# Embarcadero TECH VISION 20

Implementing amazing apps

# Idera Technology Showcase

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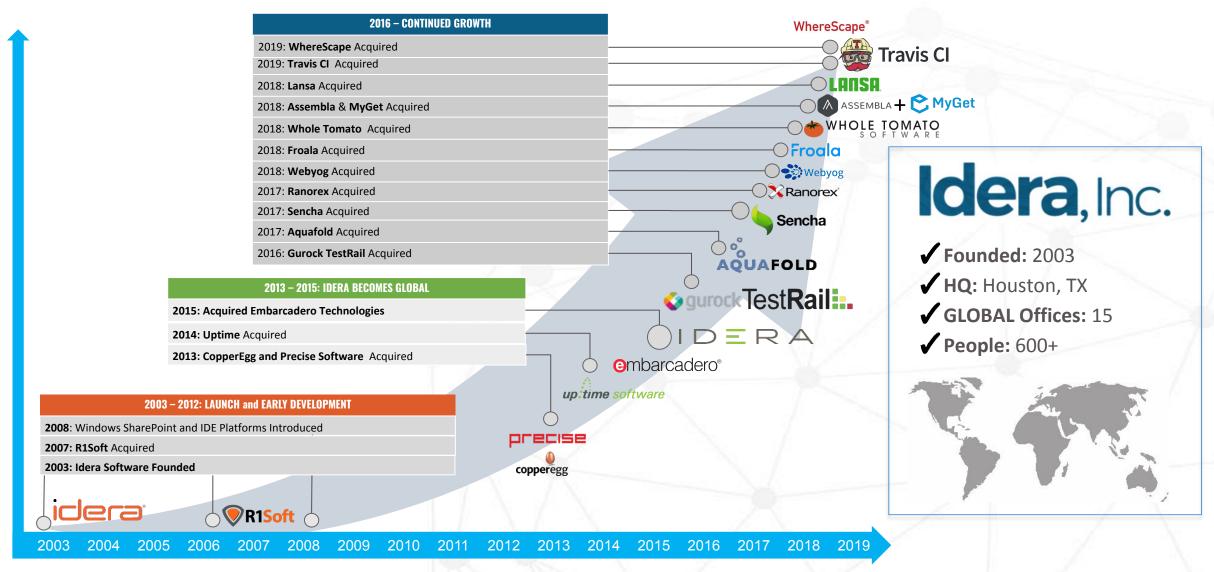
# Idera Developer Tools Overview

# Agenda

- Idera Developer Tools Overview
  - O What tools does Idera offer? Why are they useful?
- Examine key products useful to you
  - RAD Studio (Delphi and C++Builder) today and future
  - Sencha
  - Ranorex
  - Travis CI
  - o Assembla
  - Interbase
  - Visual Assist
- Integration is key!



# Idera Inc, Large and Growing Fast!



# dera, Inc.

#### **Database Tools**



**%AQUAFOLD** 



WhereScape<sup>®</sup>

Acquired since October 2018

#### **Developer Tools**

embarcadero<sup>®</sup>





#### **DevOps Tools**

TestRail ...











# Idera's Focus: Best-In-Class Productivity Software

# Idera Inc., Developer Tools

# Focus on Developers!

- Committed to develop and acquire best-in-class developer tools
- Open technology approach that puts developers' choices first (i.e. no technology or toolchain agenda)



# Continue to Improve Embarcadero Offerings

- Established continuous product release cycles for 10.x versions with update subscription that improves ROI
- Introduced successful programs to attract new developers
  - 200K Downloads of Community Edition
  - Academics Program and LearnDelphi.org
  - Continue to modernize infrastructure and support

# Help YOU Modernize and Build New Apps

- Modernization / Upgrades of Apps is Accelerating
  - Updating UX with Desktop focus popularized by new virtualization options
  - Changing Architecture for Web Clients supported by RAD Server and ExtJS

#### New Apps

- Introduction to RAD Studio through 2D gaming or mobile apps
- Best option for High Performance Windows apps development
- o Big Opportunity in industrial automation



