

Reaching Out Around the World

By Rick House

BASIS Visits Customers in South America and Europe

In 1996, BASIS reached out personally to customers in Chile, South America and Europe during a product training tour headed by president George Hight, chief technical officer, John Schroeder, and customer engineers Larry Eads and Michael Martinez joined Hight on the ten day tour. Together the group provided training on PRO/5™ and Visual PRO/5™ presented *Volcano*, BASIS' new technology strategy; and spoke with customers.



BASIS' First Visit To Chile

On September 25-27, BASIS representatives visited Chile for very the first time. Accompanied by BASIS' Latin American distributor, Jesus Alvarez of Engineering Support Services, Hight, Schroeder, and Martinez provided training to over 100 developers in a session hosted by Informat, SA and Matrix, and SA in Santiago.



Satisfied audience in Chile

get their feedback on our products."

According to Martinez, the visit was very helpful for both BASIS and the participants, "The developers were very open and excited about speaking directly to us as the creators of the tools they depend upon, and we appreciated the opportunity to

Whirlwind Tour of Europe

From November 5-15, Hight, Schroeder, and Eads provided training and demonstrations to over 200 customers throughout Europe.

The tour began in Milano, Italy on November 5 with a two day session sponsored by Marco Lorefice of Ready Informatica srl, BASIS' Italian distributor. On November 8th, the group spoke in Paris at a one day training and product demonstration held by Fari Boustanchi of Softway, BASIS' French distributor.



Proud winner of a Visual PRO/5 License in Germany

In Bonn, Hight, Schroeder, and Eads worked with GUP's Wolfgang Kraus on November 11th to provide training and present BASIS' new technology strategy to over fifty German and Austrian customers. The visit also emphasized BASIS' complete support for this new German distributor.