

Brewing up new Blends for TechCon2007

It has only been a few short months since the BASIS acquisition of AddonSoftware assets and our Engineering team is furiously at work on both technology components of the acquisition; the Addon Rapid Development Environment (ARDE), now renamed Barista™; and AddonSoftware version 8.0, built entirely on Barista and BBj® technology.

The Barista Application Framework is a powerful data dictionary-driven application framework that facilitates the rapid development of GUI versions of existing BASIS applications or the development of new GUI applications. Barista is both an application framework and a run-time tool – it is not a code-generator. Given its dual function, it seemed appropriate to seek a snappy one-word designation; thus evolved the Barista name.

The name Barista refers to one who has acquired a level of expertise in the preparation of espresso-based coffee drinks, especially those Starbucks Americanos our head of engineering, Dr. Kevin King, consumes daily. This no doubt served as his inspiration for suggesting the name. Within certain circles, its meaning is expanding to include what might be called a *coffee sommelier*; a professional who is highly skilled in coffee preparation, with a comprehensive understanding of coffee, coffee blends, espresso, quality, coffee varieties, roast degree, espresso equipment, maintenance, latte art, etc. With BBj's foundations firmly in Java, it seems a most appropriate name for this new *application sommelier*; Barista!


This issue of the *BASIS International Advantage* is filled to the brim with exciting articles about new product features added to the recently released BBj 7. It also includes a pull-out supplement for Barista, now available in beta form from our nightly builds on www.basis.com. Keep your eye out for upcoming Webinar sessions for both Barista and, later in the year, for AddonSoftware Version 8.

Speaking of accounting software, take the time to review our Partnership columns wherein two BASIS developers share their practical knowledge with the BASIS reseller community. Response Computer Group Inc., the leading Open Systems Inc. reseller for 2006/2007, shares the secrets of their success on page 24 and Marex Computer Services shares on page 45 how they rediscovered BBx® technology and found their passions for SQL and object-oriented programming are right at home with BBj.

These are exciting times. BASIS continues to offer a modern Business BASIC development language, a robust and scalable DBMS, and powerful development tools coupled with unparalleled interaction with our partnership community. Research shows that key marketing considerations the user community applies in their evaluation of a software solution incorporate the 4 R's:

Reduction in risk for the customer
References and recommendations
Relationships
Realization of performance

Attend the BASIS TechCon2007 and extend your stay for the complimentary post-conference Sales and Marketing Workshop. Learn how to employ these elements while you kick-start your 2008 strategic planning process. These are the yardsticks by which we must measure ourselves and perform. Together, BASIS and the BASIS partnership community leverage the combination of our mutual track-record and longevity to deliver on these components of our customers' needs.

We succeed because you succeed; here's to more of the same! 



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