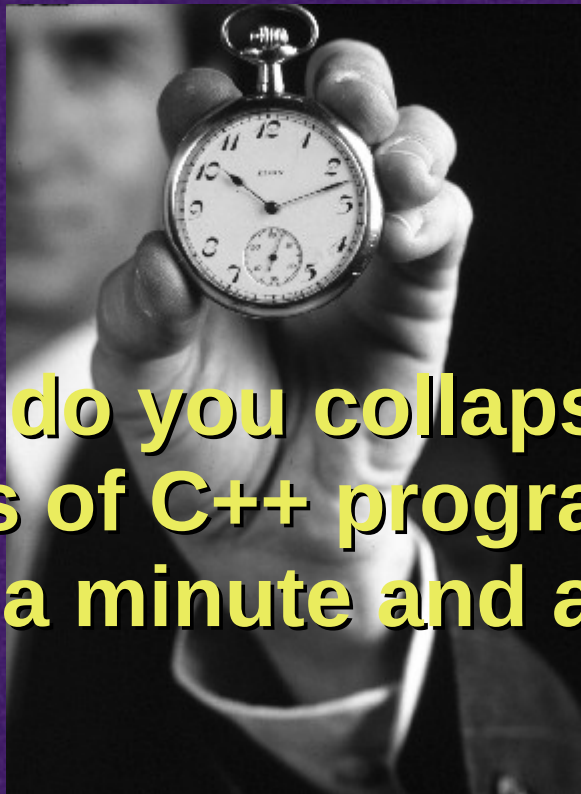
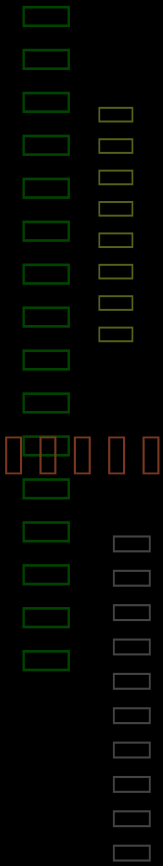




The Borland Mission

To help corporations design, develop
and deploy the next generation of
Information Network applications.



How do you collapse four weeks of C++ programming into a minute and a half?



C++Builder 3

The most advanced C++ compiler
and development environment.

Lance Devin

Group. Product Manager, Enterprise
Products



C++Builder News



Over 150,000 Borland C++Builder units sold

New C++Builder 3

New C++Builder/400 Client/Server

High-performance client/server application development tool for the IBM AS/400

100s of Web Sites

News Groups

Java and C++ will coexist



Web Survey Results:

Respondents: 8000 C++ Developers

Current Pain: Create Visual Applications
Powerful Debugging
Advanced Project Management

Future Pain: Create Database
Internet
Visual Applications

Critical Issues: Productivity
Performance
Feature Set
Standards

Survey by User Type

User Type

Pain

Future Pain

VC++:

Visual Apps
Productivity
Debugging

Database
Internet
Visual Apps

Borland C++:

Debugging
Productivity
Visual Apps

Database
Internet
Visual Apps

C++ Builder 1:

Other
Powerful Debug
Object Modeling

Manage Code
Move to Internet
M-T Database



C++ Market

Systems Developers
Applications Developers



Systems Developers

Application Type:

console applications, NT Services, device drivers, protocol level, ActiveX, embedded, real-time

Application Characteristics:

non-visual, high-performance, low-level, object oriented, object frameworks

Debugging:

assembly view, event logs, module views, register breaks, attach to processes

Project Management:

very modular, many targets, COM servers & clients



Application Developers



Application Type:

