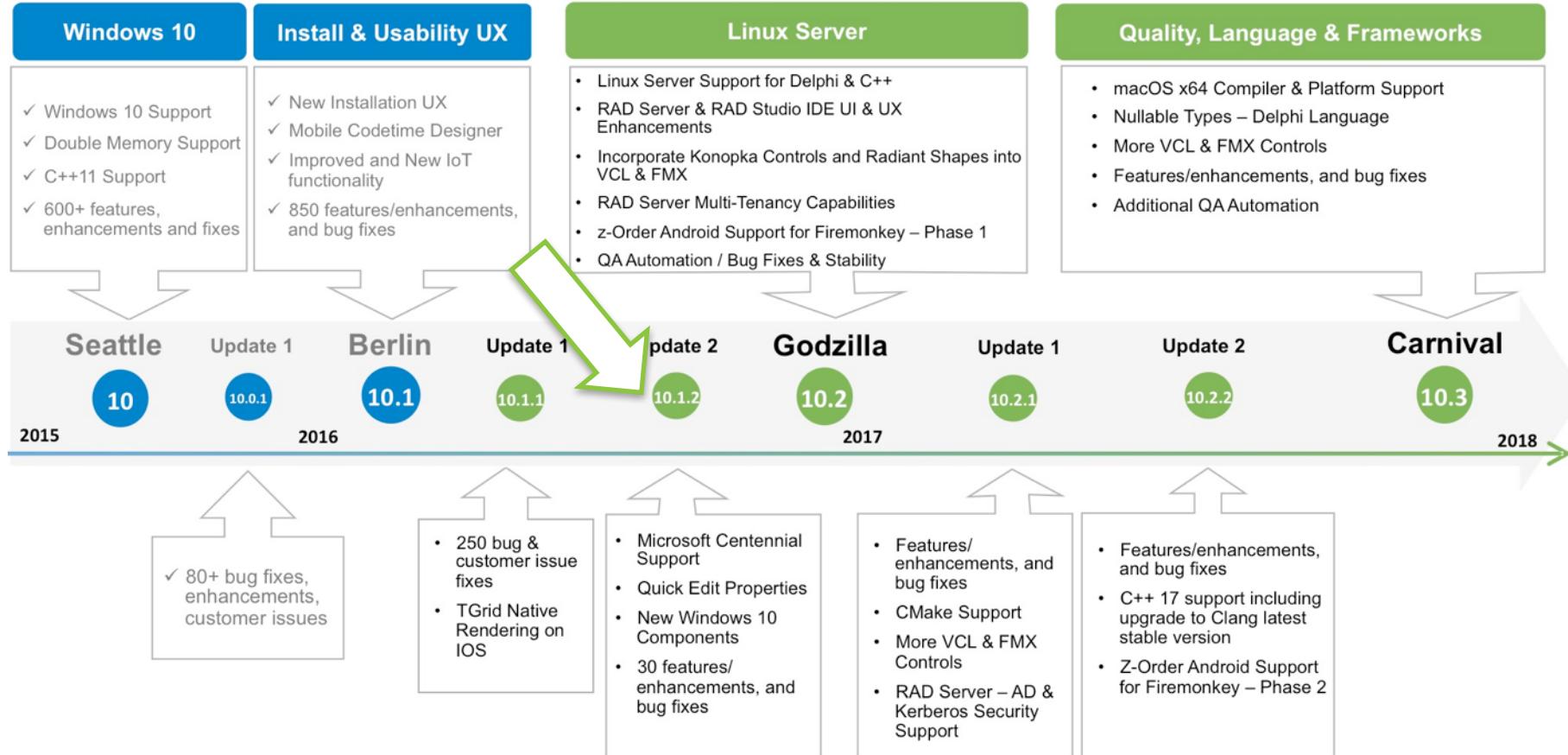
- Embarcadero's all about developers
 - Database tools now part of the Idera portfolio
- Gurock acquisition

The screenshot shows the Embarcadero website homepage. At the top, there is a navigation bar with links for Products, Free Tools, Resources, Community, and Store, along with a search bar and a shopping cart icon. The main banner features a background image of hands working on a laptop keyboard. The text "MORE THAN 3 MILLION USERS WORLDWIDE" is prominently displayed, followed by the subtext "Enterprise Strength development tools for cross-platform applications." A green "Get started for FREE" button is visible. To the right, the text "SINGLE SOURCE COMPILE FOR ANY DEVICE" is shown next to icons representing various devices: a laptop, a smartphone, a tablet, and a smartwatch. Below the banner, three product cards are displayed: RAD Studio 10 Seattle, Delphi 10 Seattle, and C++Builder. Each card includes a red circular logo with a white letter (RX, DX, CX), a brief description of the product's capabilities, and a green "Start for FREE" button. At the bottom of the page, there are logos for several partner companies: RockWare, HR²RESULTS, WorkLine, ec², Management PLUS, and WIDEORBIT.



