

**RX**

WHITEPAPER RAD STUDIO™

**Never Get Old:**

# Breathing New Life into Applications

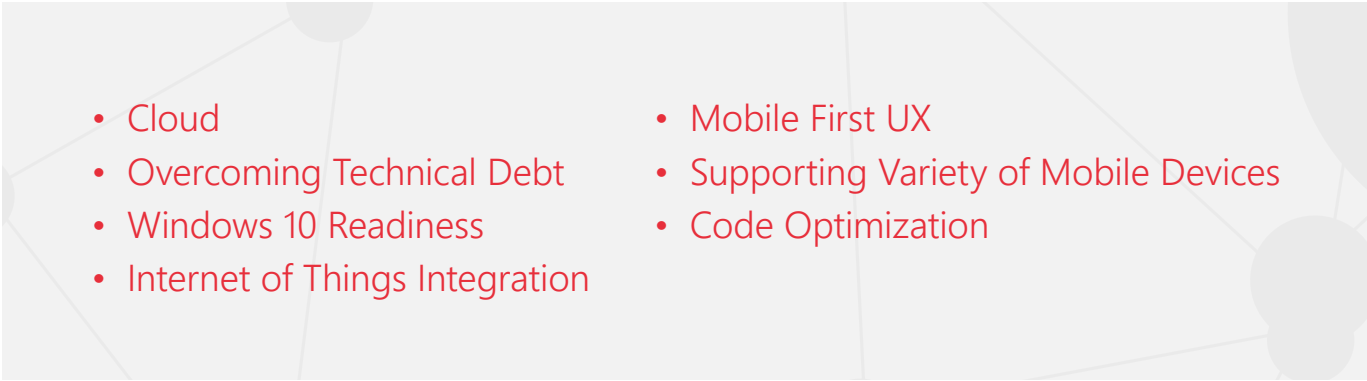
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**MODERNIZE YOUR APP TODAY**

## INTRODUCTION

There are hundreds of powerful applications built with older versions of developer tools and previous language releases. One of the great things about stable legacy applications is that they keep working, so why should you modernize now? Technology is changing more frequently than ever before, so unless your app looks and feels modern, it could become obsolete faster than you think.

Does your app have what it takes to address these market trends?

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- Cloud
  - Overcoming Technical Debt
  - Windows 10 Readiness
  - Internet of Things Integration
  - Mobile First UX
  - Supporting Variety of Mobile Devices
  - Code Optimization

To stay relevant, developers need to plan their application road map to take advantage of new opportunities in hardware, platforms, and usage.

Experienced developers know that retaining users can be a challenge, so they continuously invest in making their applications faster, more functional and more user-friendly. This effort isn't for the user alone - cleaning up unused and inefficient code makes it easier for the developer to maintain apps moving forward.

However, many developers get frustrated and end up wasting substantial amounts of time trying to keep up.

We've compiled a list of the top challenges facing developers and their applications, and identified how Embarcadero's RAD Studio and components help developers be responsive and stay relevant with modern apps.

## SUMMARY

Top challenges and opportunities facing applications:

- **In 2018, 73% of internet consumption will be from mobile devices.**<sup>1</sup> Desktop-only applications limit your audience and application adoption as more users reach for their mobile device first.
- **Approximately 86% of new phone sales worldwide are Android and 14.7% are iOS.**<sup>2</sup> Mobile applications need to use platform-specific menus and layouts, as well as run fast on different platforms.
- **“86 percent [of users] deleted or uninstalled at least one mobile app because of problems with its performance.”**<sup>3</sup> Invest time in refactoring and optimizing your app's code to improve performance across platforms.
- **Gartner predicts 20.4 billion connected devices by 2020, making Internet of Things (IoT) support critical to both consumer and business applications.**<sup>4</sup> Take advantage of IoT integration to create apps that connect to popular sensors and devices.
- **Maintaining Windows Compatibility.** Older versions of Windows are quickly reaching end of life, so now is a great time to leverage Windows 10 capabilities and ensure seamless upgrades when your customers move over.
- **Users expect Pay-as-You-Go software models.** Demand for flexible licensing models that scale with the users' needs means more cloud-based and Software-as-a-Service applications.

<sup>1</sup> <https://www.recode.net/2017/10/16/16482168/two-thirds-of-adults-worldwide-will-own-smartphones-next-year>

<sup>2</sup> <https://www.idc.com/promo/smartphone-market-share/os>

<sup>3</sup> <http://www.apmdigest.com/nearly-90-percent-surveyed-stop-using-apps-due-to-poor-performance>

<sup>4</sup> <https://www.gartner.com/newsroom/id/3598917>

# Challenge



# Modernize!



## Cross-Platform

<b>Mobile First</b>	Easily create native UI styles that look great and are more intuitive to users.
<b>Rapid Adoption of New Mobile Devices</b>	RAD Studio has added support for more mobile platforms and versions, giving your apps improved agility as new devices are released and the flexibility to customize for specific form factors.
<b>Converting Windows Apps to Mobile UI</b>	Use RAD Studio technologies such as application tethering or build mobile optimized versions using FireUI multi-device designer to breathe new life into VCL apps.
<b>Creating High Performance Mobile Apps</b>	Code once and compile natively - resulting in better app performance for users.

## Maintaining Windows Compatibility

<b>Outdated UI Styles</b>	Upgrade to new Windows 10 styles to give your applications a fresh new look; competing for new users while leveraging your tried-and-true application code.
<b>Windows Lifecycle Deadlines</b>	Start using the latest Windows APIs and be Windows 10 ready before your users are forced to upgrade with upcoming Windows 7 end of life.
<b>Publishing to Windows Store</b>	Publish your RAD Studio application to Windows Store with Desktop Bridge and reach a wider user audience.

# Challenge



# Modernize!



## Internet of Things

### Integrating with Smart Devices

RAD Studio provides more than 50 easy-to-use components with support for bluetooth, WiFi, and REST communication protocols to connect IoT devices.

### Interacting with The Physical Environment

RAD Studio supports app tethering and Bluetooth low energy beacons and provides a developer proximity solution with BeaconFence.

## Cloud and Subscription Models

### On-Premise Software Can Be Expensive and Cumbersome to Maintain

Switch to a services-based software model with our general purpose REST library and RAD Studio's components for connecting with and managing data on Azure and AWS platforms allows you to compete with other Cloud based apps.

### Changing User Expectations Demand Pay-as-You-Go Models

Create lightweight apps with subscription models that scale with the user's changing needs, provide predictable costs for users and secure ongoing revenue streams for the software owner.

## Code Optimization

### Managing Technical Debt

With code refactoring, C++ and Delphi help you optimize code for easier maintenance and updates.

### Maintaining Code Across Platforms

Maintain one code base without sacrificing native performance. Visual design throughout the maintenance lifecycle makes updates to UIs easier.

# RX

No matter what challenge you're facing, RAD Studio™ is the fastest way to write, compile, package and deploy cross-platform native applications. With visual design and access to hundreds of prebuilt components, modernizing your application is easier than ever.

Our latest version adds support for more devices, provides new language enhancements and improves your application's time to market.

Our customers choose Embarcadero because we are the champion of developers, and we help them build more secure and scalable enterprise applications faster than any other tools on the market.

We invite you to try our products for free and see for yourself.



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