# Leverage Idera synergies? Examples...

# Idera, Inc.

#### **Database Tools**

#### **%AQUAFOLD**

Leverage award winning
Aqua Data Studio to
provide better support
for Interbase

#### **Developer Tools**

embarcadero<sup>®</sup>

Sencha

WHOLE TOMATO

Integrate Visual Assist into RAD Studio to improve **C++ Builder** 

#### **Testing Tools**

Improve **RAD Server**JavaScript support



Add better support for **Delphi** Test Automation



Hosted **Delphi** Build and CI Services

# Let's look at six key products...

- 1. RAD Studio (Delphi and C++Builder) today and future
- 2. Sencha
- 3. Ranorex
- 4. Travis CI
- 5. Assembla
- 6. Interbase

#### ...and a bonus seventh:

7. Visual Assist



# 1. RAD Studio (Delphi & C++Builder)

Today and Future

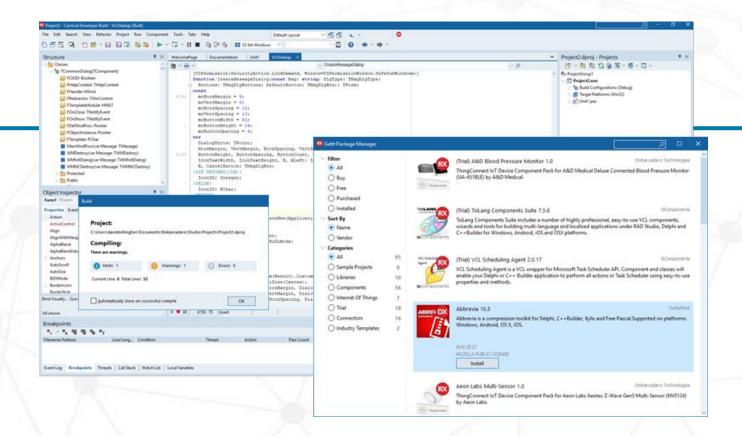




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Embarcadero represents some of the most iconic and innovative products in the software development industry today.

-- USA CTO

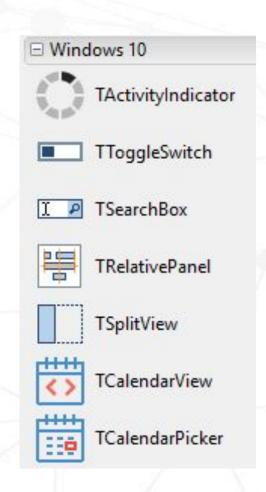


# RAD Studio Strategy

- Offer the best options for Windows client development
  - Remain the key solution in this space
  - Continue improving VCL, offer new key features
- Leverage mobile and multi-device
  - Next step for many developers
  - Support Delphi on all key target platform
- Focus on code compatibility and migration

# VCL: the Best UI library for Windows 10

- Includes direct access to Win32 APIs, COM Shell Controls, WinRT new APIs
- VCL controls corresponding common Windows 10 UI elements (but not limited to Windows 10)
- Style your existing VCL apps
- Publish VCL apps on Windows Store
- No dependency on any runtime or execution environment (like .NET or Java)



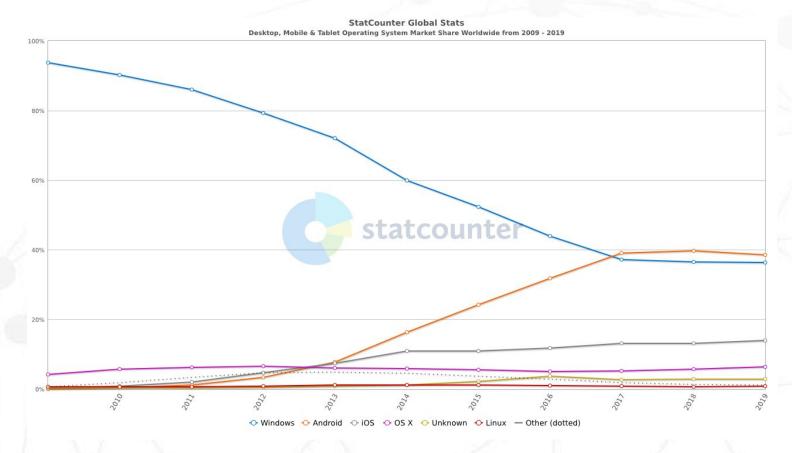
#### Multi Device is the Future

"Stable Scenario"

