

Embarcadero Technologies Offers Embarcadero® All-Access™:



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New, On-demand Tools Cut Costs and Solve Licensing Headaches

With today's competitive downsized economy, organizations are facing multiple business and information technology challenges, including the need to cut costs, improve management and utilization of existing software licenses, and boost IT productivity in the face of headcount reductions. To help companies successfully meet these challenges, Embarcadero Technologies has introduced a dramatically simpler way to license, deploy, and manage the software tools needed by DBAs as well as database, application, and web developers.

The new offering is called Embarcadero All-Access. It provides users with a single, easy to manage license to the industry's only on-demand, multi-platform software tool chest. This tool chest provides developers and DBAs with virtually all the software tools they need to design, build, and manage their applications, database systems, and web applications. **Philip Rathle**, Embarcadero's Director of Product Management, explains the significant cost- and time-saving advantages of the All-Access approach and how it's setting a new standard for the future of software tools licensing.

Q: Why are enterprises taking such a close look at their costs for database, application, and Web development tools?

Rathle: There are several reasons. First, it does represent a large and obvious cost line item in IT budgets that should be well-managed. Second, much of this tooling carries hidden costs that are not always readily apparent at the time of initial software acquisition. As organizations have gained more experience with these software tools, and realized that these additional costs can be 2x-3x higher than

the initial software licenses, they have become much more aggressive in identifying and reducing them.

Q: What are some of the sizable, hidden costs of software tools for IT and R&D staff?

Rathle: There are many costs associated with software tools that are not as obvious as up-front license costs and annual maintenance and support fees. A primary example of these "hidden" costs is the areas of license deployment, management, and administration. This includes the costs associated with complex installations, tracking and optimizing license utilization, compliance audits, re-assigning license rights as physical locations, projects and user roles change, predicting how many licenses of infrequent use tools to purchase, updating licenses for deployments of new software versions, and managing multiple software vendor relationships.

Q: What is Embarcadero All-Access?

Rathle: Embarcadero All-Access is a new offering that can be thought of as a "tool chest" with a single license to virtually all of Embarcadero's industry-leading tools. It includes a vast superset of the most common capabilities and functions that an architect, developer, or DBA might ever need. Typical software solutions require licensing standalone products individually. The idea with All-Access is that one should be able to have access to everything without having to pay for more than what it costs to buy just two or three tools.

Part of what distinguishes All-Access is its breadth and depth. Embarcadero covers all of the major development

languages and platforms, most of the common design notations, and all of the major DBMSs. Embarcadero is the only vendor who can say this because All-Access includes so many multi-platform tools. Rather than creating a large number of granular offerings based on role, we have just four levels (Bronze, Silver, Gold, and Platinum), which can each service a variety of roles.

Q: How does All-Access help to reduce both initial licensing and hidden costs described earlier?

Rathle: It does it in three ways. First, it provides virtually all the tools needed by database and application developers at a fraction of the cost of a la carte tools. Second, it reduces the costs associated with users evaluating, buying, learning, and managing their tools. Third, the All-Access single license approach dramatically reduces the hidden costs and productivity drain associated with back-office license management.

All-Access lets large organizations manage and even pool their licenses on an internal server, which takes license tracking and compliance from a massive inventory exercise to a simple glance at a web page. Users get a comprehensive set of tools so they don't have to go back to the tightened budget for more money, potentially delaying project delivery, every time a new tool is needed.

And deployment is made much easier with the new Embarcadero® InstantOn™ technology. Click on a tool, and it opens. No install; it just runs. Companies can spend months coordinating upgrades to software and new deployments, but with the InstantOn capability in All-Access your software truly becomes on-demand. ■