



Welcome Note

Stephen McNulty
Managing Director, Asia Pacific

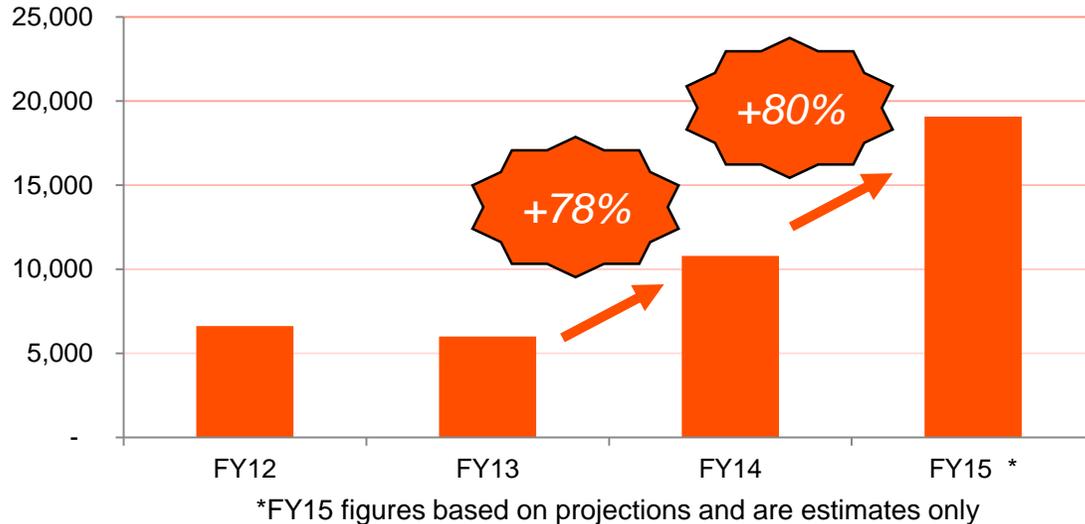


WHAT IS PROGRESS

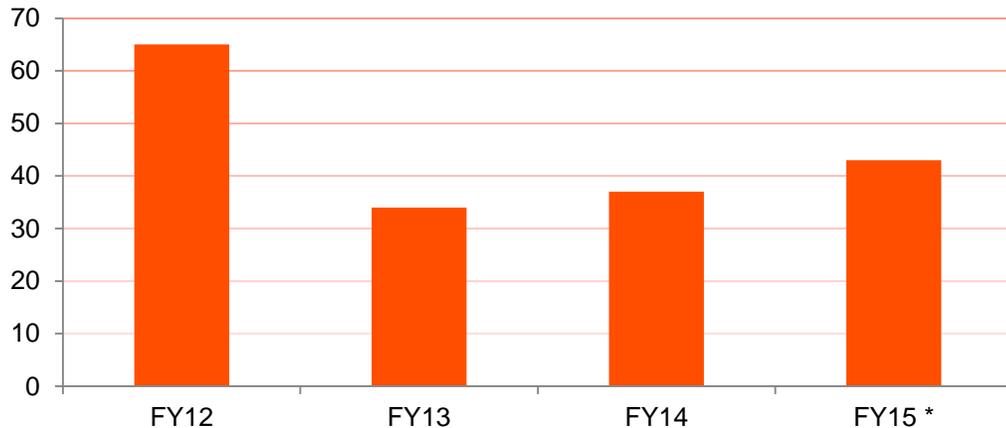
- P RETTY
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- S OFTWARE
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- P REFERRED
- R & DEVELOPER
- O NE-STOP
- G O-TO
- R ESOURCE for
- E XCELLENT
- S OFTWARE
- S OOLUTIONS

Regional Highlights

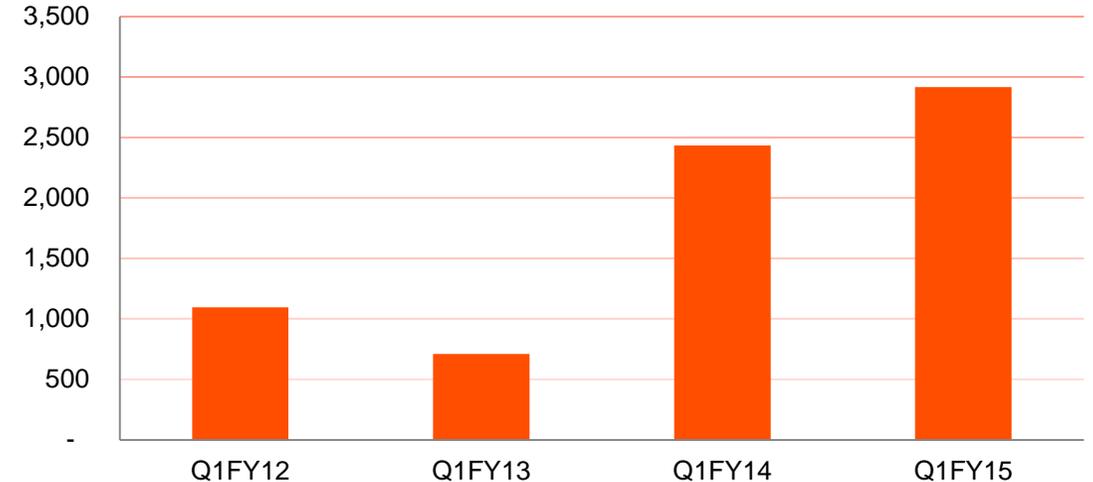
FY12-15 License sales



4 Year Staffing HC



YoY Q1 Achievements



Where are we seeing growth:

- OpenEdge
 - Older customers renewing, Globalization, Replication etc
- Service Providers for Rollbase
- In 2015 Telerik
 - Sitefinity, Platform (Mobility), & Devtools

Agenda

Plenary Session

Progress Vision in FY15

- Karen Tegan Padir
- Jerry Rulli
- Tom Kincaid
- Kim King

Technical Tracks

42 Sessions in Total

- Modernise & Integrate
- OpenEdge
- Telerik
- Partner+ Business Forum

Workshops

4 Workshops

- Business Rules Management
- OpenEdge Table Partitioning
- Navigating Pacific
- Telerik Platform

Your Feedback Matters

Best Tweets

2 Winners get a GoPro Hero 4 Camera worth USD 399 each!

#APJSPARK



Take 10 Surveys

2 Winners get a Microsoft Band worth USD 199 each!

Take 10 surveys and stand a chance in the lucky draw!

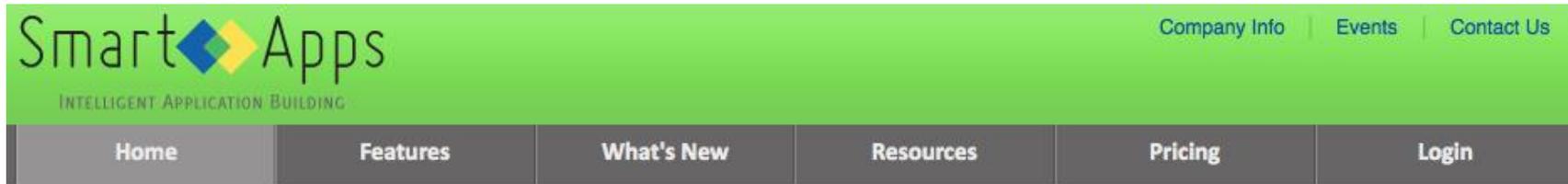
bit.do/apjspark



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<https://www.smartapps.lk>



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Got an App idea? Now you have the opportunity to turn your app ideas into a reality – anytime, anywhere. SmartApps provides you with the most practical and feasible approach to application development.

*SmartApps opens the doors to the next generation of Smart Developers, so stop waiting on the sidelines. Come on in, and make your app idea happen – **Now!***

Empowering a new generation of Smart Developers

SmartApps allows rapid application development (RAD) with a comprehensive toolset within a user friendly interface. All you need is a browser and an internet connection.

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Custom Application Hosting & Development

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Want to start building and deploying your *OWN* app right now?

SmartApps
Join the Smart Revolution!

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The Future of Software Development: 10 Considerations for Killer Apps

Karen Tegan Padir
President, Application Development & Deployment
Progress



ENTIRE
BUSINESS
CHANGE

ENTIRE
LIFESTYLE
CHANGE

Who would have imagined?

Companies That Leverage Technology Change the Game



U B E R



How can organizations deliver on the promise of technology?

CIO Research Findings



The Annual North America CIO Event
February 17 - February 18, 2015

An aerial photograph of a city, likely New York City, showing a dense grid of buildings and streets. The image is overlaid with a semi-transparent orange filter. The text is centered in the upper half of the image.

**Everyone wants to build fast without
adding resources**

*“We don’t want to hire more developers,
manage more infrastructure...”*

An aerial photograph of a city, likely New York City, showing a dense grid of buildings and streets. The image is overlaid with a semi-transparent orange filter. The text is positioned in the upper left and center-right areas.

User experience is king – but it's not just UI/UX

“For us it's about the total customer experience, starting with UX.”

An aerial photograph of a city, likely New York City, showing a dense grid of buildings and streets. The image is overlaid with a semi-transparent orange filter. The text is centered on the image.

Mobile efforts are plagued by unrealized expectations

“We are still early in our mobile journey – we have had hits and misses.”

An aerial photograph of a city, likely New York City, showing a dense grid of buildings and streets. The image is overlaid with a semi-transparent orange filter. The text is positioned in the upper left and center-right areas of the image.

Architecting for cloud, mobile with proper security is key

*“We want to facilitate collaboration
through mobile but we are worried
about data leakage.”*

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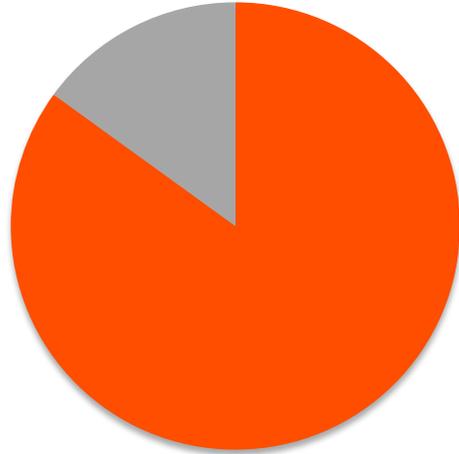
Traditional IT, business, executive alignment effect mobile apps too

“We have to ensure that mobile doesn’t contribute to the Shadow IT divide.”

What's the common thread?