Database, Internet, Multi-Tier, Interactive, Games

Application Characteristics:

visual, high-performance, component oriented,
event driven

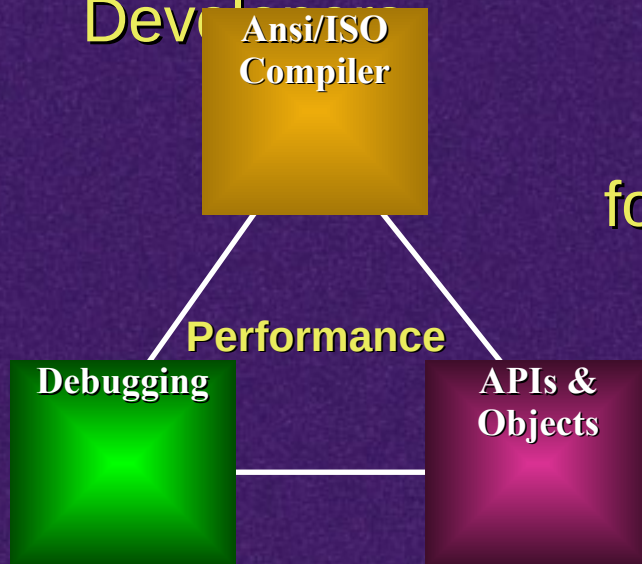
Debugging:

Local Variable Inspection, Watches, Breaks, Stacks
Step in/out/over

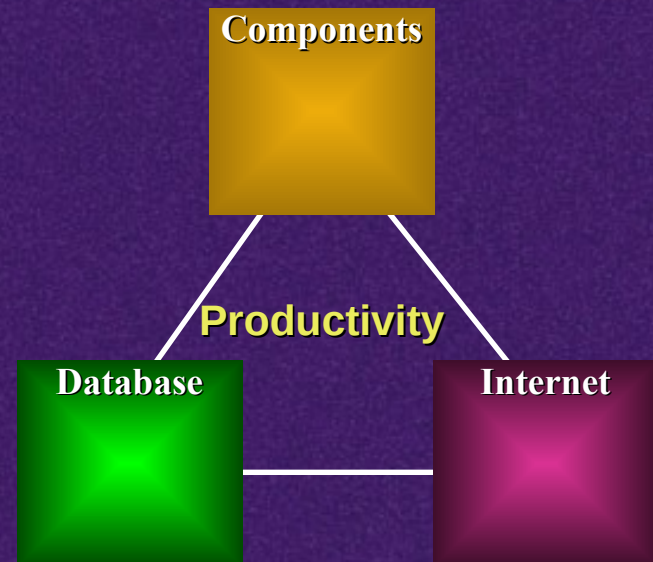
Project Management:

