

Re: The New Roadmap

Source:

<http://coding.derkeiler.com/Archive/Delphi/borland.public.delphi.non-technical/2007-06/msg01410.html>

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In article <vg2s63d9rmbuue7fvlko6u81kclht58hsq@xxxxxxx>, Lord Crc says...

In any event, while polling 1000 people can lead to a highly accurate prediction of the outcome of an election say, that's because those people were selected with great care to be a representative subset of the entire population of registered voters.

Actually it's usually because there is NO selection performed at all. A sample that is chosen specifically to be a representatively random sample by definition isn't random.

;)

This is certainly NOT the case with the people who votes in QC. Since we (at least I) do not have any data that relates the subset of users who are active in QC with the general population of Delphi users, at least I can't be sure that those who are active in QC aren't also more likely to want win64 bit development.

Right, but QC data is only one variable. I do not know anyone who is active in QC (most Delphi developers I know on a "shaking hands basis" don't even seem to be aware of QC).

Almost without exception (I only say that because I haven't discussed the subject with ALL of them, not because I know there is any variation of views) there is dismay at the roadmap and at 64-bit being perpetually "at the end of the rainbow".

Not one of them – not even me – has voted for 64-bit support in QC. So is QC over-emphasising demand for 64-bit or UNDERstating it?

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So, it makes little sense to draw any conclusion from this other than there is a non-zero interest for the feature. Saying that "most" Delphi users want it is a huge stretch, imho.

Yep, but successful businesses don't just respond to their customers wants and needs, they ANTICIPATE.

64-bit is coming – like it or not. Many of CodeGears current and future customers perhaps aren't even aware of the impact and implications that it will have on them or, more importantly, their users and customers.

It's CodeGears job – if they wish to succeed – to anticipate that and lead those customers to where CodeGear knows they need to be, even if they do not as yet know it themselves.

To take UniCode and .net on the other hand..... the two things that seem to be pushing 64-bit to the end of the CodeGear rainbow.... these things are both here. Now. If customers want them, they will be doing something about it NOW, or more likely will have done something about it already. CodeGear doing something in the future, even in the near future, won't actually do much to win those customers or change their established courses.

Equally, those customers who haven't yet gone .net and who haven't yet felt compelled to seek out solutions to UniCode problems are unlikely to be needing them anytime soon either.

Maybe some will.

But my guess, and my feeling, is that 64-bit is a more pressing and genuine need in the Delphi development community than is reflected in the apparent "demand".

The relationship between Supply and Demand is not a necessarily reactive. It can be pro-active. Creating supply can uncover and stimulate demand.

A supply that only ever responds to an existing demand will lose business to competitors that anticipate and stimulate the demand that they are best able to supply.

Currently CodeGear really are "where it's at" when it comes to native code development tools for Windows. It's truly bizarre that they are not exploiting this position to the absolute best of their ability (or perhaps more distressing – to think that they are and that this IS their best... but I'd prefer to think not)

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They should be stimulating the demand for what they do best, not feeding off of scraps dropped at the .net table.

+0.02

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JS

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