

INSIDE! RFID MANDATES: HOW QUICKLY WILL THEY AFFECT YOUR CUSTOMERS?

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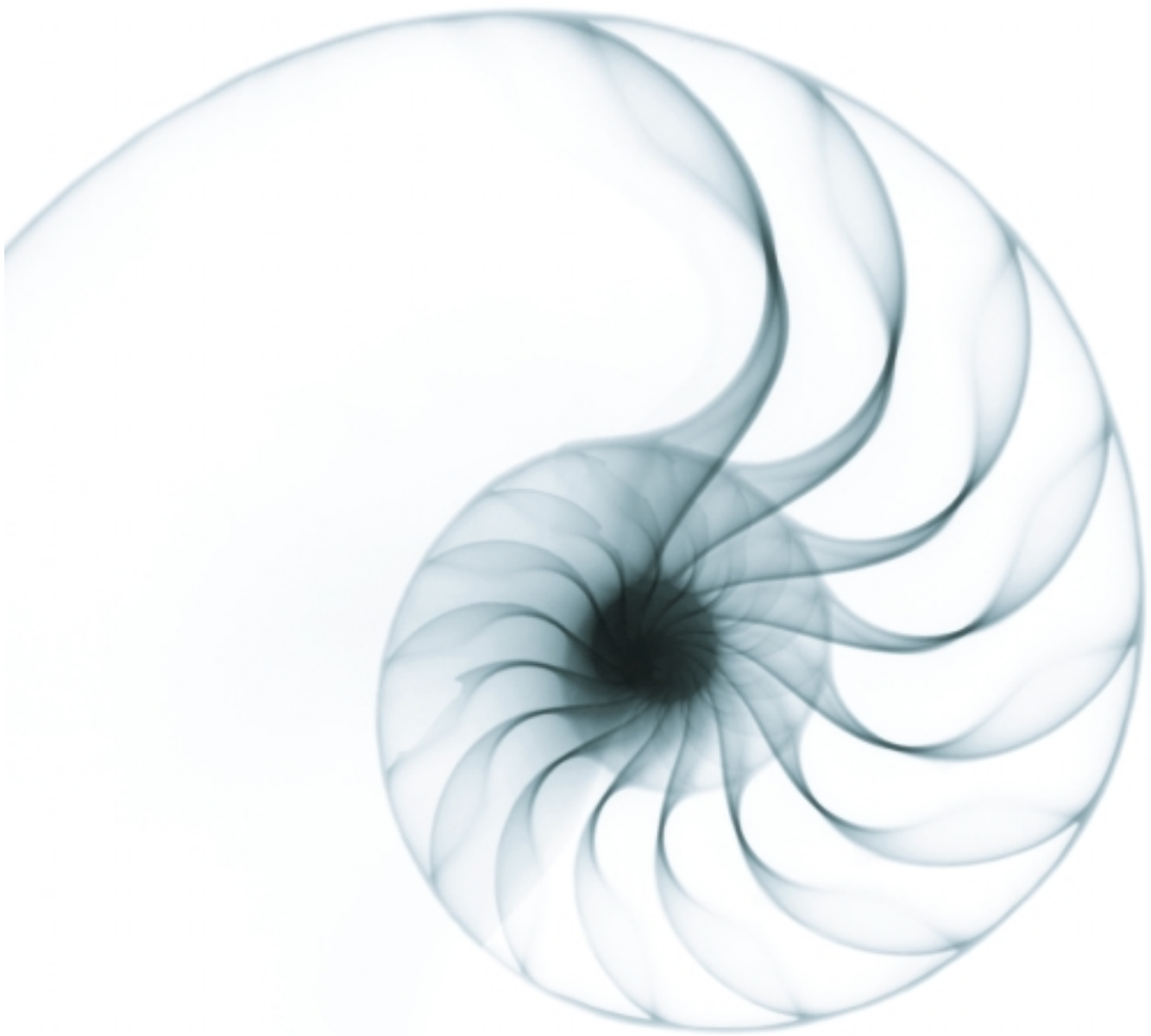
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Think of it as an earthquake/
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for privacy breaches: 10 ways to
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An Inside Look at Webinars

This summer, International Spectrum is offering its first series of Web seminars. Most people now call them webinars.

I have to say it has been fascinating to do the research, education and rehearsal for producing these electronic "events." I was somewhat skeptical when the idea was presented a while ago, but there are Web service companies that have now perfected the art substantially, and they are doing a pretty good job of it.

The way a webinar works is that the "attendees" dial a toll-free phone number at a prescribed time, then they "sign-in" to the "meeting" by visiting the meeting Web site using a standard browser and an invitation password. Once everybody is logged-in, the webinar can begin. Attendees can hear the speaker (presenter), and see the presentation on their computer display. A huge benefit of webinars is that with a speaker-phone and a large screen display, more than one person can attend.

Producing a quality webinar is a team effort between the speaker (presenter), a moderator, and a backup coordinator who needs to have the qualities of a producer and director. (Maybe they should be called Webducers?)

The "speaker" for a webinar has to make the greatest adjustment to make it work well. Unlike the conventional meeting room scenario where there is eye contact, lots of interaction with attendees, and the ability to field questions directly, the webinar presenter has to structure the presentation to make sense to an audience whose reaction s/he can't see.

Another challenge a webinar speaker faces is to make sure the presentation adheres to strict time constraints, because the cost of producing Webinars is a function of the number of attendees times the number of minutes to conduct the meeting. The larger the number of attendees, the larger the cost increase.

In the way we've elected to produce our webinars, the moderator fields questions from the attendees (they can "raise their hands" electronically) and he can also text message "chat" on the side with individual attendees during the presentation.

The moderator also decides when and who should have their phone line muted and is in charge of advancing and returning to specific "slides" for the speaker.

Meanwhile, the Webducer is in the background doing things like making sure everybody who should be signed in is in fact signed in, and also backs up the moderator by categorizing questions to be presented to the speaker during the Q&A portion of the presentation. The Webducer can also interface with attendees that are having technical difficulties.

(Once a webinar attendee is logged-in successfully, s/he should resist the temptation to jump out of the presentation to check email or look at some other application. While that's not supposed to cause problems, the fact is there are a number of reasons why that might cause you to lose the connection to the presentation).

Since Spectrum serves the international MultiValue market, we anticipated the many questions we have received about our webinars. In addition to the problem of having to log in at an inconvenient time, the cost of "dialing in" to hear the audio portion of the presentation poses the biggest difficulty. They can always dial the regular phone number for the service, but of course, the cost may be prohibitive. There are some free and inexpensive Internet-based phone services such as Vonage and Skype that intuitively should allow an international caller to access the U.S. toll-free number, but we haven't had anybody try that out yet in a real circumstance.

In my opinion, webinars won't replace conventional meetings and conferences, but they certainly will play an important role in the education and information market from now on. For a company whose sole business involves the production of publications, conferences and exhibitions for the MultiValue market, webinars represent an exciting new way to serve our customers.

EDITOR'S NOTE: International Spectrum has scheduled the first four in its 2005 Webinar series, starting with Nathan Rector's popular presentation, "Using Your MultiValue Data With Microsoft Excel and Word." A description and schedule for all four webinars may be seen on www.intl-spectrum.com. International Spectrum is also producing traditional MultiValue shows this fall in Cincinnati, Seattle, and New Jersey.

