

## ZAPTHINK ZAPNOTE™

### BORLAND

*Analyst: Jason Bloomberg*

All Contents Copyright © 2003 ZapThink, LLC. All rights reserved. Reproduction of this publication in any form without prior written permission is forbidden. The information contained herein has been obtained from sources believed to be reliable. ZapThink disclaims all warranties as to the accuracy, completeness or adequacy of such information. ZapThink shall have no liability for errors, omissions or inadequacies in the information contained herein or for interpretations thereof. The reader assumes sole responsibility for the selection of these materials to achieve its intended results. The opinions expressed herein are subject to change without notice. All trademarks, service marks, and trade names are trademarked by their respective owners and ZapThink makes no claims to these names.



## Borland

URL: <a href="http://www.borland.com">www.borland.com</a>	Headquarters : Scotts Valley, CA
Founded: 1983	NASDAQ: BORL

## Product Summary

Borland's Enterprise Studio for Java integrates the Together modeling environment Borland acquired when they purchased TogetherSoft, and the Borland JBuilder development environment. Borland has also included the Optimizeit Suite, Borland Enterprise Server and JDataStore with the goal of producing a full-featured enterprise-class development suite.

By tightly integrating a modeling environment and a development environment, Borland allows developers and architects to share a common view of the development project, removing the disconnect between application development and modeling. Many other products typically do not synchronize changes from application models to the accompanying code.

Likewise, the Borland Delphi Studio offers a similar comprehensive development environment for .NET. Delphi Studio offers visual modeling based on UML, as well as Borland Kylix, which allows .NET projects to be ported to Linux. Delphi Studio also supports a Model Driven Architecture, providing developers with a two-way, model-aware business-object component library framework. In essence, the model is the application, where developers and architects can work together, visually modeling and refactoring based in UML.

## ZapThink Take

Borland is taking what they describe as the "Switzerland" approach to development tools, by supporting all platforms equally. Not only does this approach provide value to both the J2EE and .NET camps, it provides particular value to development teams who are working in both—many of whom are building (or planning) SOAs. Borland also offers a large pattern library that includes Service-oriented patterns of different levels of granularity, enabling developers to create the right Services for the SOA. Borland's comprehensive, platform agnostic, and Service savvy tools make them among the best in class for building SOAs.

### TAKE CREDIT FOR READING ZAPTHINK RESEARCH!



Thank you for reading ZapThink research! ZapThink is an IT market intelligence firm that provides trusted advice and critical insight into XML, Web Services, and Service Orientation. We provide our target audience of IT vendors, service providers and end-users a clear roadmap for standards-based, loosely coupled distributed computing – a vision of IT meeting the needs of the agile business.

Earn rewards for reading ZapThink research! Visit [www.zapthink.com/credit](http://www.zapthink.com/credit) and enter the code BORSWITZ. We'll reward you with ZapCredits that you can use to obtain free research, ZapGear, and more!

For more information about ZapThink products and services, please call us at +1-781-207-0203, or drop us an email at [info@zapthink.com](mailto:info@zapthink.com).

## Related Research

- *Service-Oriented Architecture Tools & Best Practices Report (ZTR-WS107)*

## About ZapThink, LLC

ZapThink is an IT market intelligence firm that provides trusted advice and critical insight into XML, Web Services, and Service Orientation. We provide our target audience of IT vendors, service providers and end-users a clear roadmap for standards-based, loosely coupled distributed computing – a vision of IT meeting the needs of the agile business.

ZapThink's role is to help companies understand these IT products and services in the context of SOAs and the vision of Service Orientation. ZapThink provides market intelligence to IT vendors who offer XML and Web Services-based products to help them understand their competitive landscape and how to communicate their value proposition to their customers within the context of Service Orientation, and lay out their product roadmaps for the coming wave of Service Orientation. ZapThink also provides implementation intelligence to IT users who are seeking guidance and clarity into how to assemble the available products and services into a coherent roadmap to Service Orientation. Finally, ZapThink provides demand intelligence to IT vendors and service providers who must understand the needs of IT users as they follow the roadmap to Service Orientation.

ZapThink's senior analysts are widely regarded as the "go to analysts" for XML, Web Services, and SOAs by vendors, end-users, and the press. They are in great demand as speakers, and have presented at conferences and industry events around the world. They are among the most quoted industry analysts in the IT industry.

ZapThink was founded in October 2000 and is headquartered in Waltham, Massachusetts. Its customers include Global 1000 firms, public sector organizations around the world, and many emerging businesses. ZapThink Analysts have years of experience in IT as well as research and analysis. Its analysts have previously been with such firms as IDC and ChannelWave, and have sat on the working group committees for standards bodies such as RosettaNet, UDDI, CPExchange, ebXML, EIDX, and CompTIA.

Call, email, or visit the ZapThink Web site to learn more about how ZapThink can help you to better understand how XML and Web Services impact your business or organization.

### **ZAPTHINK CONTACT:**

ZapThink, LLC  
11 Willow Street  
Suite 200  
Waltham, MA 02453  
Phone: +1 (781) 207 0203  
Fax: +1 (786) 524 3186  
[info@zapthink.com](mailto:info@zapthink.com)

