


New Leadership, New Tools, New Building Blocks, New Promise

Kevin and I relish the great opportunity and exciting challenge that we assume with our new management positions at BASIS International Ltd. The leadership transition has been a gradual one, and indeed, George Hight continues to contribute to BASIS in a financial administration role while also overseeing our growing operations in Mexico.

One of the things that make our industry truly unique is the sense of wonder and excitement that constant innovation provides. Imagine the consternation and disbelief that you would have generated if you could have stepped back in time 30 years and wandered into the fledgling premises of Microsoft in downtown Albuquerque, armed with a fully-loaded iPhone or a Google Android-powered mobile phone. Of course, you could not demonstrate much of its function; no cell phone network, no Internet, no Wi-Fi, but picture a young Bill Gates' delighted response when you showed him the technology that you carried in your palm. Our latest development framework and run-time engine, Barista®, and its first product, AddonSoftware™ accounting, might have elicited a similar reaction from the engineers in the 1985 BASIS offices in Albuquerque.

As we take up the challenge of leading BASIS to another level, we are excited and delighted to witness the 'rebirth' of AddonSoftware. The promise that Barista and the AddonSoftware building blocks hold for our community is truly amazing. Rapid development, lower costs of maintenance, stronger partnerships, and higher customer and staff satisfaction are just some of the benefits that await our development community when they embrace this new technology.

All of these new products are made possible by their foundational components, the BBJ® language, SQL Engine, and BASIS DBMS. This year's new capabilities, like BBJ's client-side embedded Java and the enhanced relational database management features of the BASIS DBMS, lay the groundwork for all developers in the BASIS community to add feature and function to their applications. These new features and functions make a significant difference to both large and small applications; from Tesco's 1,900-user system that analyzes huge quantities of data in their Asian retail operations to single user solutions that manage the accounting needs for a small business.

This edition of the *BASIS International Advantage* showcases not only these new features and functions but also delivers practical use cases for recent BASIS technology advances. These and other demonstrations are available for download from the BASIS Web site alongside the current versions of BBJ, Barista, and AddonSoftware. Download an evaluation license today; mark the Barista, AddonSoftware and Demo checkboxes, and prepare to be amazed and delighted! 



Nico Spence
Chairman & CEO



Dr. Kevin W. King
President & CIO

The *BASIS International Advantage* magazine is published and distributed by BASIS International Ltd.

Editor in Chief Nico Spence
nspence@basis.com

Editor Susan Darling
sdarling@basis.com

Technical Editors Dr. Kevin King, Nick Decker
kking@basis.com, ndecker@basis.com

Copy Editor Peggy Lewis
plewis@basis.com

Art Director, Graphics Patricia Catlett
pcatlett@basis.com

Electronic Production Amer Child
achild@basis.com

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BASIS International Ltd.
5901 Jefferson Street NE
Albuquerque, NM 87109-3432

Phone +1.505.345.5232
US Sales 1.800.423.1394
International +1.505.338.4188
www.basis.com

General Information
info@basis.com

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