



Embarcadero All-Access™

Tooling Made Flexible, Manageable, Complete



What It Is:

- Embarcadero® All-Access™ is a powerful product solution that makes it easier than ever for our customers to acquire, deploy, use, and manage their software development and database design/management tooling. Every All-Access Pass unlocks the industry's most comprehensive tool chest of award-winning, multi-platform Embarcadero products enabling customers to focus on the problems they need to solve, rather than the tools or platforms.
- All-Access is available in four levels - bronze, silver, gold and platinum. Each provides customers with perpetual licenses and annual product support and maintenance for the products in their level. All levels include access to a worldwide community of over 3 million developers on the Embarcadero Developer Network (EDN).
- Because any new products that we launch into specific All-Access membership levels become immediately available, All-Access puts the full power of Embarcadero's products and R&D at the customer's fingertips. It is a way for customers not only to powerfully increase their capability, but to reduce their overall spending on application development, database development, system and data architecture, and DBA tools. Through All-Access, customers can effectively consolidate the license, maintenance, and support costs of redundant non-Embarcadero products into one annual membership fee, in contrast to paying license and maintenance for standalone products.

What It's Not:

- All-Access is not a traditional subscription offering with a term license for the products.
- Embarcadero All-Access is not an all or nothing value proposition. There is exceptional value in All-Access even if the customer only uses a few of the products in their level.

Key Messages

Benefits by user type/audience category

IT Director/Manager

- An All-Access Pass lets manager provide users throughout their organization with access to the tools they need when they need them. Customers pay for the ability to use whatever tools they need, rather than having to identify that need ahead of time or incurring long and disruptive purchasing cycles.
- Ease of moving around the licenses to give users access to the right tools at the lowest cost. Network Concurrent licenses allow customers to optimize and share usage of your tools. For instance, each license could be used by users in different roles within a project or across the organization, which also helps reduce TCO and project expense.
- Choice of Named User, Networked Named User, or Network Concurrent User licenses provides easy and flexible license management, while allowing customers to minimize tooling costs.

Application Developers, Database Developers, Data Architects, and DBAs

- Embarcadero delivers best-of-breed tooling for applications developers, architects, and DBAs. All-Access provides users with access to any or all of these tools, when they need them. There is no more waiting to get approval from purchasing or your manager for an individual purchase.
- Since All-Access includes support and maintenance, users will have access to a Support specialist. Unlike regular maintenance, All-Access gives users access to nearly any product they might choose to use... even if it is a new product.
- All-Access provides users access to the tools that they may use infrequently, but that are a huge help when they need them, and it makes them affordable.

Key Qualifying Questions

Creating interest

IT Director/Manager

Would it be beneficial if you could consolidate the number of vendors you deal with for you application development and database tools, and at the same time reduce your TCO for these tools and streamline license management?

"Let's go over the list of tools you are currently using, and I can show you how we can provide the same or better functionality, at a lower cost, and with easier license administration."

Do you have application developers, database developers, data architects, or DBAs already using an Embarcadero product?

Do these people work on multiple projects, move between projects, or inherit applications or databases that others have worked on?

Do people in your organization work on different types of applications (Windows, Java, Web) and databases (Oracle, MS-SQL Server, DB2, Sybase)?

"All-Access would give you far greater value for your tools investment. Embarcadero is the only supplier that can offer you the flexibility to meet your organization's diverse needs."

Product End User

Are there tools you would like to use, but have trouble justifying because you only use them periodically?

If you are already using <Embarcadero Product Name>, would having access to data modeling; SQL & database optimization; Windows, Java or Web IDEs; or database change management also be useful to you?

"I may be able to put those additional tools into your hands, so that you can have access to a complete product tool chest, for not much more than you currently spend on your primary tools"

Cross-sell, Add-ons or Related Products

Sell Capacity

- Once you've sold into a group, continue to educate within the organization to drive higher utilization, which in turn will drive the need for more licenses.

Upsell to higher level All-Access memberships

- Could the user benefit from the increased power of a higher-level membership?

Add on additional DB Platforms

- Do they need to access more than just the DB platform included with their membership? Do they need to move to multi-platform?

Upsell from point products to All-Access

- If they already own one Embarcadero product, they may be in a good position to take advantage of upgrade pricing, and move to All-Access. Identify which products and editions they have, and try to sell them on the idea of a) increasing the power of what they have, and b) saving money spent on tools through consolidation into All-Access.

Competition

- There is no head-to-head competition for Embarcadero All-Access. Embarcadero is in the unique position to be able to offer customers a complete tooling solution that provides access to tools for application developers, database developers, system and data architects, and DBAs.
- For competition at the point product level, refer to the cheat sheets, competitive data, and other collateral pieces for each specific product.
- For a complete list of competitive products that All-Access could potentially replace, refer to the All-Access Competitive Products Summary.

Product Levels

Embarcadero All-Access Bronze

- Development: Standard application and database development.

Embarcadero All-Access Silver

- Development: Advanced application and database development.
- Modeling: Professional data modeling
- Architecture: Standard software and security architecture
- Database: Entry level database administration

Embarcadero All-Access Gold

- Development: Advanced application and database development.
- Modeling: Enterprise data modeling
- Architecture: Professional data, database, security and software architecture
- Database: Professional database administration

Embarcadero All-Access Platinum

- Development: Advanced application and database development.
- Modeling: Enterprise data modeling
- Architecture: Professional data, database, security and software architecture
- Database: Elite database administration
- Product editions: Highest editions of all tools

Why All-Access is Unique

- Embarcadero is in a unique position to offer the most comprehensive support for the languages and technologies most commonly used to design, build, and run software applications and database systems. All-Access puts the industry's most powerful tools into the customers hands, providing deep support for all of the most common frameworks, database platforms, and programming languages used in their organization.

System Requirements

Supported Platforms

- Consult the individual product documentation or collateral for information on supported operating systems, Java application servers, and databases. Each product will have its own list of supported OS's, databases, and application servers.

Minimum Requirements

- Consult the individual product documentation or collateral for information on minimum requirements. Each product will have its own set of minimum requirements.

More Info

Contacts

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