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# eloquence Partner Conference

Italy, June 13, 2003

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# Agenda

- Eloquence transition from HP to Marxmeier
- Eloquence in the future
- Future development – Eloquence Roadmap
- Presentation
- Q&A

# **Eloquence Transition from Hewlett-Packard to Marxmeier**

# HP Eloquence is now Eloquence

- In November 2002 the Eloquence product was transferred from HP to Marxmeier
- Marxmeier is fully committed to continue and further develop Eloquence and provide support for current and previous Eloquence releases

# Eloquence Transition

- No changes in product and support pricing
- Simplification of support prices
- Minor changes in requirements for Upgrades and “Return to Support”
- New Eloquence Partner Program

# Eloquence Transition

- New Eloquence logo
- New product name
- Relaunch of Eloquence web site
- New Eloquence product information available
- New Eloquence release B.06.32 to replace A.06.31

# Eloquence Transition

- Customers who purchased Eloquence after May 1st 2002 are entitled to a free upgrade to the new B.06.32 or B.07.00 releases
- Offer valid until 30.11.2003

# Prices

- No plans to change the list prices in EUR
- Prices for Software Upgrade Subscription are now 10% of list price per year



# Eloquence Upgrade Option

- Price for Eloquence upgrades are 50% of the current list price
- Can be ordered up to four years from the purchase date of the original software

# Return to Support

- Return to Support can only be ordered up to 12 months from the purchase date of the original software
- After this time an upgrade must be purchased before ordering Software Update Subscription

# HP Support Contracts

- HP has discontinued all Eloquence support contracts
- Marxmeier honors previous HP contracts and offers continued Eloquence maintenance contracts

# License Keys

- Marxmeier will continue to provide license keys (including license transfers) for current or previous Eloquence versions
- Subject to acceptance of the Marxmeier Software license terms

# Eloquence Support

- Marxmeier will continue to provide support for current and previous Eloquence versions.
- In cooperation with selected support partners we have extend our Eloquence support offerings to cover additional languages and time zones

# Eloquence Support Options

- Software Update Subscription (SUS)
  - Provides you with a license and the opportunity to receive all Eloquence updates
  - This support option must be purchased at the same time as the Eloquence license
  - This option was formerly referred to as „License to Use“

# Eloquence Support Options

- Media Update Services
  - The right to receive major updates or new releases on CD-Rom.
  - Software Update Subscription (M1) is a prerequisite.
- Free download of new versions via ftp is also available.

# Eloquence Support Options

- Call Contract
  - Marxmeier Software offers Back Level Support for Partners (ISVs, VARs)
  - Call Support for End Users is offered through the Partner

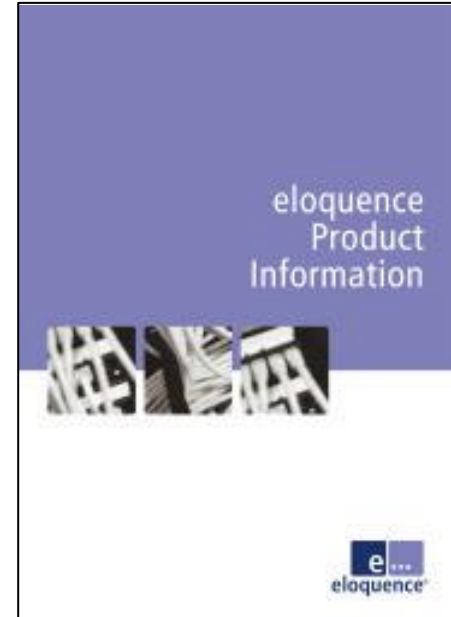


# Eloquence Support Contracts

- All maintenance agreements have a period of validity of 1 year
- The agreements will automatically be renewed if not cancelled one month in advance

# Eloquence Product Information

- New Eloquence product information available
  - PDF-file available on the Eloquence Web Site.
  - Printed version will be available end of June 2003.
  - Please send us a E-mail to [info@marxmeier.com](mailto:info@marxmeier.com) if you are need a printed version



# New Partner Program

- The Eloquence partner program has been established to define benefits and requirements for new Eloquence partners
- Existing Eloquence partners qualify automatically

# Different Eloquence Partners

- Business Partners (ISVs)
  - Provide solution based on Eloquence
- Eloquence Distributors
  - Offer Eloquence and additional services including consulting and support to ISVs and end users

