



Embarcadero Conference

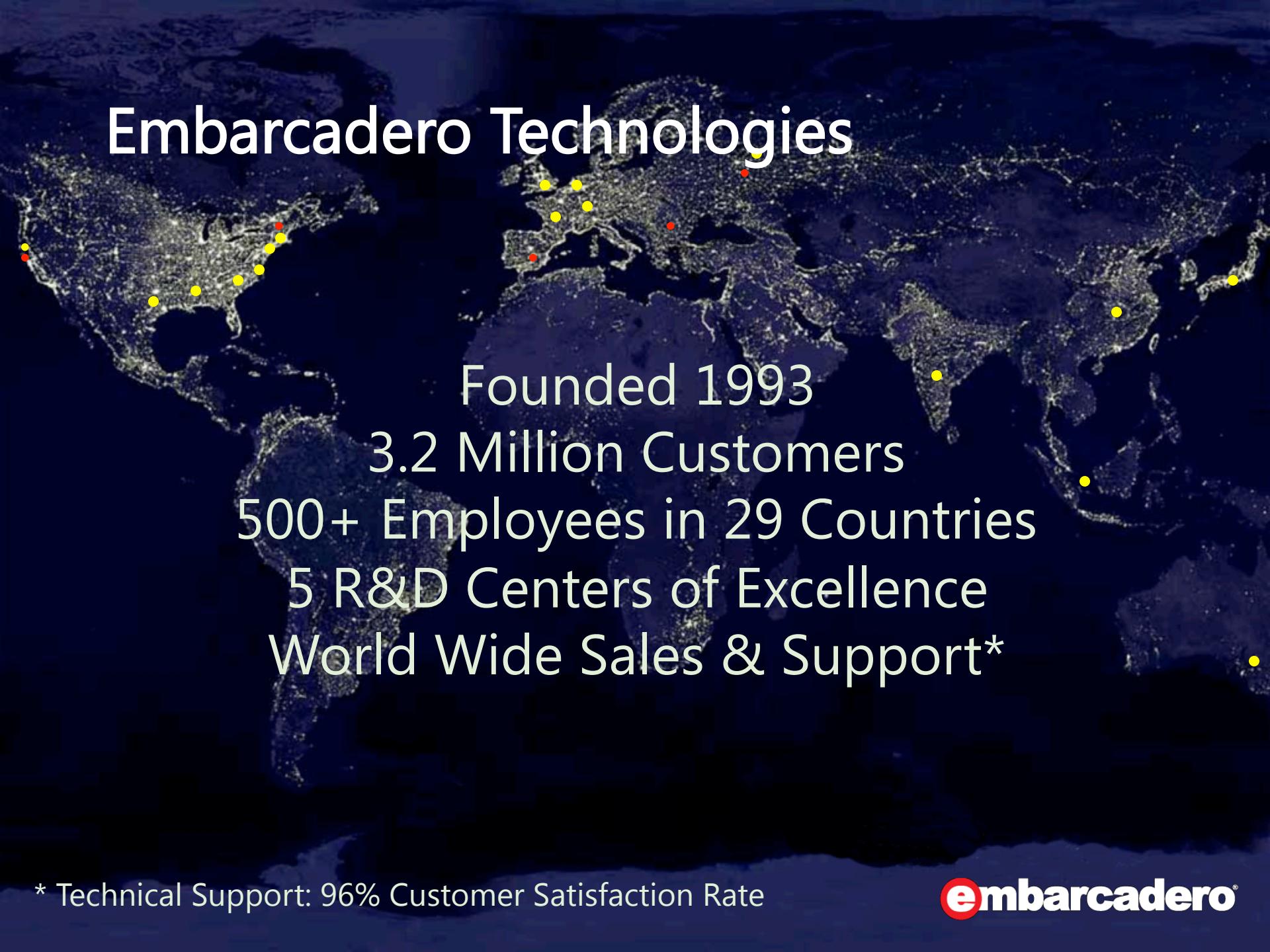
Um único esforço, uma única base de código, múltiplas
plataformas, múltiplos dispositivos



