

Borland Delivers Integrated ALM Platform for Software Delivery Optimization

Delivering the foundation upon which Borland will build out its Software Delivery Optimization vision, Borland Core SDP provides an application lifecycle management (ALM) environment with integrated tools optimized for job function and cross-role interaction.

Previously code-named Project Themis, Borland Core SDP delivers a collaborative architecture for more efficient and predictable software development. It provides a customized work environment for analysts, architects, developers and testers optimized for specific job functions yet integrated across the other roles within the application lifecycle. Through this architecture, individual job functions are given more focus while software teams are able to leverage enhanced workflow visibility across the organization.

The release of Borland Core SDP represents another milestone on the path toward Software Delivery Optimization (SDO), said Boz Elloy, senior vice president of products of Borland. Eliminating the non-collaborative nature that plagues so many failed software projects is a key step in helping customers evolve the way they create and deliver software. Borland Core SDP provides a consistent teamwork foundation throughout the enterprise that organizations can use to begin to transform the way they develop software, from an unpredictable art form to a more managed, repeatable business process.

While point products will continue to play a role in ALM, organizations are undoubtedly looking to simplify their software development and delivery mechanisms, said Melissa Webster, research director of application development and deployment at IDC. By integrating Borlands ALM technology into a single platform and empowering individual stakeholders to take more accountability over the success of the entire application lifecycle, Borland Core SDP takes a substantial step toward evolving the culture of software development from what is now largely ad-hoc individualism to a more cohesive, linked approach.

Virtually all companies today rely on software to gain competitive advantage. Yet companies face unprecedented challenges in modern software development: increased IT complexity, distributed teams and organizations, gaps between development roles, as well as gaps between the development team, operations and other parts of the business. As a result, less than a third of software projects today actually succeed, more than half come in over budget, and 84 percent suffer from time overruns.

Role-Based, Collaborative Development: Borland Core SDP helps ease these pressures by implementing a role-based architecture as the foundation of the software delivery process. It provides each role within the application lifecycle with integrated tools designed to maximize individual contributions and foster workflow across job functions. With this framework in place, organizations can significantly enhance visibility and control across the development lifecycle, and proactively manage the risk of software failure especially when working with offshore and distributed development environments.

As a natural evolution in advancing ALM beyond just point-to-point tool integration, Borland Core SDP integrates best-of-breed technology from Borlands award-winning ALM products including CaliberRM, Together, JBuilder, StarTeam, and Optimizeit, with new cross-platform technology creating a truly integrated, role-based platform for achieving Software Delivery Optimization. The server-based platform into which the role modules integrate provides an easy-to-administer, high-performance foundation for proactively managing changes across roles, capturing ALM metrics for analysis and diagnostics, and enabling advanced traceability and knowledge management across distributed teams. By leveraging an integrated platform that facilitates team collaboration, individual roles can work together to increase the reuse of work and help eliminate the costly rework that plagues software development today.

Process Enablement and Quality Improvement: Process is critical to software success, but it must be appropriately tailored to the business. With that in mind, Borland Core SDP is designed to enable teams to create customizable workflow processes that are structured to enforce discipline among teams throughout the software delivery cycle while remaining flexible enough to support any kind of industry-standard, customized or homegrown development process. A process-enabled foundation can reduce the risk associated with manual processes that are often disengaged from the development environment. It can also enhance team efficiency, build accountability into the development cycle, drive quality through the application of audits and metrics, and automate the software supply chain.

Enabling Customer Choice: The vast majority of organizations today rely on heterogeneous IT environments with multiple platforms, deployment architectures, and extensive third-party integration requirements. Borland Core SDP continues Borlands core value of platform neutrality, supporting both its award-winning JBuilder IDE and the open-source Eclipse framework. Future support is also planned for the Microsoft .NET development framework.

Conformia Software Inc. is a software manufacturer helping life sciences companies improve product quality and meet business performance and compliance goals, said Vinay Ambekar, vice president for software engineering and a Borland Core SDP beta customer. Due to the regulated, process-focused industries that Conformia serves, our teams require a highly configurable, traceable end-to-end application development

environment. Borland Core SDP fosters enhanced collaboration, advanced project planning and greater ease of access to integrated information. It clearly speaks to our most critical development needs.

Borland Core SDP includes tool suites for the following roles:

Core::Analyst Allows business analysts to clearly translate business objectives into functional software requirements, ensuring end-user expectations, compliance mandates and quality objectives are met. Users can capture and communicate application requirements, create use case and activity diagrams, and predict the impact of new requirements and changes on project scope, schedule and budget.

Core::Architect Enables architects to keep specifications, models and code in sync throughout the entire application lifecycle, even in the face of changing business requirements. Users can create UML-based architectural diagrams and class diagrams, create developer projects and code-centric models that give clear guidance and direction to development teams, trace requirements from use case through to code, and configure metrics that help ensure applications remain aligned with architectural and functional requirements.

Core::Developer Combines best-in-class tooling with a developer-focused view into relevant specifications, change requests, and test cases. Development teams have integrated access to all of the information and capabilities they need to perform their job effectively from the latest standards and design patterns to UML modeling, source code control, build and change management, defect tracking, code unit testing, profiling, and up-to-date requirements.

Core::Tester Assures applications achieve functional, compliance and quality goals by linking testing teams with defect tracking and requirements management to ensure optimal test coverage. It enables an integrated development and testing process for cost-effectively identifying and removing defects early in the lifecycle, ensuring timely delivery of software that meets release criteria for performance, scalability and reliability.

Licensing and Availability: Borland Core SDP supports network licensing and includes client-side deployment automation through an advanced license distribution tool with redundancy and fault-tolerance features. The platform offers large-scale deployment and management features including unified installation and rollout, unified licensing, usage reporting and support for enterprise distribution systems.

Borland Core SDP will be available for first customer shipments in late Q1 of this year. The basic pricing structure includes a platform component as well as individual role components. Borland will make more information available throughout the year regarding product enhancements and the Core SDP roadmap. For more information, please go to <http://www.borland.com>.

About Borland

Founded in 1983, Borland Software Corporation (NASDAQ: BORL) is the global leader in platform independent solutions for Software Delivery Optimization. The company provides the software and services that align the people, process, and technology required to maximize the business value of software. To learn more about delivering quality software, on time and within budget, visit: <http://www.borland.com>.

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This release contains "forward-looking statements" as defined under the U.S. Federal Securities Laws, including the Private Securities Litigation Reform Act of 1995 and is subject to the safe harbors created by such laws. Forward-looking statements may relate to, but are not limited to, the anticipated dates of availability of Borland Core SDP, the potential features and functionality of Borland Core SDP, and the benefits to be derived from Borland Core SDP. Such forward-looking statements are based on current expectations that involve a number of uncertainties and risks that may cause actual events or results to differ materially. Factors that could cause actual events or results to differ materially include, among others, the following: rapid technological change that can adversely affect the demand for Borland products, shifts in customer demand, delays in actions or announcements by competitors, and software errors. These and other risks may be detailed from time to time in Borland periodic reports filed with the Securities and Exchange Commission, including, but not limited to, its latest Annual Report on Form 10-K and its latest Quarterly Report on Form 10-Q, copies of which may be obtained from www.sec.gov. Borland is under no obligation to (and expressly disclaims any such obligation to) update or alter its forward-looking statements whether as a result of new information, future events or otherwise. Information contained on our website is not incorporated by reference in, or made part of this press release.

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