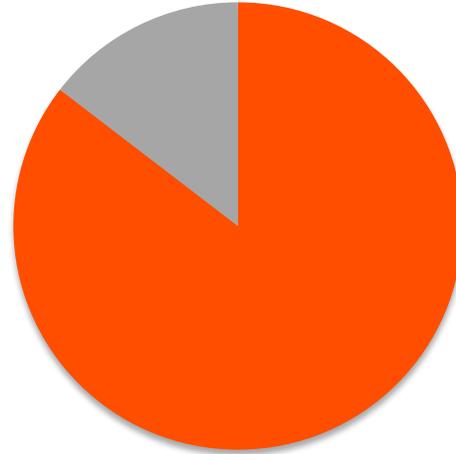
IT'S ALL ABOUT THE
APPLICATION

Challenges Stand in the Way of Application Delivery



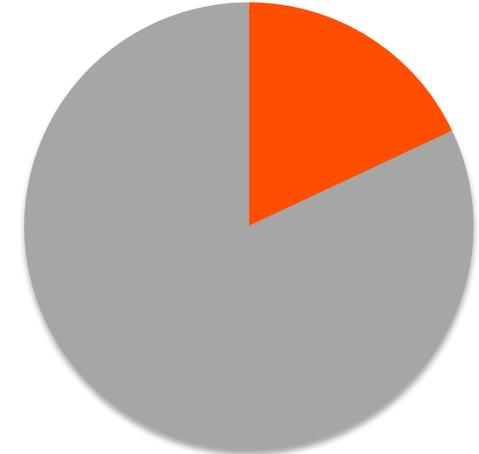
85%

want to develop and
deploy new apps
faster



88%

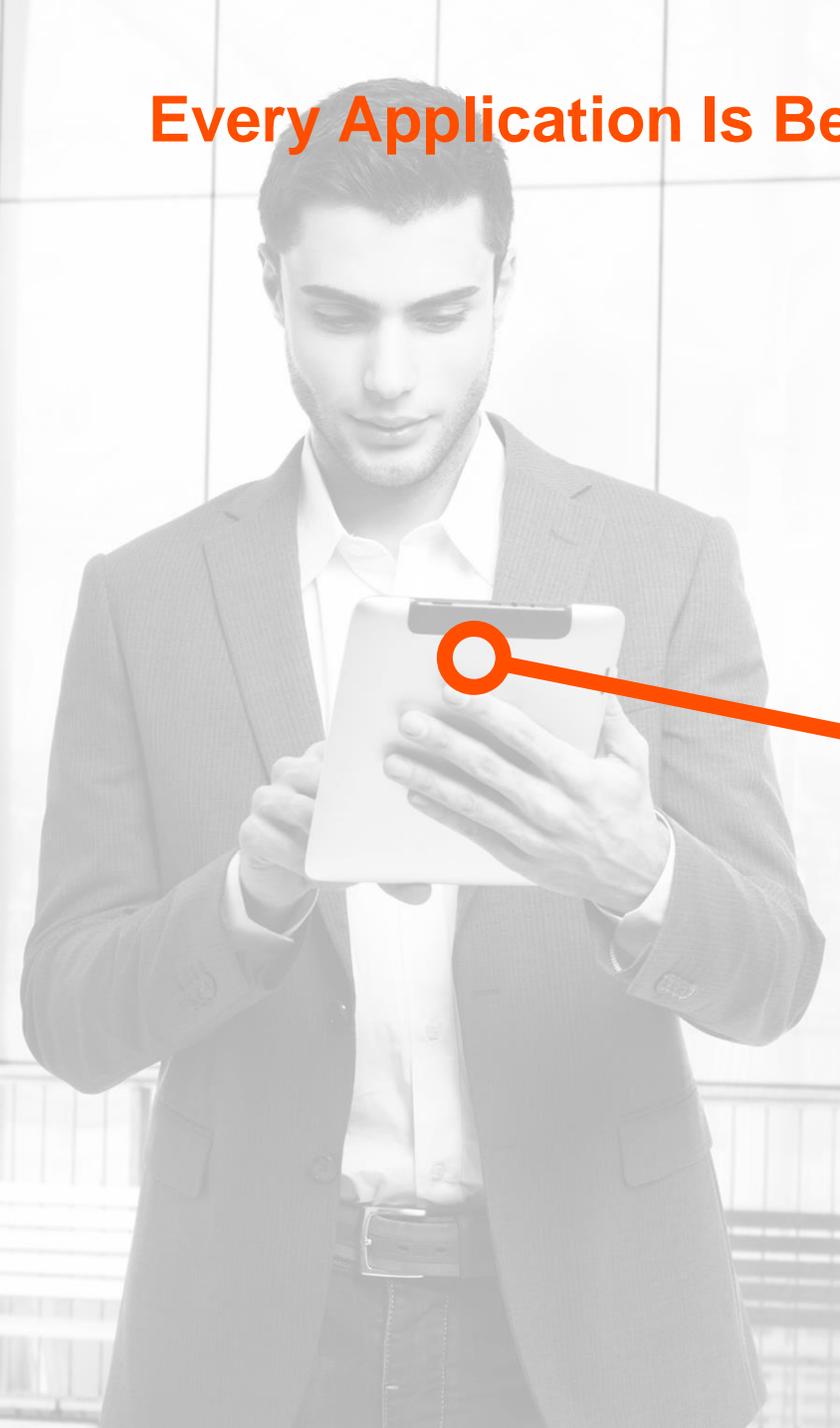
want to deploy **more**
frequently



Only **18%**

have processes that
can **support** this
need

Every Application Is Becoming a “Consumer” Application



TODAY'S ORGANIZATIONS MUST

Live up to consumer expectations

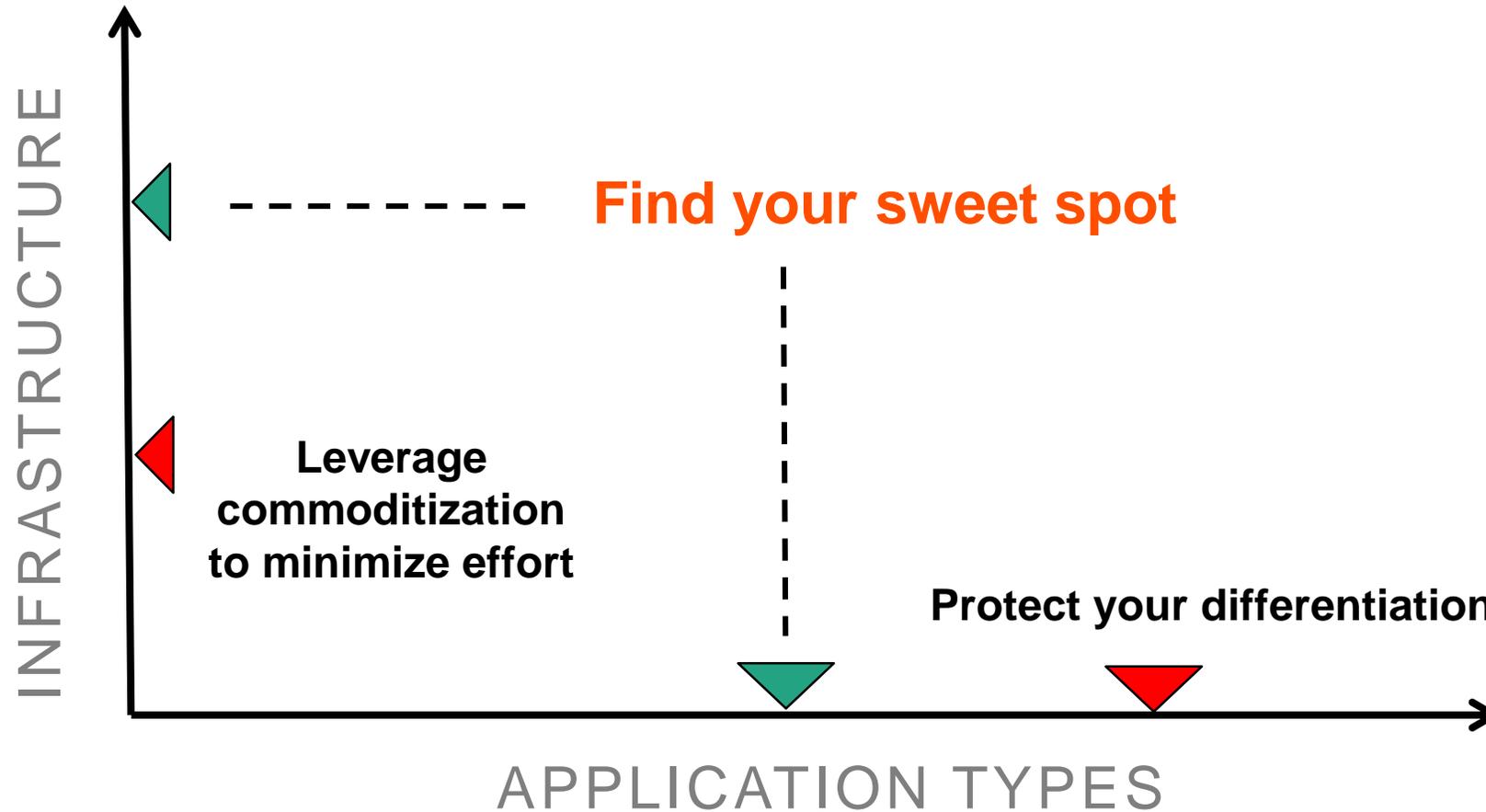
Enable self-service action

Support mobile and web apps

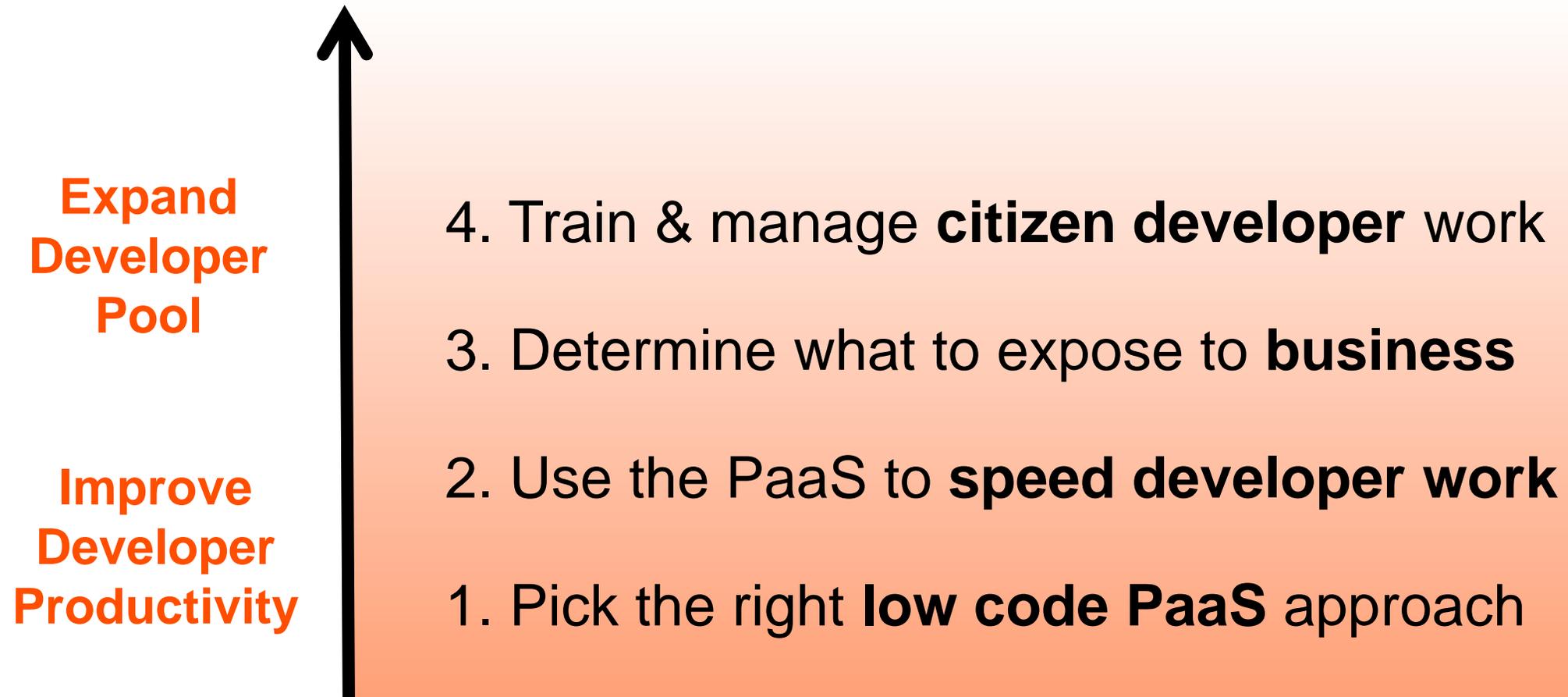
Make apps and their data fluid

10 Considerations for Building & Deploying Compelling Business Apps

1. Capitalize on Commoditization: Don't Outsource Your Differentiation



2. Get IT Out of the Way: Enable Your Entire Organization



3. Don't Think Public Cloud First: Architect the Right Cloud



- Select app dev tools & infrastructure that provide **cloud choice**
- Consider **mixed environments** to support dev, test, production needs
- Think about whether your **private cloud app** needs to burst to the **public cloud**
- Consider **financial** (e.g., CapEx costs) & **management** implications

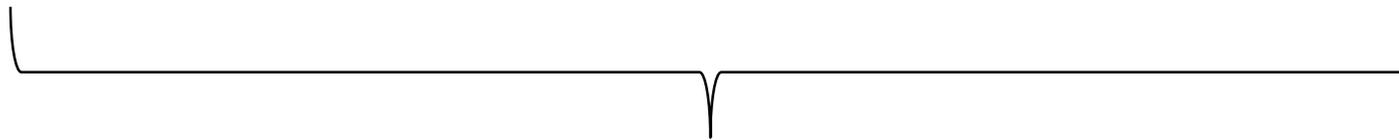
4. It's Not One Size Fits All: Architect for App Requirements & Dev Skillsets



What are the **application requirements**?



What **developer skillsets** are available?



