



MAXIMIZE THE BUSINESS VALUE OF SOFTWARE

Shaping the Next Generation of Software Development

Borland Japan Developer Conference

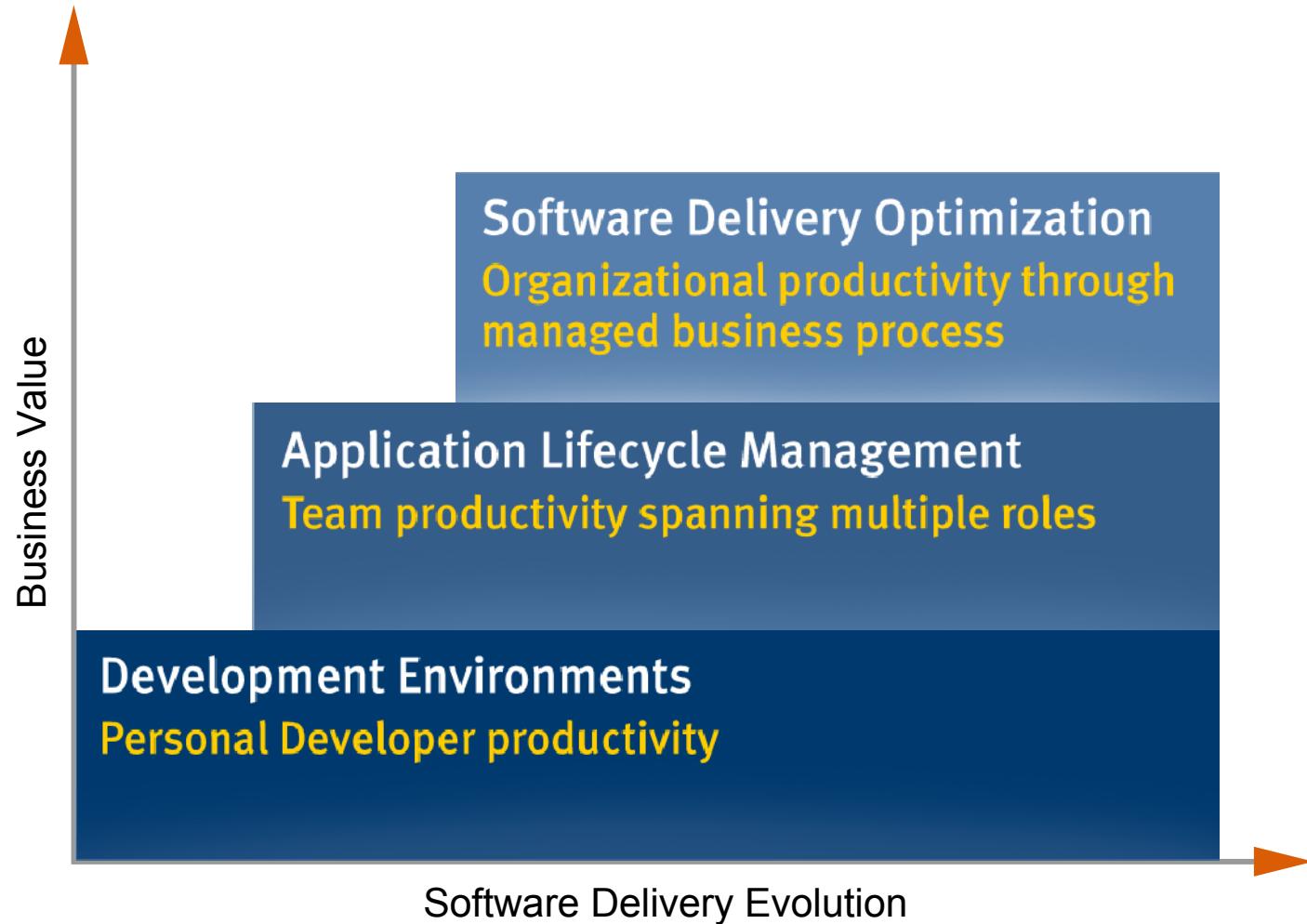
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Agenda

- ❖ Borland ALM Solutions
- ❖ Developer and Database Products
- ❖ Borland Announcements – February 8, 2006
- ❖ Why create a separate Developer focused company
- ❖ Developer Network plans & roadmap

22 Years of Strength and Experience



Solutions, Technology and Services Available Today

Solutions

- ❖ IT Management & Governance
- ❖ Requirements Definition & Management
- ❖ Change Management

Products

- ❖ Plan – Tempo
- ❖ Define – CaliberRM
- ❖ Design – Together
- ❖ Develop – JBuilder
- ❖ Test – Optimizeit
- ❖ Manage – StarTeam
- ❖ Platform – Core SDP
- ❖ Borland Developer Studio

