

# DELPHI 3000.COM

borland delphi community for knowledge exchange

Delphi3000 is a "self-running" community portal. This means that the content comes from the community for the community. It's an *online-magazine*, a place where developer can upload article with content concerning all relevant information about Borland Delphi. Every article is controlled by hand – this way a better quality is reached adverse to portals where people simple can upload stuff.

## BORLAND DELPHI

With more than 1,100 employees worldwide and operations in more than 20 countries, Borland is a technology innovator that has been serving global customers with best-in-class technology solutions for more than 19 years. Delphi can straight out be defined as one of the best development tools on the market. With about 2 million Delphi developers world wide Borland created a strong pillar and will continue to do so in the .NET market.

## HISTORY

Delphi3000 started in January 2000, quickly reached 1000 registrations (may 2000) and was gathered by John Kaster within the "Delphi resource links". Since than a steady growth in the user base is observed.

## FACTS (oct. '02)

- 85.000+ member subscriptions
- 23.000+ newsletter subscriptions
- 2600+ articles
- 80.000 user sessions / month
- 700.000 page views / month
- Traffic - North America 35%
- Traffic - Europe 45%
- Traffic - Rest 20%



## ACTIVITIES

- Weekly newsletter with news and links to the newest articles.
- Weekly raffle among Delphi3000 members (Delphi products & books)
- Product discounts for Delphi3000 members
- Article-database download (& offline reader)
- Rating- & comment system for interactivity and QA