Optimize your **architecture & development** approach



Tie it together with an **API-First** approach

5. Don't Take a Mobile-First Approach: Take a User-First Approach

Some organizations have apps

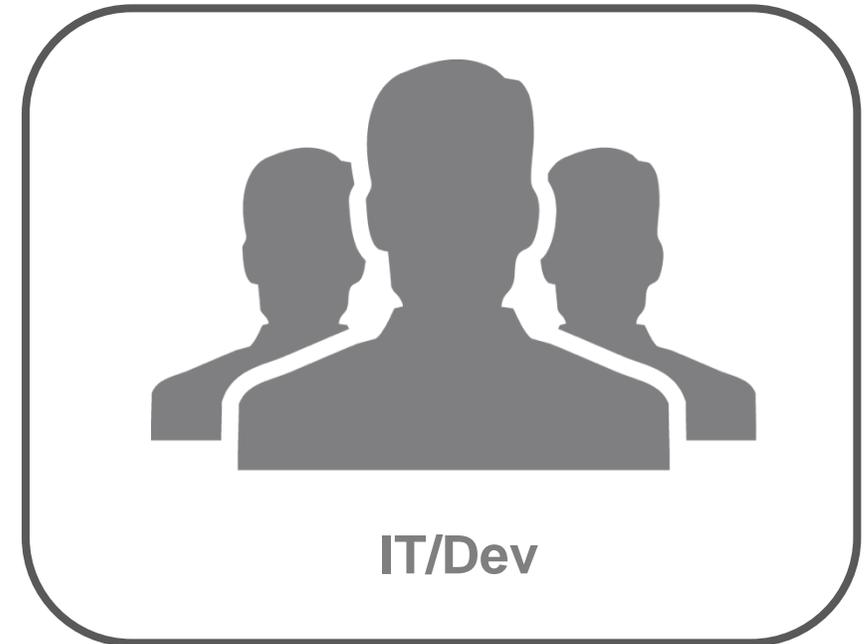
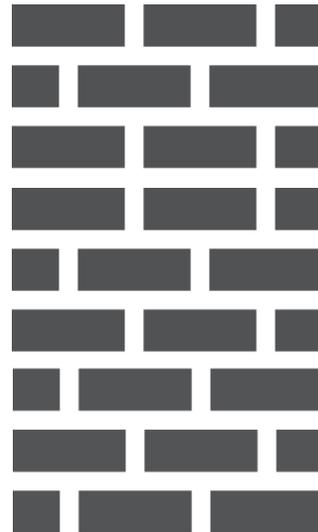
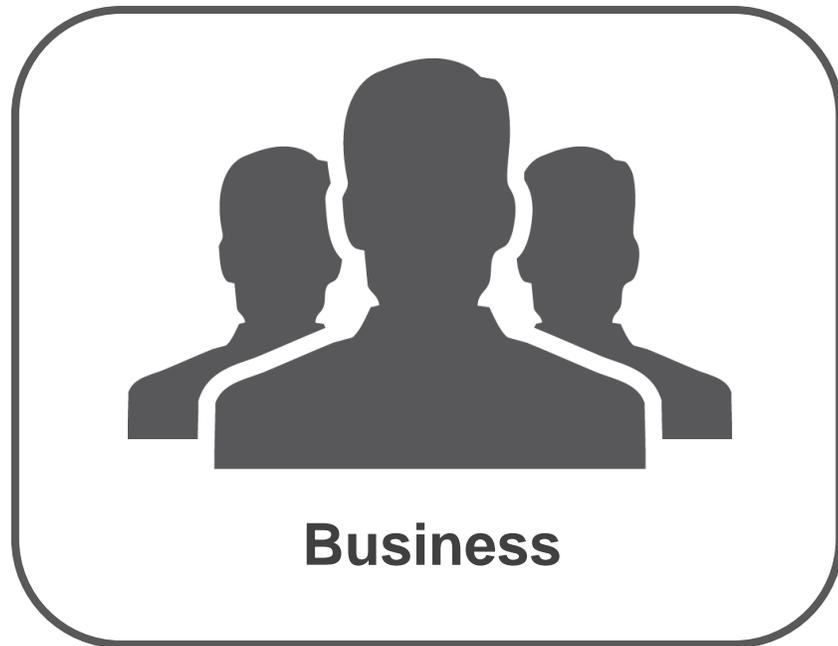
Some organizations are building new mobile apps



And want mobile / tablet experience

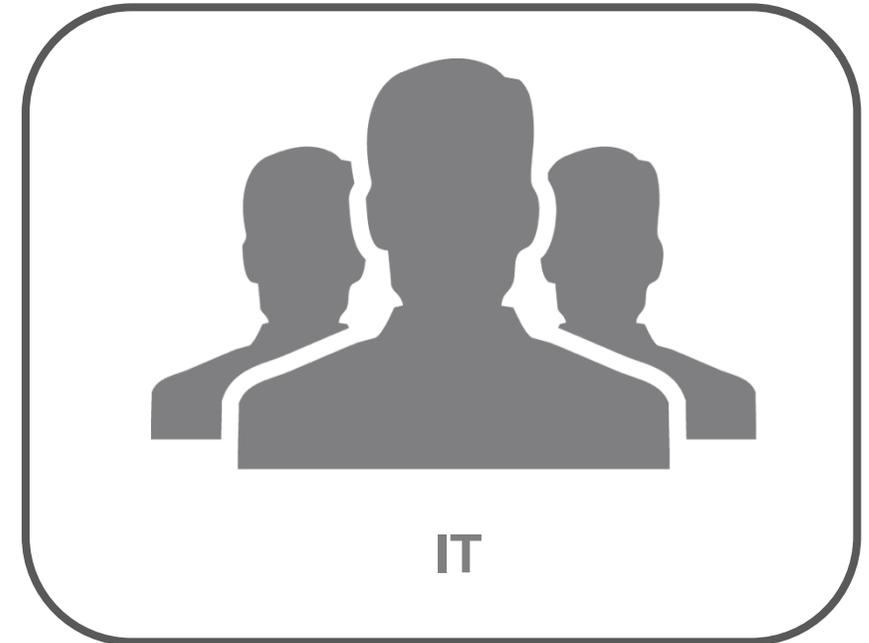
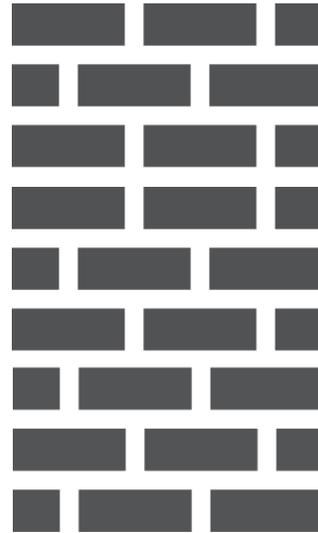
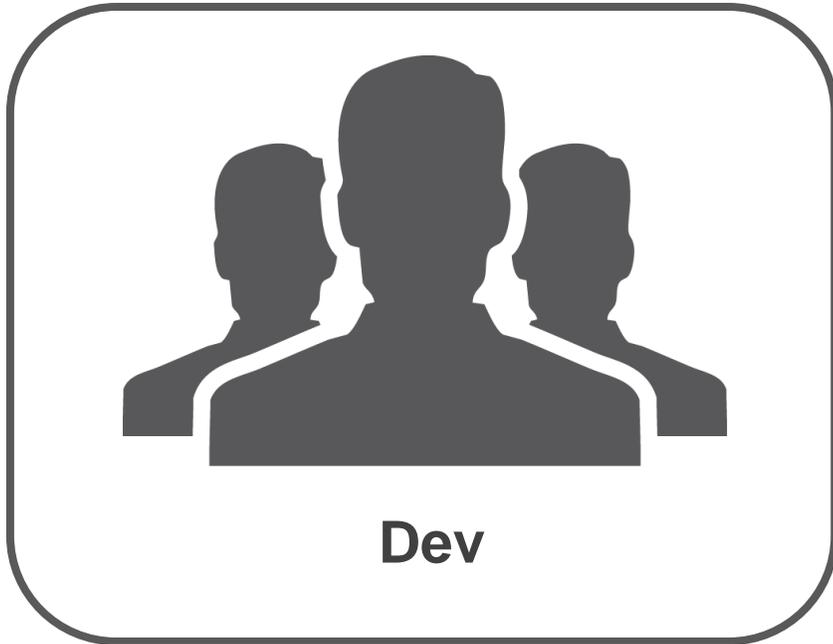
EVERY organization should be designing for the user

6. Don't Create Another Silo: Integrate Your Mobile Dev Efforts



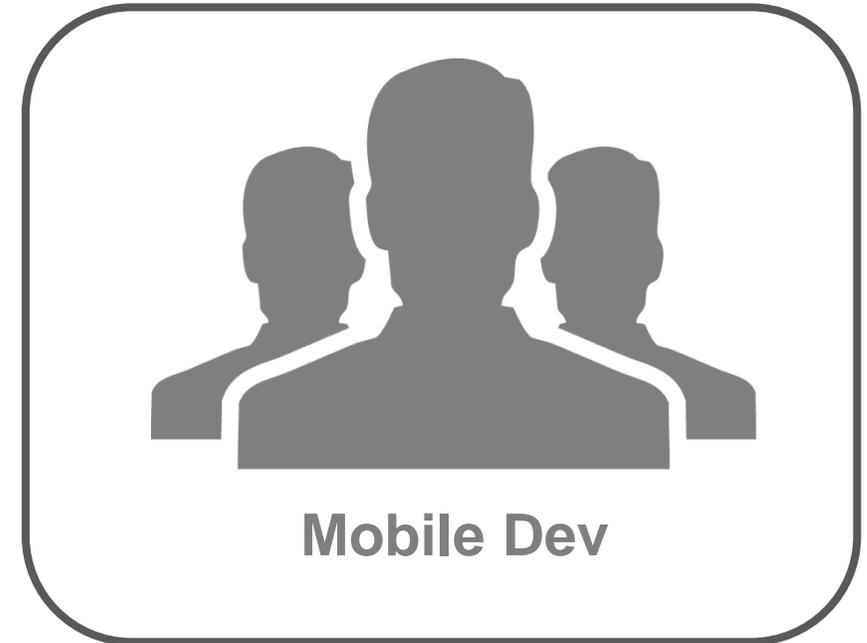
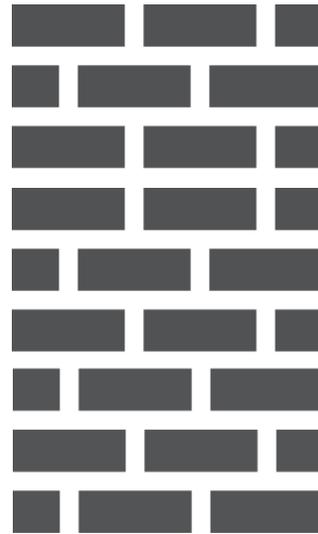
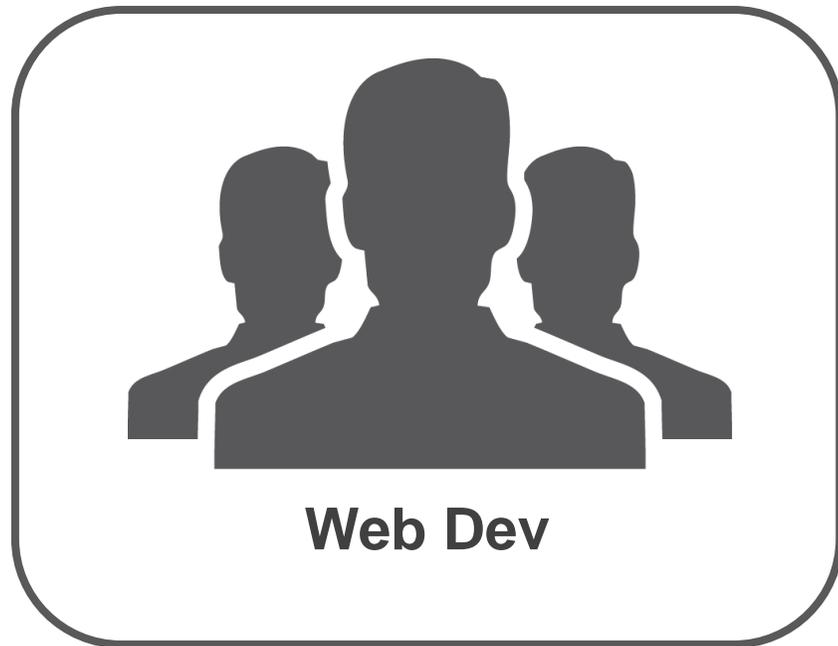
- Leverage “**API First**” approach
- Deploy combined **web & mobile development** environment
- **Cloud-enable** your entire app infrastructure
- Use a mobile approach that **turn your web developers into mobile developers**