DELPHI ROADMAP

RAD Studio, Delphi & C++ Roadmap*



ROADMAP PUBLISHED AUGUST 2016

- Going back towards a yearly release cycle
 - Injecting multiple update with new features & bug fixes within the cycle
 - Only breaking changes once a year
- In practical terms
 - Next major release, Godzilla still months away
 - Update 1 is here
 - Update 2 coming shortly

BERLIN 10.1 UPDATES

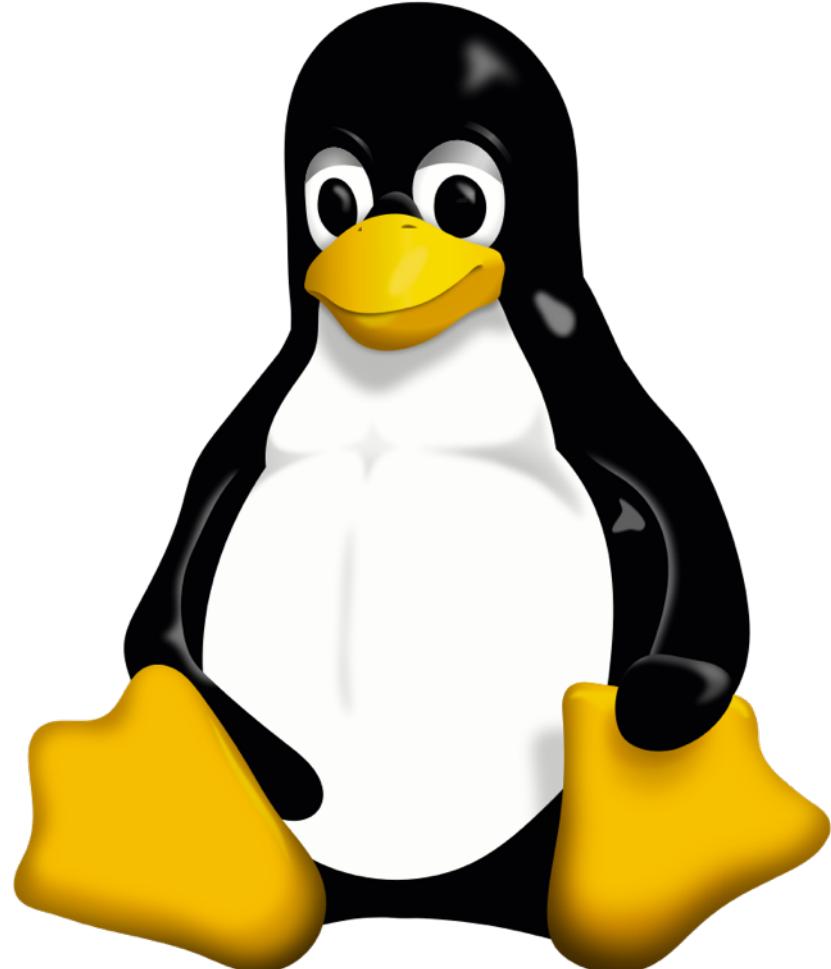
- DCU compatible
- Require uninstall/reinstall (keep settings)
- Many new features
 - Native iOS Grid, VCL Win10 controls, “Centennial” support, new designers...
- Hundreds of bug fixes

GODZILLA

- Delphi compiler for Linux
 - And C++ compiler as well
 - Includes RTL, DB RTL, Web technologies (client and server), FireDAC with most drivers...
 - Does not include FMX/VCL/UI toolkit
- There will be more in the release
 - Android native controls work
 - Additional IDE designers
 - More VCL controls