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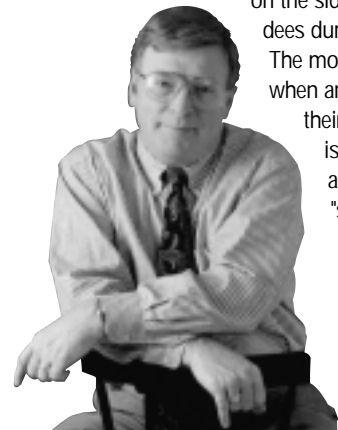


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International Spectrum's 2005 Webinar Series



Webinar #1

July 28, 2005

**Using Your MultiValue Data with
Microsoft Excel and Word**

Presenter: Nathan Rector, President, Natec Systems

Webinar #2

August 25, 2005

**Introduction to SQL for the
MultiValue Developer**

Presenter: Mel Soriano, President, Eagle Rock Information Systems

Webinar #3

October 13, 2005

**Microsoft's .NET – Do you need it?
Is it a Good Fit for Your MultiValue Enterprise?**

Presenter: Nathan Rector, President, Natec Systems

Webinar #4

November 10, 2005

Introduction to XML for the MultiValue Developer

Presenter: Mel Soriano, President, Eagle Rock Information Systems



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RFID Mandates

What Are They?

Except for the people that are in the middle of an RFID mandate program, most of us really don't know what RFID mandates exist, and what they actually are requiring. Most everyone has heard about the Wal-Mart and DOD (Department of Defense) mandates, but if you were like me, you didn't know exactly what the mandate said, or how quickly it might affect your customers.

I spent several months last year trying to find the specifics, so now I'm going to share what I've found out with you.

Wal-Mart

Wal-Mart has always been known as a company that will use technology to help make its bottom line better. In the 1980s, Wal-Mart issued a similar mandate for barcode labeling. Nowadays, barcode labeling is so much a part of the industry, businesses don't even think twice about it.

When Wal-Mart saw the RFID technology, it immediately recognized the potential to reduce labor costs and to track lost items.

So here are the key points to Wal-Mart's RFID mandate:

- ◆ 100 percent of all cases and pallets sent by the top 100 suppliers into the Texas Distribution Center were to be tagged by Jan. 1, 2005. After hiccups, this was reset to 65 percent, since companies are still trying to address tagging items that contain liquid and metal.
- ◆ Eight stores in the Dallas/Fort Worth area would participate in the initial rollout, with additional rollouts to be scheduled later.
- ◆ All suppliers are to tag cases and pallets by the end of 2006.

- ◆ UHF Class 0 and Class 1 tags were to be used, with a shift to Class 1 Gen 2 tags when they are released to production. Class 0 and Class 1 tags will be accepted for several years after Gen 2 tags are introduced, but Wal-Mart is recommending a move to Gen 2 tags as quickly as possible.

- ◆ Data will be communicated to Wal-Mart via RetailLink and EDI. Wal-Mart chose to use existing EDI systems instead of using EPCglobal's network because the standards were still under development, and most companies they worked with had already paid to transmit their data through RetailLink.

- ◆ EPC tags using GTIN (Global Trade Inventory Numbers) and unique serial numbers will be used.

- ◆ 100 percent read accuracy was specified for tagged goods within 10 feet of the reader.

- ◆ All cases containing one item (i.e., couch or TV) must be tagged.

- ◆ Pharmaceuticals have another set of guidelines, which I won't get into here.

- ◆ The cost of RFIDing items is not to be passed on to the customer.

DOD

About the same time that Wal-Mart was creating its RFID mandates, the DOD was devising its own. At any given time, a significant part of the DOD's \$700 billion in inventory is in transit, making it very difficult to keep track of what is actually in the inventory at any given time.

DOD decided they would use EPC tags for identification so that their suppliers would not have to keep track

of two different types of tagging systems: one for the DOD and one for the commercial industry.

Here are the guidelines for the DOD:

- ◆ Freight containers are to have Active Tags with content level details encoded in them, and must be read up to three meters. This is optional for now, but may be required on a selective level for some companies.

- ◆ Unit/Pallets are to have passive tags using Class 0 or Class 1, with a preference for Gen 2 tags when they become available. The tags must be read up to three meters. This is required as of 2005.

- ◆ Transport Unit/Case have the same requirements as the Unit/Pallets.

- ◆ Item Packaging will also be required. Again passive tags using Class 0 or Class 1 tags with a preference for Gen 2 tags.

- ◆ All suppliers are required to tag their items by 2007, and any new contracts or renewals will be required to RFID their items as of the new contract dates.

Target

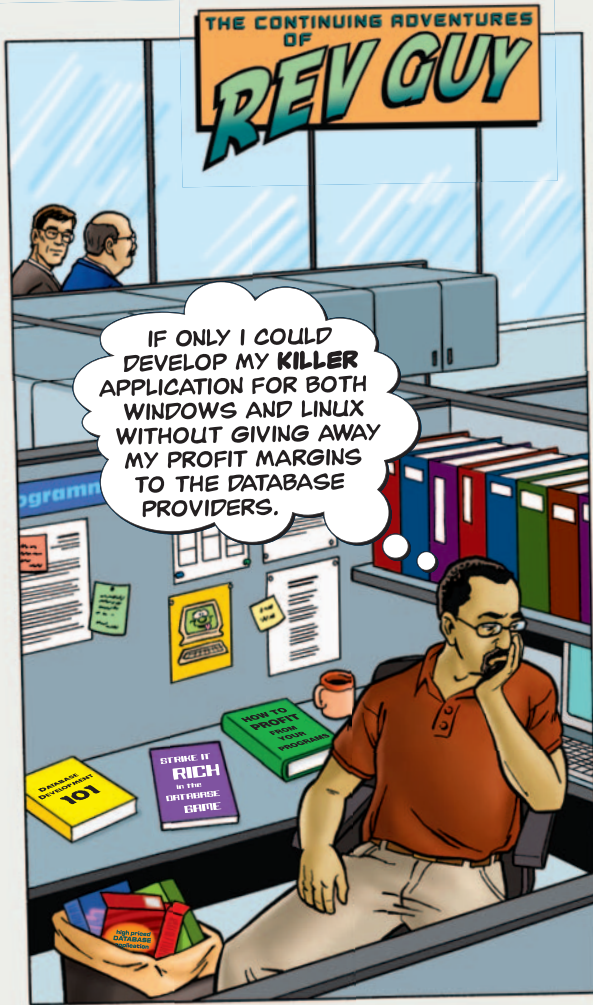
As you can expect, many other retailers have followed Wal-Mart in mandating RFID, and Target is no exception.

Target is using basically the same mandate as Wal-Mart. It's requiring its top 100 suppliers to apply RFID on pallets and cases by spring of 2005. All suppliers are to comply by 2007. Since Target's top 100 are basically the same as Wal-Mart's, they shouldn't have any problems with non-compliances.