6. Don't Create Another Silo: Integrate Your Mobile Dev Efforts



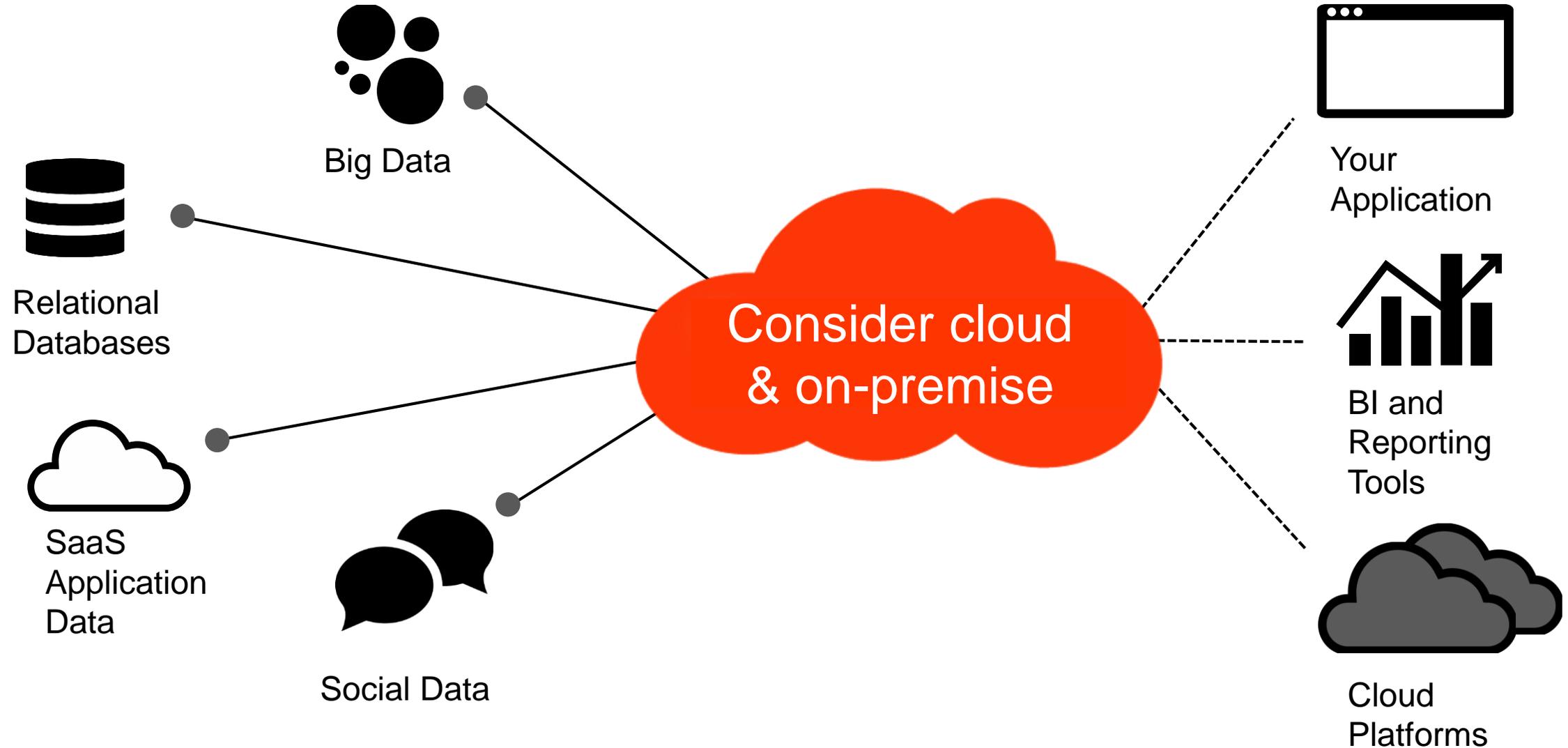
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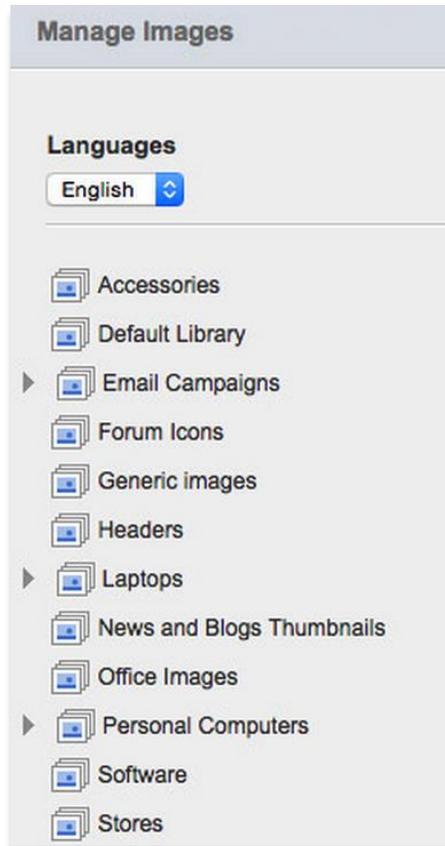
7. Don't Separate Data Integration & App Dev: Build a Combined Strategy



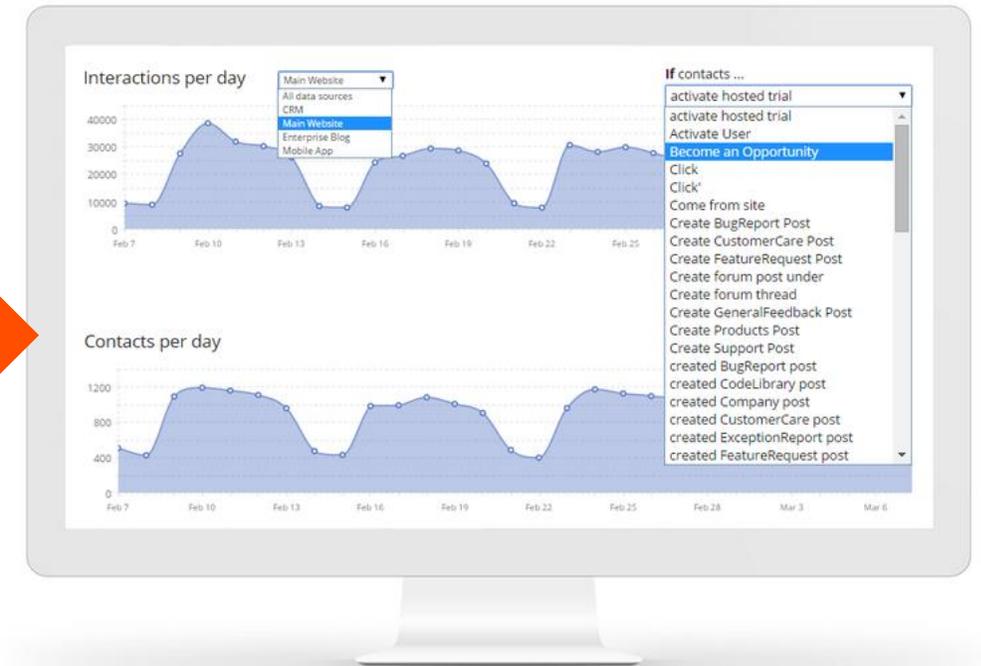
8. Dev Tools Are Not the End Game: Think About Enterprise Success



9. Content Management Is a Starting Point: To a Complete Digital Strategy



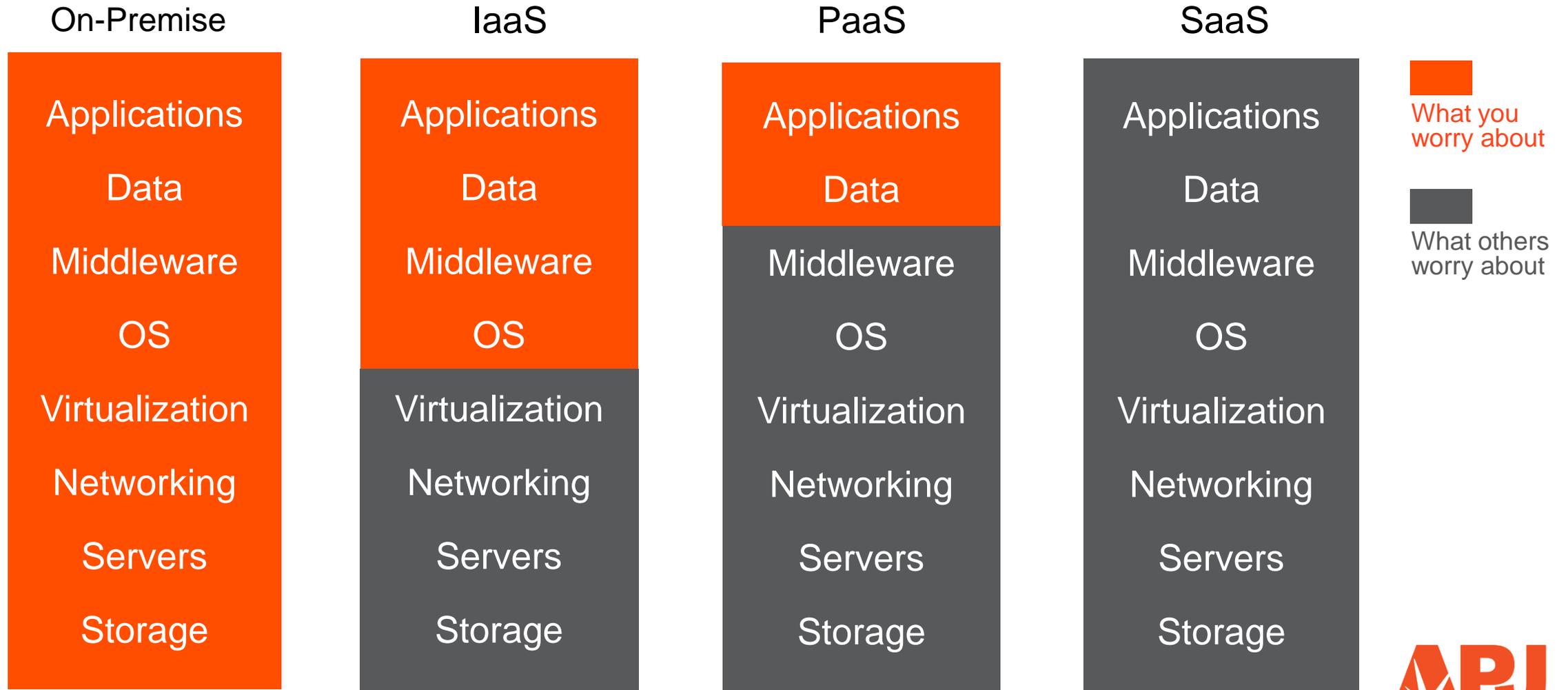
Go from managing content
to *optimizing the
customer experience*



“ Ultimately, **WCM tools are no longer just about managing web content.** Instead, they have evolved to become the cornerstone of an ecosystem of tools that support **digital experiences for customers.** ”



10. SaaS, PaaS, IaaS, etc.? Determine Your XaaS Strategy



10. Don't Treat All PaaS the Same: You Likely Need Both

High-Productivity aPaaS

- Easy to use
- Fast, rapid results
- Includes dev environment
- Targets GUI developers

PaaS

Applications

Data

Middleware

OS

Virtualization

Networking

Servers

Storage

High-Control aPaaS

■ Cloud-enables existing approaches

■ Focused on DevOps / deployment

■ Uses existing dev tools

■ Targets traditional Dev & IT Ops

Accelerate Your Time to
Value with Progress
Application
Development &
Deployment





The Foundation for Digital Business

COMPELLING BUSINESS APPS...

- Digital Commerce
- Experience Delivery
- Customer Journey Analysis
- Marketing Automation

...from Progress

- ERP, CRM, Supply Chain
- Asset & process management
- Customer facing
- Rich vertical apps

...from Our Partners

- Gap apps
- Differentiation apps
- Mobilize
- Modernize

...created by
You

DEVELOPED & DEPLOYED USING THE
RIGHT APPROACH...



Low-code RAD
for **Cloud**
Applications



Full-lifecycle
Mobile
Development
Platform



Deployment
Platform for
code style
apps



Contemporary
CMS for high-
fidelity Web
Sites

PROVIDING BEAUTIFUL USER
EXERIECES...

Responsive Web & Data Visualization UX Toolbox | UI Widgets

SUPPORTED BY RICH ANALYTICS...

Web, mobile and operational analytics & reporting

LEVERAGING ANY DATA...

Data connectivity and integration to any cloud or on-premise data source

DEPLOYED & MANAGED ON YOUR
INFRASTRUCTURE OF CHOICE

Flexible deployment
on public, private,
hybrid or on-premise

ALM & testing for
mobile, web and
desktop applications



The Foundation for Digital Business

COMPELLING BUSINESS APPS...



DEVELOPED & DEPLOYED USING THE RIGHT APPROACH...



PROVIDING BEAUTIFUL USER EXPERIENCES...



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Web, mobile and operational analytics & reporting

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Flexible deployment
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hybrid or on-premise





PROGRESS



Progress Vision FY15

Jerry Rulli,
President, OpenEdge



Megatrends in Enterprise IT

1980s: Reengineering Knowledge Work

- Personal Computing, Office Automation
- **B2E** - documents, presentations, financial analysis

1990s: Reengineering Supply Chains

- Internet, ERP, Worldwide Web
- **B2B** – outsourcing, globalization, business networks

Systems of
Record

2000s: Digitizing Consumption

- Search, Broadband, Mobile, Social Media
- **B2C** – media, entertainment, advertising, commerce

2010s: Digitizing Interactions

- Customer Service, Marketing, Account Management
- **E2C** – business, government, health care, education

Systems of
Engagement

What Are Some Key Differences?