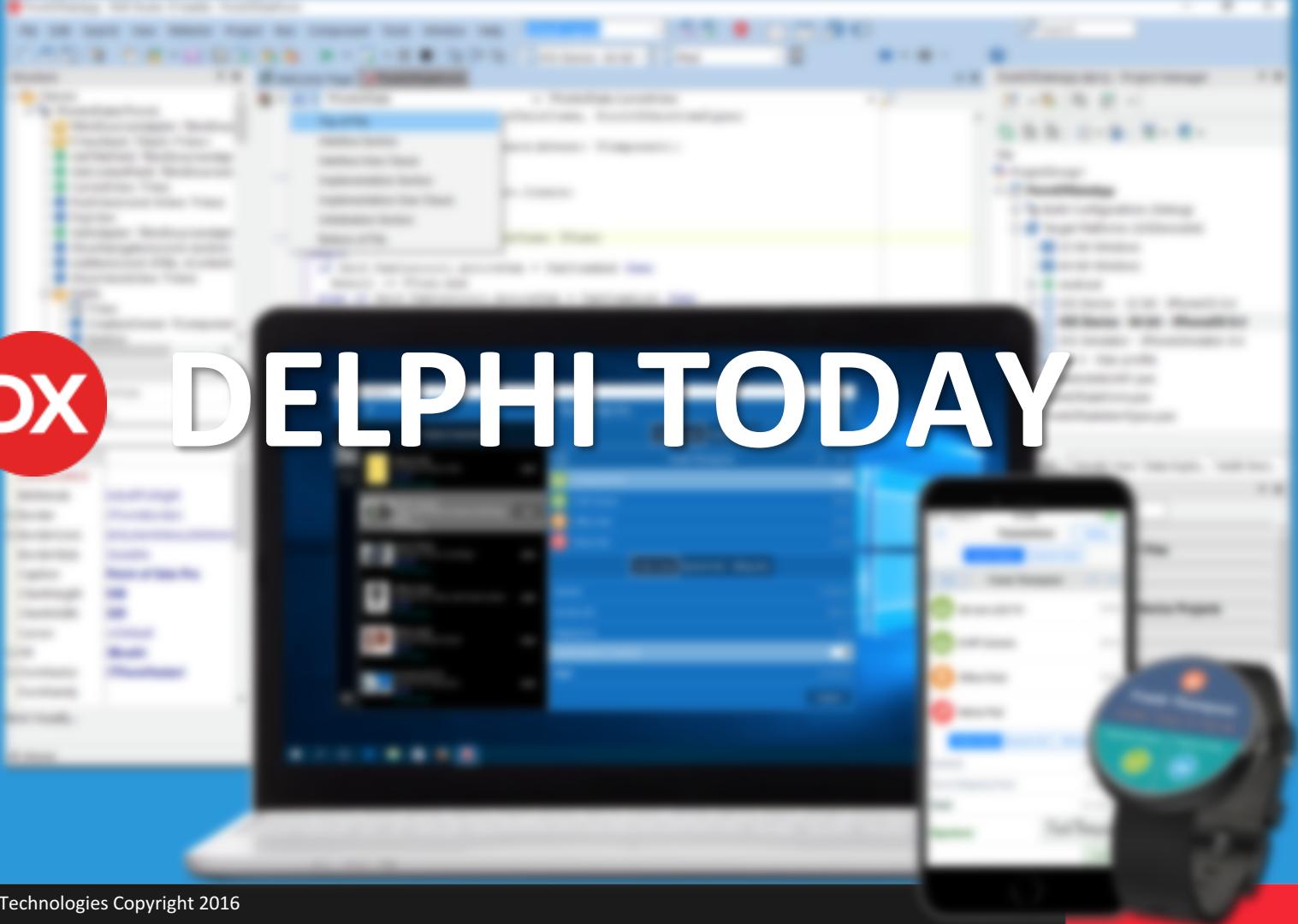
MORE ON LINUX

- Specifically targeting Windows Server
- Testing on Ubuntu & Red Hat
- RAD Server Deployment
- Apache modules
- Console / utility apps
- DataSnap
- Web Broker
- FireDAC Database access
- 3rd Party Web Frameworks



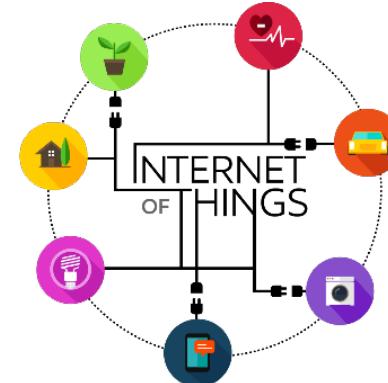
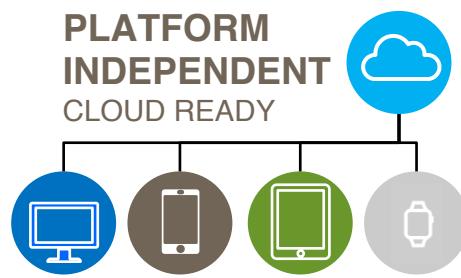


DELPHI TODAY



A MARKETING VIEW OF DELPHI

- The fastest way to develop cross-platform Native Apps with flexible Cloud services and broad IoT connectivity