Albertsons

Same as Wal-Mart and Target, Albertsons is also requiring its top 100 suppliers to apply RFID tags on pallets and cases by April 2005. is

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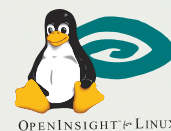
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*Converting, Migrating,
or Front-ending
Applications
and Data
for Use with*

Open

BY ROBERT CATALANO,

Over the past year or so we've filled these pages with descriptions on using the various components and tools within Revelation Software's flagship product, OpenInsight. In this installment, the first of three parts, we will respond to the many who have asked us the following questions:

"What is involved in converting another MultiValue application to OpenInsight?", "How do I utilize OpenInsight as a graphical front-end to my existing MultiValue application?" or "How can I migrate my data for use within an existing OpenInsight application?"

So, for whatever reason, you as a MultiValue developer or end user are now seriously looking at OpenInsight or an OpenInsight application. You have downloaded the evaluation, liked what you saw, and are planning to use it in some fashion.

Now What?

The path you take depends upon what you want to do with your existing application. There are four possible paths to take:

- A complete conversion from your current MultiValue flavor
- A gradual migration to OpenInsight
- A new front-end that utilizes the existing database
- Conversion of your existing data for use with an OpenInsight application

Based upon your decision you will need to perform the following steps in some manner:

- Access the data files
- Review the existing application
- Set up the OpenInsight application
- Convert the dictionaries

In part one of this series, we will explore how we can provide access to the data files, but first let's quickly look at the four possible paths: Full Conversion, Migration, Front-Ending, or Data Conversion.

Which Path to Take

Each of the four paths has its pros and cons. A complete conversion would require conversion of data, dictionaries and programs. While there are conversion tools that help this process, there is still work to be done on the developer's part.

Insight

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However, at the end of the process you will have a system that is fully GUI, in an MV product that you are familiar with, and that can run on Windows or Linux.

A gradual migration is best for those sites where either time and money are at a premium, or where the developer wants to tread lightly on this foray into the new world of OpenInsight. This requires setup and use of one of our Base File Systems (such as the U2 Connector or UniVision Bond) to allow use of OpenInsight forms, programs, and reports against your existing data files. With this path you can continue to use your existing programs and database while gradually integrating OpenInsight into the mix. However, you may need to perform update and maintenance on two systems at once while the migration is taking place.

Using OpenInsight as a new front-end also requires setup and use of one of our Base File Systems to allow use of OpenInsight forms and reports against your existing data files. You'll be able to get a GUI front-end on your system quickly for those who need it (management types), and leave the green-screens out there for those who want them (data entry types.) This may be a way to extend the life of a green-screen application for a while with a minimum investment while other options are investigated. However, the developer may still end up maintaining two versions of the same system.

Finally, a data conversion will require that a simple conversion program be used in conjunction with a popular terminal emulator that has MultiValue file transfer capabilities or a data conversion tool. Here we have middleware that needs to be purchased and licensed, but the life of the system may again be extended while other options are investigated.

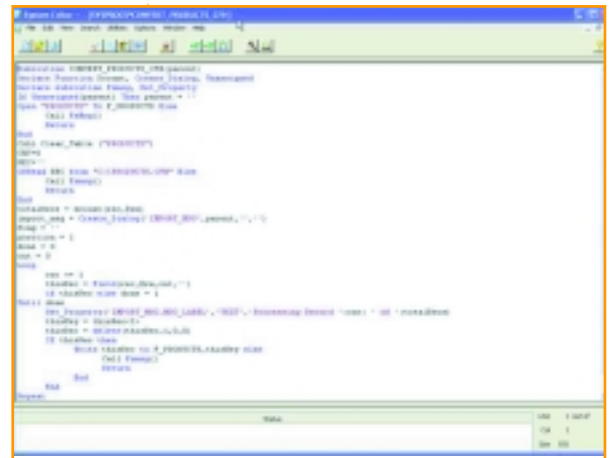
Accessing the Data Files

If you want to copy your existing MultiValue data into OpenInsight tables there are several third party tools available to make this a simple process, or you could write a program to do it yourself in BASIC.

The good news is that OpenInsight linear hash tables are 100% compatible with your existing MultiValue files. Terminal emulators such as ViaDuct from Via Systems (www.via.com) and AccuTerm from AccuSoft (www.accusoft.com) each have file transfer capabilities that can be used to copy your existing files to your workstation. Both of these terminal emulation products work on almost every version of MultiValue.

For example, ViaDuct's Copy From Host feature will allow you to save any file,

preserving the record, value and sub-value marks. Files created using this process are saved on your workstation with a .CFH extension. Once saved, the next step is to create a new table in OpenInsight (which is similar to CREATE-FILE) and write a simple script in Basic+ (OpenInsight's version of BASIC) using the OSREAD command. This script will read the .CFH file and write it to your OpenInsight table. Below is a Basic+ script that reads a ViaDuct .CFH file called PRODUCTS and writes the records within that file into an OpenInsight table called PRODUCTS.



Another useful tool for moving data into OpenInsight tables is the Zeus Data Integration tool from Mount Olympus Systems Inc. (www.MtOlympus.us). This tool provides extensive mapping capabilities with an easy-to-use interface. In fact, OpenInsight 7.1.1 includes a copy

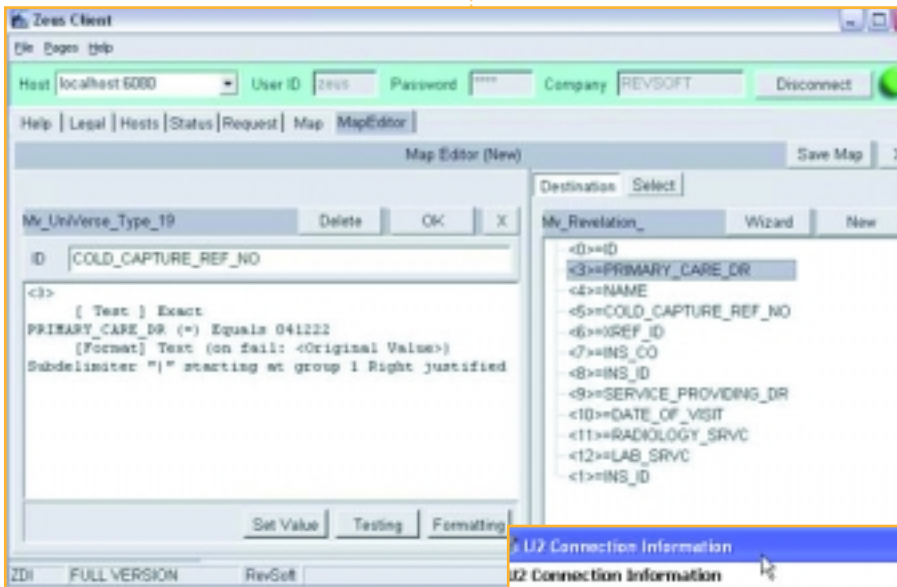
Continues on page 10

OpenInsight

Continued from page 9

of the Zeus Inbound Engine, which works with many types of files, including CSV and other delimited files, report images, UniVision XFH files, UniVerse Type 19 files and UniData Dir files.

A big plus for using this approach is the fact that rules can be built into the data mapping, so both the data move and a data cleanup can be performed without any programming. Below is a screen shot of the Zeus Data Integration tool transferring a UniVerse Type 19 file into an OpenInsight table.