Fernando Rizzato

Gestão de Dados com DB PowerStudio XE6

Embarcadero Technologies



Founded 1993
3.2 Million Customers
500+ Employees in 29 Countries
5 R&D Centers of Excellence
World Wide Sales & Support*

* Technical Support: 96% Customer Satisfaction Rate



Building for Data Governance

IT Challenges

Evolving Database Ecosystems



Volume, Velocity, Variety



Agile Development Cycles



Compliance



Organizational Transparency



Maximizing IT Infrastructure



Design

Develop

Deliver



ER/Studio — Innovative data, process and UML modeling tools



RAD Studio — The developer force multiplier for Windows 8, Mac, Web and mobile.



DB PowerStudio — Simplified DB development, admin, and tuning across all major DBMS platforms

Meta Data

Data Architecture

Data Development

Data Operations

Data Management Ecosystem

Syndication puts Metadata to Work



Connect/Web

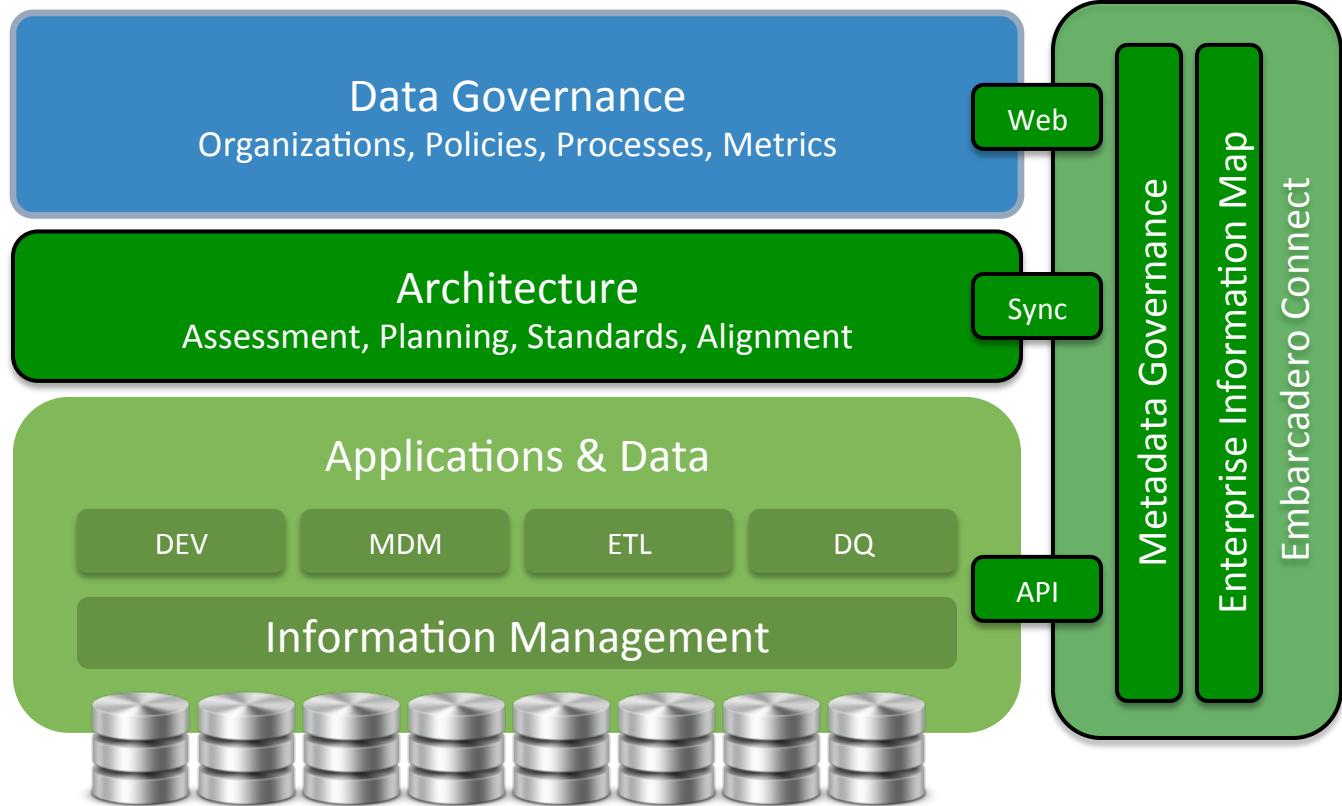


ER/Studio



RAD Studio

DB PowerStudio



Architecture & Modeling

SQL Development

Database Optimization

Application Development

Database Management

Change Management

DB PowerStudio | Overview

Data Governance enabling cross-platform database tools



DB PowerStudio® | An integrated database tool suite empowering DBAs and data professionals to deliver operational integrity and data consistency across complex and governed environments.



DBArtisan® | Cross-platform database management and governance



Rapid SQL® | Agile scripting and debugging for SQL professionals



DB Optimizer™ | Visual SQL tuning and profiling for performance and reliability



DB Change Manager™ | Schema and data synchronization across database environments

Availability

Database administrators can ensure **database performance, uptime, and availability** with tools such as **DBArtisan** and **DB Optimizer**

Integrity

To maintain **data integrity**, **DB Change Manager** helps organizations comply with data governance standards; **Rapid SQL** gives database developers the functionality to improve data quality

