



6 – 7 . APRIL



ATLANTA, GA, USA

SYNERGY 2017

Building for the future. Better, faster, everywhere.

Building for the future. Better, faster, everywhere.

SYNERGY 2017

Welcome to Synergy 2017

Chip Casanave – Data Access Worldwide

Building for the future

Today's software user profile...

- Technology “savy”
- Often operates on 3 platforms every day
 - PC/laptop, a tablet and a smartphone
- Access to information and apps anywhere, on any device is expected
- Superior UX and UI are expected
- Technology should serve them

Together, we must
satisfy this savy person!

Our mission...

To continue to grow as a strong company that contributes to our clients' success by delivering innovative, high-productivity software products, support and services

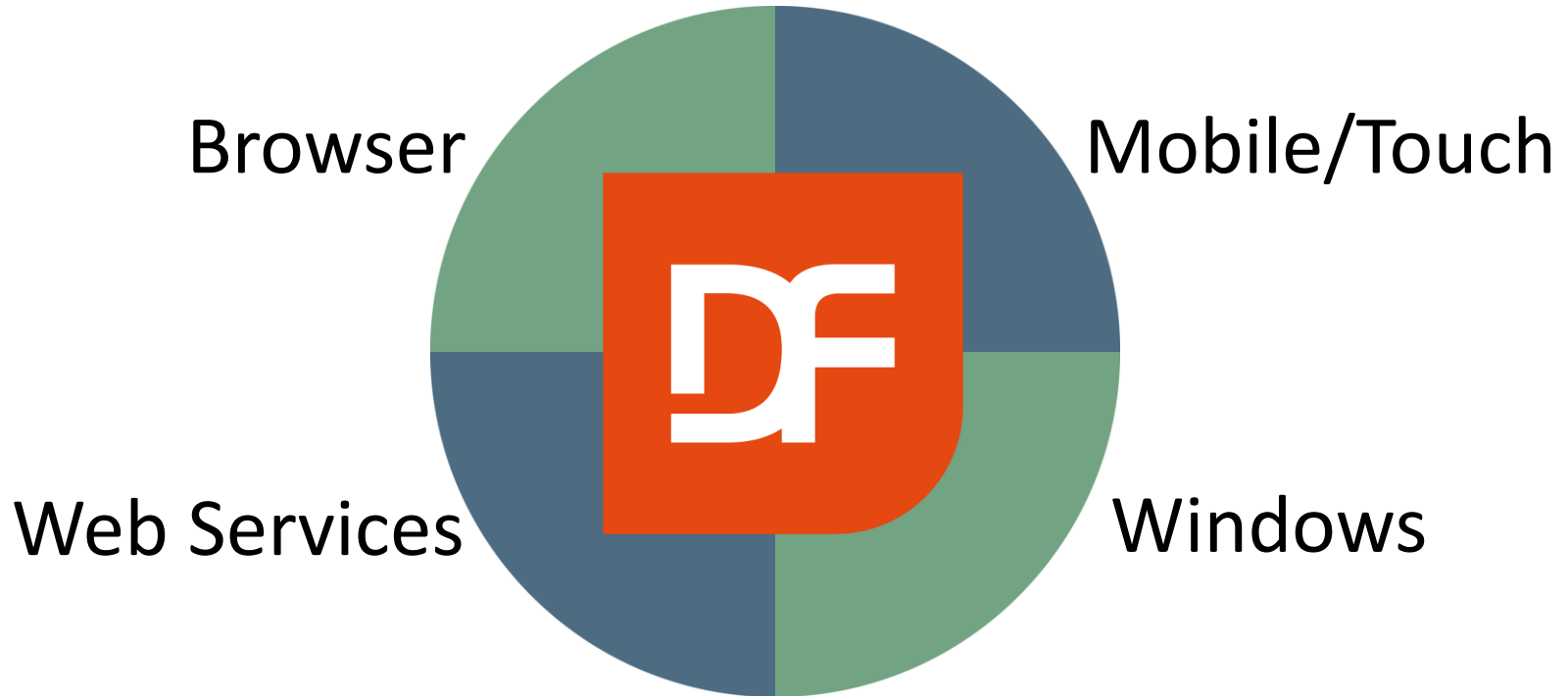
Our passion is empowering you...

- To build great, user satisfying applications where ever they must run
 - Web, mobile devices, Windows, web services
 - With great UI/UX, high functionality & reliability
- To build faster than with alternatives
 - To capture opportunities and meet demands
 - To compete effectively in the marketplace

DataFlex 2017/19.0

Something for everyone...

DataFlex 2017/19.0 Application Framework



Designed to build business software faster and at lower cost

SQL

Of special note....

DataFlex 2017 SQL Objectives

- Make using SQL in DataFlex more natural
 - Easier to set up and use
 - Deliver more expected SQL functionality
- Push SQL to more DataFlex deployments
- Expand DataFlex CK feature set
- Make DataFlex friendlier to new developers with SQL knowledge and expectations

The SQL decision...

- Most new 19.0 features or enhancements can be adopted incrementally, as needed
- Going SQL means a technology decision:
 - Another product environment
 - New licenses and/or server resources
- It's worth what ever it takes

Make the decision; embrace SQL

- If you're not using SQL, start using it
 - Enjoy reliability, performance benefits
- If you're using SQL now, use it more...
 - Go beyond out-of-the-box DataFlex-like use
 - Learn and use embedded SQL
 - Become an SQL expert

Synergy Goals

DAW's Synergy goals...

- Deliver in depth technical knowledge
 - Product advances & direction
 - Methods, best practices & user experiences
- Listen: capture your needs & feedback
- Stimulate new ideas & opportunities
- Build new relationships; refresh old ones
- Have fun!

Our Synergy goals for you

- Take away new information & perspectives
- Solve old challenges
- Discover new opportunities
- Get motivated to quickly adopt what's new
- Make new connections & relationships
- Have fun!



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