



DataFlex in Motion

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Agenda....

- Welcome
- Change, motion...
- Key trends
- Product position & direction



Data Access Worldwide

- A proven, global software company
- We appreciate your trust

Change...

- Change is the law of life. And those who look only to the past or present are certain to miss the future.

- *John F. Kennedy*

Change...

- In times of rapid change, experience could be your worst enemy.
 - *J. Paul Getty*



Changes driving the future of the business applications business

KEY TRENDS...

User Platform Expansion

- The world market for PCs will shrink by 6% in 2014
 - 2014 sales forecast is 262M PCs
- The iPad was announced in January 2010
- 2014 tablet sales will increase 38.6% over 2013 to 270M units

▫ Gartner – March 2014

An Environment of Diverse Devices

- PCs/Laptops, connected mobile/touch devices

All figures in 1,000's

Device Type	2012	2013	2014	2015
PC (Desk-Based and Notebook)	341,273	299,342	277,939	268,491
Tablet (Ultramobile)	119,529	179,531	263,450	324,565
Mobile Phone	1,746,177	1,804,334	1,893,425	1,964,788
Other Ultra-mobiles (Hybrids)	9,344	17,195	39,636	63,835
Total	2,216,322	2,300,402	2,474,451	2,621,678

Source: Gartner (December 2013)

**2.6 Billion Devices
next year!**

Understanding the numbers

- **“Intel gives rosy fourth-quarter revenue forecast as PCs recover”**

- Reuters 15 October 2105

- Tablet demand being fulfilled; huge new app market created

- Business PC replacements are increasing

- Multi-device reality for professionals established
 - Role of the business PC remains strong

Diverse platforms; common expectations

- User operating platforms
 - Windows, Apple (iOS/OS X), Android, Chrome OS
 - Available across desktop, tablets, phones
 - Desktop Android, “Chromebook” and “Chromebox”
searching for market segments and acceptance
- Users expect cross-device functionality
 - Consumer apps are driving business apps

- The Internet of Things

- Industrial controls
- Appliances
- Medical devices/sensors
- Automobiles
- “Wearables”
- Home control/automation
- Smart Coke machines

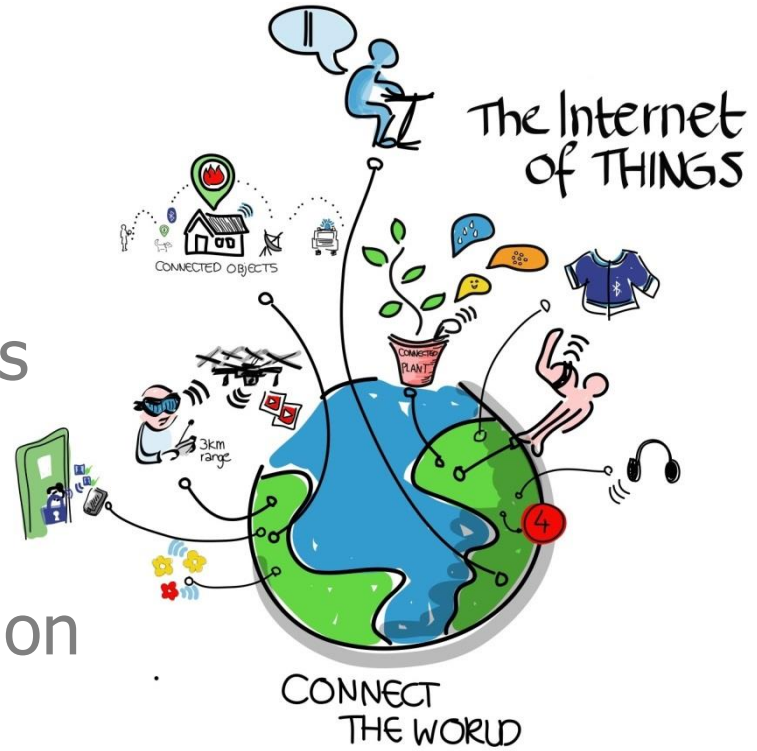


Image credit: Wikipedia

Internet of Things

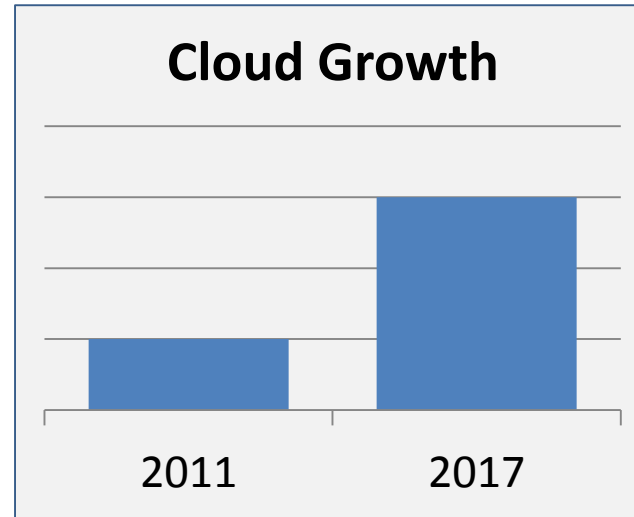
- Billions of internet connected devices
 - Gartner estimates 26 Billion wirelessly connected devices by 2025 – only 10 years!
 - Each device is a data provider and/or consumer
- “Things” will drive new application requirements
 - Massive “thing” data streams will feed the applications of the future

