



BASIS and OSAS Partners in Profit



his past June 7-9, in downtown Minneapolis, Open Systems Inc. (OSI) personnel were hard at work hosting their annual conference entitled *Partners in Profit*. This forum brings the OSI reseller community together to learn, share ideas, network with their peers, and form partnerships.

It is always a privilege to participate in such a well-organized conference.

Nico Spence, Dr. Kevin King, and I participated as exhibitors and presenters at the conference. We were among a great group of exhibit partners who offered a wide range of vertical and after-market solutions to the OSI community. It was an excellent opportunity for us to talk with resellers about their experiences and successes with OSAS 7.0, and to give them a preview of forthcoming BASIS technology features for their customization efforts.

In addition to exhibiting, Nico and Kevin participated as presenters in two BASIS breakout sessions. They focused on how OSAS resellers can use our current and future BASIS technology to enhance the OSAS suite of applications and make them even more attractive to the existing and prospective users. They demonstrated how to utilize the newest features in BASIS technology effectively, thus giving the resellers more power to address their customer needs.

In the general session, Dave Link, Vice President of OSAS Product Development, presented the audience with the first look at OSAS 7.5, which promises to be a much-anticipated feature-rich release of OSI's flagship product. We are committed to supporting Dave and his team as our strategic partner during their development of OSAS 7.5.

A tradition at the OSI conference is to recognize the top 25 resellers for their sales efforts during the year. The #1 reseller was Response Computer Group (RCG) of Milford, DE. This all-OSAS shop does the right stuff to get the job done, which is why they are such a huge success. Their professional staff provides hardware and software services, specializing in customization and offering many vertical solutions to meet the demands of today's business. RCG is an active BASIS developer and uses BBj tools to get the job done. Everyone at BASIS extends to RCG our hearty "Congratulations, on a job well done!" (Read their story on page 24.)

Likewise, we congratulate Open Systems, Inc. on an excellent conference and say "Thank you, for the opportunity to share our technology vision with your OSAS community."

— by Gale Robledo



Gale Robledo
Account Manager

TechView2007 Travels Cross Country



Chief Marketing Officer, Nico Spence, flew from coast to coast earlier this year to present the 2007 BASIS TECHNical overVIEW. I joined Nico in sunny California and Florida; Amer Child, Sales and Training Specialist, joined Nico for the northern tour in New Jersey and Illinois.

This one-day TECHVIEW2007 seminar provided the opportunity for BBx® developers, end users, and resellers to learn about BASIS technology and experience it through hands-on activities. The day's highlights included the fine points of the BASIS IDE, an overview of the new BASIS DBMS, several system administration features, and the latest BBx product suite.

By all accounts, TECHVIEW was a great success. Nico interacted with all participants and provided ways to gain productivity at all levels of BASIS technology deployment. Everyone left excited and with ideas about how to improve their own mission critical applications. We accomplished our prime communication objectives; to

- **Understand** customer needs,
- **Educate** customers, and
- **Introduce** customers to features that they and their clients could implement immediately and profit from the many benefits.

Face-to-face time with you, our customer, is always so valuable. It is the best way to clearly understand your needs and the challenges that you encounter, both of which are so important to our mutual success. Speaking for all of us in the BASIS Sales department, we always enjoy meeting you in person. We greatly value your business and strive to improve our service to you.

In the future, we plan to continue our education series with more TECHVIEWS, Webinars, and training sessions. Please check our Web site often for events near you!

And don't miss TechCon2007 on November 4-6. We look forward to seeing you here in Albuquerque!

— by Gale Robledo