Support

Supports multiple platforms from a single interface



ORACLE

IBM **DB2**



SYBASE



JDBC

DB PowerStudio | Overview

Data Governance enabling cross-platform database tools

	DB PowerStudio, Developer Edition	DB PowerStudio XE, Developer Edition	DB PowerStudio, DBA Edition	DB PowerStudio XE, DBA Edition
Designed for	Database Developer / Project DBA	Developers working with multiple platforms	DBAs	DBAs working with multiple platforms
Latest Version	–	XE3.5	–	XE3.5
Release Date	March 2013	March 2013	March 2013	March 2013
DBArtisan			‡	β
Rapid SQL	✓	β	✓	β
DB Optimizer	✓	β	✓	β
DB Change Manager	✓	β	†	β
AppWave Licensing		✓		✓
Connect to all database platforms		✓		✓

✓ denotes Professional Edition

† denotes Enterprise Edition

‡ denotes Workbench Edition for SQL Server and Professional Edition for other platforms

α denotes Professional Edition for SQL Server only

β denotes XE3.5 Edition

DBArtisan | Overview

Cross-platform database management and governance

Designed For

- Database Administrators (DBAs)

Benefits

- **Ensure organizational data governance** by maximizing database performance, uptime, and availability
- **Boost productivity, streamline routine tasks** using comprehensive administration tools, graphical editors and wizards
- **Reduce IT costs** by managing complex environments and multiple database platforms through a “single pane of glass”

Key Features

- Multi-database platform support
- Schema, Data, and Security Mgmt
- ISQL Facility
- Schema and Data Migration Wizards
- Space, Data, Performance Analysts

For the full feature list, visit the [DBArtisan webpage](#)

Database Administration Challenges

Evolving Database Ecosystems



Volume, Velocity, Variety

Limited IT Resources



Preventing database bottlenecks

"Through a single graphical user interface, DBArtisan XE enables administrators to drill-down to isolate and address performance bottlenecks using intelligent diagnostics that help prevent problems before they happen."