A TECHNICAL VIEW OF DELPHI

- Five Pillars of Delphi
 - 1. Fantastic language and compiler technologies
 - 2. Extensive RTL and deep platforms integration
 - 3. Great UI libraries merging RAD and OOP
 - VCL for Windows
 - FMX for cross-platform
 - 4. First class database and data management
 - 5. Pervasive web connectivity support

DELPHI LANGUAGE TODAY

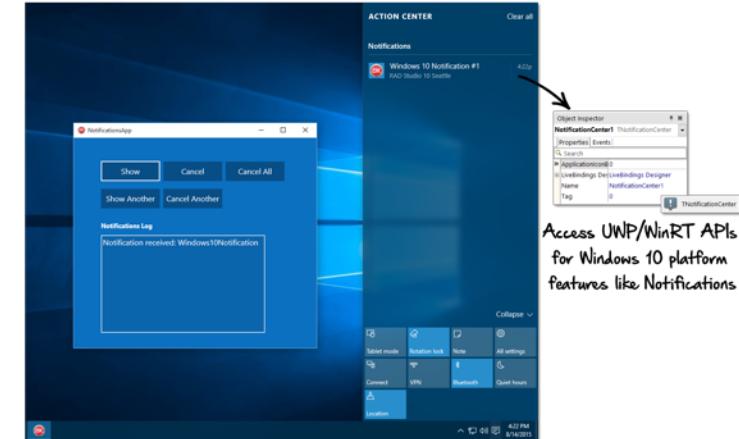
- A great modern OOP language
 - With support for diverse coding styles: RAD, pure OOP, generics, closures, reflection and attributes
- One of the fastest compilers available
 - Now supporting larger projects
 - Berlin 10.1 compiler faster with generics
 - Plus the ability to compile for 4 different operating systems, 32/64 bit output

DELPHI LANGUAGE DIRECTIONS

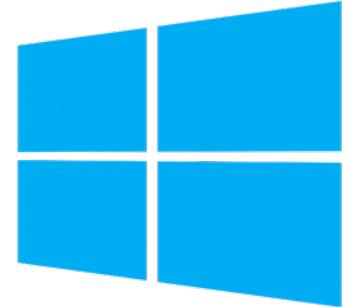
- Additional language features under consideration
 - Nullable types
 - Custom record initializers and finalizers
 - Syntactic sugar enhancements
- Moving the language to additional platforms
 - Linux Intel (64bit) – Godzilla time frame
 - Other ARM targets, other 64 bit platforms

VCL TODAY

- VCL is the best component library wrapping the native Windows API and COM libraries
 - Component wrapping all common features
 - Extended custom and third party components
- Windows 10 Support
 - WinRT integration
 - Windows 10 style controls
 - WinRT services components
 - Styling library for UI modernization



WHY WINDOWS 10?

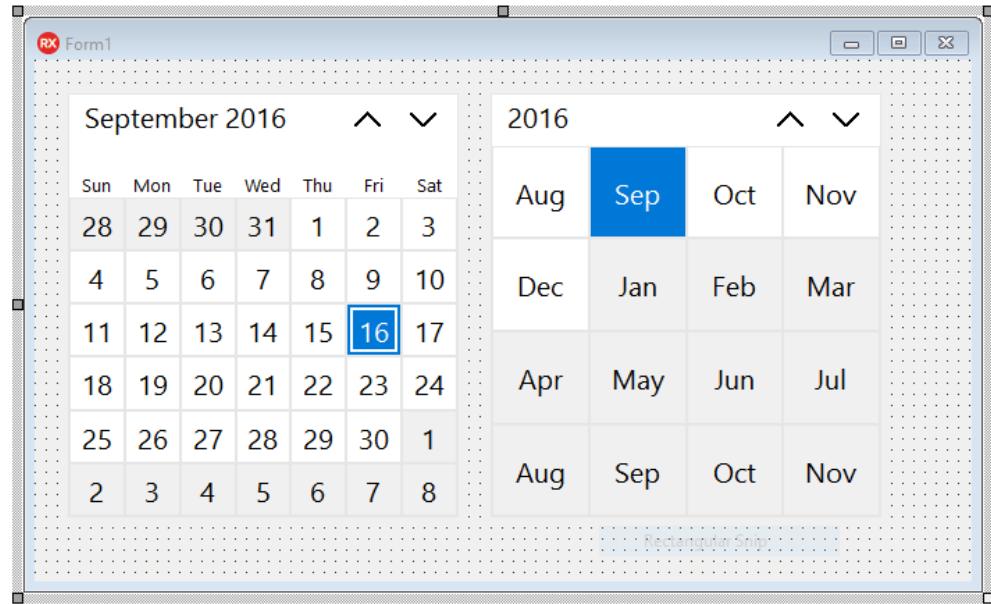


- The fastest adoption rate for Windows
 - Gaining enterprise adoption
- VCL offers the best migration path to Windows 10
 - Still retaining support for older versions of Windows
 - Deploy to Windows 10 store via project Centennial (coming from Microsoft)

