



BASIS Exhibits at CeBIT

Each spring the information technology (IT) community meets in Hannover, Germany, for CeBIT, the world's largest IT and telecommunications event. Once again, BASIS International Ltd.'s wholly owned German subsidiary exhibited at CeBIT 2004. Joining efforts with four German partners, BASIS Software Germany GmbH (BSG) provided the opportunity for developers from around Europe to learn about the numerous options available for developing and deploying solutions built on BASIS technology. This year, there were more than 330 exhibitors, attracting more than 500,000 attendees.

— By Herbert Schmitz



Figures 1. and 2. BASIS Software Germany GmbH exhibits at CeBIT 2004 in Hannover, Germany



The Reseller Partnership Briefing Tour Continues



As reported in the last issue of the Road Scholar Journals, Nico Spence and Laurence Guiney traveled to Chicago to unveil the new BASIS

Partnership Program for the resellers and developers of BASIS products. The Reseller Partnership Briefing (RPB) is a method for BASIS to bring the message of the new program to their partners. The RPBs continued in October with two stops in California; San Jose and Los Angeles. The resellers showed great enthusiasm for the new program and the benefits presented by the BASIS team. The California tour was the last stop for the year before the holiday season.

BASIS scheduled the New York City RPB for January, potentially one of the coldest months in the Big Apple. Like well-prepared Boy Scouts, Nico and Laurence bundled up for the trek to New York where they pulled double duty hosting the RPB and exhibiting at [Linux World](#). Neither rain nor hail nor sleet nor snow nor dark of night shall keep these travelers from attending their appointed RPBs!

Ready to thaw out, the duo headed south in February, stopping first in Orlando. Beautiful sunshine and a warm greeting from area resellers created a great atmosphere for the Florida

meeting. Finally, the travelers concluded their six-city, five-state tour with a successful meeting in Dallas.

Nico and Laurence appreciate the support of the reseller community demonstrated by their attendance and extend a warm "Thank you" to all the resellers actively participating in the program. This Partnership Program is another example of a BASIS' renewed commitment to developing a stronger relationship with their resellers to promote the growth of their businesses and secure their futures.

— By Laurence Guiney



Figure 1. Nico Spence meets with visitors at Linux World New York City

Figure 2. Nico speaks at the BASIS RPB in San Jose, California

Figure 3. Laurence Guiney demonstrates at the RPB in Dallas, Texas