Forms, DLLs, Resources, .EXEs, multiple targets

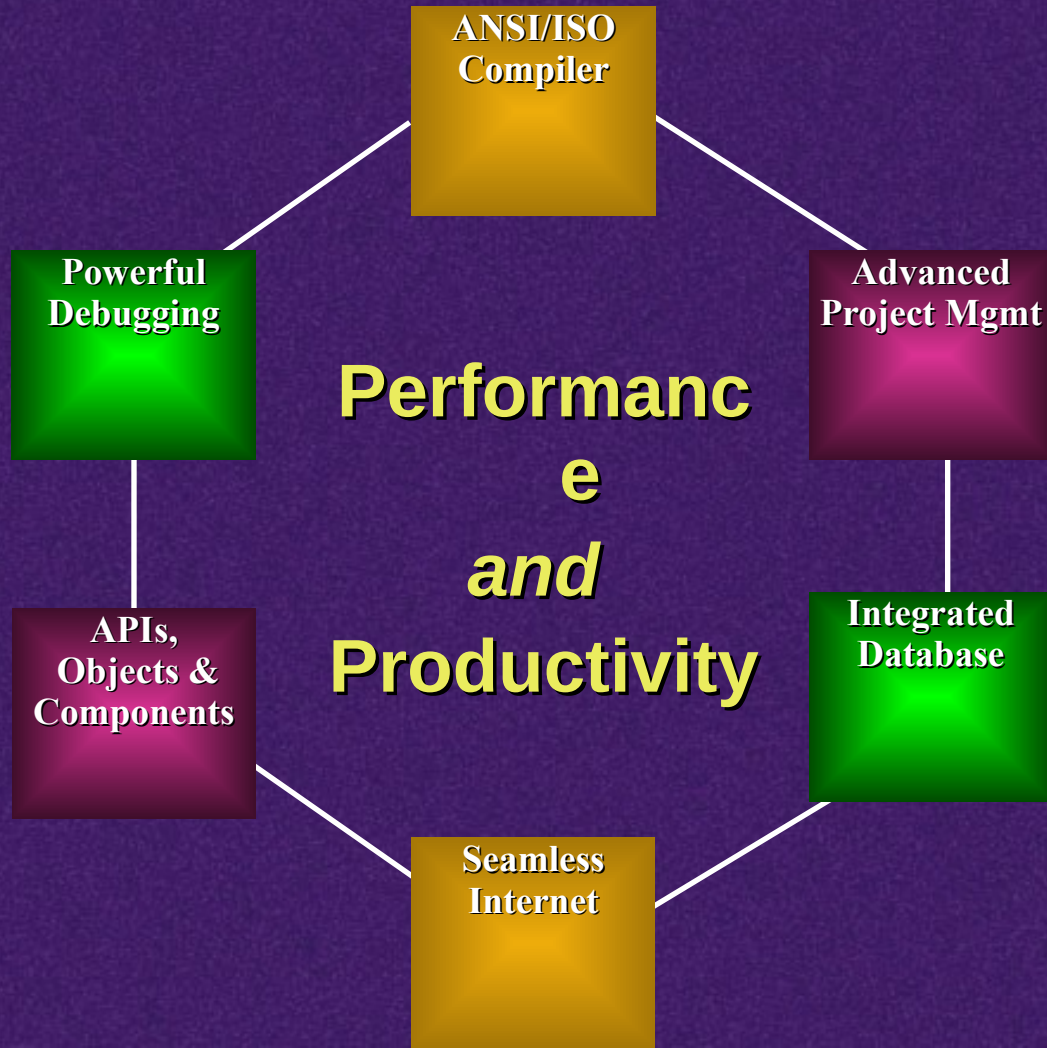
for Systems
Development



for Application Developers



Borland C++Builder 3





C++Builder 3 Includes:

Advanced Project Manager

6 New powerful debugging tools

OWL, MFC and Visual Component Library

One-Step ActiveX/ATL

Integrated database development

Internet Development: HTML, & ActiveForms

Migration tools from VC++ and BC++

MIDAS: Multi-tier distributed application services

Business Insight: decision support components

RAD Productivity with visual design

Advanced ANSI/ISO C++ compiler



Build Robust Applications

Pain: Powerful Debugging with 6 new debugging features

New: DLL Debugging

New: Event Log

New: Module View

New: DataWatch BreakPoints

New: Inspecting Local Variables

New: ToolTip Expression Evaluation

Debug Inspector

CPU View



Powerful
Debugging



Handle Complex Code

Pain: Project Management

***New:* Advanced Project Manager**

One IDE session handles large projects with multiple modules

MIDAS multi-tier projects,

COM servers and clients

Forms, Code, Headers, Resources

Multiple Target Types:

EXE, LIB, RES, RC, DLL

Spawn to own Target



Advanced
Project Mgmt



RAD Productivity

Pain: Build Visual Applications

Applications to production in a fraction of the time

130 Reusable Components

Component development paradigm

New: Includes MFC and OWL Object Frameworks

Over 10 **new** Wizards:

