Behind The Scenes

Stine Kromberg

Jada Andrade

New CEO

- Kirstine Kromberg aka Stine

- Future CEO of Dyalog

- Been with the company since May 2020

- Grew up with APL – but not an APL'er

- Education: MSc in Business Administration and Information Systems

Behind The Scenes with Jada and Stine

Vision

- Goal: Still be around in 10.. 20.. 50 years!

- Leave the technical decisions to Morten ☺

- Do a bit of spring cleaning

- Take advantage of our growth

- Support next generation

Jada Andrade

- Administrative assistant
  Karen's Sidekick
  + Internal Legal department
- With Dyalog since March 2023
  Around Dyalog and APL for years
- Education: law and politics,
  Experience: administration and service
- From the Cayman Islands

The Basics – What is a Licence?

- Agreement for <u>use</u> and <u>distribution</u>

- Developer vs Runtime

dyalog.com/prices-and-licences.htm

Current Annual Commercial Licences

Licence Type	32-bit	64-bit
Microsoft Windows	£850	£1,275
macOS/Linux	-	£1,275
Windows, Linux & macOS	-	£1,375
AIX	£1,275	£1,875

2024 Restructuring

Licence Type

Windows, Linux & macOS   £1,375

AIX   £1,875

2024: no more 32-bit standalone licences

Behind The Scenes with Jada and Stine

Advantages

- **Streamlined:** One size fits all.

- **Flexibility:** Full access to platforms and versions

- **Modern:** Supports current development trends

- **Freedom:** Less influence on architectural choices

What Does All This Mean for You?

- We will be in touch with all 32-bit users

- Price increases can be eased in over 5 years

- Special agreements remain

- AIX stays at £1,875.00
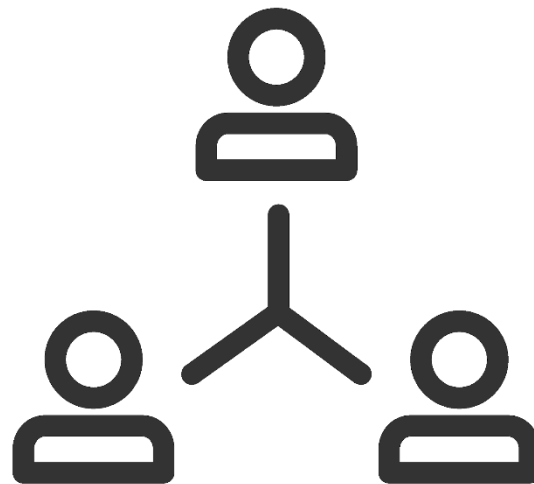
- Contact sales@dyalog.com if needed

Questions?

Vision

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- Leave the technical decisions to Morten ☺

- Do a bit of spring cleaning

- Take advantage of our growth

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Take advantage of our growth

- Adding a bit of process
- Rethinking the way we work
- A touch of standardisation

- Stay flexible and open minded

Vision

- Goal: Still be around in 10.. 20.. 50 years!

- Leave the technical decisions to Morten ☺

- Do a bit of spring cleaning

- Take advantage of our growth

- Support next generation

Next Generation

- 5 new people added this year

- 2 interns

- Goodbye to 2 Giants – Gitte and Geoff

- Succession planning is in progress

- More outreach
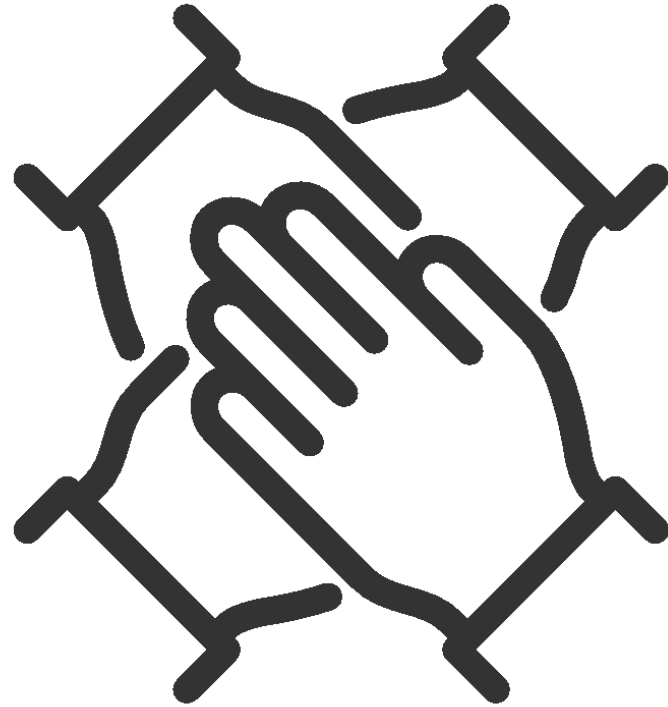
More outreach – Current users