Windows 10

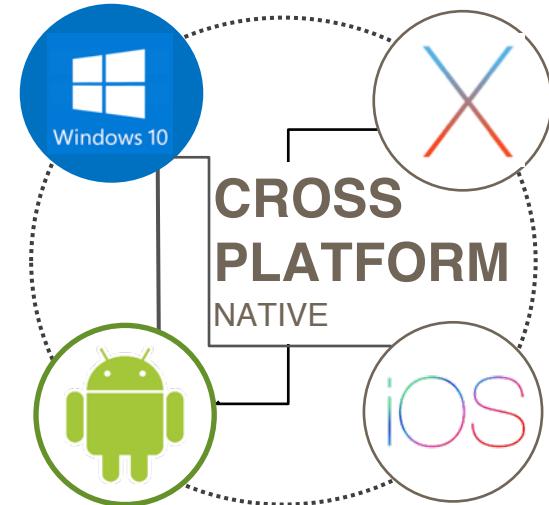
VCL DIRECTIONS

- Additional Win10 controls
- IDE designers improvements
- Further improvements in HighDPI support and general work on quality
- Centennial deployment support



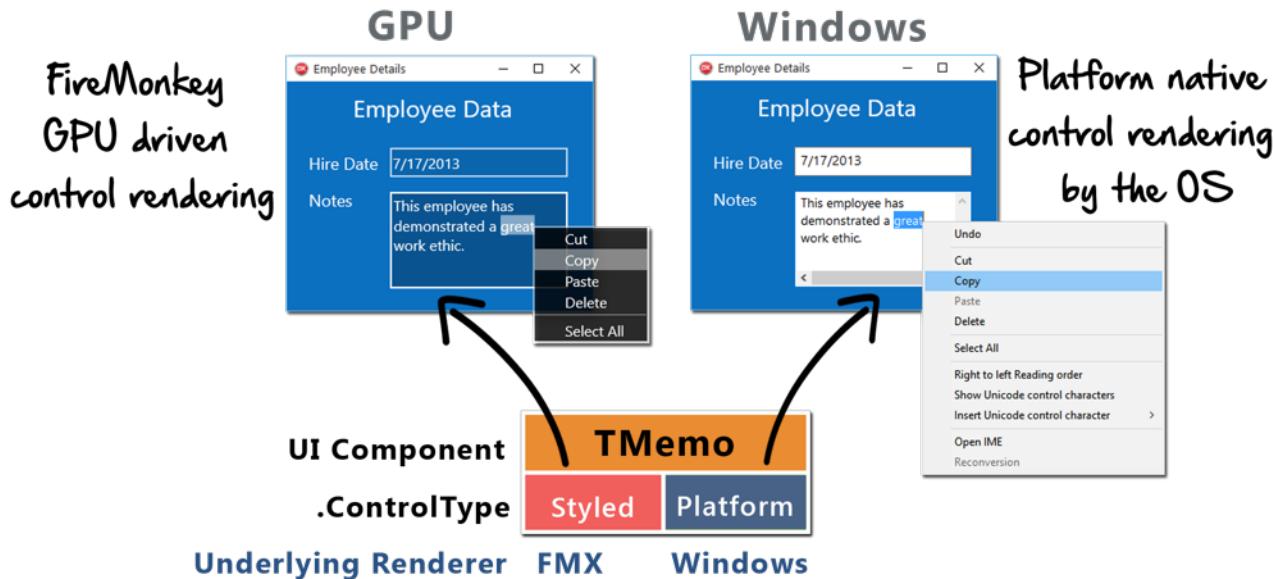
CROSS-PLATFORM, NATIVE APPS

- Native platforms compilers for 4 operating systems, 32bit and 64bit CPUs, Intel and ARM CPUs
 - For maximum performance and security
- Cross platform runtime library and database access
 - Memory, file system, threading, exceptions, data tables, XML, JSON, HTTP and REST clients...
- FireMonkey visual component library
 - Flexible designers, styling, platform components
 - Write your UI once, customize at design time, deploy everywhere



FIREMONKEY PLATFORM NATIVE RENDERING ARCHITECTURE

- Currently available on iOS and Windows



FIREMONKEY DIRECTIONS

- Further support of Platform controls
 - New grid control on iOS (Berlin Update 1)
 - Android ZOrder and native controls focus is next
- Improve the native/styling mix, offering the best flexibility and the most power
- Keep covering new mobile platforms features, improve on desktop support

