

SYNERGY 2015

SEATTLE, WA, USA



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DataFlex in Motion

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Agenda....

- Welcome
- Change
- Key trends
- DataFlex in motion
- New Branding

Data Access Worldwide

- A proven, global software & services company
- We appreciate your trust
- We strive to be innovative, responsive and accessible – building for your future and ours
- Stable, growing, excited and looking to the future!

Change....

Buckle your seat belts...

Change...

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

Key trends...

What's driving the business software business?

Dramatic 5-year Environment Change

- The world market for PCs will shrink by 6% in 2014; by another 5% in 2015
 - 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 2014)
- Tablet sales slip 3.2% in Q4-14 (IDC 3/2015)

Global device market – diversity!

- PCs/Laptops, connected mobile/touch devices

All figures in 1,000's

Device Type	2012	2013	2014	2015
PC's (Desktop & Notebook)	341,273	299,342	277,939	<u>268,491</u>
Tablet (Ultramobile)	119,529	179,531	263,450	324,565
Smart Phones	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

Only 10% of 2.6 Billion devices are PCs this year!

Global mobile OS market – more diversity!

- Huge regional variation in mobile OS adoption

Mobile Operating System	USA	UK	Germany	Brazil
Apple iOS	42.8%	40.1%	18.7%	3.9%
Android	51.9%	51.5%	71.1%	90.8%
Windows Mobile	4.3%	7.4%	8.9%	3.8%
Blackberry	0.2%	0.7%	0.6%	0.2%

Source: Kantar WorldPanel

Understanding the numbers

- Overall PC sales are down slightly but...
- Business PC replacements are increasing
 - Multi-device reality established
 - Role of the business PC remains strong
- A huge new heterogeneous mobile/tablet business app market exists

"IoT"

- The Internet of Things
 - Industrial controls
 - Appliances
 - Medical devices/sensors
 - Automobiles
 - "Wearables"
 - Home control/automation
 - Smart Coke machines

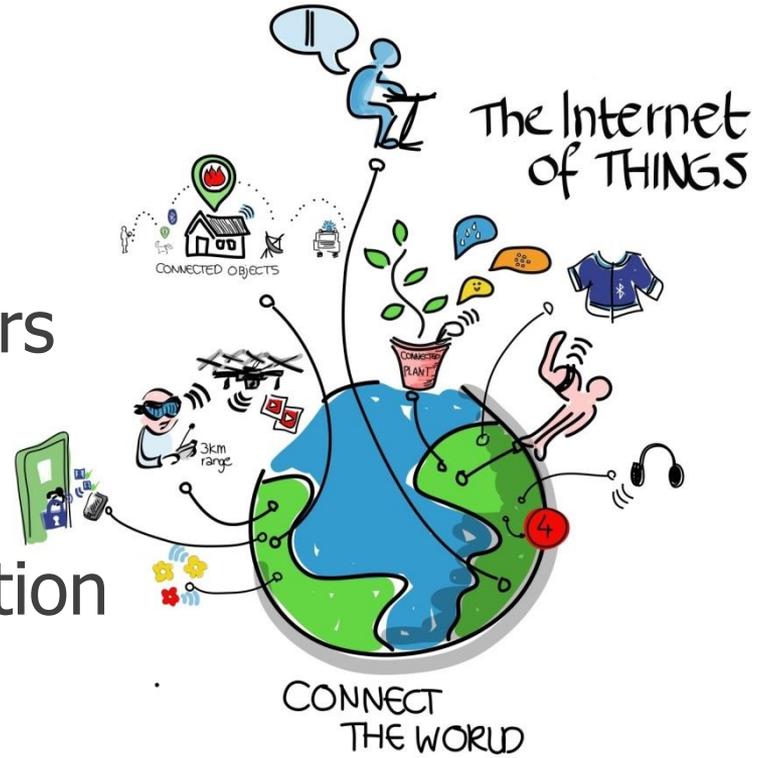


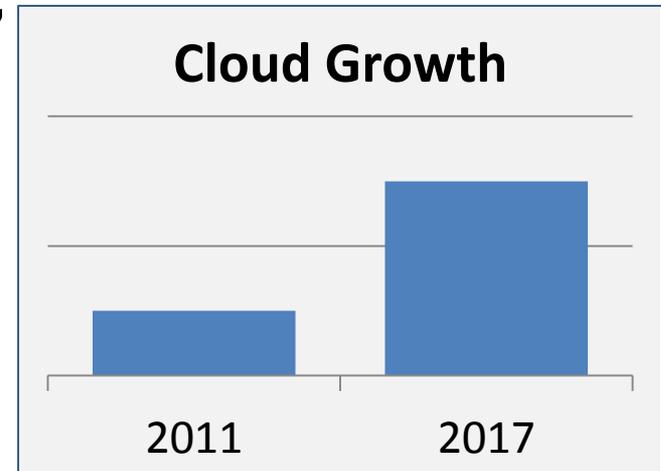
Image credit: Wikipedia

Internet of Things

- Billions of internet connected devices
 - Gartner estimates 26 Billion wirelessly connected devices by 2025 – only 10 years!
 - Things are data providers and/or consumers
 - “Things” will drive new application requirements
 - Massive “thing” data streams will feed the applications of the future
 - People will interact with things via apps

Cloud

- The flexible, scalable, pay-as-you-go computing environment of today and tomorrow
- Enterprise spending on cloud-based architecture will **triple** from 2011 to 2017
 - 2011 - \$78 Billion
 - 2017 - \$235 Billion



Steve Case's "3 phases of the internet" at SXSW...