If your goal is a gradual migration to OpenInsight or a new front-end to your existing U2 database, then the creation of a U2 BFS (Base File System) from within OpenInsight is the way to access your data. The first step is to create a connection to your U2 system using our U2 Connector form.

Once a connection has been made, U2 files are attached as OpenInsight tables and are seen natively. A set of "shadow" dictionaries are created and converted from the U2 environment and stored within OpenInsight. This approach provides protection for the existing dic-

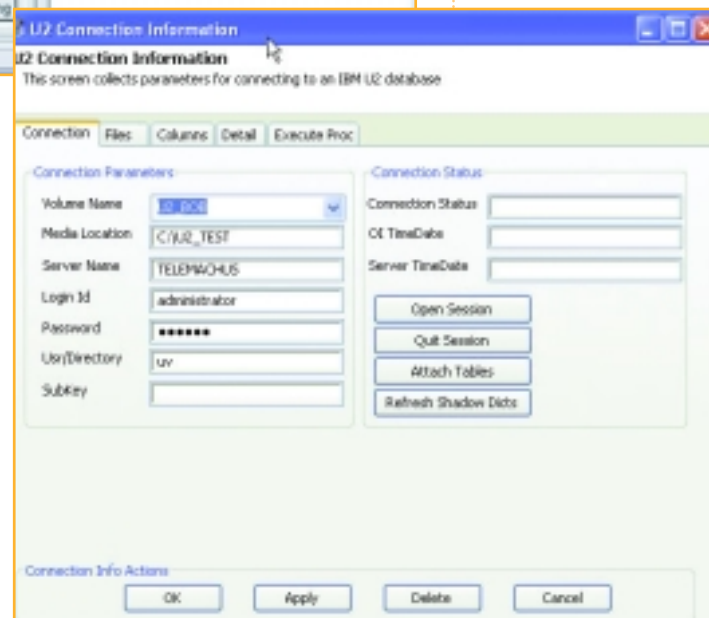
If your goal is a gradual migration to OpenInsight or a new front-end to your existing U2 database, then the creation of a U2 BFS (Base File System) from within OpenInsight is the way to access your data.

tionary items back on the original MV database, while allowing the developer to extend the functionality of the dictionary using OpenInsight's Calculated Columns.

Tools such as our Form Designer and Report Builder use the shadow dictionaries to point to the data stored within the U2 filing system. Any U2 file made available to the BFS can have a read, write or delete with record locking performed from within OpenInsight, and the locks are recognized and respected in U2, and OpenInsight will respect and recognize locks held by the U2 system. Our reporting language, called R/List, will let you run list, select and related commands from TCL against your data as well. And finally, once the files are available in OpenInsight, they can be accessed by any third party tool that works with OpenInsight, such as DesignBais, MyViewpoint, WebWizard, and others.

Conclusion

As you can see, the choice is yours! Decide upon a conversion or migration strategy and choose the way you want to access the data. This is the easy part. In our next installment, we will discuss dictionary conversion as well as the migration of forms, reports and business logic to OpenInsight. [is](#)



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Psssst... Can You Keep a Secret?

10 Ways to Prepare for

When you're looking for leaders in style, movies, fashion, politics, business, religion, technology, where will you turn? Well, California. One out of five Americans lives there and the whole world seems intent on downloading its movies and knows all about its movie stars and Governor. It's spawned McDonalds, property tax revolts, MultiValue databases, non-smoking restaurants and

bars, wacky leftism and the current rightism. What California does, the nation and the world monitors and adapts.

What's California bringing now? A tidal wave of privacy laws designed to protect consumers' personal data. These new laws insist that businesses manage their data securely, or else be slapped with sanctions and lawsuits. The California legislature to date has already passed over a dozen laws that control how businesses that collect personal data on California residents must manage it.

I've detailed the requirements in previous articles and will do so in the future. In the mean-

New Privacy Laws

time, I've prepared a list of things you should do to be prepared for a privacy breach. Think of it as your earthquake/disaster-preparedness plan, but for privacy breaches.

1 Organize a leadership team, including the CFO, HR VP, Marketing VP, General Counsel and others to meet regularly to discuss how to respond to developing privacy laws.

2 Encrypt all your data that has to do with names, Social Security numbers, credit card numbers, driver's license numbers and PIN codes before it reaches your hard drives. The California law currently requires notification when security is breached and this data was unencrypted.

3 Separate the customer name from the credit card number in your files. This may prevent you from having to notify customers in the event of a security breach into only one of these files.

4 Write a detailed plan for how you'll react to a security breach and who will do what. The plan should identify the personnel who need to be involved in any decision-making after the incident. Ideally, you should define what your expectations are from your vendors. Like a disaster recovery plan, you should be prepared for the unexpected.

5 Look at all the information collected by your various corporate Web forms. Look at your published privacy

policy, which should, of course, already exist. Don't collect more data than your official privacy policy indicates. On a quick glance, it appears that many if not most corporate sites don't comply with the new California law.

6 When setting your detailed plan, be sure it specifies that employees obtain the fullest details possible

before involving senior management. Notification decisions can be expensive and the details of the breach can determine if such expenses are required.

7 You will need to do a physical notification by mail. E-mail not only seems inadequate, many customers now may think of it as a spam phishing scheme.

8 If you must notify customers, provide a hotline and the staff to answer possible phone calls from customers. A pleasant phone response giving frank information helps defuse a surprising notification letter. The main Web site should also deliver current information on what had happened.

9 Think twice about outsourcing the work of notifying customers. You are still responsible for the content, how it is carried out and the timeliness of notification.

10 If regulatory or law enforcement officials come knocking, give them all the information and assistance they require.

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Can We Talk Here?

BY TONY GRAVAGNO

The Internet defines the information age. It's a place where we can get data in minutes that might have taken days in the past, if we only knew who to ask. Outside of Web sites where you can hunt for answers to questions, and the more one-to-one medium of e-mail, there are many other places on "The Net" where people freely share information. I'd like to share with you some of these resources available to Pick/MultiValue developers and end users; the places where gurus hang out and newcomers are initiated, where VARs and developers debate and collaborate, and where we find that we are part of more than just a market, but a real worldwide community.

Here are some questions that people have from time to time: *What tools are available to Web-enable my application? What is the proper syntax of this statement? Why doesn't this command work? Which product is better, X or Y?* You can call your VAR or DBMS Support department, but you can't expect them to have the right answer to every question, and they usually don't tell you to buy a competing product if you need more functionality. An Internet Forum is a place where you can post your questions for anyone to see. Every forum is focused on a specific topic, some more broad in scope than others. Other people visit the forum, see your questions, and decide if they'd like to respond. If you're lucky, you'll get responses back from many people with varied experience. Hopefully you will get responses that will help you. Sometimes the answers we see are wrong or just not complete, but someone else will probably come along to set things right. One question may lead to many, or you may be asked for more details about exactly what you're doing so that a better answer can be provided. This can lead to long exchanges over hours, days, or even weeks. Occasionally discussions will flare, as many people with differing opinions debate on the finer details — for me, this is when the medium is fun and interesting. The important thing to remember is that these are opinions. Granted, some of the people who respond are very knowledgeable and their opinions may count for more; but they are just opinions. Take what's offered; mix with personal experience and common sense and come to your own — hopefully more informed — conclusion.

important thing to remember is that these are opinions. Granted, some of the people who respond are very knowledgeable and their opinions may count for more; but they are just opinions. Take what's offered; mix with personal experience and common sense and come to your own — hopefully more informed — conclusion.

