



Viva Las Vegas TechCon2011

There are numerous films about Las Vegas but few are more famous than the 1995 production *Leaving Las Vegas*. In contrast to that title, it was with great anticipation that BASIS was arriving, not leaving, Las Vegas, for TechCon2011 that began on Monday, May 9th. BASIS borrowed the name of another notable film from 1964 to present our 'Virtualization Is Value Added' theme - *Viva Las Vegas*.

TechCon2011 sessions focused on just how easy it is for our customers to "Step into the Cloud with BASIS"



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with BBx® generations applications – PRO/5®, Visual PRO/5® or BBJ®. Over the course of TechCon, BASIS presenters showed attendees how they could use the BASIS toolset to create visually appealing applications, how to get their applications into the cloud, and tips on how to administer their cloud and terra firma-based applications. While these presentations were all well received, the three topics that generated the biggest buzz at the conference were how BASIS revolutionizes web apps with our Browser User Interface (BUI), the introduction of the BASIS file and database replication feature for PRO/5 and BBJ applications, and the amazing multi-table nested SQL select capability of the new Query Definition Tool in Barista.

Of course it was not all work in Las Vegas as TechCon attendees were treated to some excellent entertainment

that kicked off on Monday evening with magician Aaron Radatz. The laughter never seemed to cease on Tuesday evening with comedian David Crowe. It was apparent a good time was had by all as more than a few people were still talking about their favorite lines the next morning at breakfast.

Based on the feedback we received, attendees were **very pleased** with what they experienced at TechCon 2011. Hopefully what "happened in Las Vegas" will not stay in Las Vegas and attendees will take the knowledge they gained and begin using it to enhance their applications. If you are interested in the highlights from TechCon2011, read each of the feature articles in this edition of *The Advantage* and visit our [Java Break library](#) which contains some sessions in which we showcased highlighted topics presented at TechCon. ■



Post-TechCon Road Trip to California

Nico and I hit the road in May to visit several BASIS partners and end users in sunny California.

The weather was especially pleasant as was our time with customers. We had a busy schedule and covered a lot of the southern California region from Santa Clarita to La Crescenta, then onto Laguna Hills and Lake Forest area, and finally to Chino.

Having the opportunity to spend face-to-face time with customers is invaluable. Every time we visit with our customers, we learn more about their business, needs, and challenges; and what they need from us. As a result, we are often able to share features and functions of BASIS technology that already meet the specific challenges of the customer. With each meeting, our goals were different as every partner and end user



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is at different stages of deploying BASIS technology.

Our partner visits took us to see **BIS Computer Solutions, Inc.** and **Accu-Med Technology Solutions**, both successful BASIS partners who continue to support and grow their BASIS software business. Our focus was to make sure that they use our latest tools and technology that will give them the sharpest competitive edge in today's cutthroat market.

Our end user visits were to **Vacation Resorts International** and **Motivational Fulfillment and Logistic Services**. We recognize the special challenges that these self-programming end-user customers have – maintaining everyday business and user demands as well as planning for future needs of the company all while keeping up with the latest technology. We listened to their wish lists and Nico gave in-depth technology advice that will improve their business processes and strengthen their mission critical software.

Site visits always prove to be enlightening for both parties. The mutual challenge is

to use what we all have learned and take action to improve our software and services. We had a productive trip with our customers discussing current business opportunities, talking about the latest technology enhancements, and getting their perspective on how we can better serve them. During our trip we also managed to fit in a quick drop-in visit with **Rennie, Lindsey and Associates**, **Western Computer Services**, and **PCS Group**.

Nico and I thank ALL of you for taking the time to visit with us. We hope to visit more customers as time permits, and remind you to take advantage of all of the resources available to you online. Java Breaks have proven to be a vastly successful resource to our developers, the Google Group forums are a great support option, the demos included with our downloads provide 'shareware' sample code for you to embed in your own solutions, and *The BASIS International Advantage* magazine articles are packed with valuable "how to" information. We hope to see you on the road soon! ■