Windows & Android at 40%

iOS and macOS relevant

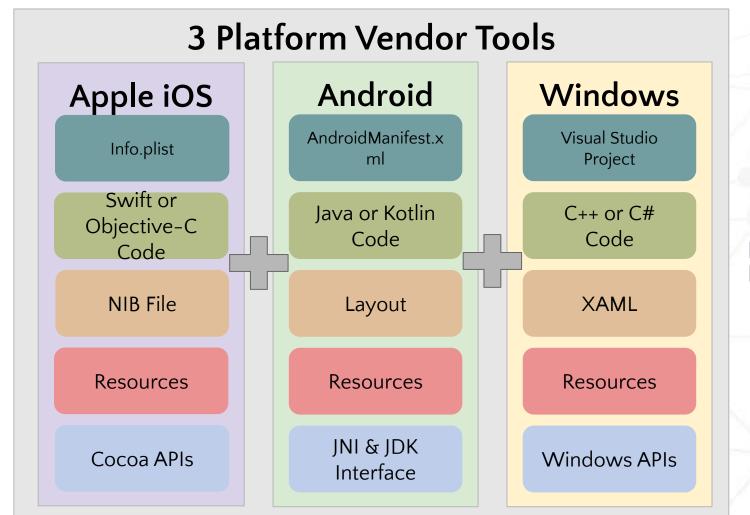
Linux big on server side (plus kiosks, etc)

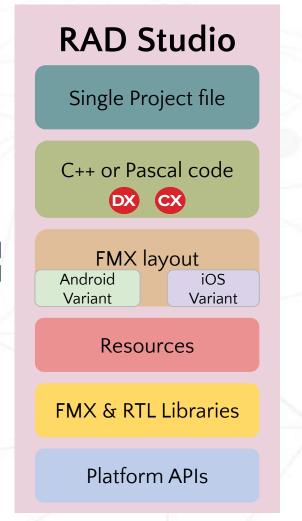


Data by Stat Counter as of Sept 2019 – <a href="http://gs.statcounter.com/os-market-share/desktop-mobile-tablet/worldwide/">http://gs.statcounter.com/os-market-share/desktop-mobile-tablet/worldwide/</a> – CC-BY-SA 3.0 Unported license



# RAD Studio Simplifies Development





# Modern RAD Development

More on modern Delphi in a later talk on Modernization:

- Discuss Modern Delphi and C++Builder
- Useful, modern features that will benefit your applications
   ...with live demos
- https://www.embarcadero.com/case-study/

# 2. Sencha

ExtJS - Powerful, Fast Web Frontends

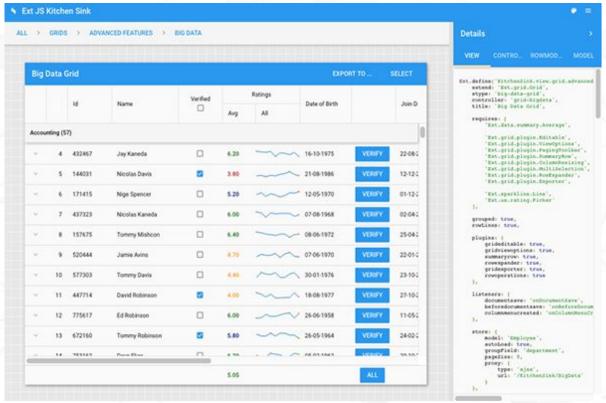


#### ExtJS

- The Best JavaScript Framework In The World
- Professionally supported and maintained with world-class components that integrate together
- More than 10,000 enterprise customers rely on Sencha including 60% of the Fortune 100.
- RAD-style, fast, powerful, web controls and database if you like Delphi, you'll find ExtJS familiar!

#### ExtJS

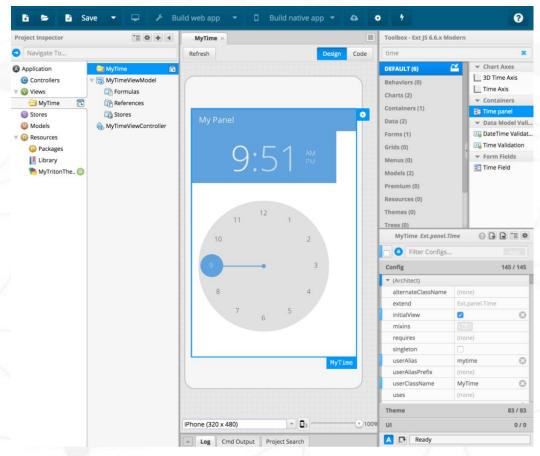
- HTML5 calendar
- Grids
- Pivot grid
- D3 adapter
- Trees
- Lists
- Forms, menus, toolbars, panels, windows, and much more.
- TA TESTAN 5.05



 Hundreds of user extensions are also available from the Ext JS community!