A forum is also a place to market one's self, company, or products. But we wouldn't walk into a crowded room and start shouting about our personal offering, nor should we do so in a public discussion area on the Net. Genteel inclusion or exclusion of commercial interest is a part of what's called "Netiquette," a term unfortunately not heard very often since the Net exploded into common use. We may be typing at a keyboard and not standing in a big room, but our personal demeanor is just as important. The way we present ourselves in forums can have lasting effect on our business relationships. But a forum is also a place where people go to socialize with others who share common interests, even to discuss entirely non-Pick-related topics. There is a jovial camaraderie which often underlines even the fiercest of public disagreements — we may not agree at times, but we are still friends,

or at least we are still all "Pickies" and doing this MV thing together. Exchanges in forums can help to build personal and business relationships which last for many years.

Forums have evolved over the years. In the late 1970s I was working on the PLATO network, with university computers around the world that allowed us to e-mail, IM chat, and exchange notes in a public fashion with colleagues everywhere. The forum system was in fact called Notes and was the basis for the famous Lotus Notes. In the early 1980s CompuServe (now owned by AOL) started hosting forums as an alternative to bulletin board systems. The advantage was that one dial-up provided access to hundreds of forum areas in a real international setting. When I found there was no Pick forum at CompuServe, in about 1992, I initiated discussion with them to create one. The people responsible for this area

couldn't understand what a database or DBMS was (go figure), and eventually we settled with "Pick" being a subsection of Unix.

The term Usenet refers to yet another forum network. At one time it was an independent network, but by the mid-1980s most of its traffic was running over ARPANET, a key component of what today we call the Internet. With Usenet, systems around the world accept and make available postings submitted with the Network News Transport Protocol. NNTP is a lot like e-mail (SMTP) except that your posting gets broadcast to many systems rather than to specific targets. People using an NNTP client (sort of like an e-mail client) poll their system for recent updates. Usenet isn't owned or moderated by anyone — it isn't related to Yahoo!, Google, AOL, or any other company. Anyone in the world is free to

Continues on page 16

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Can We Talk Here?

Continued from page 15

post to any one of over 60,000 public Usenet forums; it's unknown how many private Usenet servers and forums exist. Usenet organizes forums in categories by name, a system that has largely fallen apart over the years, but originally COMP groups were for computer discussions, REC groups were for recreational topics, and ALT was for almost anything else.

Back in 1993, David Ruggiero followed the process called Request For Discussion to create comp.databases.pick (often referred to simply as CDP), a Pick category among many other comp.databases.* groups. After registering the RFD, a Call For Votes was required to see if there was any interest in creating the forum. Enough votes were found, the group was created, David posted the first note September 27, 1993 — and the rest is history... CDP is now the communal water cooler of the MV world. It's where people go to share detailed information, offer jobs, request services, and often just vent frustration. It's a place where newcomers ask questions like "what is Pick," where Pick icons can explain how the system was originally written, where MV corporate politics are discussed extensively, and where Pickies occasionally pick friendly fights with relational theorists about how poor the SQL model really is. The general demeanor is professional and pleasant (very good Netiquette), with frequent and cordial salutations among participants. There are exceptions, passionate disagreements to occasional name calling, but there is very little "riff raff" or spam from outsiders, and while some

discussions are off-topic (not specifically related to MV issues), they are almost always still relevant to what's important to people in the MV community. It's generally understood that one's persona in the forum may not necessarily reflect their true character — some people appear at odds in CDP but remain close friends and business associates off-list.

To some, CDP is the pulse of the market, to others a wealth of free knowledge to facilitate development and client satisfaction, and others dismiss it as home to a bunch of discontented people with too much time on their hands. However it's viewed, CDP is a MV-vendor independent forum where questions and comments are posted for almost every product or service related to the MV DBMS. The personal and business bias of individuals is well balanced by others, so that a well rounded set of commentary is presented on almost all topics. I tend to think of CDP as a starting place for users to get ideas to present to their vendors, or as a place to get a second opinion after users have consulted with their vendors. The number of people who actually participate is small but statistics show the number of people who simply lurk is much larger than one would imagine.

CDP is a MV-vendor independent forum where questions and comments are posted for almost every product or service related to the MV DBMS

For product and vendor-specific forums, one needs to check Web sites or e-mail lists. General forums like CDP are very helpful but it's often better to post questions to more focused forums. jBASE has an e-mail list hosted through Google Groups. Raining Data and Revelation have Web-based forums accessible from their respective Web sites. U2 users have both a Users list for more technical/business discussions, and a separate Community list for general banter. There is an e-mail forum for OpenQM hosted through Yahoo! The U2UG also provides access to lists specifically for users of RedBack and System Builder and related products. Products like MITS, AccuTerm and DesignBais also have forums on their Web sites for users and developers.

How does one access these sites? There is no room here to provide details for accessing all of these forums, if interested, please visit the link at the bottom of this article. With experience, many people express firm preference for one medium or another (e-mail vs. browser vs. Usenet) and it's for this reason that some lists are available in more than one medium from various sources. For example, Google allows people the convenience of reading and writing Usenet postings in a Web page, but Google has nothing to do with Usenet itself, Usenet is not natively HTML/browser-based, and the media are often confused. Email clients like Outlook Express allow registering for Usenet feeds like CDP, making CDP look like an e-mail forum to some people, and giving the rest of us some laughs when someone posts personal e-mail to the public forum.

In this discussion of forums, I've raised some points bearing further scrutiny. Will VARs want their end users to see ads from competitors? Will employers want to expose employees to job ads? Will salespeople offer these forums as a sign of a lively market when they include sentiments of impending doom and gloom for MV mixed among optimistic commentary? Will end users ask for solutions their VARs can't provide? Are forums as much a waste of time as they are enlightening? If one just looks at negatives, then the entire Internet can be evaluated simply as a bad idea. Forum browsing, like any activity, should be done in moderation, and the data found there should be discussed, verified, and evaluated as part of a larger whole. The fact is that there are competing products and job opportunities everywhere. As vendors and employers, it's our job to stand up to competition, not hide the people who rely on us from it. Many end users are inspired by the ideas presented in these forums, and VARs who are responsive stand to profit by satisfying their clients' requests. Employers should consider all of the free information available in these forums, which may help to trim development time and inspire new and better ways of doing things. And about doom and gloom — any IT market is only as alive as the products and people who keep it alive. Outside of Spectrum conferences, periodicals like *Spectrum Magazine*, and these forums, there are few venues that prove there is any life to this market at all. Just the fact that we have such a healthy and vocal market should be enough to sway the critics and maybe even help in the sales cycle.

In addition to discussion forums there are Web sites dedicated to providing free information to MV users and developers. As examples, PickSource.com and mvDevCentral.com exist only through the generous efforts of Glen

Batchelor working for the community on his own time. Both of these sites offer downloads and forums, and both support a common chat medium known as IRC for live text conferences. PickSource also has many HowTo articles submitted by members of our community. Malcolm Bull also offers a wealth of data about MV syntax and subsystems for many platforms. And of course, let's not forget that *Spectrum Magazine* has years of back issues online and free for your review.