Code Insight Wizards: Code Find, Code Templates

Report Wizards, Charting Wizards

Console Application Wizard

Resource Wizard

Conversion Wizard

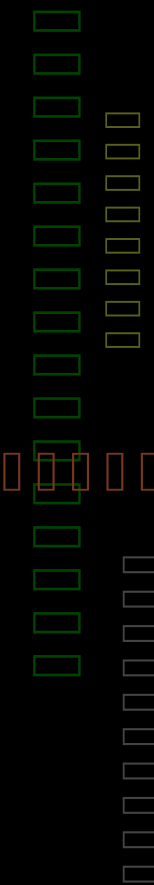
Integrated Forms Designer



APIs,
Objects &
Components



Future Pain



Creating
Database
Internet
Visual Applications

Transitioning to
Distributed computing applications
available on the Internet



Build Information Networks

Enterprise Multi-Tier distributed servers with thin clients

New: MIDAS: Remote DataBroker, Constraint and Business Object Brokers

TCP/IP, DCOM, DCE, CORBA

Client/Server

Native High-Speed SQL Links

Enhanced: Server Tools: SQL Explorer, SQL Monitor

New: SQL Builder

One-Tier

New: Access DAO 97 and FoxPro drivers



Integrated
Database

Client/Server Today

C++Builder
Application

Borland
Database Engine

Database
Server

Remote Data Broker: Multi-Tier Made Easy

Ultra Thin
C++Builder
Application
