



Java Breaks Deliver Solving the Information Delivery Challenge

A few years ago, we realized BASIS was facing an information delivery problem - too much content to deliver in a timely manner, to a "too busy" audience located around the globe.

While we were successful with TechCons and TechViews, they really only reached a very narrow sector of our community. TechCon conferences continue to present great opportunities to speak face-to-face with our partners about the ever-expanding BASIS technology, features, and functions built into the product set, but are only held every 18-24 months. How do we reach our community with more current and frequent information? BASIS TechViews took mini sessions to cities around the U.S. but were difficult to target geographically to maximize and justify one-day attendance, and were expensive for us to conduct with any frequency. How do we host regular 'bite-sized' presentations that wouldn't monopolize too much time so that our community could attend while at work, at home or in a hotel; from any city across the country or around the world?

The solution to this dilemma came in the summer of 2009. We decided to jump on the webinar bandwagon and host sessions on current topics for about 30-minutes during which our attendees might enjoy a cup of coffee...a virtual "coffee break" of sorts. We tossed around several names but "Java Break," with our Java-infused BBJ[®] product as the headliner, seemed to be the obvious choice. Committing to host or "serve up" these breaks bi-weekly, we designed them strategically to educate and inform resellers and end-user developers alike using demonstrations and presentations of the latest BASIS technology. We settled on the recurring start time of 10 AM Mountain Time to conform with the typical work day in the continental U.S. and also to be reasonably convenient to our customers who span at least 10 time zones.



By Paul D. Yeomans
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In the fall of 2009 at TechCon in Albuquerque, we announced the Java Break concept and logo, printed on ceramic coffee cups, and distributed them with a schedule of the first Java Break series.

Now, three years later, we have registered a total of nearly 3,200 attendees for more than 60 sessions. Combining input from our developers and end users, and comments in the discussion forums with new product features and industry trends, we deliver a wide range of topics to an audience that now has the time, interest, and opportunity to attend. The result - Java Break topics that cover the practical applications of BASIS technology including language/interpreter, development tools, database management, system administration, utilities, and the application building blocks of the AddonSoftware[®] by Barista[®] ERP solution. In our most popular sessions we highlighted enabling data replication and auditing for your PRO/5[®], Visual PRO/5[®], and BBJ apps; adding browser access to PRO/5 data, and imparting email functionality to your PRO/5 apps. Many organizations use the BASIS Java Break as semi-monthly opportunities to bring their development team together for collaboration and brainstorming while viewing the session.

Looking back at the goals of our solution, we've succeeded...

...bite-sized presentations

Generally no more than 30 minutes

...accessible from work, home, or hotel

Web-based sessions only require an Internet connection

...from any city

Global coverage with attendees from Argentina, Australia, Bangladesh, Bulgaria, Canada, Chile, Colombia, Dominican Republic, England, Germany, Guatemala, India, Italy, Macedonia, Mexico, Netherlands, Nigeria, Poland, Puerto Rico, Serbia, Sweden, Switzerland...

For some it is an evening's diversion, though for our Australian friends, it is 'bloody early.'

...on your choice of viewing device

Viewable from your desktop, laptop, mobile device, or from your large screen TV using Airplay for iPhone/iPad

...on demand

As the Java Breaks have evolved, so have their longevity, adding **anytime ease** -

All Java Breaks are available to the community *anytime* from either basis.com/java-break-basis or the [BASIS YouTube](#) channel. In fact, the YouTube channel alone has nearly 10,000 video views with dozens of subscribers, and counting.

A most unanticipated and invaluable resource from these Java Breaks is the live question and answer sessions that we record, transcribe, and post as a Google Doc to the archive page (basis.com/java-break-basis). These Q&A sessions give us real-time input and interaction with our community to help guide the direction of future Java Breaks and potentially, our products. Also, posting the Q&As in Google enables us to easily edit and update as we enhance our technology.

Have Java Breaks been worthwhile to the BASIS community from the customer's perspective?

Here are just a few comments we received:

"It was great to see how easy it is to serve and consume Web services. Thanks for these Java Breaks. They are wonderful."

"Preserving Modifications Through Upgrades was very well done and answered several questions I had. It sparked new ideas of what I can do with Barista"

"Thank you for providing the time and facilities to get this great information out."

"This Java Break certainly stirred up a nest of worms that are already swimming around in my head. For that, I am grateful!!"

"Writing Your Web App in the Latest BBx - The CSS was exciting and very enjoyable. I can't wait to get started."

Thank you for 'taking a Java Break' or two with us. Together, we've clearly brewed a smashing success! Information delivery challenge **SOLVED.** ■



If you have not yet joined us for a live Java Break, check out our schedule at links.basis.com/events and register there or from our Monday morning email announcement. In the meantime, catch up on past Java Breaks at links.basis.com/javabreak!

Drowning in unfinished projects?

Don't off-shore, near-shore, or out-source...
Smart-source with



- Develop, maintain, and migrate all Business BASIC-based applications
- Outsource IT services permanently
- Support all BBx[®] generations – PRO/5[®], Visual PRO/5[®], BBj[®], and Barista[®]
 - Managed in English through BASIS US and Europe
 - Committed to
 - Globally unified quality standards and project management guidelines
 - Legal peace-of-mind, thanks to US and EU contract standards



Smart-source services provide both ISVs and corporate IT departments with trained, certified, and qualified software architects and developers staffed through the global network of BASIS partners and subsidiaries.

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