OUTSTANDING ENTERPRISE FOCUS

- FireDAC, Optimized Database access
 - All major enterprise RDBMS
- Enterprise service architecture
 - RAD Server, REST APIs
- Redefining “Enterprise Strong Development”



IMPROVEMENTS IN DATA MANAGEMENT

- FireDAC on Linux
 - Plus drivers improvements, support for latest DBs
- RAD Server extensions
- DataSnap, REST, HTTP, Cloud quality & improvements
 - Newest is the HTTP client library



INTRODUCING RAD SERVER

- THE PERFECT BACK-END FOR DELPHI APPS



RAD SERVER QUICK OVERVIEW

- **THE PERFECT BACK-END FOR DELPHI AND C++BUILDER APPS**



REST End Point Publishing



Integration Middleware



Application Services

MULTI-TIER DEVELOPMENT MADE EASY

Build Client UX

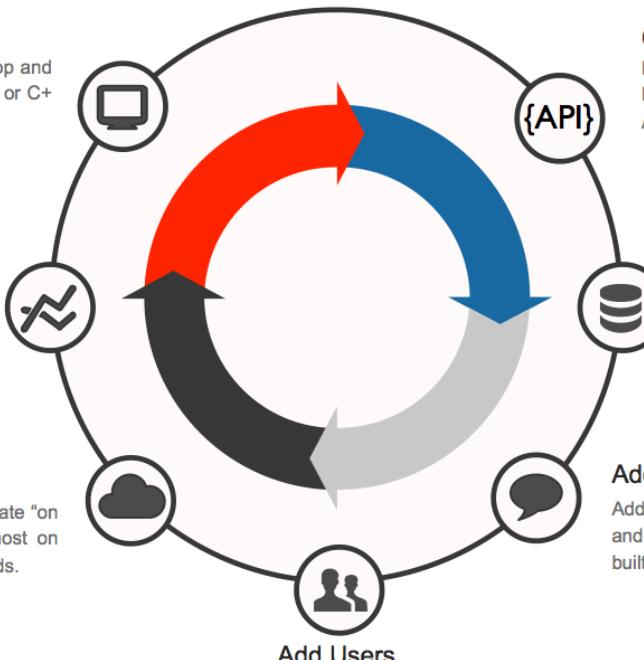
Quickly Build your UX Forms for Desktop and Mobile platforms in RAD Studio, Delphi or C++Builder

Manage

Manage your APIs and users, and analyze utilization and API activity via the built-in RAD Server Application Management Portal.

Deploy

Host your RAD Server on an a private "on-prem" Windows server or cloud host on Amazon, Rackspace or Azure Clouds.



Create Server API End-Points

Deploy your server-side Delphi and C++ code to RAD Server, creating automatic REST/JSON API end-points for your clients

Integrate

Connect RAD Server to your Enterprise Databases, Cloud Services and IoT Devices to extend your application.

Add Application Services

Add users and API access control rules, and turn on data persistence to use the built-in secure data store.

Configure user groups and add users via the RAD Server portal or import from LDAP.
Assign API access rights to control what functionality different user groups have access to



REST End-Point Publishing

EASY REST API END-POINT CREATION, PUBLISHING, AND MANAGEMENT

RAD Server makes it fast and easy to build flexible back-end servers for your multi-tier application solution. Developers simply load Delphi and C++ business logic into the server, and managed REST/JSON API end-points are generated. Developers or admins can easily configure API level access control to user groups, and measure and analyze application usage at the API, user, or service level. Since your Delphi and C++ APIs are published as heterogeneous REST/JSON end-points, RAD Server easily supports virtually any client type from VCL and FMX Desktop, Mobile and Wearable clients to popular JavaScript Web Frameworks. RAD Server easy to build and deploy robust heterogeneous multi-tier solutions.



REST End-Point Publishing

Easy to use API publishing of business logic. Any Delphi or C++ code can be hosted as an API and auto-published as REST/JSON endpoints which are measured and managed by RAD Server.



Access Control

Group and user level access to control to all application APIs. Control who has access to what functionality. All access is user authenticated.