## ExtJS - RAD-style Development

- ExtJS Architect: Visual Design
- Just like Delphi!
- Drag and drop components
- Edit properties
- ExtJS is backend-agnostic ....and Delphi's REST & RAD Server support it perfectly!



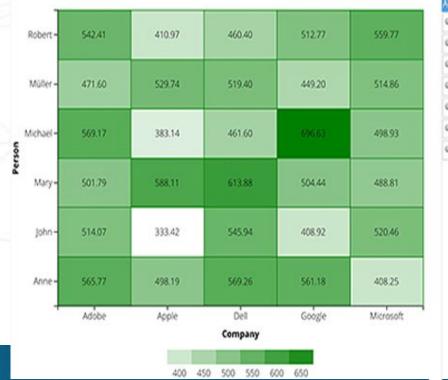
## ExtJS - Sophisticated Data

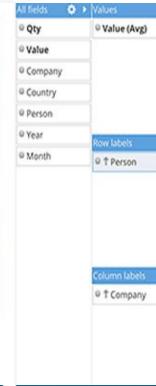
- Pivot Grid: powerful analytics capabilities.
  - Users can summarize, aggregate and analyze multidimensional data & make informed decisions.



# ExtJS - Sophisticated Data

- Data-Driven Documents (D3) visualizations:
- Heatmaps, treemaps, sunbursts, and more
- Dynamic visualizations help your users explore their data and understand it



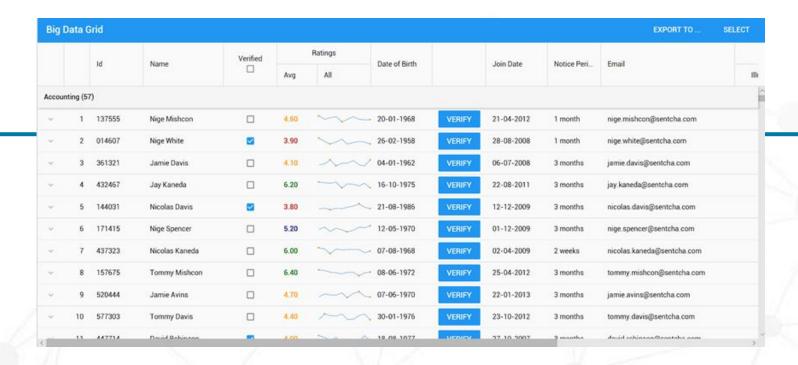






Ext JS was the most innovative Web Development product in the last 10 years.

-- Large US Bank



Delphi's REST support & RAD Server have inbuilt special support for building ExtJS backends.

https://embt.co/CP-ExtJSDelphi



# 3. Ranorex

Automate testing for any desktop, web or mobile technology



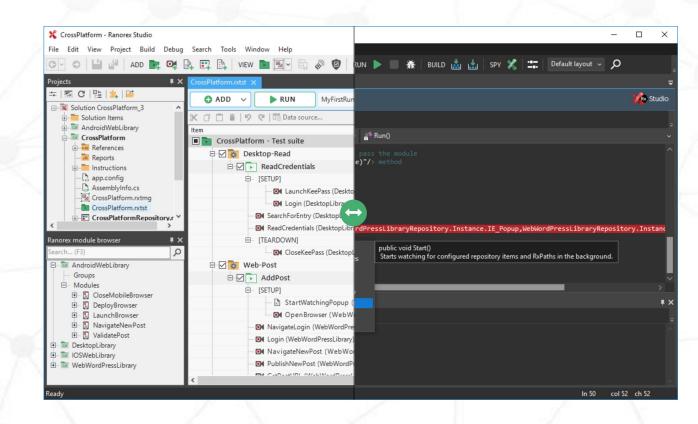
# Ranorex: UI Testing for Delphi & C++Builder

You have unit & integration tests

How do you test your user interface?