So information is certainly out there, as well as hundreds of people who openly share their knowledge and experience. For details about all of the sources mentioned in this article, please visit <http://Nebula-RnD.com/Spectrum>. [is](mailto:is@Nebula-RnD.com)

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Taking the Bite Out of COBIT

PART 3

COBIT QUICKSTART: A More Manageable Approach

In the first article, we did an overview of the current need for IT governance and controls, the four COBIT domains, and the framework's control objectives and control practices. In the second article, we drilled down into the depths of the detailed control objectives. With each of the 318 detailed control objectives having multiple control practices, key performance indicators, etc., it became clear that implementing full-blown COBIT in a small to medium sized enterprise (SME) would prove to be a time consuming and daunting task. Even though part of the COBIT exercise is to determine which detailed control objectives are appropriate to your organization and what level of compliance is required and/or desired, you may not have the resources necessary to perform such an extensive analysis.

Recognizing this, the IT Governance Institute has taken what industry best practices consider to be the most common and important IT processes and designed an easy to use, simplified version of the framework, called the COBIT Quickstart, specifically targeted at the SME environment.

What companies qualify as small or medium size? As you might suspect, the actual definition depends on who you talk to. One European Union definition I found was "small" companies have fewer than 50 employees and "medium" have fewer

than 250 employees. Of course, another definition might be that if your CIO is still enough of a geek to point out that the previous definition overlaps and permits a company with 49 employees to be simultaneously a small and a medium enterprise, you are probably a medium. If your CIO is a full-blown geek and wants to treat part-time employees as fractional units and starts using words like “limit” and “approaches asymptotically,” I’d bet good money your organization is on the S side of SME; I imagine your weekly status meetings take three hours, also.

The guide does provide additional guidelines as to what organizations might find Quickstart appropriate (p. 11).

- ◆ A simple command structure
- ◆ Short communications path
- ◆ Limited span of control

- ◆ Not much segregation of responsibilities

The first three relate to the organizational structure and how much the Big Boss knows about and influences the IT process. These four taken together says “small” to me. But the guide goes on to enumerate:

- ◆ The IT environment is not particularly complex
- ◆ The IT expenditure is not very significant
- ◆ IT is not that strategically important
- ◆ The use of IT is not leading edge

Excuse me? This list seems downright silly. If what you are doing is not very important, does not matter that much to the business, and you do not care about risk unless it is caused by bleed-

ing-edge technology, why are we even having this discussion?

An interesting aspect of our MultiValue market, is how many companies using these products are, by any physical or organizational definition, large in size, but small in IT practices. There are a number of MultiValue shops that started years ago as small, eight users on a Microdata, companies and have grown into large, multi-national, publicly traded corporations. Yet because of the rapid response and “lean and mean” nature of the MultiValue database environments, information management is still operating with a small department set of policies and procedures. This is what I call the “multi-million dollar Mom-and-Pop shop.” Because this is so common in our market, I recommend most MultiValue shops start with the COBIT Quickstart, regardless of physi-

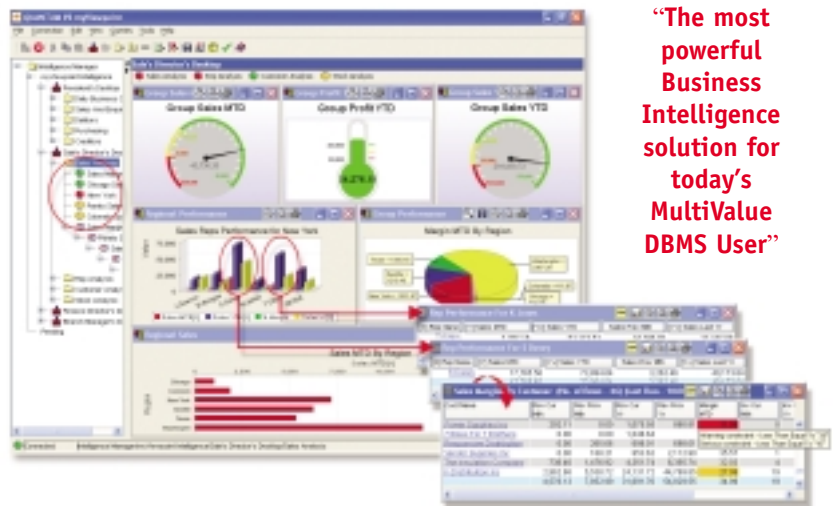
Continues on page 20

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Taking the Bite Out of COBIT

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cal size. If you find you are already meeting that set of criteria and practices, then move on to the full COBIT framework.

Where full COBIT consists of four Domains, 34 Processes, and 318 Control Objectives, the Quickstart has four Domains, 30 Processes, and only 62 Control Objectives. (You might notice that the term “Process” is used in the Quickstart instead of “High-Level Control Objective” as we talked about previously.) Let’s take the example we used in the last article (International Spectrum, March/April 2005) and see how the Quickstart might ease us into this.

The example we used was from the AI domain—Acquire and Implement, High-Level Control Objective (Process) 5—Install and Accredited Systems. There are fourteen detailed control objectives in the full framework. We looked at number seven (AI5.7), Testing of Changes. Within that detailed control objective we found nine Control Practices that are very specific in nature. We also discovered that considering just three of them led us off into areas of which entire depart-

mental projects could be created. And it is unlikely we will be able to undertake such a large effort while still attending to the day-to-day business. So let’s approach it from the Quickstart direction.

The Quickstart Control Objectives are numbered sequentially, 1 through 62, across all Domains, then grouped by Process. Full Cobit AI5.7 is addressed in Quickstart control objective 33 which is (still) found in process AI5. Process AI5’s Quickstart description reads:

“All new systems are accepted only after sufficient testing and adequate data conversion.”

Well, that sounds reasonable (and readable). Control objective 33’s description is:

“Test the application (or major change) against functional and operational requirements in a representative environment such that the results can be trusted. Consider testing how the application (or major change) integrates with existing applications. Do not test on the live production system.”

That seems straightforward, doesn’t it? As a matter of fact, I think I am hearing some self-satisfied comments along the lines of, “See? I told you we were just fine. We already do that.” But hang on. You cannot take just one objective, even from the Quickstart, in a vacuum. Look at the next one. Number 33 recommends how to test. Number 34 talks to what to do with the test results (which you did record, didn’t you?).

“Perform final acceptance by evaluating all test results, involving key staff who will use, run and maintain the system. Evaluate against original acceptance criteria. Evaluate against original business goals.”

You see? The Quickstart is about summarizing and streamlining IT controls; it does not eliminate them. While the above two control objectives do make it easier for us to get a grip on what is necessary and where our organization measures up, it does not absolve us of the need for the controls. In fact, each Quickstart control objective is cross-referenced back to Full COBIT. Quickstart objective 33, for example, cross-references back to AI 5.7, 5.11, and 5.12. Quickstart 34 deals with the same topics as AI 5.9, 5.13, and 5.14.