Services

- ❖ Borland Accelerate
 - Process Consulting
 - Technology Implementation
 - Education Offerings
- ❖ Support Offerings

Developer and Database Products

❖ Borland Developer Studio 2006

- Delphi for Win32 and .NET 1.1
- C++ for Win32
- C# for .NET 1.1

❖ JBuilder 2006 / JBuilder Project “Peloton”

❖ InterBase v7.5

❖ JDataStore

Business Model and Go To Market Strategies

❖ ALM Solutions

- Consultative Sale
- Field Sales/Service force
- Corporate marketing
- Multi-Year engagement
- Focus on overall process
- IDE agnostic
- Software organizations

❖ Developer Products

- Channel/Direct Sale
- Channel or eShop partners
- Direct marketing
- Year-by-year product/upgrade
- Focus on code
- ALM agnostic
- Developers



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Borland Announcements - February 8, 2006

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Borland Announcements – February 8, 2006

❖ Acquiring leader in quality optimization, Segue Software

- Leading expert in lifecycle quality, not just testing
- Expands our ALM leadership
- Growth market (9% CAGR thru 09)
- Synergies complement both company's product lines
- Foundation of our upcoming Lifecycle Quality Solution
- Segue has been a technology partner for more than 10 years
- Borland Technology Partner of the year in 2004
- Borland uses Segue solutions internally

Borland Announcements – February 8, 2006

- ❖ Create a new company, “DevCo”, focused on developers
 - JBuilder, Delphi, C++ Builder, C#Builder
 - InterBase and JDataStore
- ❖ Our intention: seek an independent investor that
 - Is aligned with our customers interests
 - Will invest in and help us grow
 - Will ensure the continuation of product development and support
- ❖ ALM and IDE businesses are different
- ❖ Allows Borland to be more IDE agnostic
- ❖ Allows “DevCo” to be more ALM agnostic
- ❖ Commitment is to our customers, not to our coffers

Major Product Areas by Organization

“DevCo”

Borland

Delphi C++Builder

CaliberRM

StarTeam

InterBase

Together

“Peloton”

Segue Silk

JDataStore

C#Builder

JBuilder

Developer Studio

Developer Network

VisiBroker

Tempo

BES

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Why create a separate Developer focused company?

- ❖ IDE customers get more attention and investment
- ❖ Dedicated employees
- ❖ Focused development
- ❖ Increased marketing
- ❖ Ability to extend the reach of our IDE(s)
- ❖ Spur innovation in developer tools market

Borland and DevCo will be partners

- ❖ We have a lot of customers in common
- ❖ We will share technology
 - Both company's will cross license source code and patents
- ❖ We can still integrate our products together
- ❖ We know each other as employees
- ❖ We will ensure a smooth transition
 - Relationships
 - Support
 - Contracts
 - Orders
 - Etc.

“DevCo” announcement feedback

❖ Feedback from industry analysts

- “I believe the new company that takes on the Borland IDE tools will have definite opportunities to grow the business.” - Jim Duggan, research vice president, Gartner Intelligence
- “JBuilder is a good tool ... Delphi, ..., has a strong market and a loyal following” - Bola Rotibi, senior analyst, Ovum

“DevCo” announcement feedback

❖ Feedback from community members

- “Now a great technology, a great community, and a DelphiNewCo Inc. are ready to enter a New Delphi Era. ” - Marco Cantu
- “...personally think this is the best thing to happen to Delphi since it was released eleven years ago today ”
- Nick Hodges
- “My loyalty will be to the new company; to Delphi and the other IDE products.” – Bob Swart

“DevCo” announcement feedback

❖ Feedback from community members

- “Delphi and the other Borland IDE's will now be flying free. And we'll all get through this turbulence. Just fasten your seatbelt, order the adult beverage of your choice, take a deep breath, relax, and say to yourself calmly - the plane will not fall out of the sky, the plane will not fall out of the sky...“ – Randy Magruder
- "There's a lot of room for new, highly integrated IDE products. Delphiware Corp could own the AJAX market with the right product. Life is about making code happen. Let's hope that Delphi's new masters (whoever they turn out to be) have that motto carved on the doorframe." - Jeff Duntemann

