



Descore's Spring Showcase & BBJ Training 2002

Descore's annual event that brings together our Canadian resellers and U.S. software developers can be described with many common terms. "Tradeshaw", "Demo Day", and "Showcase" are all popular titles, but none of these seem to capture the intimate nature of the exchange that occurs between participants. Face-to-face interaction is a highly valued commodity within the software industry. Through showcase events and training sessions, Descore Inc. has succeeded in closing the gap between supplier, distributor, and reseller, while creating a unique opportunity for networking.

At Descore's Spring Showcase 2002, our Customers had the opportunity to speak directly with software experts from BASIS International, J. River, and Synergetic Data Systems. The weeklong agenda featured a showcase and BBJ® training session in each of two major Canadian markets - Montreal and Toronto.

On Monday, June 17, our Customers flocked to the heart of Montreal to attend Descore's first 2002 showcase at the Delta Centre-Ville hotel. The event was well attended, despite construction on many downtown streets. George Hight and Greg Grisham came prepared with a projector screen and laptop to demonstrate various features of the BASIS product line.

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Throughout the day, Grisham's enthusiasm was mirrored by our Customers' participation. The discussions were guided mostly by individual requests regarding BBJ 2.0 functionality and GUI applications. John Wilson represented Synergetic Data Systems Inc. at both showcase events. The majority of our resellers are focused on providing real solutions through BBx® and BBJ by offering end users a mix of practical tools. SDSI staples - such as Unform, sdOffice and General Report Writer, utilize BASIS technology and add functionality to many jobs. Needless to say, John's demonstrations were of particular interest to many Customers in attendance.

Bob Brose from J. River was able to engage customers in lengthy discussions about the technical components of ICE products. A 17-year veteran of J. River, Bob is responsible for developing their new and existing applications. Two of our resellers from Essentus Inc., Ken Mason and Brian Gingrich, participated in the showcase demonstrations and BBJ training sessions. Essentus has offices in both Montreal and Toronto and caters to Customers in soft goods and retail industries. Gingrich, from the Montreal division, was looking for ways to add functionality. In the future, he plans to enhance

The showcase in Montreal was followed by two full days of BBJ 2.0 training, conducted by Descore Technical Specialist Michael Rainbird. The interactive training sessions were designed for experienced BBx programmers.

Our second showcase, held on June 19, was at the Hilton Suites Hotel and Conference Center in Markham, a high-tech community on the outskirts of Toronto. Our Customers were anxious to get started, some arriving before 9:00 am.

Al Wong, one of our resellers from Telesis Inc., brought eight Customers with him to discover the new technological advancements first-hand. Telesis Inc. serves the needs of Hydro facilities in Vaughn, Richmond Hill, and Markham. Wong's main goal is to maintain the modifications of existing systems, while migrating to BBJ within two years. He enjoyed the informal showcase setting and was able to ask a variety of questions about BBJ and ODBC. Fred Bukansky, a client from Vaughn Hydro, participated in our Toronto BBJ training session to learn about migrating to BBJ.

Greg Grisham speaking at Descore's Spring Showcase.



The second BBJ 2.0 training session concluded our agenda for the week. (This sold-out event was offered at the CDI Institute of Toronto. In fact, several CDI educational sites across Canada use BBX in their programmer training courses.)

We asked our Customers to provide feedback to help us determine future needs. As one of our Toronto-based VARs stated, "The one-on-one contact with each representative allowed us to ask specific, detailed questions about their products and how we can integrate them into our current Customer base." We expect and welcome future inquiries about BBJ.

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