Focus

- Systems of Record are transactional
- Systems of Engagement are behavioral

Structure

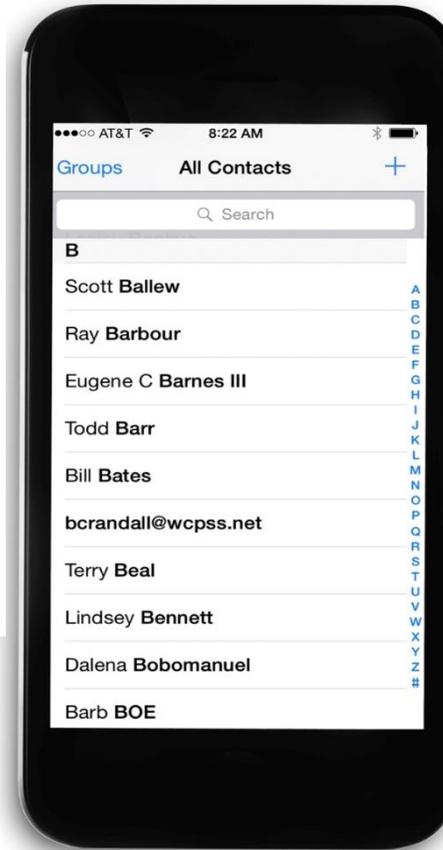
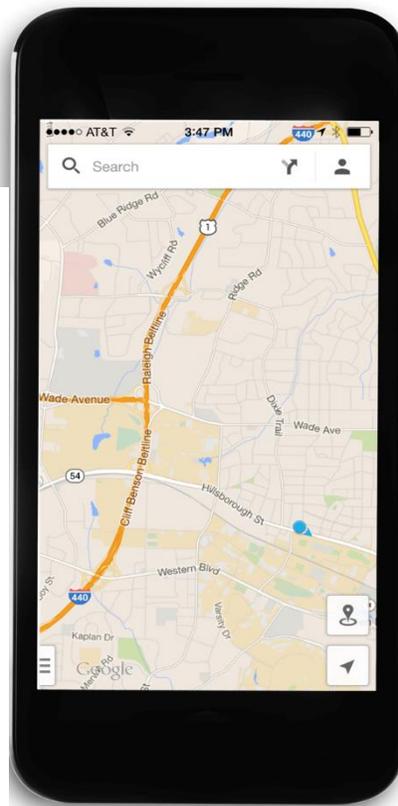
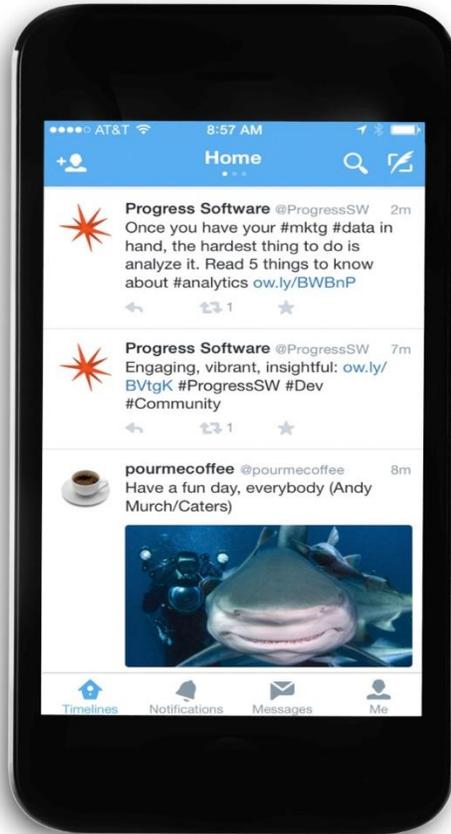
- Systems of Record are organized around the data
- Systems of Engagement are organized around the user experience

Values

- Systems of Record must be secure and accurate
- Systems of Engagement must be charming and easy to use

So what's actually happening?





The Starting Point

Business Layer

Business Process Consulting
Desktop Computing
On-Premise Applications
Business Intelligence
Enterprise Document Management

Compute Processes

Web Application Infrastructure
Enterprise Directory
Systems Management
Database Management

Compute Engines

Mainframes
Servers
Storage
Wireline Networks
High-Performance Microprocessors

The Stack Is Morphing

Business Layer

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Desktop Computing
On-Premise Applications
Business Intelligence
Enterprise Document Management

Compute Processes

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The Stack Is Morphing

Business Layer

User Experience Design
Mobile Devices
Software as a Service
Analytics & Machine Learning
Collaborative Content Management

Compute Processes

Mobile Application Infrastructure
Identity Management
Security Management
Big Data Management

Compute Engines

Cloud
Computing
Wireless Networks
Low-Power Microprocessors

Systems of Engagement

User Experience Design
Mobile Devices
Software as a Service
Analytics & Machine Learning
Collaborative Content Management

Mobile Application Infrastructure
Identity Management
Security Management
Big Data Management

Cloud
Computing
Wireless Networks
Low-Power Microprocessors

What Makes Small Businesses Challenging

Like an Enterprise

- Must comply with all regulatory regimes
- Needs industry-specific applications

Not like an Enterprise

- Don't have the budget
- Cannot employ the overhead

Like a Consumer

- Wants stuff that “just works”
- Spends a lot of time on the go away from a desk

Not like a Consumer

- Needs a System of Record
- Needs reliable infrastructure

A Renaissance for Small Businesses

Cloud Computing

- No longer need an IT department in house

Software-as-a-Service

- Can get the latest and greatest delivered right to your door

Mobile Devices

- Can actually get computer service where and when you need it

Social Networking

- Can build a book of business that scales and sticks

Big Data Analytics

- Can run marketing campaigns that learn all by themselves

A LAYERED APPLICATION STRATEGY/APPROACH TO MODERNIZATION

.....