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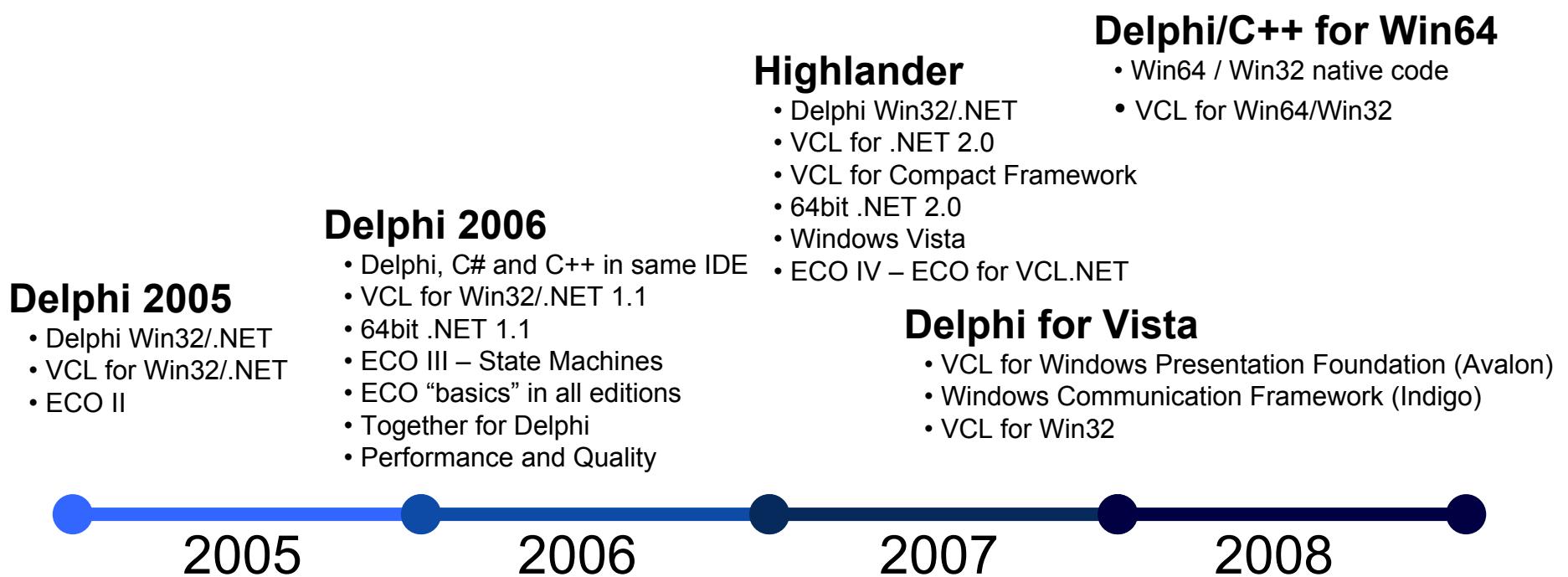
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Developer Product Roadmaps

※製品ロードマップは現時点までの計画であり、諸般の事情により変更させていただく場合があります。ご了承ください。

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Delphi / C++Builder Roadmap



JBuilder Roadmap

❖ “Peloton” – the JBuilder experience for Eclipse

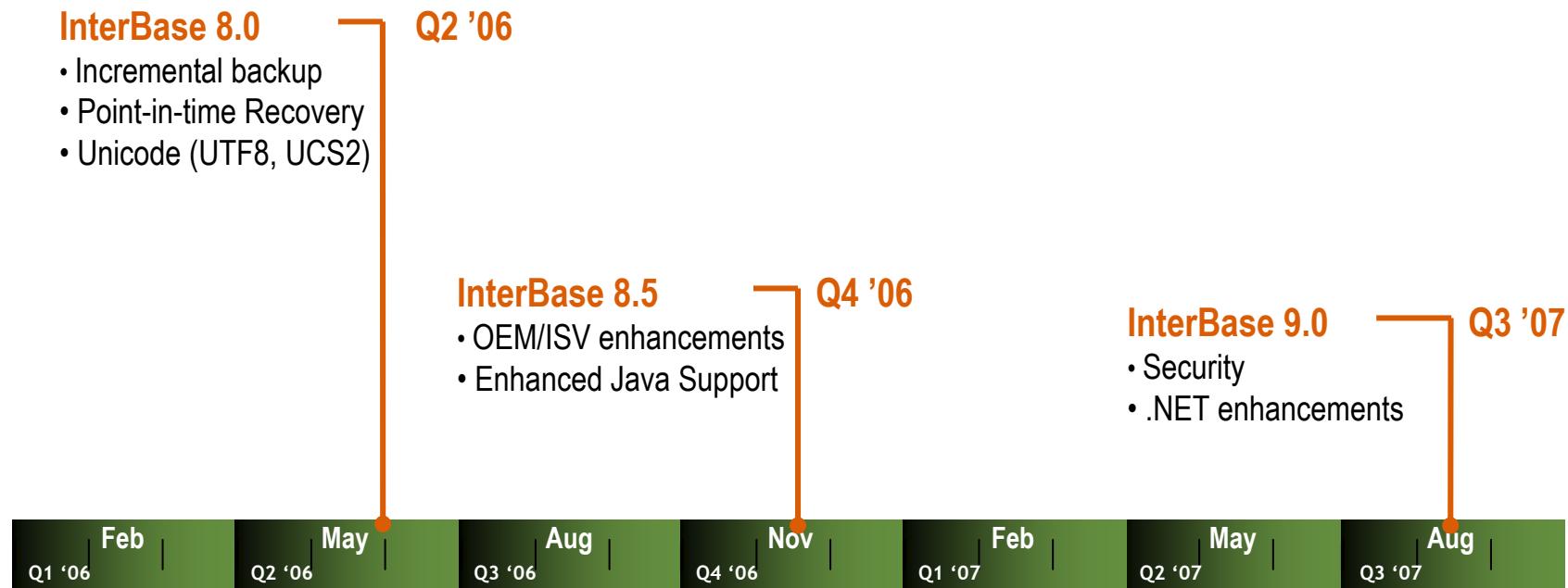
- Usability, Accessibility, Migratability
- Peer-to-peer developer collaboration
- Web services / EJB designers
- Eclipse framework support

