

LinuxWorld New York

Like so many other high tech companies, BASIS has been involved in the rapid growth in the Linux marketplace. This year, we decided we wanted to showcase some of our efforts and chose to exhibit at LinuxWorld in New York. To help us in this endeavor we contacted our long-time customer, Open Systems Inc., to exhibit with us.

Greg Rowland, Open Systems (left), and Greg Grisham, BASIS (right), greet LinuxWorld attendees visiting their booth.



LinuxWorld took place at the Jacob Javits Center in Manhattan, which is a world-class convention center. The 19,000-plus attendees enjoyed a great event. Based on the enthusiastic response we experienced, and on the quality and volume of the show's attendees, there is little question regarding the acceptance of Linux in the IT world. All of the major hardware and operating systems providers attended, aggressively marketing their wares.

There was an impressive display of server systems, networking options, and communications alternatives. In addition, attendees

had plenty of opportunities to review a variety of systems integration software. In short, there were numerous production-level infrastructure tools for the Linux environment available for attendees to examine and evaluate.

The only thing missing from LinuxWorld was a comprehensive selection of business application software, which made BASIS and Open Systems quite an attraction. This show allowed BASIS to reconnect with a number of customers and to meet with new companies interested in our technology.

The popularity and maturity of Linux provides a wonderful opportunity for developers and vendors interested in expanding their markets. Now is the time to deliver our products to this market, eager for new business applications. BASIS-based Open Systems accounting software solutions received very favorable responses from the LinuxWorld attendees, and we look forward to further developing this market segment in the future.

Nico Spence, BASIS (left), and Dave Link, Open Systems (right), prepare exhibit booth for LinuxWorld.



– **Greg Grisham**