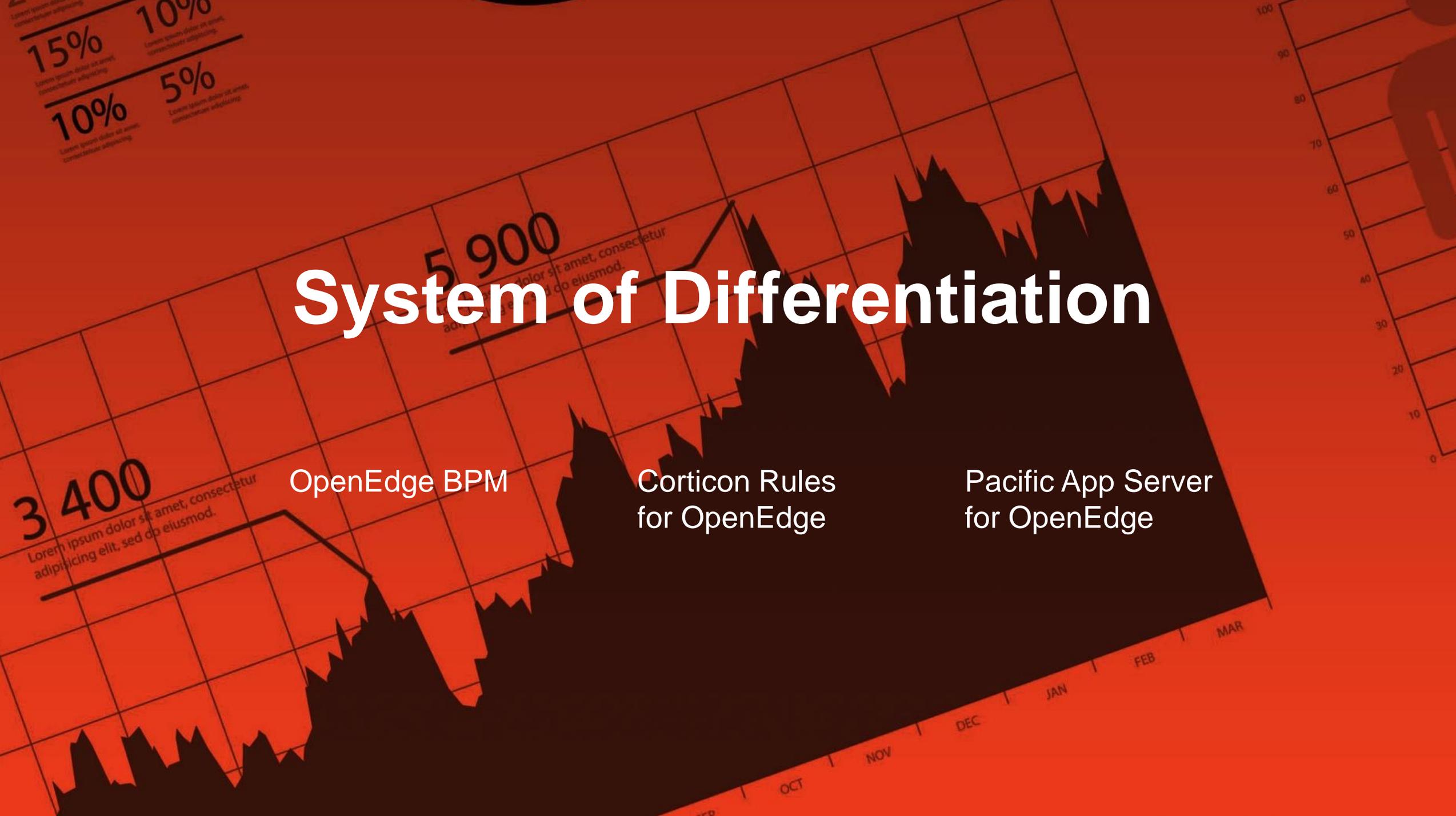
System of Record

Multi-tenancy

Table Partitioning

Advanced Enterprise
Edition RDBMS

Unit Testing



System of Differentiation

3 400
OpenEdge BPM

5 900
Corticon Rules
for OpenEdge

Pacific App Server
for OpenEdge

System of Engagement

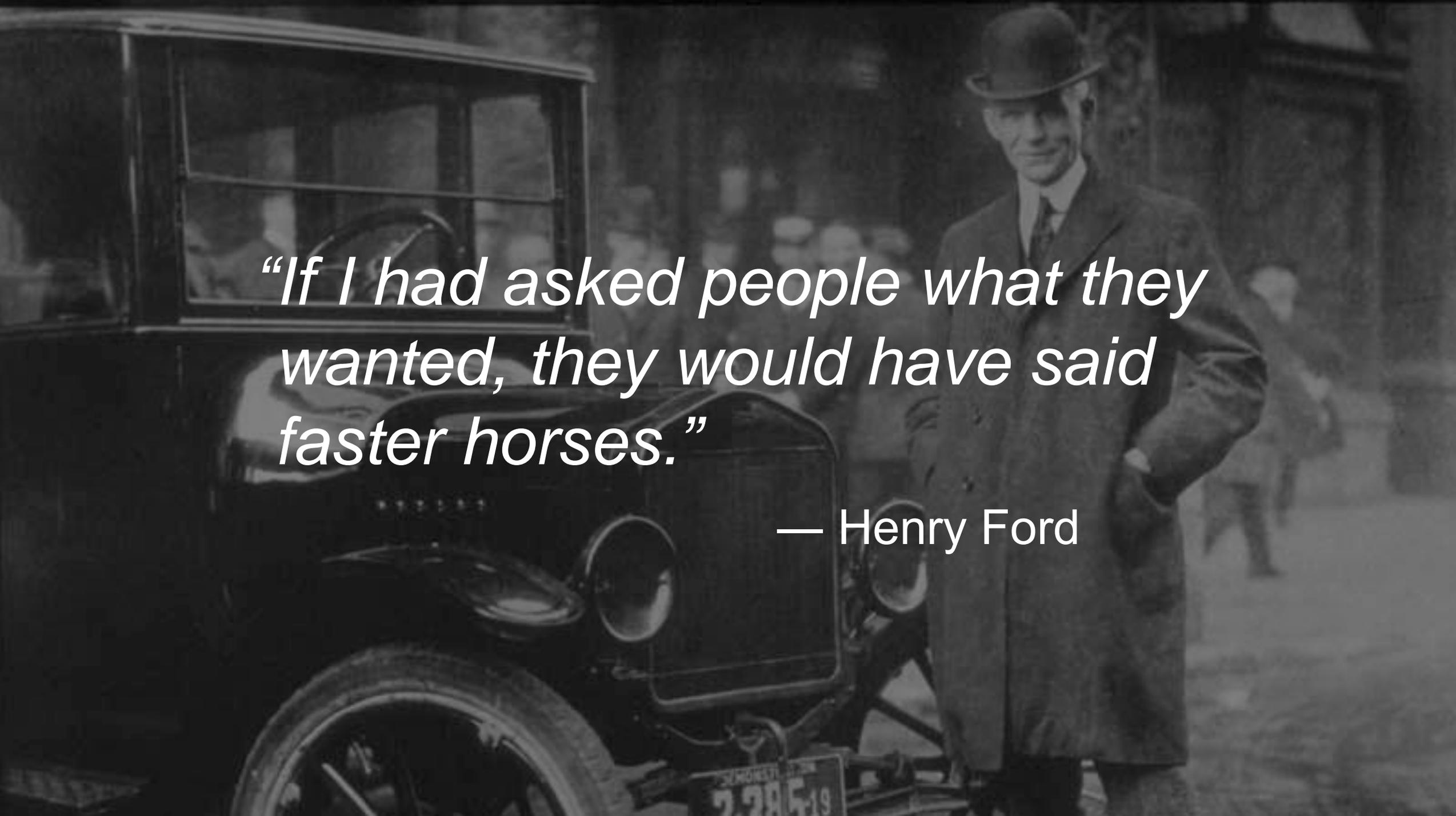
Rollbase

Mobile Application
Development

Telerik
Development
Tools

Market Realities

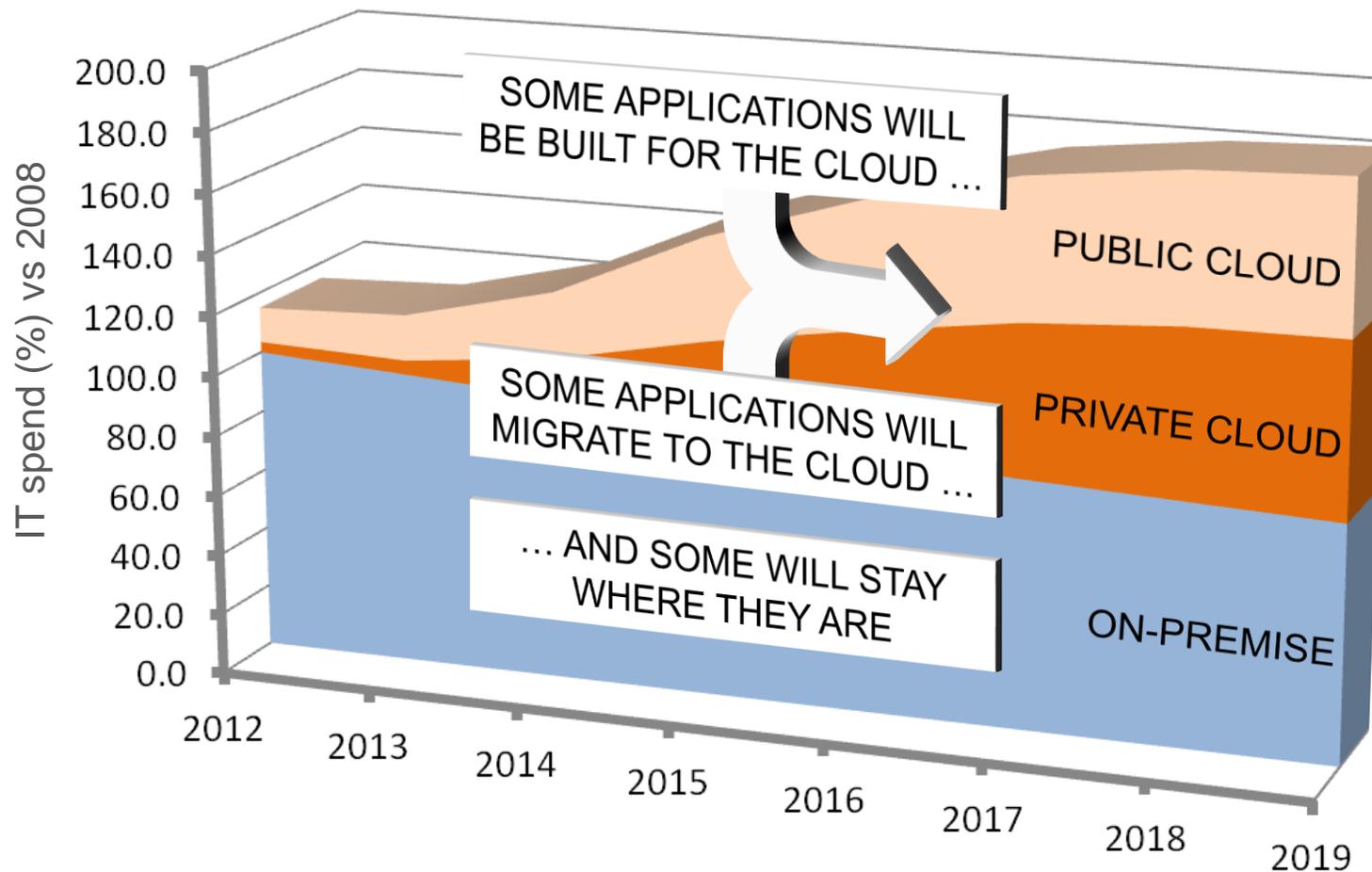


A black and white photograph of Henry Ford standing next to a vintage car. He is wearing a dark suit, a white shirt, a dark tie, and a bowler hat. He has his hands in his pockets and is looking towards the camera. The car is a dark-colored sedan with a large front grille and round headlights. The license plate is visible and reads "2-285-19". The background is slightly blurred, showing what appears to be an outdoor setting with other people in the distance.

“If I had asked people what they wanted, they would have said faster horses.”

— Henry Ford

Very Few Companies Will Be Just “On-premise” or Only “In The Cloud”



Key Questions for APs & DEUs:

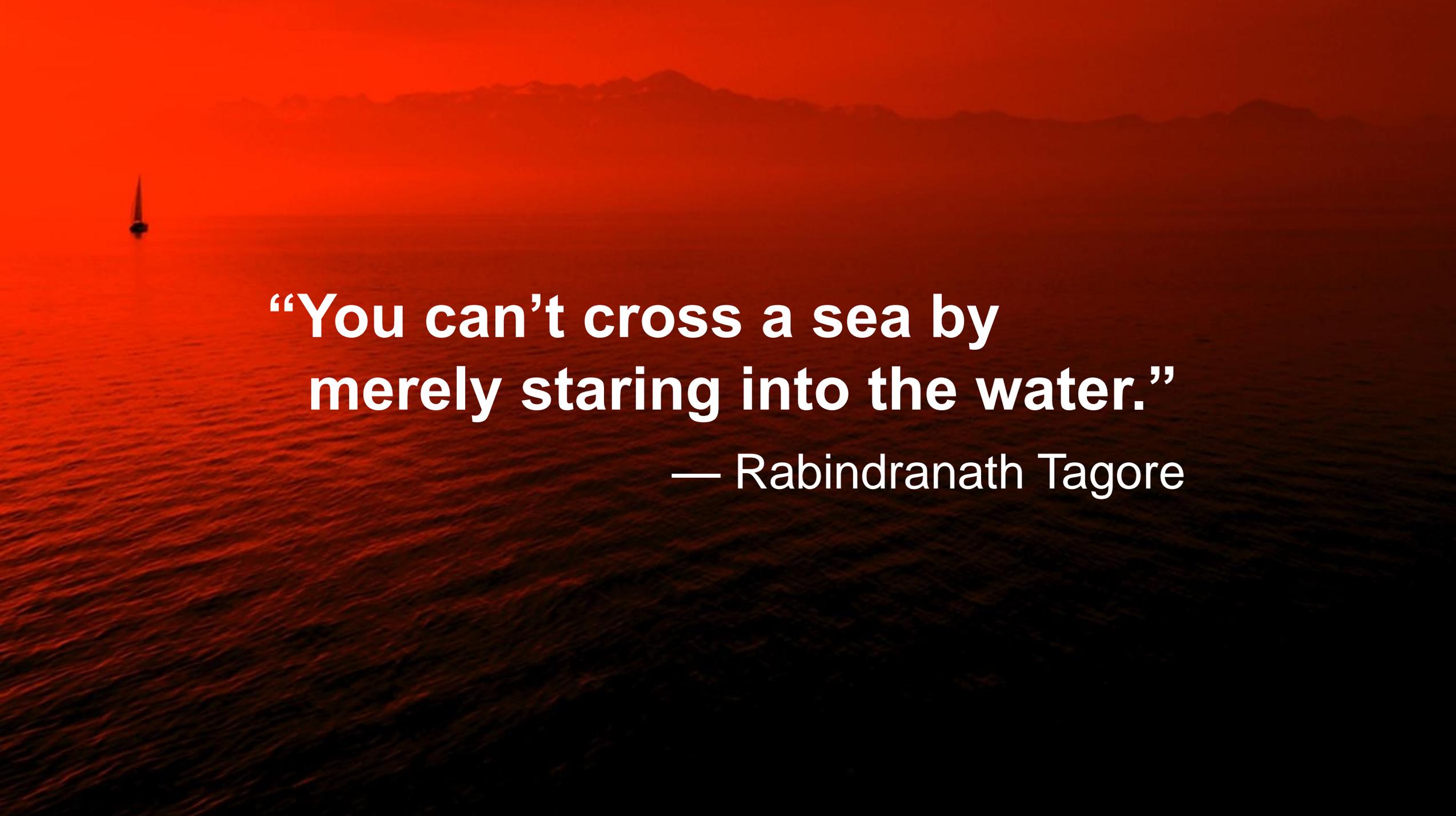
“What applications should we move to the cloud?”

“What applications should we enhance with mobility?”

“How do we do it... modernize, add new objects, or re-write?”

“When to do it... entering a new market; meeting the changing needs of an existing market?”

And most importantly: “How can I do all this and leverage my investment in OpenEdge?”

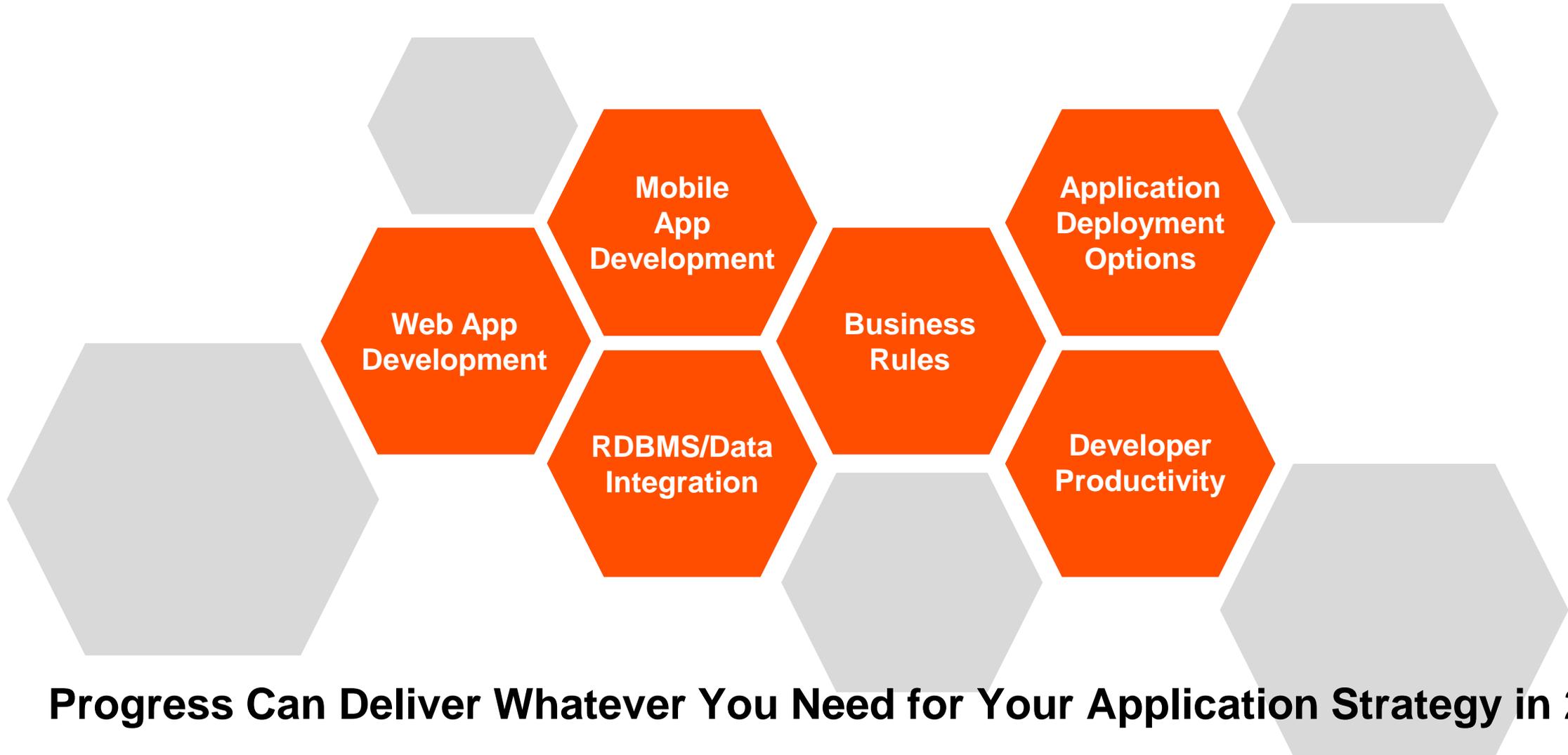
A sunset over the ocean with a small sailboat on the left and mountains in the distance. The sky is a deep orange-red, and the water is dark with gentle ripples. A small sailboat is visible on the left side of the horizon. In the background, a range of mountains is silhouetted against the bright sky.

