

TechViews in MI and IL



s a rookie on the BASIS team - Vertical Market Account Manager for literally a few days - I joined Nico Spence on his March TechView tour to the Upper Midwest. There, he presented the 2008 BASIS Preferred Partner Program and the expanding functionality of the BBj®-based Barista®

development tool. It was on-the-job-training in the greatest sense. I thoroughly enjoyed meeting our BASIS partners in Detroit, MI and Schaumburg, IL outside Chicago and hearing about their businesses, their successes, and their challenges.

The attendees at both TechViews enjoyed the presentations and were very enthusiastic about the power of Barista. They were particularly impressed with the financial impact of using the Barista Application Framework on application development and maintenance since its efficiencies dramatically reduce their customization and maintenance time. Time equals money. Several attendees shared their early success stories using the tool and the time it saved in delivering solutions to their customers. Also of interest, were the new PDF, fax, and e-mail output options in DocOut, and the Web services demonstration. Several partners requested copies of the demos to share with their organizations and customers and were pleased to learn that the demos are available as part of the product download. Additionally, their topics of interest can often be found in past BASIS International Advantage [articles](#), available by searching on www.basis.com.

Needless to say, after this adventure I was even more excited about joining the BASIS team.

— by Paul Yeomans



OSAS Partners in Profit Conference



ASIS was honored once again to exhibit and present at the 2008 Open Systems Inc. "Partners in Profit" conference in Minneapolis, June 11-13, 2008. This annual event offers an extensive menu of breakout sessions on technical, partner, and product topics with 22 sessions alone in Sales and Marketing. Nico Spence and Dr. Kevin King presented the latest BASIS technology and the virtues of Barista in three successful breakout sessions –

Enhancing OSAS with BASIS Technology

Demonstrated how to use the language's database-centric features to enhance new and existing OSAS applications.

Effectively Utilizing the Newest BASIS Features with OSAS 7.x Presented the latest language features and how to enhance existing OSAS applications by incorporating them into the latest version of OSAS.

Barista – Fastest Development Tool in the West (and East) This presentation 'wowed' attendees with the data dictionary-based application development framework that easily triples development and maintenance productivity while delivering an up-to-date look and feel. The live demonstration took the OSAS data dictionary and within minutes added new GUI functionality to a familiar file maintenance task.

On Friday night of the conference, we enjoyed a special Mississippi River dinner cruise. As expected, the river ran high though it did not present the flooding problems felt downstream in Iowa and Illinois. We cruised under




Paul Yeomans
Vertical Market
Account Manager

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Photo courtesy of Minnesota Department of Transportation



Interstate 35 bridge reconstruction

the enormous Interstate-35 bridge reconstruction - the \$234M project that followed the tragic steel bridge collapse on August 1, 2007. The projected completion date was December 24, but the new concrete bridge actually opened on September 18 (must have used Barista to speed things along!). Under budget and more than three months ahead of schedule, contractors should earn close to \$27 million in incentives by finishing early—food for thought for your next software development project with Barista! Hundreds have worked night and day and most holidays to complete this critical downtown route (note the proximity to Minneapolis in the photo above).  — *by Paul Yeomans*



Descore Showcase 2008

he final days of summer and first days of autumn mean it is time for the BASIS distributor in Canada, Descore Inc., to host their annual Descore Showcases. BASIS' newly appointed CEO, Nico Spence, and I traveled to Montreal and Toronto

in mid-September to share all of the exciting product development news with our Canadian neighbors.



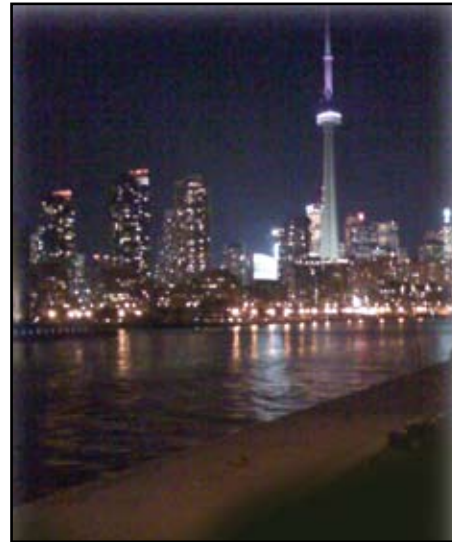
Nico speaks "BBx" in Montreal




Laurence Guiney
Senior Account
Manager

Montreal is known as "the beautiful city" or La Belle Ville to the locals and with good reason - its European feel and marvelous architecture certainly did not disappoint. While French is the most common language in Montreal, those in attendance certainly understood that French was not the language that Nico came to speak. Nico was in Montreal, and later Toronto, to speak BBx®!

Nico's presentation, "How To Make BBx Work Smarter Not Harder for You" touched on many subjects including client-side objects, the ESQl file type, the latest version of the Enterprise Manager, and new controls such as sliders and spinners. Nico also covered the latest in BBx development tools such as a preview of the new AppBuilder and the application framework known as Barista®. Nico closed the session with a brief word on the upcoming AddonSoftware conference, AddCon2008, coming to Albuquerque, NM in November.



Toronto at night

All too quickly the trip came to an end, but as Nico and I left Canada, there was a sense of satisfaction that we had imparted a great deal of information on BBx that our customers will be able to use for years to come. 

— *by Laurence Guiney*



BBj and Barista Make a Splash at CeBIT 2008



or the first time in several years, BASIS exhibited at the CeBIT tradeshow in Hannover, Germany. Nico Spence, CEO of BASIS International Ltd., and I, along with Andreas Timm and Angela Laermann from our European BASIS operations, teamed up in March to represent the BASIS products at the largest IT trade show in the world.

Our presentation of BBj® and Barista® fired up the imagination of most of the visitors at the BASIS booth.

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The theme, "Develop More Efficiently for the Java Platform with BBJ and Barista," was an entirely new way to present BASIS products. We focused on BASIS' highly effective Java tools for any professional software developer; it was a great success. We established contact with more than a hundred new potential clients during detailed product presentations to IT professionals who experienced BASIS and Business BASIC for the first time.

Many of the visitors we spoke to reported their current Java projects slowed down after a while due to the very complicated toolsets that were required for maintaining and writing GUI applications. It was easy for them to see the immediate gains with BBJ's very succinct, focused language and its three-tier architecture that, when combined with Barista, delivers rapid application development capabilities.



Project Consultants Angela Laermann and Andrea Timm at CeBIT 2008

Since BBJ integrates flawlessly with existing Java code, many Java developers have now begun to evaluate BBJ, striving for productivity gains within their Java GUI projects.

As a result of the discussions with our CeBIT prospects, we are considering some valuable enhancement ideas and requests to the roadmap for both products. Coincidentally, BASIS engineers are already working on one suggestion; a Barista version capable of accessing standard SQL databases, making the product even more attractive and versatile to any software developer searching for rapid application development tools in the Java world.

Presenting our products at CeBIT 2008 confirms that BASIS and all BASIS customers are on the right track: BBJ and Barista offer a wide variety of options to develop modern, powerful, and reliable business applications. Together, BBJ and Barista leverage the benefits of each individual product. They deliver productivity gains and provide integration with Java code libraries while avoiding the pitfalls and hurdles of the large variety of complicated and disparate tools available in the market and community today.



Stephan Wald
Director Sales and
Technical Services

— by Stephan Wald