

# ***The Business of Going GUI***

## ***by George Hight and Pancho LaPaz***

Most developers tend to focus on the technology of GUI and forget that the decision to create a graphical user interface for an application is first a business decision.

In this session, we will discuss the costs, benefits, scheduling, planning and execution of GUI applications and conversions in the BBx® environment. We'll outline some of the criteria a developer should consider before committing resources to GUI conversions and development.

Recognizing that a lot of BASIS customers want and need to go GUI but just don't know where to start or have the resources in house to undertake the task, BASIS and SCS Consulting Services Inc. formed a business alliance earlier this year. SCS, based in Ft. Lauderdale, Florida, is a 5-year-old firm with expertise in migrating character-based BBx software to GUI using Visual PRO/5®. SCS has created unique programming tools and techniques to create GUI software quickly and affordably.

SCS has years of experience helping customers determine how best to migrate and properly plan GUI implementation. BASIS built the tools that will take you there. Come make sure you've dotted the "i" and crossed the "t" in your plans before you spend next year's IT budget.

***This session will be presented by the presidents of BASIS International Ltd. and SCS Consulting Services Inc. BASIS President and Chief Executive Officer George Hight has spent his entire career using and promoting the Business Basic language. He has over 20 years of experience in business, accounting and financial management of high-technology companies, most of them using Business Basic in one way or another. Pancho LaPaz is President of SCS Consulting Services Inc. and has 20 years of experience programming in Business Basic and managing software development businesses.***