- New website
- Internal knowledge sharing about customers
- Developer placements with customers
- User meeting

Behind The Scenes with Jada and Stine

User meeting

- **Community**
- **Communication**
- **Training**
- **Motivation**

User Meetings

Viking challenge

Workshops vs Presentations

Pricing

Length

Timing

Location

Dyalog vs Users

Other??

User Meetings

Vik
cha

Survey will be sent
out after Dyalog '23

Please reply if you have any opinion
on how we can improve!!

Dya

More outreach – New users

- Identify potential new users

- New website

- Improve tutorials and documentation

- Online classes

- More focus on SoMe channels

- Changes to our Student Competition

Resources

- Our Sponsors

SimCorp

investcloud ®

Anonymous

Behind The Scenes with Jada and Stine

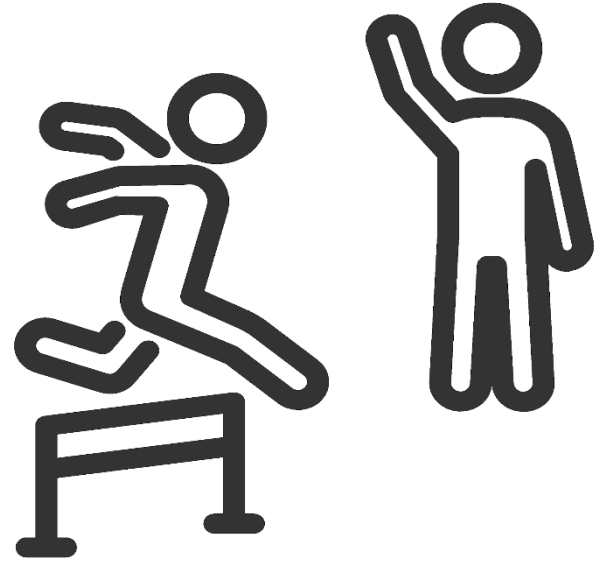# Resources

- Our Sponsors

- Beta Testers

- The Team

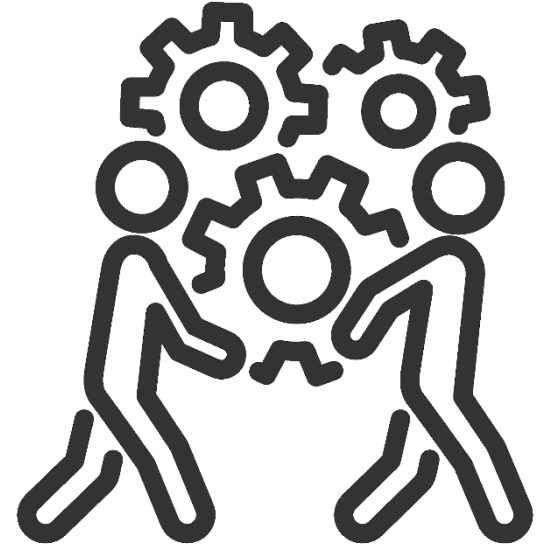# Competition

- New phase one
  - Quarterly
  - 3 winners
  - 10 questions
  - Focus on introducing people to APL and spreading the word

Competition

- Phase 2

  - Case based solution

  - Bigger prize

  - Visit to UM

  - Potential sponsorship to keep developing the solution?

Behind The Scenes with Jada and Stine

Save the date!

- Dyalog '24

- Where: The Golden Jubilee Hotel, Glasgow

- When: September 15-19 2024

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