DBClient

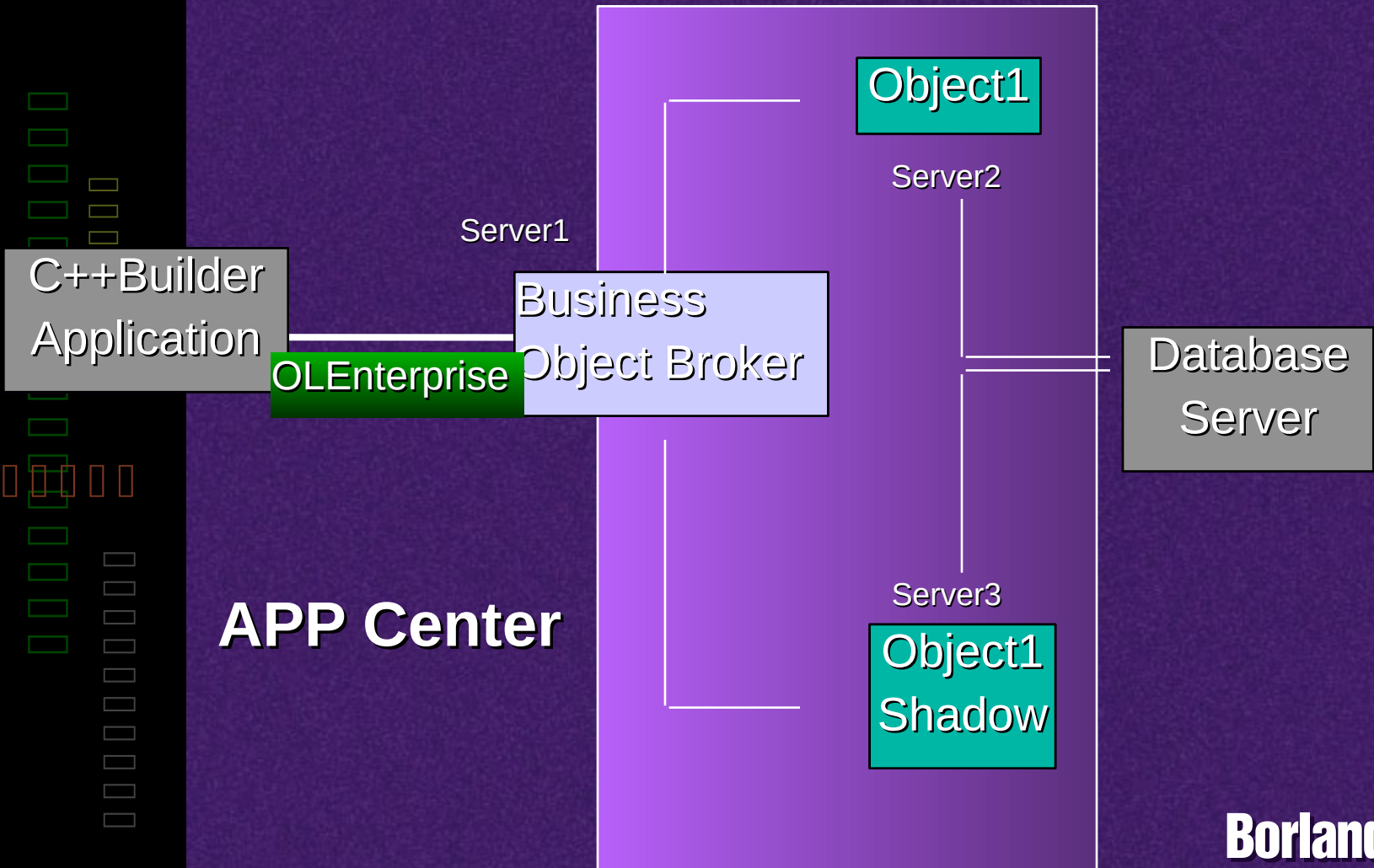
DCOM
TCP/IP
OLEEnterprise

Remote Data Broker
COM Server

Borland Database
Engine

Database
Server

Business Object Broker: Failover Safety & Load Balancing



Constraint Broker: Data Integrity

Two Tier
C++Builder
Application

SQL Links

Constraint Broker
Active Dictionary

Database
Server

Ultra Thin
C++Builder
Application

DCOM
TCP/IP
OLEnterprise

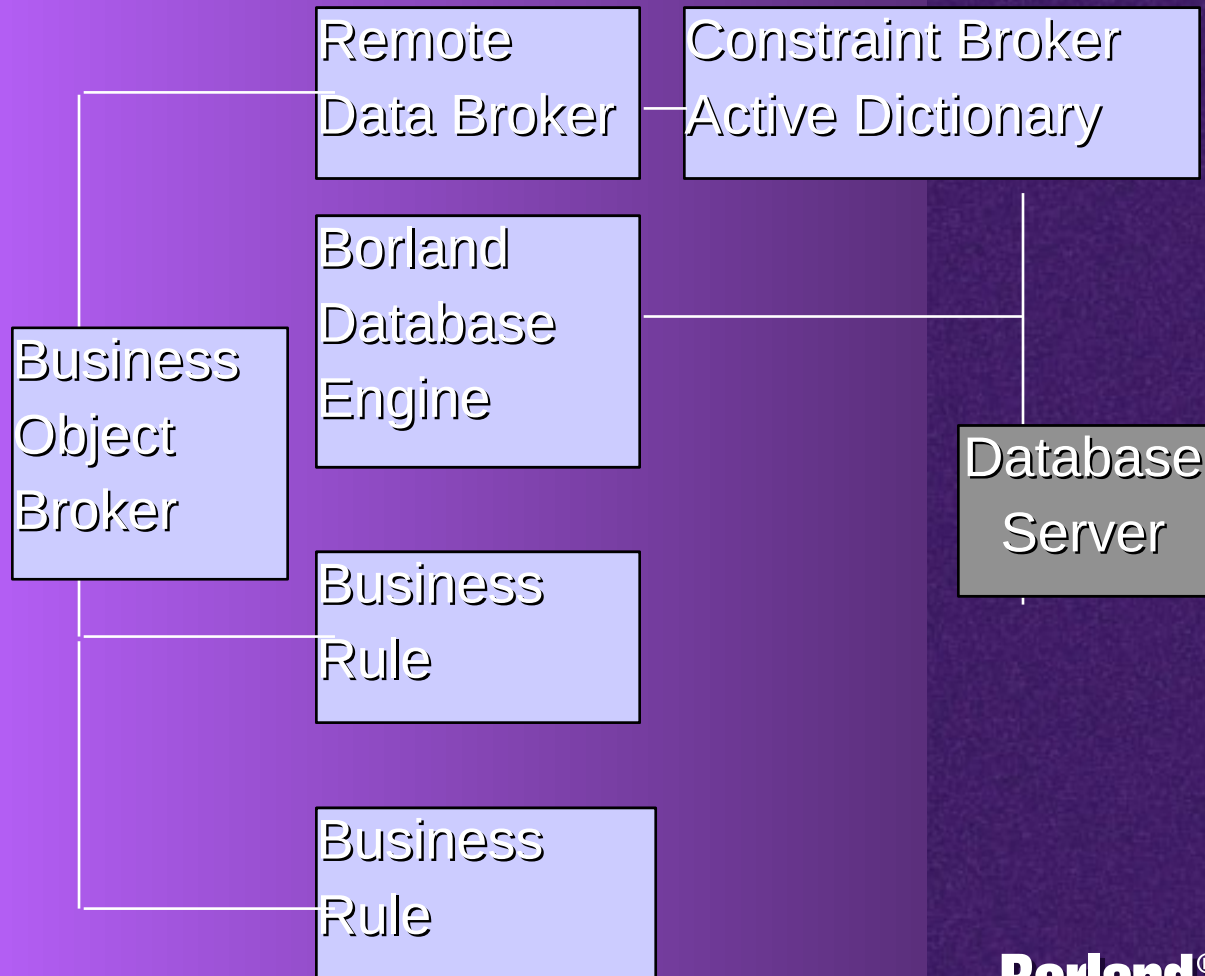
Remote Data Broker
COM Server

Borland Database
Engine

Multi-Tier Made Easy

Ultra Thin
C++Builder
Application

DCOM
TCP/IP
OLEEnterprise





Get to the Web

Integrated Client and Server Side Internet Development

New: WebBroker and WebBridge

for creating WinCGI, CGI, ISAPI and NSAPI applications

New: ActiveForms and Web Deployment

for ActiveX support in browsers

New: Over 17 standard Internet Protocol Components

for Web Enabling applications



Seamless
Internet

Borland®



Get to the Web

Integrated Client and Server Side Internet Development

New: WebBroker and WebBridge

New: ActiveForms and Web Deployment

New: Over 17 standard Internet Protocol Components



Seamless
Internet

Borland®

Internet via ActiveX

Browser Hosted
ActiveForm
Ultra-thin Client

Application
←
HTTP

Web
Server

Internet via ActiveX

Browser Hosted
ActiveForm
Ultra-thin Client

D-COM

OLEnterprise

Business
Object Broker

Remote
Data Broker

Constraint
Broker

Database
Server

Oracle
Sybase
Informix
DB2
Microsoft
InterBase

Application Mgmt
Security

FailOver & Load Balancing



WEB Broker

High-speed dissemination of DB Info over the Web For cross-platform delivery of Information

WEB Server Applications creating high-speed, high-throughput web-delivered data applications using your existing client/server knowledge.

WEB Bridge to protect your investments in two Internet standards.