**“You can’t cross a sea by
merely staring into the water.”**

— Rabindranath Tagore

We are here to help

Next-Generation Application Development Tools



Progress Can Deliver Whatever You Need for Your Application Strategy in 2015



PROACTIVE



REACTIVE

Application Modernization: Philosophy

“Preserve and extend”
not “rip and replace”

- Retain existing investment
- Reduced cost and risk
- Capitalize on the application’s strengths
- Address the application’s limitations
- Work can co-exist with legacy application

Quicken Loans
America's Home Loan Experts®

nielsen
.....

Walmart 

CATERPILLAR®



citi®

FUJITSU

GE Healthcare



ebay™

LexisNexis®

TOLL

sears

 **TARGET**®

DOW®



PEPSICO





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Best Tweets

2 Winners get a GoPro Hero 4 Camera worth USD 399 each!

#APJSPARK



Take 10 Surveys

2 Winners get a Microsoft Band worth USD 199 each!

Take 10 surveys and stand a chance in the lucky draw!

bit.do/apjspark





The Road to Innovation

Tom Kincaid

VP of Engineering for OpenEdge, Rollbase and Corticon

Progress Software



Disclaimer

This roadmap is for informational purposes only, and the reader is hereby cautioned that actual product development may vary significantly from roadmaps

This roadmap may not be interpreted as any commitment on behalf of Progress, and future development, timing and release of any features or functionality described in this roadmap remains at our sole discretion

Innovation : Our Goal



Differentiate Your
Business



Build on a Proud
Progress Foundation



Take You Forward,
Not Restart



ALIGNING OUR DEVELOPMENT EFFORTS FOUR PERSONAS

- 1 Product Management / Developers**
- 2 IT / DBA / DevOps**
- 3 Business Analysts**
- 4 End Users**



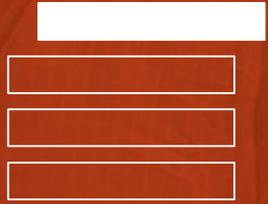
1

Product Management/Developers

Contemporary

Agile

Open



1

Product Management/Developers

Contemporary

- OO ABL
- JavaScript
- Node
- Responsive web, mobile, hybrid, and native
- Tighter integration with Rollbase
- Kendo

Agile

Open



1

Product Management/Developers

Contemporary

- OO ABL
- JavaScript
- Node
- Responsive web, mobile, hybrid, and native
- Tighter integration with Rollbase
- Kendo
- Web components, Polymer

Agile

- LiveSync
- TeamPulse, Test Studio, mobile testing and device cloud
- Refactoring support in PDSOE

Open



1 Product Management/Developers

Contemporary

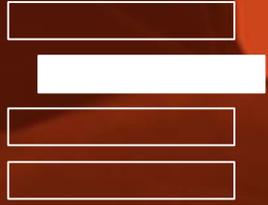
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Agile

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Open

- JSDO – open source, Kendo, extensible to others
- Generic JMS
- ABL invoking REST services
- OpenSource of Nativescript
- SQL enhancements



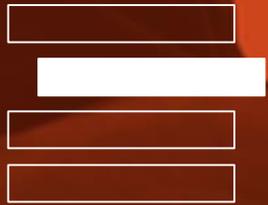
2

IT / DBA / DevOps

Operating at
Cloud Scale

Frictionless
Infrastructure

Security for the
21st Century



2

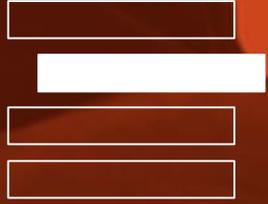
IT / DBA / DevOps

Operating at Cloud Scale

- Table Partitioning+
- Unified architecture for App Server, WebSpeed, and BPM
- 24/7 operations
- Horizontal Scale with Modulus and Docker

Frictionless Infrastructure

Security for the 21st Century



2

IT / DBA / DevOps

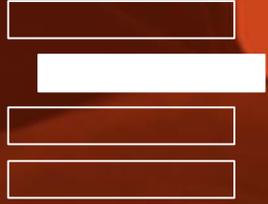
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Frictionless Infrastructure

- Seamless install
- Easy upgrades

Security for the 21st Century



2

IT / DBA / DevOps

Operating at Cloud Scale

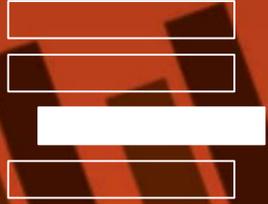
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- Unified architecture for App Server, WebSpeed, and BPM
- 24/7 operations

Frictionless Infrastructure

- Seamless install
- Easy upgrades

Security for the 21st Century

- Sign ABL
- SSL support+
- Deployment Choice



3

Business Analysts

Business at Your Fingertips





3

Business Analysts

Business at Your Fingertips

- CDC
- EasyI
- Analytics via 360
- Web creation of business process
- Web creation of business rules
- BPMN 2.0
- Sitefinity
- NoSQL, Hadoop, SaaS
- Open Access



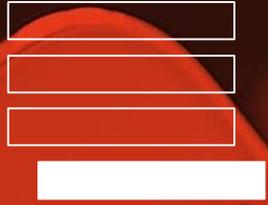
4

End Users

Amazing
Experience

Omni-channel

Personalization



4

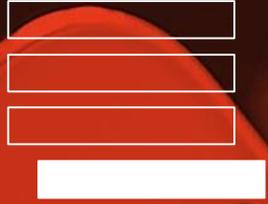
End Users

Amazing Experience

- Kendo
- WinForms
- Rollbase UI
- BPM UI
- Data Sync

Omni-channel

Personalization



4

End Users

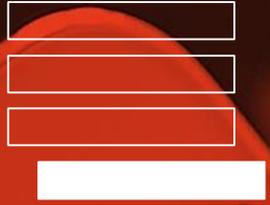
Amazing Experience

- Kendo
- WebForms
- Rollbase UI
- BPM UI
- Data Sync

Omni-channel

- Desktop, browser, native mobile, hybrid mobile, BPM
- Sitefinity

Personalization



4

End Users

Amazing Experience

- Kendo
- WebForms
- Rollbase UI
- BPM UI
- Data Sync

Omni-channel

- Desktop, browser, native mobile, hybrid mobile, BPM
- IoT
- Sitefinity

Personalization

- Geography, company, tenant, user
- Corticon
- Rollbase customization/themes

A wide-angle photograph of a long, straight asphalt road with double yellow lines in the center, stretching towards a distant horizon. The road is flanked by gravel shoulders and sparse, dry vegetation. In the background, there are low mountains under a vast sky filled with soft, white and blue clouds. The overall scene conveys a sense of journey and forward movement.

Positioning You for Success On the Road to Innovation



The Partner+ Difference

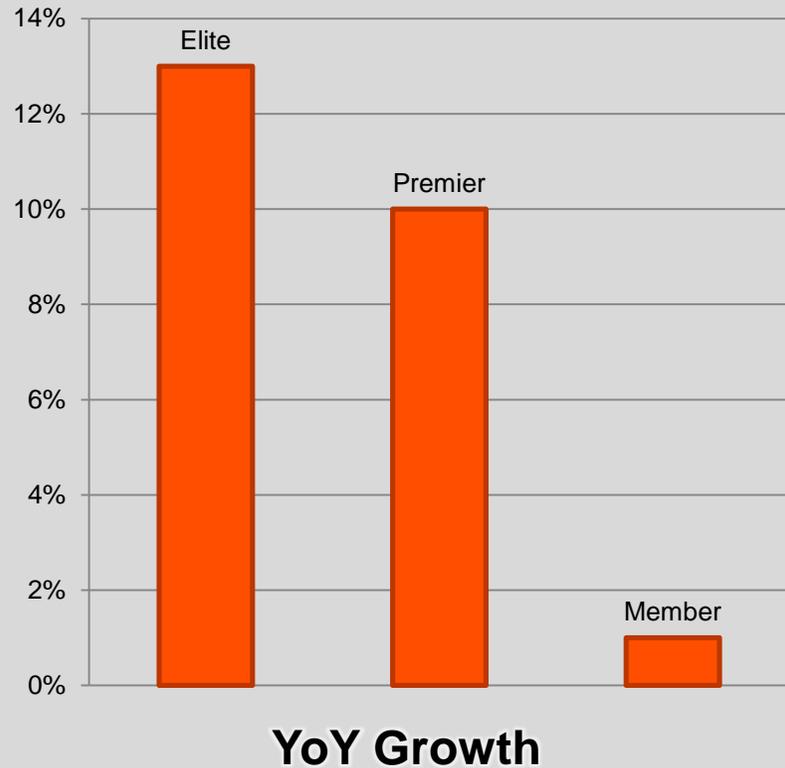
Kimberly King

VP Global Partners and Channels



What does it mean to be a partner?

The Partner Plus Program Continues to Grow



PROGRESS PARTNER+

Progress Partner+ Programs

Independent Software Vendors	Distributor and Reseller	OEM	Technology Alliance Partner	System Integrator	Service Provider
Companies who develop proprietary software solutions or applications and sell them to end users.	Companies that resell products to channel partners (Distributor) or directly to the end users (Reseller).	Refers to the partner that acquires a product or component and incorporates it into a new product with its own brand name.	Companies who bring value to the Progress suite of products with their own integrated and simplified solution or service.	Companies who get revenue from consulting and design services with significant expertise in a technology segment or vertical market and take title to product.	Companies that provides a service to our mutual market. Usually in reference to hosting cloud-based services.

A collage of resources for program development, including:

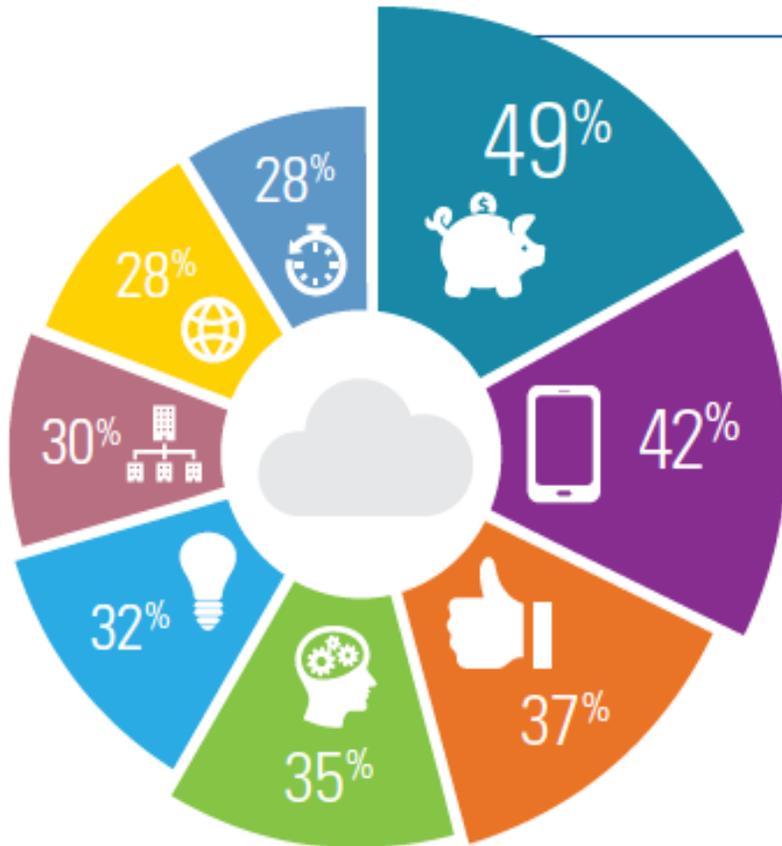
- A "GLOBAL SOLUTIONS & PARTNER DIRECTORY" interface with filters for Product, Solution, Resource, Service, and Support Center.
- "PARTNER SEARCH" and "TRAINING RESOURCES" pages.
- "EMPOWERMENT RESOURCES" page featuring a circular diagram.
- "Partner Development Funds Program Guidelines" document.
- An orange circular badge that reads "AUTHORIZED PROGRESS PARTNER SERVICE DELIVERY".