- JetAway

DBArtisan | Key Capabilities

Cross-platform database management and governance

Space, Data and Performance Management

Management at your fingertips

- Built-in process monitor
 - Proactive diagnostics
 - Analysis tools to pinpoint, optimize, and analyze



Security and Administration

Manage Security Easily, Effectively

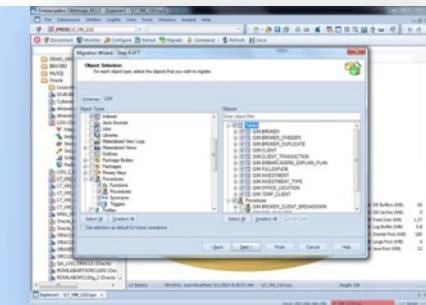
- Account setup and management
 - Data classification
 - Permission management at logical and physical levels



Schema and Data Migrations

Seamless Schema and Data Migrations

- Schema and Data migration wizards and utilities
 - Cross-platform schema knowledge
 - Robust database ecosystem support



DBArtisan | Editions

Cross-platform database management and governance

	DBArtisan Standard	DBArtisan Professional	DBArtisan Workbench	DBArtisan XE
Designed For	Database Developer / Project DBA	Production or Operational DBAs	Production or Operational DBAs	Production/Operational DBAs working with multiple platforms
Latest Version	9.2	9.2	9.2	XE3.5
Release Date	March 2013	March 2013	March 2013	March 2013
Schema/SQL/Data Management	•	•	•	•
Performance Management	•	•	•	•
Security Management	•	•	•	•
Security Design and Assessment	•	•	•	•
SQL Debugger/Profiler		•	•	•
Analyst Packs			•	Optional
AppWave Licensing				•
Connect to all database platforms				•
Datasource Connections	Limited	Unlimited	Unlimited	Unlimited

Rapid SQL | Overview

Agile scripting and debugging for SQL professionals

Designed For

- Database Developers
- Data/Business Analysts

Benefits

- **Support data governance initiatives through Improved code quality** by utilizing the SQL debugger and code-assist functionality
- **Streamline developer operations and accelerating application development** with version control and multi-platform support
- **Reduce IT costs** by developing across multiple database platforms without extensive training

Key Features

- Multi-database platform support
- ISQL Facility
- Visual Query Builder
- Code Analyst
- SQL Debugger

For the full feature list, visit the [Rapid SQL webpage](#)

Database Developer Challenges

Evolving Database Ecosystems



Agile Development Cycles



Code Quality



Easily streamlining quality code

"I have used Rapid SQL on multiple client assignments on multi-platforms, and it's always exceeding my expectations. ...Rapid SQL streamlines the process of writing database code, allowing us to get better performance out of our databases and deliver quality database applications with ease."

-Atos Origin, a leading international IT Services Company

Rapid SQL | Key Capabilities

Agile scripting and debugging for SQL professionals

Develop SQL Code

Develop SQL Code Quickly, Efficiently

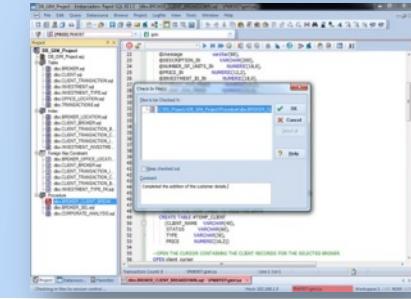
- Real-time quick fixes in SQL IDE using SQL code assist, syntax validation
- Visual query building tools for complex queries



Debug SQL Code, Functions, and Stored Procedures

Improve Code Quality

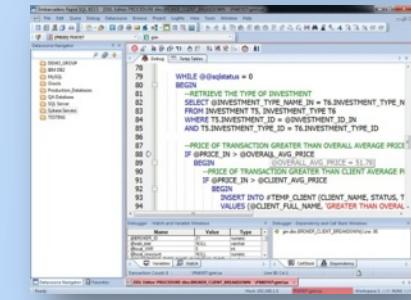
- Basic, line-by-line debugging execution
- Identify errors quickly and with context
- Debug stored procedures across all major DBMS platforms



Version Control

Collaborate Effectively

- Version control, reverse-engineering, source code repository capabilities
- Integration and support for most version control packages