- 1. 1985-2000:* Introduced the internet to everyday life. 10M users in 10 years for AOL
- 2. 2000-now:* Building on the internet; an "app economy". 10M users in 10 months for Facebook
 - Disrupted ecommerce, media & industry
- 3. Next:* disrupt everything else!
 - healthcare, education, energy, food, transportation

Steve Case
Co-Founder AOL



The “choke point”...

- Device and “thing” manufacturing can scale to fill demand
- The “choke point” to realizing the potential of the internet, cloud, mobile devices and things is software
- Massive opportunity for PC, web and mobile web business software to fill the opportunity of explosive mobile growth

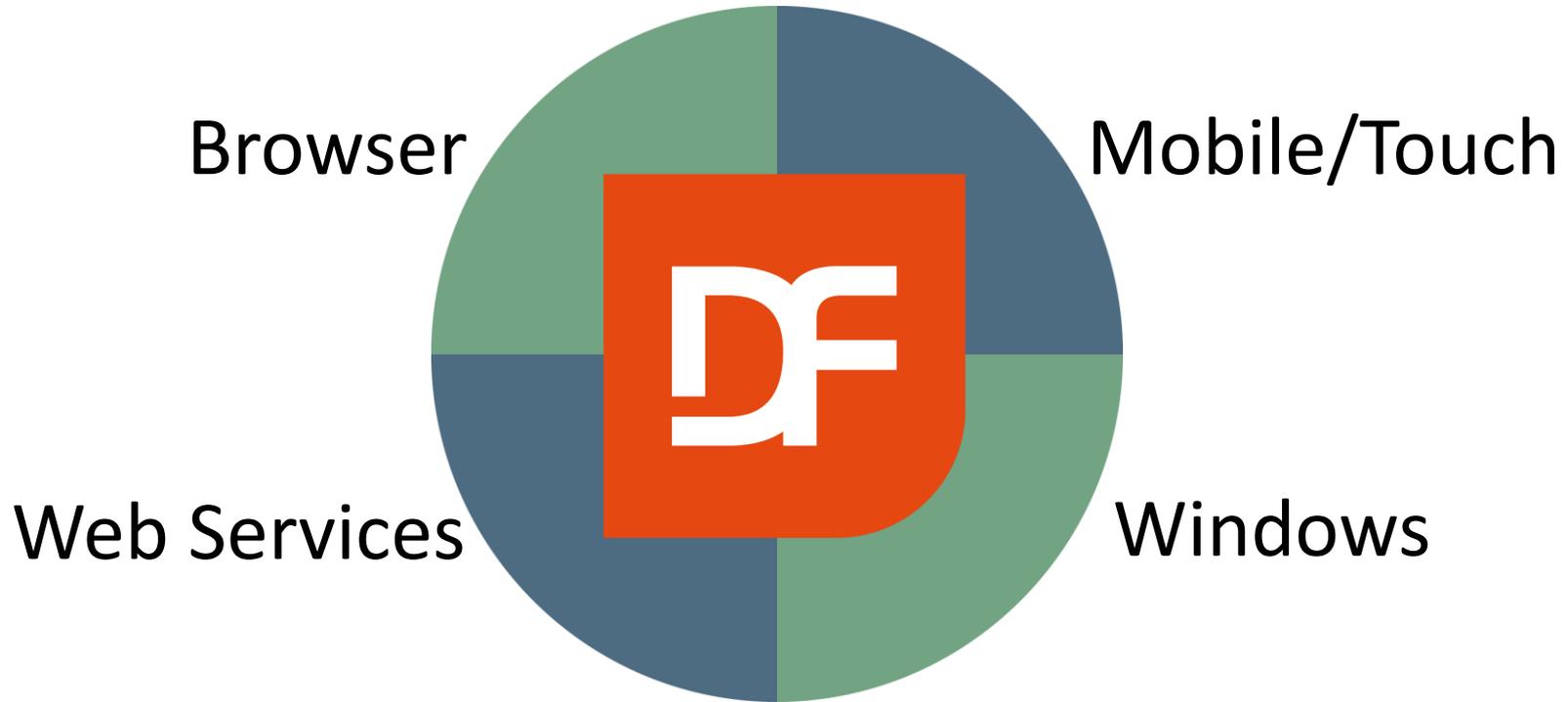
The Business Software Business

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

DataFlex in motion

A 3 day story...

DataFlex – Core and Frameworks



Designed to build business software faster and at lower cost

DataFlex today

- One language, one Studio, one platform for rapidly developing web, mobile & Windows business software
- “one” means faster development, more productivity and less cost

DataFlex priorities

- Continually strengthen the core
 - Connectivity, capability, interoperability
- Expand framework capabilities for building excellent applications across environments
 - Web, mobile & Windows
- Provide continuity
- Provision good design – architectural & visual

Branding

Getting the message to market

Our “new look”

- Fresh, clean, contemporary logos and design



- Current branding project: new website

New Website

- Clean, open, contemporary design
- Modern look with fresh appeal
 - Scrolling homepage – mouse or “touch” navigation
- More art elements to add to visual interest
- Viewable on devices of all types; responsive
- Drive action: contact or download

Website preview

[The new www.dataaccess.com](http://www.dataaccess.com)

Data Access Worldwide in motion....

- Driving change in technology and business
- Delivering advanced business software products and services to build your future and ours

*We have the right tools, the right team,
the right message at the right time.*

Thank you...

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Today's software user profile

- Technology familiar and “savy”
- Often operate on 3 platforms through the day
 - PC – tablet – smartphone
- Expects access to information and business functionality anywhere, on any device
- Technology should serve the user (they're right!)