Program Development



Business Innovation

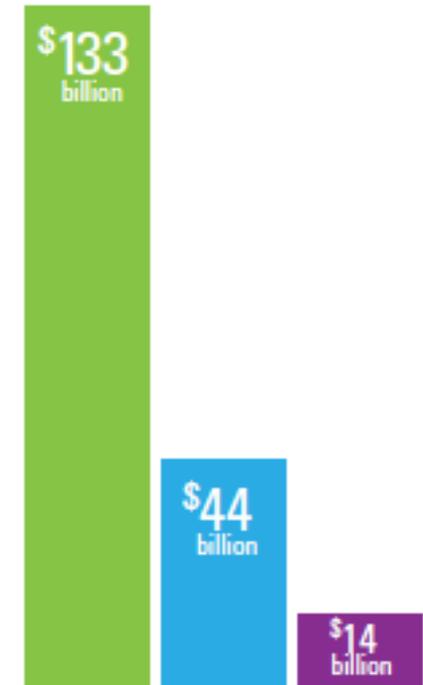
Cloud Is Driving Business Transformation & Applications Are Leading the Growth



The top ways businesses are using cloud to drive business transformation in 2014

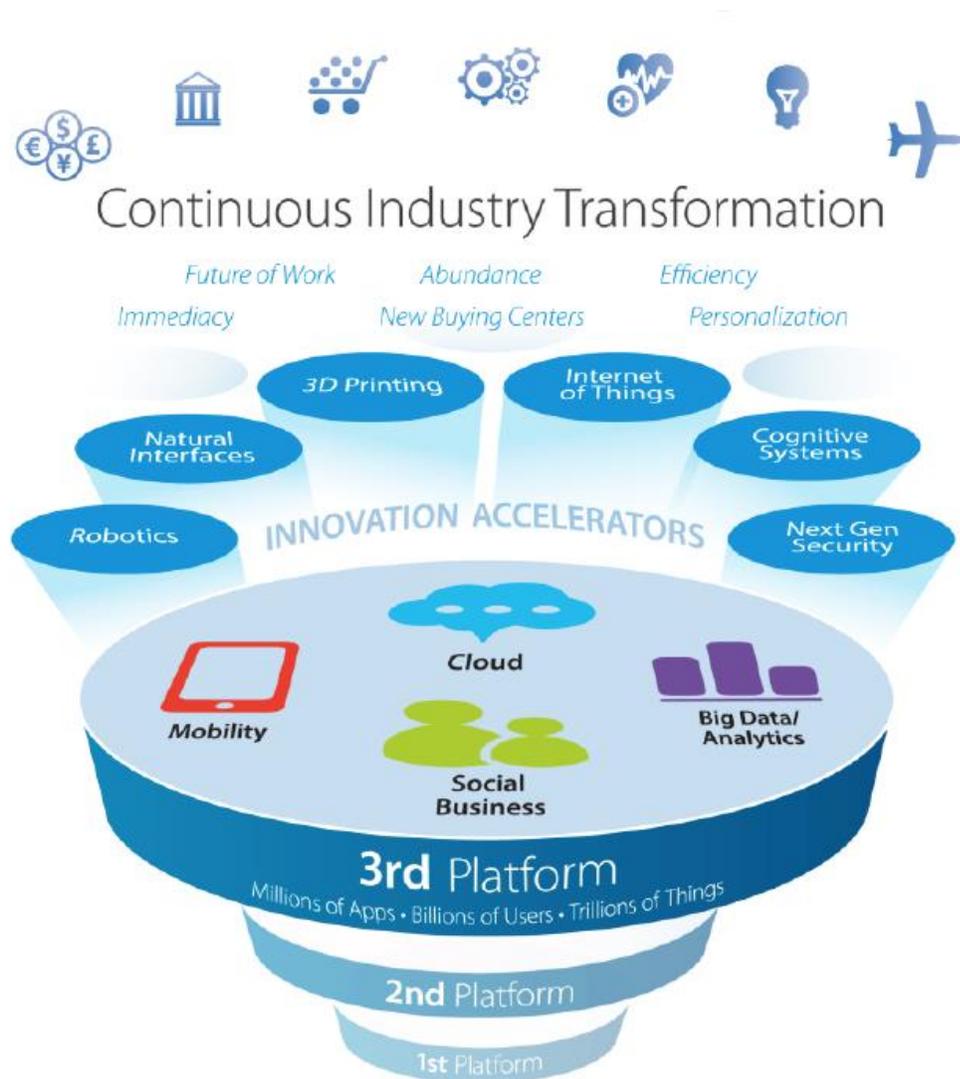
- Drive cost efficiencies
- Better enable mobile workforce
- Improve alignment with customers/partners
- Better leverage data to provide insight
- New product development/innovation
- Develop new business models
- Shift to a global shared services model
- Faster time to market

Source: 2014 KPMG Cloud Survey Report



Estimated revenue growth by 2020

Preparing for a New Ecosystem of Growth



“Innovation Stage”

- Innovation Accelerators Driving Adoption
- SaaS adoptions workshops
- Cloud Investment Model
- Project Garage
- Innovators Showcase
- Modernization Programs

Progress will continue to facilitate partner transformation.

Program Breadth and Depth

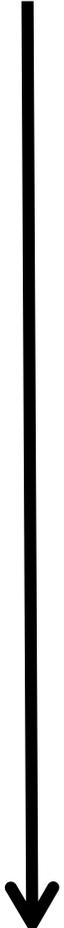


Breadth and Depth



Progress Partner+ Program

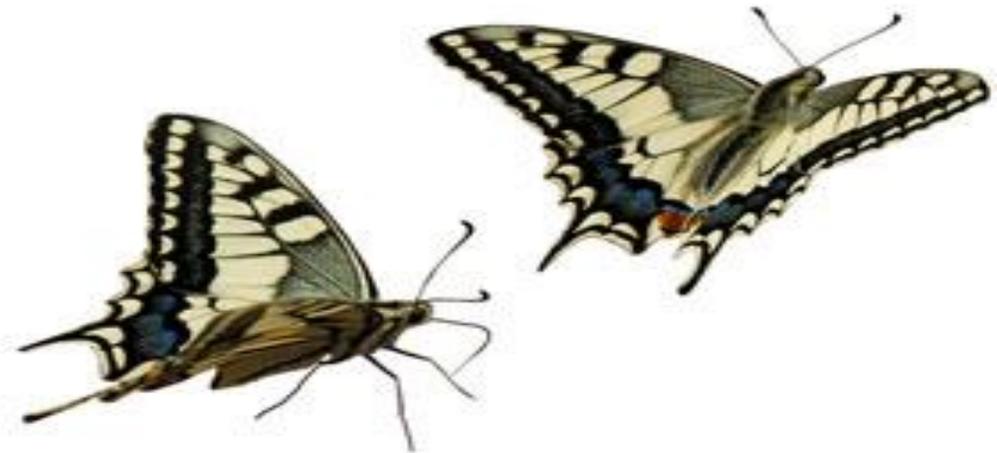
Independent Software Vendor	Distributor and Reseller	OEM	Technology Alliance Partner	System Integrators	Service Provider
Companies who develop proprietary software solutions or applications and sell them to end users.	Companies that resell products to channel partners (Distributor) or directly to the end users (Reseller).	Refers to the partner that acquires a product or component and incorporates it into a new product with its own brand name.	Companies who bring value to the Progress suite of products with their own integrated and simplified solution or service.	Companies who get revenue from consulting and design services with significant expertise in a technology segment or vertical market and take title to product.	Companies that provides a service to our mutual market. Usually in reference to hosting cloud-based services.
Elite	Distributors	Partner	Training Delivery	Application Builder	Partner
Premier Rising Star	Master Resellers		Service Awareness	Service Delivery	
Premier	Reseller		Technology Integration		
Member Rising Star	Referral		Technology Partnership		
Member	Registered		Strategic Alliance		



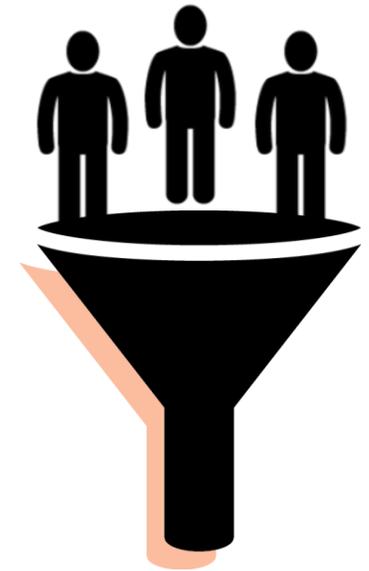
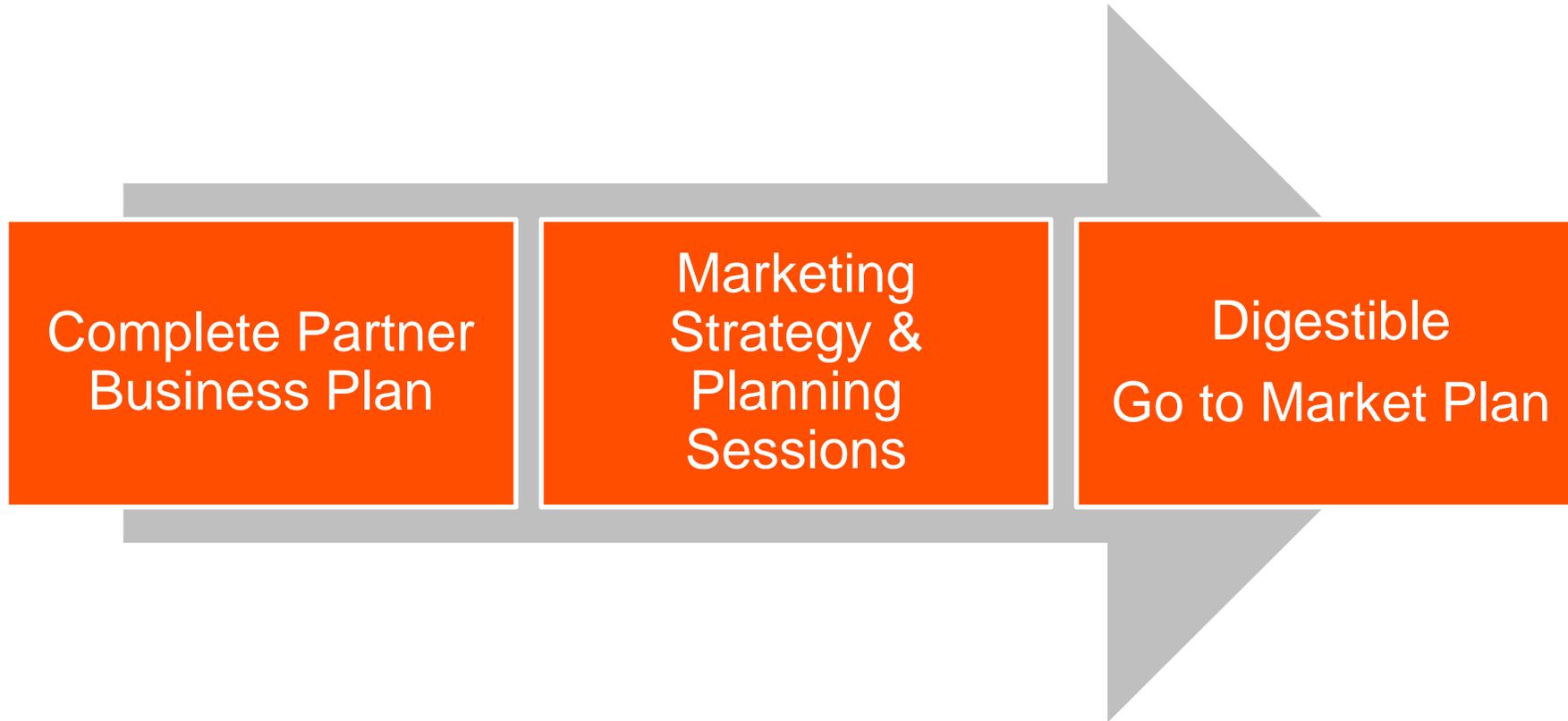
Transformational Assistance

Transformation Workshops

- Create step by step plan to get on the right path
- Set expectations
- Build technical skills
- New selling tactics
- Journey to the Cloud



Partner Marketing Made Easy



Ignite Program & Marketing Resource Site

Marketing Development Funds

YOUR BUSINESS DEPENDS ON TRANSITION

Being part of the cloud economy = company valuation

Stay ahead of the curve = keep innovating

We support you...

- Technology
- Empowerment Tools
- Marketing Strategy
- Open Routes to Markets

So, How Is



Different?

- ✓ **True Partner** – in every sense of the word
- ✓ Focused on **innovative tools and resources** that make a difference in your business
- ✓ **Breadth and depth** of our program and ecosystem
- ✓ **Transformational** assistance
 - ✓ Cloud investment model to
 - ✓ Project garage to
 - ✓ Partner sales training
- ✓ Partner **marketing** assistance
- ✓ **Focused on staying ahead of the curve**



“GLOBAL PARTNER EVENT”

- February 1 – February 3, 2016
- Look for the “Save the Date”
- Great Location