Rapid SQL | Editions

Agile scripting and debugging for SQL professionals

	Rapid SQL Standard	Rapid SQL Professional	Rapid SQL XE
Designed For	Database Developer, Data / Business Analyst	Database Developer	Database Developer working on multiple platforms
Latest Version	8.2	8.2	XE3.5
Release Date	March 2013	March 2013	March 2013
SQL Scripting and Editing	•	•	•
Object Creation and Editing	•	•	•
Schema Development	•	•	•
Version Control	•	•	•
Debugger		•	•
Code Analyst		•	•
PL/SQL Profiler (Oracle only)		•	•
AppWave Licensing			•
Connect to all database platforms			•

DB Optimizer | Overview

Visual SQL tuning and profiling for performance and reliability

Designed For

- Database Administrators (DBAs)
- Database Developers

Benefits

- **Become proactive in data governance compliance** and ensure database optimization, uptime, and availability
- **Reduce costs** by proactively optimizing for performance and maximizing IT infrastructure
- **Connect your organization** by identifying and reporting where bottlenecks lie

Key Features

- Graphical database profiling
- SQL Tuning with visual SQL tuning diagrams
- Database load testing
- SQL IDE
- Multi-database platform support

For the full feature list, visit the [DB Optimizer webpage](#)

Database Professional Challenges

Diagnosing Performance



Database Availability



Maximizing IT infrastructure



Identify issues previously undetected

"The AWR reports from the native Oracle tools didn't lead us to the cause of the problem, because they weren't detailed enough. DB Optimizer allowed us to pinpoint the culprit as the eviction occurred. Without it, we would never have been able to catch – or fix – the problem."

– Karen Morton, Performance Specialist, Oracle ACE

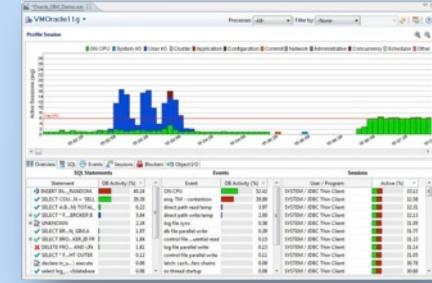
DB Optimizer | Key Capabilities

Visual SQL tuning and profiling for performance and reliability

Database Profiling

Identify Performance Bottlenecks

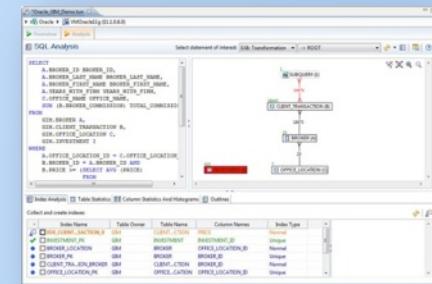
- Graphical profiling showing CPU, I/O, wait, blocker, and procedure activity
- Execution statistics and explain plans
- Predicate analysis of SQL statements



Tune SQL

Visually Tune SQL like a Pro

- SQL rewrites with case generation
- Visual SQL tuning diagrams that display indexes constraints on complex queries
- Color-coded index analysis



Load Testing

Simulate Production Environments

- Simulates parallel users and executions over a specific period of time
- Combine with profiling to simulate production environments



DB Optimizer | Editions

Visual SQL tuning and profiling for performance and reliability

	DB Optimizer Developer	DB Optimizer XE Developer	DB Optimizer Professional	DB Optimizer XE Professional
Designed for	The proactive Database Developer optimizing code and working on a single database platform.	The proactive Database Developer optimizing code and working on multiple database platforms.	The performance DBA working on a single database platform.	The performance DBA working on multiple database platforms.
Latest Version	3.6	XE3.5	3.6	XE3.5
Release Date	March 2013	March 2013	March 2013	March 2013
Database Profiling	•	•	•	•
Load Testing	•	•	•	•
SQL IDE	•	•	•	•
Reporting	•	•	•	•
Advanced Profiling (Oracle only)			•	•
SQL Tuning			•	•
AppWave Licensing		•		•
Connect to all database platforms		•		•