-- With Ranorex!

All-in-one Test Automation
Easy, but powerful - UI, or code



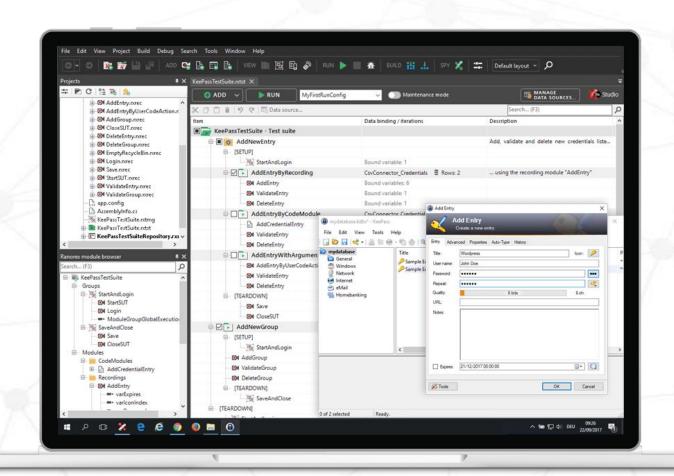
# Ranorex: UI Testing for Delphi & C++Builder

Robust test automation

Simulate & record user actions

**Delphi Application Support** 

https://embt.co/RanorexDelphi



# 4. Travis CI

Continuous Integration - test and deploy



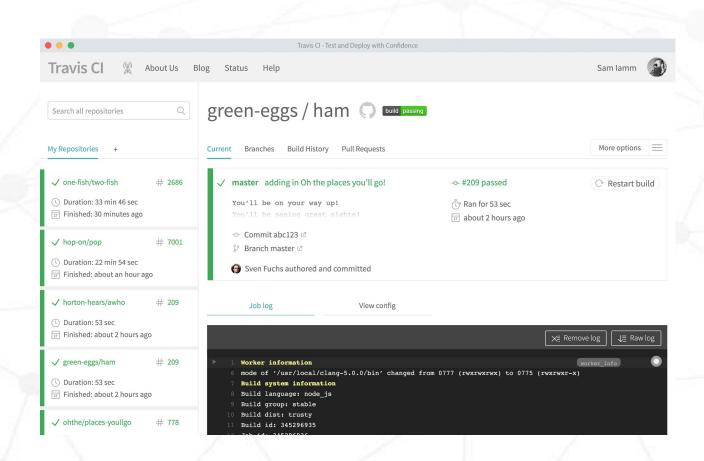
#### What is Travis CI?