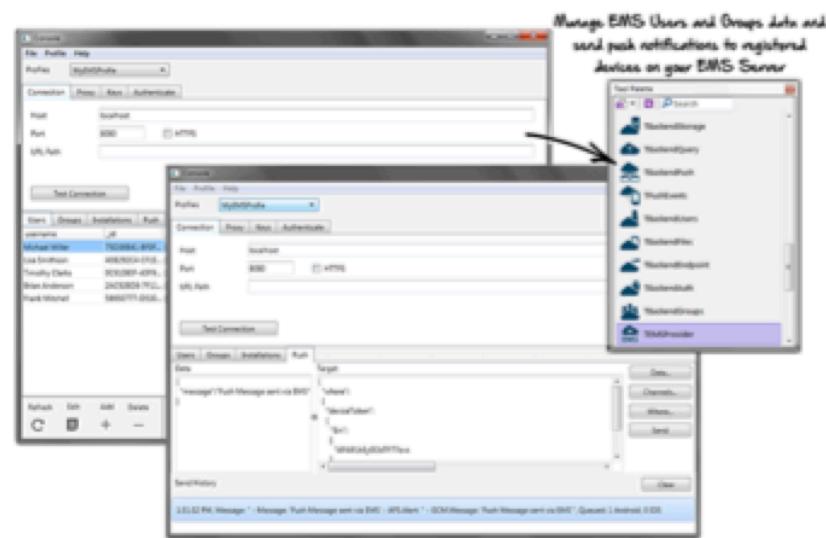
API Analytics

All REST API end-point activity is recorded and measured for robust statistics tracking and analytics. Analyze user, API, and services activity to gain insight into how your application is being utilized.



Desktop, Mobile & Web

All C++ and Delphi code hosted on RAD Server are published as REST/JSON end points consumable by any type of client for extreme flexibility and future-proofing.





Integration Middleware

HIGH PERFORMANCE INTEGRATION WITH DATA, CLOUD, AND SMART DEVICES

RAD Studio includes high performance integrations that make it easy to connect Enterprise Data, Cloud Services and Smart IoT devices into your multi-tier application. RAD Studio's Enterprise DACs enable fast pooled connections to Oracle, Microsoft SQL Server, DB2, Sybase, and more. Client connection pooling also eliminates complex and heavy weight RDBMS client drivers and configurations. Clients applications connect to RAD Server via lightweight REST for data access, application services, and application API calls. RAD Server includes the new IoT ThingConnect and ThingPoint IoT Edgeware making it easy to connect a wide array of wireless smart devices and sensors into your application solution, even in remote and difficult to access locations.



Enterprise Data

High performance built-in connectivity to all popular Enterprise RDBMS servers. Based on FireDAC developers have easy connectivity and a wealth of features for connecting with and working with data from a variety of sources.



IoT Smart Devices

IoT Connection components enables fast and easy integration of IoT Smart devices into your app clients or back-end. RAD Server's IoT Edgeware extends its reach to where your Bluetooth IoT devices are physically located.



Cloud Services

Easily integrate REST cloud services from a variety of cloud, social, and BAAS platforms such as Google, Amazon, Facebook, Kinvey, Parse and more.





Application Services

KEY BUILT-IN CORE SERVICES TO POWER YOUR APPLICATION

RAD Server includes a powerful set of built-in core servers to power your application back-end eliminating the need to build the key foundational components of your server application. Core services like User directory services, authentication, and access control, push notifications, JSON data-storage, and user proximity and indoor/outdoor user location tracking and fencing.



Push Notifications

Send programmatic or on-demand notifications to your application users.



Built-in Secure Datastore

Easily store and retrieve JSON data securely and without requiring a separate database server.



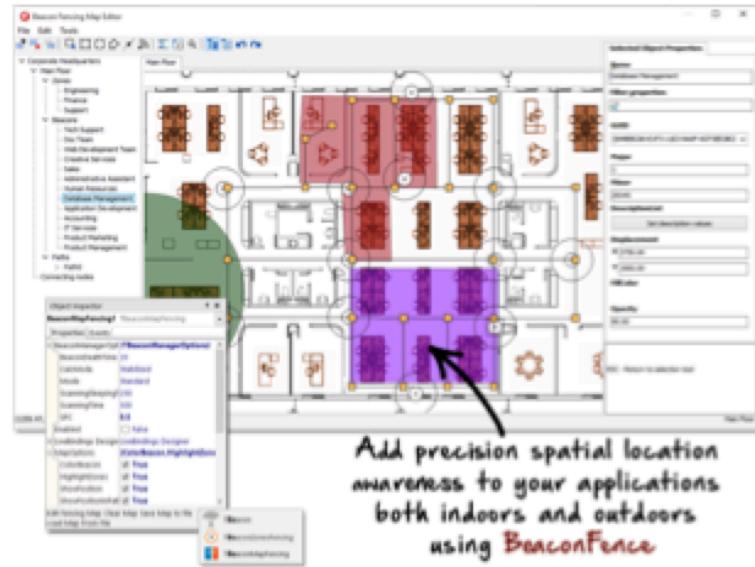
User/Group Management

Create and manage users, groups, and access control via the RAD Server management portal.