❖ JBuilder ongoing work

- Support for latest java standards - J2EE v5, J2SE v6
- Support for latest versions of application servers
- Updated JDBC drivers for latest databases
- SOA enhancements

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InterBase Roadmap





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Japanese Developer Community Update

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Message to Japanese developers – last year

- ❖ BDN multi-language future efforts
 - Solicit Japanese language technical articles and members to translate current articles
 - Ensure Japanese language support for Code Central and Quality Central
- ❖ Japanese trial downloads
- ❖ Continued effort to improve the translation quality of documentation, help, examples, etc.

Japanese Developer Update - 2006

❖ Products:

- Product localization much closer to English RTM
- Improved product quality
- More work to do on documentation, help, examples
- Japanese downloads – need to get dedicated / localized page

❖ Developer Network

- Login and Profile update to accept Japanese (and more) characters – Q2 (alpha test)
 - <http://ussvs-vista.amer.borl.net/account/SignUp.aspx?country=JP&language=ja>
 - <http://ussvs-vista.amer.borl.net/account/SignUp.aspx?country=US&language=en>
 - <http://ussvs-vista.amer.borl.net/account/SignUp.aspx?country=US&language=zh>
- Look and feel update to support Japanese – Q2 (alpha test)
 - <http://bdn2.borland.com/jp>
- QC and CC update to support double-byte – Q2
- New articles and existing article translations
 - Need Japanese community members to help us translate important articles
 - We are looking for Japanese authors to write new BDN articles
 - We will pay ¥ for articles and translations
 - Send email to Christine Ellis (cellis@borland.com) if you are interested



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Summary

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We are still working !

- ❖ We are still Borland employees (for now)
- ❖ R&D work continues on all products
- ❖ Developer support is still taking calls

- ❖ Borland Developer Studio (BDS)
 - Architect trial edition is available for download
 - Japanese trial edition available very soon
 - http://ussvs-bes1.borland.com/WebDownload/outcome_pages/bds2006_arch_verify_email_kdown.html
 - Flash demo available online
 - http://www.borland.com/media/en/edm/delphi_demo/index.html
 - Update #1 is available
 - Additional updates and technology previews this year

- ❖ “Peloton” will be shown at EclipseCon in March 20-23, Santa Clara, CA
 - Borland is a conference sponsor
 - Tod Nielsen keynote
 - <http://www.eclipsecon.org/>

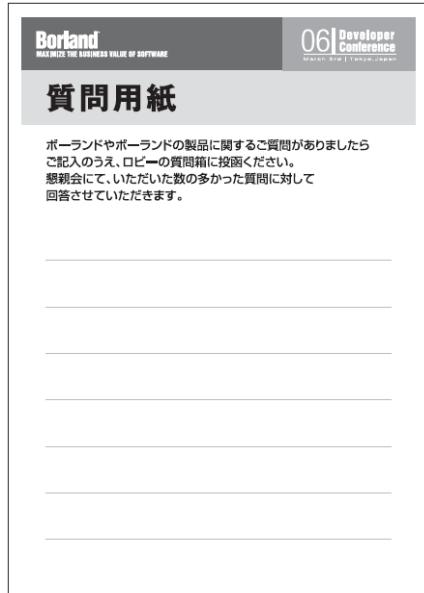
- ❖ InterBase next generation is being worked on too!

Borland and “DevCo” - going for the gold!



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ご質問を受け付けます





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Thank You

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