Road Scholar Journals

BASIS Successfully Prospects in Bulgaria

Bulgaria, located on the Black Sea with 7.5 million inhabitants, has a long standing tradition of excellence in mathematics and computer science (and chess!), dating as far back as the pre-Communist era. In 2002, the country earned an 8th place ranking in the world by total number of ICT specialists, out performing countries with far larger populations. Today, Bulgaria has an industrialized, open free-market economy with a large, moderately advanced private sector. The World Bank classifies it as an "upper-middle-income economy."

A member of the European Union since 2007, Bulgaria has experienced rapid economic growth in recent years. Though the country is momentarily struggling with the effects of the recent banking crisis, it has great growth potential for the years to come, especially since many software companies use Sofia as a hub to access neighboring countries on the Balkan peninsula and in the ex-Soviet Union. BASIS Europe enjoys many loyal customers throughout most of the Western European countries, however the former Warsaw treaty nations are still uncharted lands for BASIS. As part of our strategy to explore market possibilities in these countries that were once behind the iron curtain, Stephan Wald and I traveled this past September to Sofia, the capital of Bulgaria.

Stephan Wald, BASIS Europe Manager, presented the AddonSoftware concept

By Patrick Schnur
Marketing
Public Relations

An expert audience follows the AddonSoftware presentation in Sofia. All IT professionals in Bulgaria understand and speak English, the global lingua franca of the industry.

to the representatives of 20 Bulgarian ISVs, most of whom are interested in becoming AddonSoftware resellers. They seek an alternative feature-rich and customizable ERP solution as the products that currently dominate the market such as SAP and MS Dynamics are too complex and expensive for most mid-market companies. The ISVs were very enthusiastic and liked the idea of ERP building blocks they can modify and customize themselves, giving them the opportunity to adopt easily to the needs of different industries in their country. Computerworld, Bulgaria's leading computer magazine, extended this ground breaking exposure by publishing an interview with Stephan about BASIS' plans in the region.

Encouraged by the tremendous interest we encountered in Bulgaria, we will put out our feelers to Poland and Romania next. Stay tuned! ■

Chief Technology Officers and programmers from Bulgarian IT companies follow Stephan Wald's presentation in Sofia.

During the event, Stephan was interviewed by Alexander Glavchev and Tihomir Ivanov, editors of Bulgaria's leading IT magazine "Computerworld," about BASIS' plans in the region.

Barista Gets a Hot Chile Reception in Santiago

This year has been full of significant events for Chile. In February, a major earthquake struck the country. In June, Chile's soccer team won two games at the World Cup, their first tournament victories in 48 years. In August, the collapse of the mine near Copiapó left 33 miners trapped, resulting in a rescue that kept the world in suspense for 69 days and showed off the ingenuity of Chilean engineers.

In addition, 2010 saw the Chilean economy return to strong growth with an estimated GDP growth of over 5%. This is quite an achievement considering the recession in the rest of the world and makes Chile the strongest economy in Latin America. This growth extends to the information systems industry as well, with significant innovation seen in the development of computer software and applications.

BASIS and ESS are no exceptions to 2010 achievements as they jointly hosted a very successful BBj/Barista® 10.0 Road Show at the Four Points Sheraton in Santiago. The event began with a half-day product presentation by Nico Spence, BASIS CEO, who highlighted the BASIS product strategies and demonstrated the new BBj 10.0 functionality and development with Barista. Nico also presented practical alternatives to migrate existing PRO/5® and Visual PRO/5® to BBj®. Jesús Alvarez followed with an overview of Barista, explaining its evolution and emphasizing how it allows developers to take advantage of modern language features while significantly reducing the time to develop business applications. Next, William Hernández demonstrated how to develop a simple application with Barista. Attendees were pleasantly surprised by Barista's functionality and productivity.

A full room awaits the presentations from Nico Spence, Chairman & CEO, BASIS; and Jesús Alvarez, President, ESS and William Hernandez, Senior Consultant, ESS.

Nico discusses current strategies and the future of BASIS.

Two days of training in Barista development, taught by William Hernández, followed the Road Show. By covering the fundamentals of application development with Barista, William helped the developers gain the skills required to start new applications and migrate existing ones to this new development platform. Attendees particularly enjoyed the data dictionary centric design, parameterization capabilities, security system, and extensibility via call points. Barista allows developers to concentrate most of their development time on implementing business rules rather than managing the user interface. In fact,

The BBj training led by William Hernandez was well received.

several trainees left committed to start new applications using Barista, BASIS' hot application development tool.