User Location/Proximity

Track user movement both indoors and outdoors, and respond to proximity events when users enter or exit custom beacon zones or approach designated beacon points.



RAD Server Pricing

SIMPLE TO USE. SIMPLE TO BUY.

RAD Server is the ideal back-end platform for ISVs building re-deployable solutions as well as teams building applications for internal use. RAD Server is licensed and priced affordably and with a no nonsense license. Either purchase the number of end users required for an application, or purchase a single or multi-site license covering unlimited users for an application.

Eval	By the Device	Single-Site License	Multi-Site License
Free 90-day	\$99 + Annual Maint	\$4,995 + Annual Maint	\$Call + Annual Maint
12hr Runtime / Must Restart every 12hrs Unlimited Test Users Single-Site REST End-Point Publishing Integration Middleware Application Services	Single Client Device (Mobile or Desktop) Single/Multi-Site REST End-Point Publishing Integration Middleware Application Services	Unlimited Users Single-Site REST End-Point Publishing Integration Middleware Application Services	Unlimited Users Multiple-Sites REST End-Point Publishing Integration Middleware Application Services
Try RAD Server today with RADStudio, Delphi or C++Builder	The Perfect Back-End for RAD Studio, Delphi and C++Builder +Builder applications	The Perfect Back-End for RAD Studio, Delphi and C++Builder applications	The Perfect Back-End for RAD Studio, Delphi and C++Builder applications



DELPHI 10.1 BERLIN SUMMARY



WHY DELPHI? IT'S RAD! YOU DELIVER APPLICATIONS FASTER

- Rapid Application Development means *fast development with solid architectures*
- Delphi delivers
 - 5x the speed of development and deployment
 - Across multiple desktop and mobile operating systems
 - Across cloud and database platforms



DELPHI 10.1 BERLIN AT A GLANCE



New Installer

Making installation and trial a modern, smooth, faster experience



Native

Compiler, libraries, FireMonkey, VCL, Windows 10, mobile...



IoT

Core technologies enhancements, ThingWare, ThingConnect, ThingPoints



QPS

Quality, performance, stability throughout the entire product



Developer Productivity

FireUI App Preview on device, floating form designer, and toxicity



Enterprise Strong

FireDAC database access, EMS REST services, Cloud services

WHAT ABOUT MORE DELPHI DEVELOPERS?

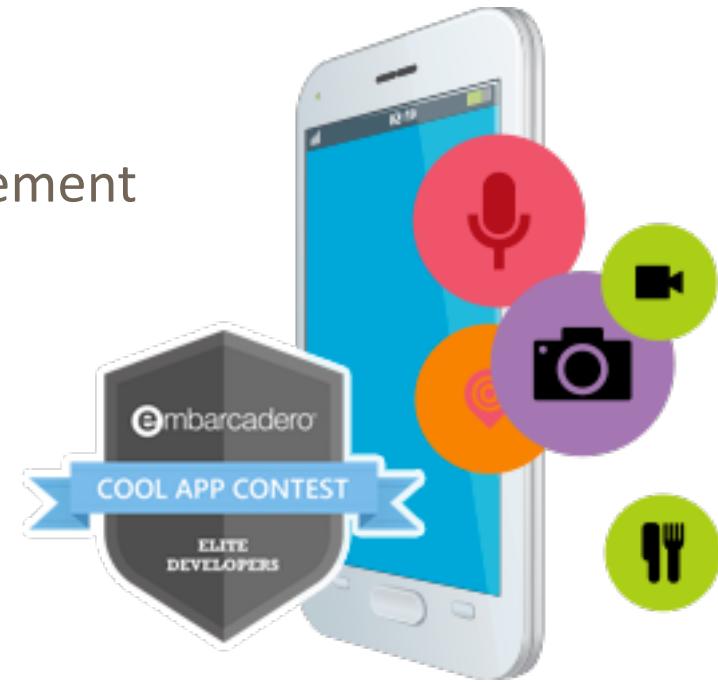
- New Academic initiative
 - Free Delphi for schools
- New Starter 100% discount
 - Free Delphi for *non-professionals* & *hobbyists*
- New Marketing initiatives
- Cool Apps Contest



COOL APP WINNERS



- 1Password for Windows
 - Password & Identity management
- FrameForge Previz Studio
 - 3D Story Board Visualization
- EarMaster for iPad
 - Music theory training
 - 95% shared code with Windows & Mac version



THANKS!

Any questions?



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