For each process, the COBIT Quickstart also includes a list of Critical Success Factors and Metrics. For our example, AI5, the Critical Success Factors are:

- ◆ Sufficient time, resources and user involvement to test thoroughly
- ◆ Representative test data and scenarios
- ◆ Verification of operational requirements
- ◆ Segregation of development and test systems
- ◆ Acceptance criteria for all IT implementations
- ◆ Management and user sign-off

Metrics, of course, assume you are keeping records and that your staff reports problems accurately. The Metrics for this process are shown as:

- ◆ Number of solutions failing the acceptance criteria
- ◆ Number of problems in production per application
- ◆ Number of problems in production per application per platform
- ◆ Number of operational and functional changes after rollout

Yes, even in the Quickstart there is a lot of detail. That’s because IT controls require discipline and work. Fortunately, all of this detail, along with an evaluation scale for assessing your current

The IT Governance Institute has taken what industry best practices consider to be the most common and important IT processes and designed an easy to use, simplified version of the framework, called the COBIT Quickstart.

and targeted implementation status, is presented in tabular form in a nice, concise, 47 page booklet. The COBIT Quickstart book can be purchased from the Information Systems Audit and Control Association (www.isaca.org) for \$50 (\$25 for ISACA members).

Whether the motivation is to pass a government mandated audit, reduce IT chaos, costs, and downtime, or to help the business beat the pants off the competitors by having better information assets, with tools such as the COBIT Framework and the COBIT Quickstart available, there is no excuse not to start implementing a better level of IT controls.

OK. So, "We don't want to have to change," might be an excuse. But look where it got the dinosaurs. is

CLIFTON OLIVER brings over three decades of in-depth experience to his work in the information industry, much of it in the MultiValue market. His expertise includes project management, technology management, application development, data warehousing, and strategic planning for information services. He was an engineer for Devcom Inc., the original team that designed and wrote the landmark Prime INFORMATION database system.

He is well-known as an instructor, speaker, and author for both technical and managerial audiences. These include being an invited lecturer on software development, project management, and business ethics for such diverse organizations as the U.S. Department of Commerce, graduate level business schools, and the Mountbatten Institute in New York.

He also served as the PICK series technical editor for O'Reilly & Associates. Clifton can be reached at 619-460-5678; email: wco@oliver.com.

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The Pro-Grammes

Starring World-Class MultiValue Software

Last issue, we revisited the infamous Spectrum roasts that unleashed the comedic talents of company CEOs, entertained Spectrum attendees with raucous humor, and even ruffled a few feathers. This issue, another page from the MultiValue history books is turned — the Pro-Grammes.



An elegant, semi-formal awards program, the Pro-Grammes called attention to the superior quality and capabilities of MultiValue-based software applications. The first Pro-Grammes was held in 1986. The opposite of the Spectrum roasts, it was a serious affair. “The first year we did it, people were just so surprised, they didn’t know what to expect,” said Gus Giobbi, CEO of IDBMA Inc.,

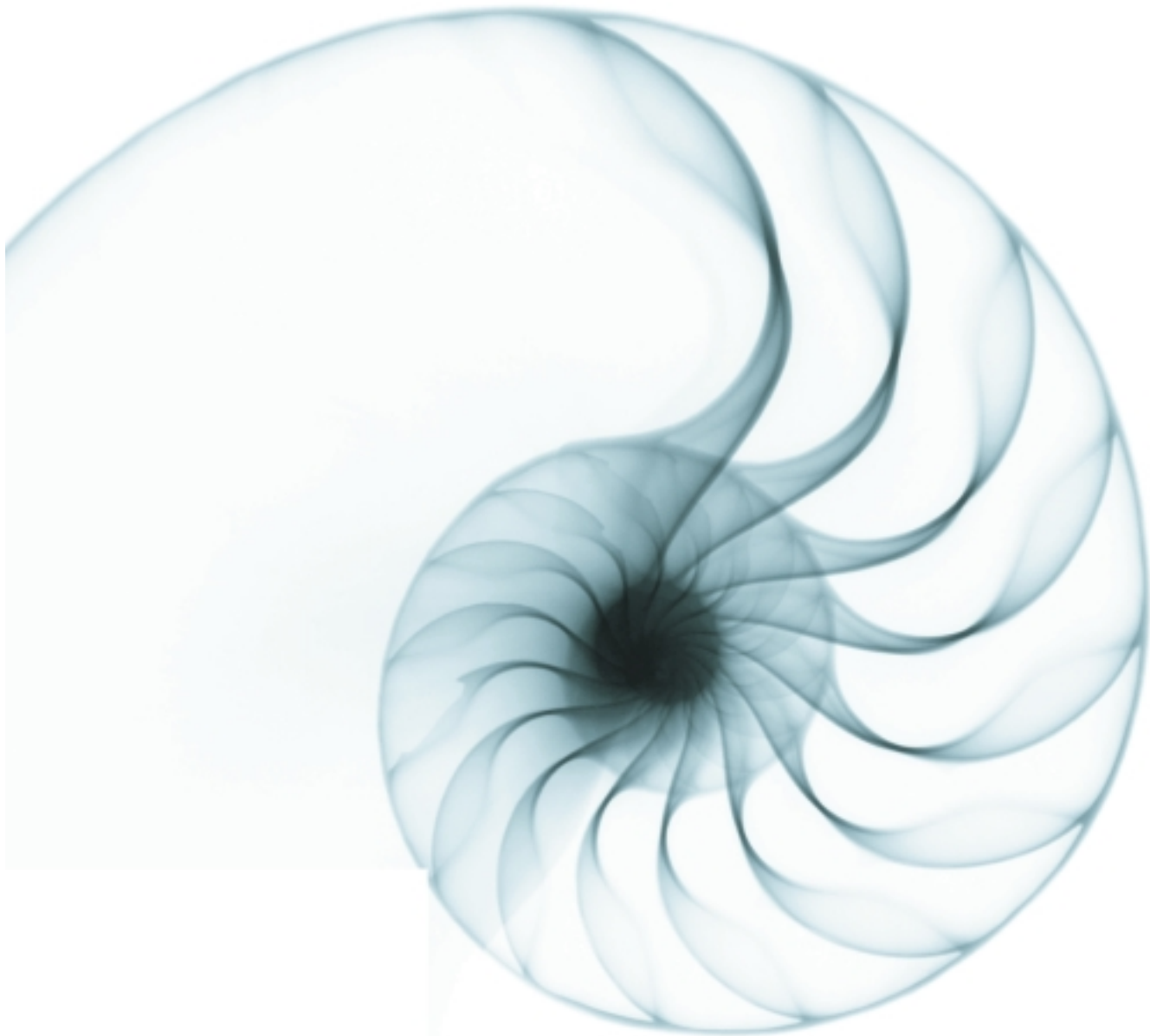
producer of the International Spectrum show. “They were really appreciative of the fact that we were recognizing vertical market software.”

In fact, companies were so proud that, to this day, the Pro-Gramme statuette (left) is prominently displayed in the lobbies of many winners. What made winning a Pro-Gramme so meaningful was that the winners were chosen by the users themselves. To determine the top software packages, IDBMA went directly to the users to see what they thought. “We actually had nomination ballots that we put out by publishing them in *Spectrum* magazine and mailing them,” Giobbi said. “People filled out the surveys and rated software packages they were using in various categories. We only looked at ballots that came from end users—people who had purchased the software from these companies.