Special thanks to SSL Computación for their assistance in marketing the Road Show and for their sales and support efforts with BASIS products in Chile. ■

By Jesús Alvarez
ESS, BASIS
Product Distributor

> Chile was one of the first countries outside the US to use BASIS programming languages for development. Continuing a 25 year run, they are actively developing with BASIS tools in a country that is an important cornerstone for BASIS in the South American market. Several financial firms use BBj to handle investment activities, including trading systems for the Chilean stock market. Many other vertical applications are written with BASIS languages for supermarkets, pharmacies, customs brokerages and other industries.

Montreal Toronto

Canada's Software Showcase 2010

Face-to-face interaction is a highly valued commodity within the Canadian software industry. In keeping with this value, Descore, Inc. hosted a pair of events this September that brought together Canadian resellers and U.S. software developer communities. Named Software Showcase 2010, this event created a unique opportunity for resellers to network with one another and help close the gap between the developer and the reseller. Attendees had the opportunity to learn first-hand about the newest functionalities added to their chosen developer's product lines and to speak directly with representatives of both BASIS International Ltd. and Synergetic Data Systems.

By Dave Foster
President, Descore Inc.
BASIS Product Distributor

First Stop, Montreal
On September 27th, the Marriott Courtyard located near the Montreal airport was the venue for this well attended event, despite construction on many of the neighbouring streets. Nico Spence, Chairman and CEO of BASIS, came well prepared to demonstrate the newest BBj® features. He introduced BUI (Browser User Interface) and demonstrated its functionality, then re-introduced Barista to our customers. The foreign language capabilities of Barista was of particular interest to our French-Canadian VAR community who wanted to move their already multilingual applications forward to a graphical presentation in the fastest possible way. Barista is just what the doctor ordered!

Final Stop, Toronto
Descore hosted the last showcase on September 29 at the Thornhill Golf and Country Club in north central Toronto. The ambiance of the clubhouse continues to create an air of participation and networking that has proven, year after year, to be a well received and desirable venue for our Toronto-based customers.

We asked our customers to provide feedback to help us determine future needs. Many requested more technical focus and less marketing-oriented sessions with a chance for dynamic conversation about BASIS technology and their individual applications. Nico included one of the shorter Java Break sessions in his presentation to demonstrate the step-by-step process of moving a character-based application to a graphical application with Barista and the ease with which new BBj features integrate into existing applications using Barista. This simple presentation displayed the value of the Java Break sessions (go to links.basis.com/JavaBreak). We expect greater participation from Canadian VAR's in future sessions.

The Results
Through these showcase events and individual training sessions, Descore succeeded in moving good applications forward technologically, making them better, using object-oriented functionality in BBj …the Java-based object-oriented extension of Business BASIC. ∎

Vegas

OSAS and BASIS in the Bright Lights of Las Vegas

Once again, Open Systems, Inc. continued their reputation for excellence with the production of their annual conferences. They put on quite a show this September...for a full week in Las Vegas! Act 1 was the Partners in Profit conference for the reseller channel, followed by Act 2 - Customer Excellence conference - for the end user channel. This format of back-to-back conferences maximized the networking opportunities and the ability to educate all of their customers.

It was great to visit with Open Systems resellers, meet end users, and discover what is on the horizon for the OSAS product. Dave Link, Vice President of OSAS Product Development, shared some exciting new directions for his development plans and their use of some of the latest BBj features. We are

By Gale Robledo
Account Manager

thrilled that the OSAS product has closely followed our releases of BBj, allowing them to implement our new features as quickly as possible and we were especially pleased with the announcement that OSAS 8.0 will be a BBj-only release.

BASIS was privileged to be an exhibitor and presenter at both the Partners in Profit and Customer Excellence conferences. BASIS' dynamic duo - Nico Spence, CEO, and Dr. Kevin King, President - did an outstanding job presenting our experience of moving our entire enterprise to Cloud Computing; using BBj Web Server and iReports, and many other features that enhance the OSAS experience.

A conference highlight each year is the Top 25 awards banquet when Open Systems recognizes their top resellers for their hard work and success. Response Computer Group (RCG) from Milford, Delaware, earned this year's top honor. It was a return trip

Dr. Kevin King and Nico Spence present Cloud Computing

to the podium for RCG with an encore performance. RCG's product sales come mainly from the OSAS product line built on BASIS technology. Read more about their organization in the *BASIS International Advantage* feature article "RCG Uses Marketing Skills to Achieve OSAS 'Top Dog' Status" (see links.basis.com/RCG).

Congratulations to Response Computer Group on another successful year using OSAS and BASIS products to enrich and grow their customers' businesses. And a special "Thank you" to Open Systems for hosting such a great conference. ∎