25 Years Later
Delivering an amazing return on your software investment!

I n 1985, the monolithic hardware/software/application stack was stifling business productivity and entrepreneur's freedom of choice. The first release of the Business BASIC interpreter on a non-proprietary operating system occurred in the Fall of 1985 and signaled the fall from grace for the proprietary hardware vendors that heretofore controlled access to the hardware and operating system with an iron grip. Business software was set free.

Non-proprietary hardware and operating system combinations ushered in an era of openness, akin to the Wild West of yesteryear, that allowed developers to write software that would run on the platform of their choice. In the non-Business BASIC world, this irrational exuberance led developers to write code for the hottest platform of the day and when it fell out of favor they had to rewrite for the next hottest platform. As this conundrum began to manifest itself, Java came along as a potential solution to this ever-changing world of OSs and even BASIS took advantage of Java to produce the most advanced platform independent GUI Business BASIC, BBj®, built on the Java platform. This seemed like a good solution for about a decade until the rise of smart phones, smart TVs, iPads, etc. that will never have a robust Java implementation on their virgin OSs. Once again, developers world-wide found themselves with software written for proprietary systems that would require a rewrite if they ever hoped to compete on the new and most popular OSs. The last three decades in the life of non-Business BASIC application developers was all about chasing the latest/coolest platform and never quite catching it.

Fortunately, BASIS customers have missed much of that misery. Over the past 25 years, customers whose applications were written in Business BASIC did not have to change their application code to move from platform to platform, they just had to purchase an interpreter from BASIS to allow their software to run as well or better than it ever ran on the original platform for which it was written. Some of the most popular and notable platforms that have come along after many of the applications were originally written are Windows, Linux, and OSX. However, new OSs are now being developed faster than JVMs and applications can be written to keep up with them. So, while the latest generation of non-BASIS software developers are recoding again for the Web browser using JavaScript (JS) and HTML, once again, BASIS customers are in a position to focus on business and not fret over this latest technology craze. Why? Because BASIS now interprets BBj code to either run in a JVM or in a JS-enabled Web browser!

Since BASIS now offers support for the latest Browser User Interface (BUI for short), customers can again rest assured that their applications will still run on the latest exotic OSs that come on handheld devices, tablets, and televisions. Because they all come Internet-connected, the exotic OSs have one thing in common with the traditional OSs - JS-enabled browsers. Any GUI application that was written for Windows in Visual PRO/5® will now run on any of the GUI-enabled Java platforms via BBj as well as on any JS-enabled browser, regardless of the underlying OS.

The past 25 years have passed in a blur as we kept up with the constantly changing technical environment, shielding you from the need to rewrite your applications for technology's sake. While we cannot begin to imagine what the next twenty-five years will bring, we are confident that we will be able to continue our tradition of delivering cross-platform compatibility to you and the community at large, no matter how fast of a pace the technical giants like Google, Microsoft, Linux, Apple, Oracle, etc. might set. Whether your software is CUI, GUI, or BUI, the BASIS commitment still stands strong...*to make your software investments deliver a continuous return well beyond their original break-even point.* ∎

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