WEB Modules for centralized dispatch of and response to web client requests

Internet via HTTP

Browser Hosted
HTML

HTTP

Web
Server

WebBridge
ISAPI / NSAPI / CGI
DLL Extensions

Database
Server

Oracle
Sybase
Informix
DB2
Microsoft
InterBase

Internet via HTTP

Browser Hosted
HTML

↔
HTTP

Web
Server

WebBridge
ISAPI / NSAPI / CGI
DLL Extensions

D-COM, RPC, OLEntrprise

Business Object Broker,
Remote Data Broker,
Constraint Broker

Database
Server

Oracle
Sybase
Informix
DB2
Microsoft
InterBase

Application Mgmt
Security
FailOver & Load Balancing

Borland®



No Compromises - No Walls

High Performance Compiler and Incremental Linker

32-Bit Compiler for ANSI/ISO C++ flexibility and portability

New: Over 15 optimizations for faster, smaller code

New: COFF Import Lib Support for 3rd party integrations

New: Integrated Turbo Assembler for higher performance

New: MMX support

New: Pragma support for conditional compilations

Incremental linker for the fastest Compile/Link/Run cycles



ANSI/ISO
Compiler

Borland®



Standards Support

Portability and Flexibility

One-Step ActiveX/ATL

ANSI/ISO Compliance

STL 2.0



Standards



Turn Data into Actionable Information

For Better Decision Making

Decision Cube for multi-dimensional analysis and decision support systems

TeeCharts: turns data into graphical information

Quick Reports: easily creates, previews and prints embedded reports



C++ Builder 3

**Advanced
Project Mgmt**

**ANSI/ISO
Compiler**

**APIs,
Objects &
Components**

**Powerful
Debugging**

Productivity and Performance

**One environment, one language, and one skill-
set for creating any Windows application**

**Integrated
Database**

**Seamless
Internet**

**Business
Insight**

Standards



More New C++Builder 3 Functionality

More Native SQL Drivers

New Native Access Driver

New Native FoxPro Driver

New Client and Server Tools

**Multiple Database Engine
Support**

Over 130 Components

**Packages: Leading-Edge
Compiler technology**

DLL Debugging

New RAD WorkBench

OLEnterprise

DCOM Support

Over 10 New Wizards

New Driver Development Kit

HTML Delivered Reporting

New Exe Version Information

**New Shareable Object
Repository**

More Win32 Common Controls

JPEG and GIF support

Competitive Summary

<u>Features:</u>	<u>VC 5</u>	<u>C++Builder3</u>
Fast Compile and Link	N	Y
Integrated DB Dev.	N	Y
Integrated Internet Dev	N	Y
Integrated DSS	N	Y
One-Step ActiveX/ATL	N	Y
Multi-tier architecture	N	Y
Project Management	Y	Y
MFC, OWL & VCL	MFC	ALL
Integrated Reporting	N	Y



C++Builder 3: Pricing and Availability

Enterprise	\$45,000+
Client/Server Suite	\$2499
Client/Server Suite	
Pro 1.0 to 3.0 CSS upgrade	\$2199
1.0 to 3.0 upgrade	\$1699
Professional	\$ 799
Professional Upgrade	\$ 299
Standard	\$ 99
C++ Turbo Suite	\$ 69



Customers

Achieving a competitive advantage today

3COM

Abbott Labs

AIG Insurance

AT&T

Charles Schwab

Cisco

Daiwa Securities

Ericsson

EuroDollar

Federal Express

Fujitsu

GTE

Hitachi

Hughes Aircraft

H-P

Intel

KLM

Kodak

Lucent

MCI

NASA

Nations Bank

Nike

NTT Data

Pacific Bell

Prudential

Rhône-Poulenc

R.R. Donnelly

Samsung

Sprint

T. Rowe Price

Worldbank

US Army

Toyota

Xerox...



Borland Solution Providers

Ensure widespread training, consulting services

n Application methods

n Anatec

n Astech solutions

n Arthur Andersen

n Client/Server

n Compuware

n Decision Consultants

n Dann Systems

n DSW

n EDS

n Financial Dynamics

n 4GL Systems

n Grant Thornton

n Greenbriar & Russel

n InterLink Group

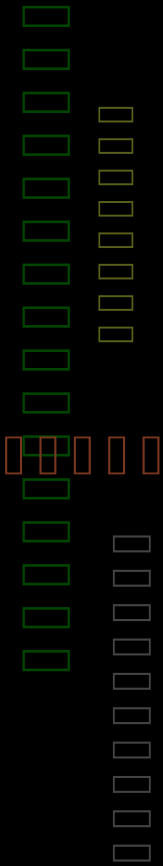
n KPMG

n LINC Systems

n Mastech Corp

n Sterling Information

n and more...



BORLAND C++BUILDER 3
The most advanced C++ compiler and
development environment.

Conclusion

Only Borland can provide you with the business advantage of an open, scalable architecture for creating reliable, high-performance business-critical applications that scale from the desktop to the enterprise