Run unit tests with every code change

Integrated with GitHub

Push a change – your tests run

Always understand your app's status and test success



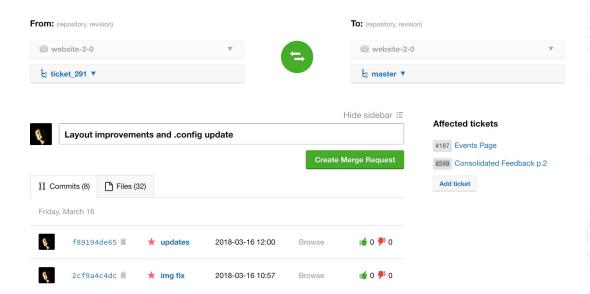
# 5. Assembla

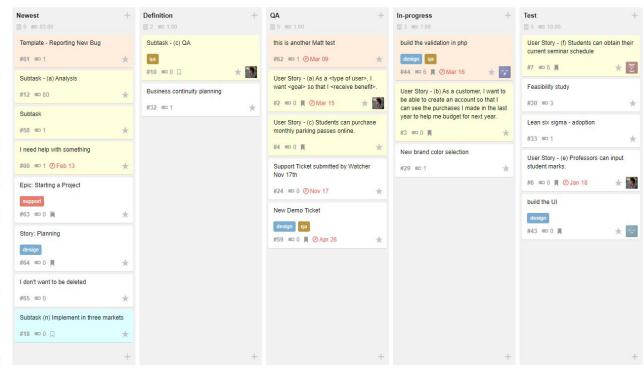
Source hosting and review



#### Assembla is...

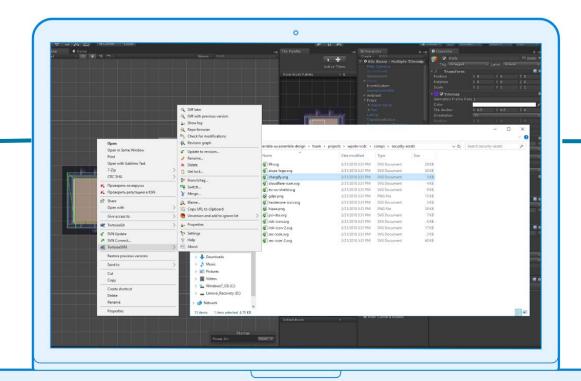
# Source Code Hosting (SVN, git) Code Review





Project Management - tickets, planning (Gannt, Kanban, etc)







"

"Assembla stands out from the crowd,... DT can easily manage several projects at once and onboard new team members seamlessly."

-- Large Telco Provider

# 6. InterBase



#### InterBase 2020

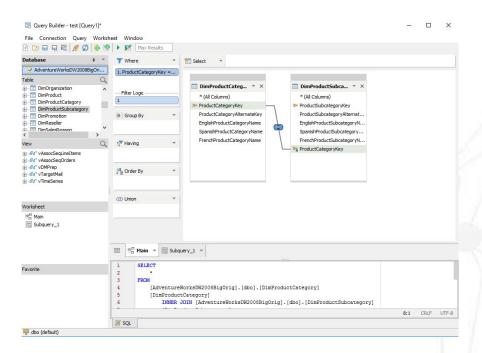


- InterBase
  - · Low footprint, embeddable, zero-administration, secure RDBMS
- InterBase 2020 Server
  - Main feature: TableSpace
- · IBLite/ToGo
  - New platforms: macOS 64-bit, Android 64-bit

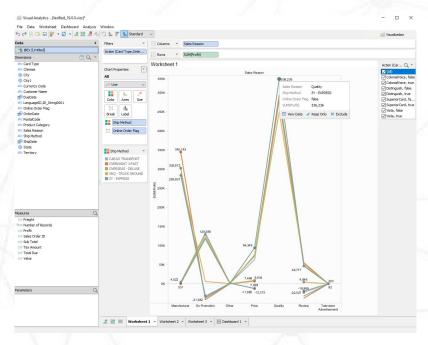
InterBase 2020 Released November 2019!

# InterBase and Aqua Data Studio

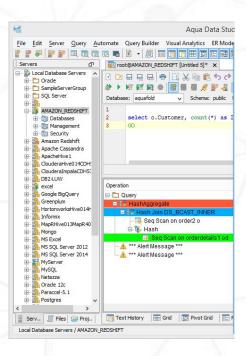
#### Visual Query Builder



#### Data Analysis



#### Edit SQL



### InterBase and RAD Studio

- Developer Edition and Embedded Edition licensed with RAD Studio
  - · All editions include free IBLite deployment license
  - · RAD Studio Ent/Arch includes IBToGo Mobile deployment license
- RAD Server uses InterBase 2017 behind the scenes



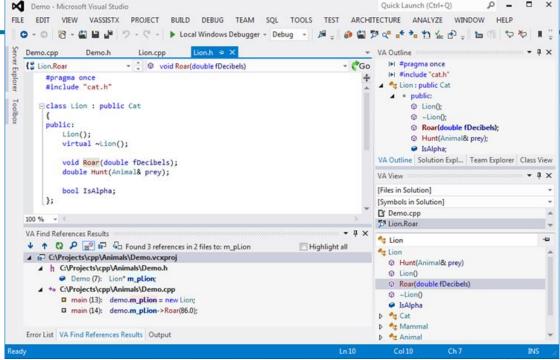
# 7. Visual Assist

World's Best Code Tooling: completions, refactoring, static analysis, and more.



### Visual Assist for Visual C++/C#







66

"Visual Assist makes a good product great!"

-- Visual Studio C++ Customer

Add-on for Visual C++ and Visual C#

Roadmap: Integration Planned for C++Builder and Delphi

# Integration

Powerful tools

Integrated

Increase productivity, reliability, security, and your customers' satisfaction



# Integration - Leverage Tools Together

Idera, Inc.

#### **Database Tools**

#### **%AQUAFOLD**

Leverage award winning
Aqua Data Studio to
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