DB Change Manager | Overview

Schema and data synchronization across database environments

Designed For

- Database Administrators (DBAs)
- Database Developers

Benefits

- **Mitigate organizational risk and align with data governance principles** by utilizing reporting, auditing, and privacy capabilities
- **Streamline cumbersome tasks** with source code control, automated alter scripts, and automated notification settings
- **Preserve data integrity** with schema, data comparison and synchronization features

Key Features

- Data comparison and synchronization
- Schema comparison and synchronization
- Data masking
- Source Code Control Integration
- Multi-database platform support

For the full feature list, visit the
[DB Change Manager webpage](#)

Database Professional Challenges

Evolving Database Ecosystems



Organizational Transparency

Risk Management



Reducing Change Management Risk

“Embarcadero Change Manager reduces the risk associated with change across all the platforms we run on by giving us control to capture, compare, and synchronize our database schemas and objects.”

-Janus Capital Group

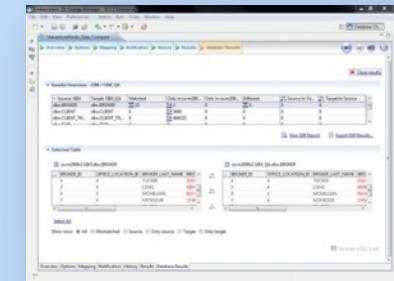
DB Change Manager | Key Capabilities

Schema and data synchronization across database environments

Database Synchronization

Quickly Roll-out Database Changes

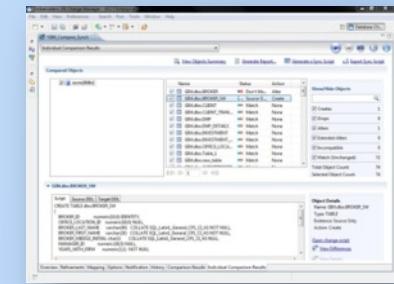
- Generate alter scripts to sync selected objects or restore to a prior state
- Deep support and knowledge across multiple DBMS platforms



Track Database Changes

Reveal, Track and Report

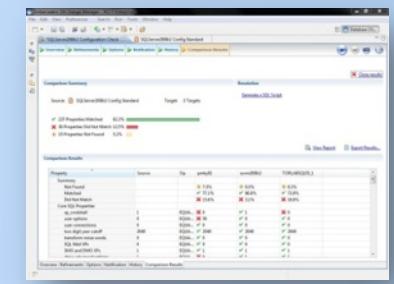
- Compare and synchronize data either inside of one database or between two different databases
- Report on critical database settings



Database Auditing and Compliance

Comply with Governance Standards

- Schema and configuration archives provide historical records for compliance auditing and reporting
- Data masking de-identifies data



DB Change Manager | Editions

Schema and data synchronization across database environments

	DB Change Manager Developer	DB Change Manager Professional	DB Change Manager Enterprise	DB Change Manager XE*
Designed for	Database Developer	DBAs	DBAs in need of command line API	Database Developer or DBA working on multiple platforms
Latest Version	6.1	6.1	6.1	XE3.5
Release Date	March 2013	March 2013	March 2013	March 2013
Schema comparison and synchronization	•	•	•	•
Data comparison, synchronization	•	•	•	•
Reporting	•	•	•	•
Source Code Control Integration	•	•	•	•
Auditing		•	•	Professional and Enterprise only
Email Notification		•	•	Professional and Enterprise only
Advanced object management and Cross DBMS Schema Compare		•	•	Professional and Enterprise only
Data Masking		•	•	Professional and Enterprise only
Command-line API			•	Enterprise only
AppWave Licensing				•
Connect to all database platforms				•
Datasource Connections	Limited	Unlimited	Unlimited	Unlimited on Professional and Enterprise only

* Change Manager XE is available in Developer, Professional, and Enterprise editions



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