Cloud

- The flexible, scalable, pay-as-you-go computing environment of today and tomorrow
- Disrupting conventional business computing
- An essential component of software planning for the future

Cloud Application Platform Growth

- Cloud computing growth is **explosive**
- Enterprise spending on cloud-based architecture will **triple** between 2011 and 2017
 - 2011 - \$78 Billion
 - 2017 - \$235 Billion



Source: *ihc.com* – 14 February 2014



PRODUCT POSITION

The Business Applications Business

- Escalating demand for speed and flexibility
- Device & environment independence expected
- Development productivity = competitiveness
- Commonality & reuse = efficiency
- Frameworks = less new code; more software
- A broad-based, integrated development platform trumps multi-technology solutions
- Cloud ready

DataFlex – Core and Frameworks



....a comprehensive develop and deploy business software platform



DataFlex today

- A complete software platform for rapidly developing web, Windows and mobile business applications
- Developing business software with DataFlex is faster, more productive and less costly
- One development environment; one language
 - Less to learn & maintain; greater productivity and more production software



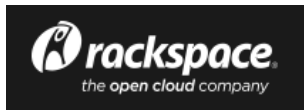
Technologies, licensing, services, partnerships, business practices

CLOUD & CLOUD CHANGES...

We all use the cloud...



Are **you** deploying applications in the cloud?



What is Cloud?

- The National Institute of Standards and Technology (NIST).
 - Essential **characteristics**: On-demand self-services, Broad network access, Resource pooling, Rapid Elasticity, Measured Service.
 - **Service** Models: Software as a Service, Platform as a Service, Infrastructure as a Service
 - **Deployment** Models: Private Cloud, Community Cloud, Public Cloud, Hybrid Cloud.

“The Big Switch” (Nicholas Carr)

- Cloud is like the electricity used in your home
 - Purchased from outside provider
 - A remote resource that you “plug into” as needed
 - Standards based, highly available, secure and scalable
 - Pay-as-you-use.... costs are proportional to use/consumption
- Simply: the cloud is “**utility computing**” sold as a service
- A conventional, premise based server is like operating your own generator for create electricity

The Cloud Changes Business Models

- Application “Software as a Service” (SaaS)
 - A single fee for an application, support & maintenance
 - Payment is hourly or monthly fees
 - Example: Salesforce.com
- Pay-per-item or quantity - “value metrics” determine cost...
 - data volume – gigabytes, map quadrants
 - A particular service instance (a “for sale” listing or tax calculation)
 - # users or #accounts managed
 - # of applications

Cloud Changes for Application Developers

- The cloud dramatically changes application deployment
- With cloud, deployment is faster, easier, cheaper & more scalable than ever before
- Much of the deployment process can be “delegated” to the cloud: servers, operating systems, security, bandwidth
 - Less time spent on managing infrastructure
 - More time for development, marketing and business development



Cloud Application Stack

Your
Applications



You

DataFlex



DataAccess
WORLDWIDE



amazon.com



Platform as a Service (PaaS)






Cloud Market Status; DataFlex and the Cloud?

- Cloud is an application deployment option
- DataFlex must expand from premise-only deployment to enable cloud-based deployment



Our direction...

Data Access Worldwide will create competitive cloud offerings to fulfill market needs, expectations and opportunities.



Introducing

DataFlex
CLOUD



What is DataFlex Cloud?

- Pre-configured, cloud-ready DataFlex software
 - DataFlex WebApp Servers counting Apps or Web Clients
 - DataFlex Windows Clients
 - DataFlex Reports, CKs, Dynamic AI
- It requires cloud Infrastructure as a service (IaaS)
 - Virtual servers w/ Windows OS & database
 - High capacity bandwidth
 - Other deployment resources



DataFlex Cloud

- Commercial terms; licensing...
 - No perpetual license to buy
 - Subscription vs. license – pay-as-you-use
 - All software entitlements bundled
 - Usage entitlements
 - New version updates

DataFlex Cloud Goals

- Make DataFlex applications easy to deploy, manage and scale
- Make adopting cloud computing with DataFlex economical, fast & easy
- Enable developers to focus on developing and selling; not deployment & infrastructure
 - Capitalize on DataFlex's single Studio, single language productivity benefits to build great cloud applications
 - Minimize deployment overheads and investments; pay-as-you-use



DataFlex Cloud Goals

- Create competitive advantage with a complete develop & deploy **platform as a service (PaaS**, Combined software & infrastructure)
- Create foundation for additional business opportunities (Consulting and managed services, Dynamic AI)
- Help facilitate the transition of customers' premise-based applications to the cloud

Data Access Worldwide in motion....

- Driving change in technology and business
- Building the business software tools and resources that will provision our future and yours

Change before you have to....

Jack Welch

Legendary CEO of General Electric



Thank you...

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