# Different Eloquence Partners

- Technology Partners
  - Offer complementary products supported with Eloquence
    - ACUcorp (ACU Cobol)
    - Robelle (Suprtool)
    - Ordina-Denkart (MPUX)

# Partner Program – Benefits

- One free license for internal usage
- Partner will be listed on the Eloquence web site
- Temporary licenses for presentation and evaluation on request

# Partner Program – Requirements

- Partner must have Eloquence know how
- Partner will assist his customers with
  - Consulting and Training for Eloquence
  - Installation of Eloquence
  - Technical Support for Eloquence
- Partner adds a reference from his web site to the Eloquence Web Site

# Become an Eloquence Partner

- Please fill out the partner questionnaire and send it back to us
- If you have any questions please contact Ruth Schürrie
  - Phone: +49 202 24314 40
  - E-Mail: [partner@marxmeier.com](mailto:partner@marxmeier.com)



# Special offer for ODBC

# Special offer for ODBC

- Eloquence and SQL/R bundled with a 60% discount on the ODBC product
- Requirements:
  - New order for Eloquence including ODBC or an active maintenance contract for Eloquence
  - Software Upgrade subscription for ODBC must be ordered
- Offer valid until 30. November 2003

# Special offer for ODBC

- For details see special Eloquence price list
- If you have any questions, please contact
  - VAR: Ruth Schürrie at Marxmeier Software AG
  - End users: Your Eloquence partner

# Eloquence in the future

**More than a HP e3000 Image replacement ?**

# Current Situation

- Most of the new development in Eloquence through 2002 and 2003 has been done with the aim to assure the good position of Eloquence in the HP e3000 migration market.
- Most marketing efforts in 2003 have also been done to open this market.

# Our Objective

- To win more than 3000 new customers for Eloquence in the next few years
- Expand the Eloquence community and integrate the users who are migrating from the HP e3000

# Advantages for You

- Noticeable increase of Eloquence customers and partners world wide
- Sustainable business model
- New Eloquence partners who offer third party tools

# Advantages for You

- New partner Allegro Consultants (Cupertino, USA) will be available for Eloquence development
- 24 x 7 support will be offered in the future



# Future development

## Eloquence Roadmap

# Overview

- Automatic code management
- Converge ASCII DLG, JDLG and WebDLG
- Eloquence language features
- eloqdb6 database server performance and scalability
- Database replication
- IDE enhancements
- Add support for Linux on Itanium

# Automatic code management

- Subroutines may be loaded automatically on demand
  - One subroutine (segment) per PROG file
  - PROG file name must be subroutine name
  - Subroutine file search path can be specified
- Existing programs need not be changed
- Available as a patch for B.07.00

# Line numbers

- Line numbers need no longer be unique across program segments
  - 32k line number limit removed
  - Option must be used with automatic code management feature
- Existing programs need not be changed
- Available as a patch for B.07.00

# Memory Management

- Overcome the 256K data memory limitation and make memory allocation dynamic
- Available with the next Eloquence release

# Converge DLG systems

- ASCII DLG, JDLG and WebDLG will converge
- Common objects and attributes across all DLG systems
- Objects and attributes which are not implemented or impossible to implement will be ignored
- JDLG will become much faster (DLG protocol cache)

# Object-oriented language features

- Classes and methods
- Modules
  - ODBC
  - XML
  - Network
- Available with the next Eloquence release

# eloqdb6 Performance

- Read ahead and bulk retrieval
  - Reduce latency for predictable situations
    - DBFIND mode 1 & DBGET mode 5
    - DBGET mode 2



# eloqdb6 Scalability

- Improve scalability on larger systems
  - More effective support for multiple CPUs
  - Increase concurrent user limit

# Database replication

- Forward-logging will be extended to serve as a replication protocol
- Load balancing
  - Maintain a pool of replicated database servers
  - Distribute incoming requests among multiple servers (probably limited to read-only access)
- Failover / high-availability
  - Switch to a spare system as soon as the main database server drops out

# IDE enhancements

- Project-oriented workspace
  - Remember project sessions
  - Search among all files in a project
- Support for team-wide editing
  - File locking
  - Revision management
- Enhanced dialog editor
- IDE will run on Linux

**Thank you !**