Continues on page 24



1987's ProGramme winners



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The Pro-Grammes

Continued from page 22

Winning a Pro-Gramme was a validation for many companies, an award that could testify to their software package's quality. "It was certainly good for business," he said. "You could see companies using the fact that they'd won a Pro-Gramme in their advertisements, in the magazine and other places."

Not only was there competition between the software companies, but also among people who wanted to be presenters. According to Giobbi, being a presenter was valuable stage time, and some presenters wanted to come back every year. However, IDBMA decided to invite different presenters each year to mix it up. Presenters were culled from the core database providers or key hardware manufacturers, a very active segment of the market at the time, and were usually paired with a Spectrum staffer to guide them through the process.

The Pro-Grammes lasted for eight years. Why did an event that had such a positive effect on the market end? Giobbi recalls: "The last year we did the Pro-Grammes, we were very excited. That year, Russ Monbleau, who was with Digital-our sponsor — had intentions of really taking the Pro-Grammes

Continues on page 26



The Pro-Gramme statuettes are still displayed in winners' lobbies.

And the Winners Are...



Monica and Gus Giobbi present at the first Pro-Gramme awards show in 1986.

EASIEST TO INSTALL

- 1986 - The Alert System, Alert Computer Systems
- 1987 - Police Management Information System, Sanders Software Systems
- 1988 - Police Management Information System, Sanders Software Systems
- 1989 - CUBS Collector System, Columbus Ultimate Business Systems
- 1990 - Debt Management System, Houston Data Center
- 1991 - MD Software IV, Medaphis Physician Services
- 1992 - CUBS Collector System, Columbus Ultimate Business Systems
- 1993 - SLICE, Thornton Computer Management Systems

BEST ACCEPTED BY USER

- 1986 - Business Control Programs, Systems Management Inc.
- 1987 - RESULTS, McDonnell Douglas Computer Systems
- 1988 - Deltaphase Insurance, Independent Computer Specialists
- 1989 - SLICE, Thornton Computer Management Systems
- 1990 - Vanguard Construction System, EDP of America
- 1991 - PWS:FMS / IDEAS, Cogent Informant Systems, Inc.
- 1992 - PWS:FMS / IDEAS, Cogent Informant Systems, Inc.
- 1993 - MYCAR, LCW Consultants

BEST UTILITY

- 1986 - WIZARD, Wizard Software
- 1987 - Electronic Mail System, Verex Corp.
- 1988 - WIZARD, Wizard Software
- 1989 - SCREEN-GEN, Via Systems
- 1990 - FAST, Fitzgerald & Long
- 1991 - PC-Cache, Modular Software
- 1992 - TOADS, USC Software
- 1993 - MacToPic, Carnation Software

MOST INNOVATIVE

- 1986 - Expediter, Transport Information Systems
- 1987 - P-Base Medical System, Medaphis Physicians Services
- 1988 - Deltaphase Insurance, Independent Computer Specialists
- 1989 - DISPAC, Laguna Software
- 1990 - SLICE, Thornton Computer Management Systems
- 1991 - Ratex, Concept Systems
- 1992 - COMTEXT, Arkansas Book Company
- 1993 - AIRPAX, Access Software Inc.

Continues on page 26

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The Pro-Grammes

Continued from page 24

to a bigger, broader base. He was really a champion of the whole show.”

And then what happened? Well, it brings to mind that old saying, “All good things must come to an end.” Giobbi continued: “And then the minicomputer crash came, which was the reason for the whole downturn in the market. It all sort of ended. Digital and Prime and a lot of other companies which had deep pockets, went away. So, in the end, the major sponsors of the event dried up.”

Ahhh, but the winners still have those beautiful statuettes to sustain the memory of the Pro-Grammes. See sidebar for a full list of winners. is

And the Winners Are...

Continued from page 24

BEST PRICE/PERFORMANCE

- 1986 - RESULTS, McDonnell Douglas Computer Systems
- 1987 - Business Control Programs, Systems Management Inc
- 1988 - Police Management Information System, Sanders Software Systems
- 1989 - Controller Plus, Accounting Plus Systems
- 1990 - Controller Plus, Accounting Plus Systems
- 1991 - IBS, Computer Remarketing Corp.
- 1992 - MD Software IV, Medaphis Physician Services
- 1993 - Debt Management System, Houston Data Center

BEST HORIZONTAL PACKAGE

- 1988 - Controller Plus, Accounting Plus Systems
- 1989 - ABBA Accounting, ABBA Computer Systems
- 1990 - ABBA Accounting, ABBA Computer Systems
- 1991 - Excalibur, Paradigm Technologies
- 1992 - BAI-5000, Business Automation, Inc.
- 1993 - SB+, System Builder Technologies

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BEST TECHNICAL DESIGN

- 1986 - INFOFLO, Interactive
- 1987 - CUBS Collector System, Columbus Ultimate Business Systems
- 1988 - Deltaphase Insurance, Independent Computer Specialists
- 1989 - INFOFLO, Interactive
- 1990 - INFOFLO, Interactive
- 1991 - SimpleSearch, SimpleSoft
- 1992 - Automated Library Systems, Dynix Inc.
- 1993 - ComText, Arkansas Book Service Corp.

BEST DOCUMENTATION

- 1986 - RESULTS, McDonnell Douglas Computer Systems
- 1987 - Integrated Business System for Manufacturers, Trifid Software
- 1988 - CUBS Collector System, Columbus Ultimate Business Systems
- 1989 - Colleague, Datatel
- 1990 - CUBS Collector System, Columbus Ultimate Business Systems
- 1991 - Confidence, Management Systems Associates
- 1992 - SB+, System Builder Technologies
- 1993 - INFOCUS, Ebeling Associates, Inc

ROD BURNS AWARD

- 1988 - John Brandon
- 1989 - Tim Holland
- 1990 - Ken Simms
- 1991 - Henry Eggers
- 1992 - Mike Hannigan
- 1993 - Derek Miller

PACKAGE OF THE YEAR

- 1986 - The Alert System, Alert Computer Systems
- 1987 - Integrated Accounting System, The Software Group
- 1988 - Deltaphase Insurance, Independent Computer Specialists
- 1989 - Deltaphase Insurance, Independent Computer Specialists
- 1990 - Deltaphase Insurance, Independent Computer Specialists
- 1991 - SLICE, Thornton Computer Management
- 1992 - INFOCUS, Ebeling Associates, Inc
- 1993 - The Medical System, Medical Systems Inc.

Special Awards

BEST APPLICATION LANGUAGE ENHANCEMENT

- 1990 - KEYWORD, KEO/SOFT

BEST CUSTOMER SUPPORT

- 1991 - KEYWORD, KEO/SOFT
- 1992 - Debt Management System, Houston Data Center

OPERATES BEST AS ADVERTISED

- 1986 - The Smart System, California Business Systems
- 1987 - ON_LINE 2000, On-Line Data Processing

EASIEST TO USE

- 1986 - Police Management Information System, Sanders Software Systems
- 1987 - INFOFLO, Interactive

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Technical Update

Two of the MultiValue community's core DBMS providers, IBM and Northgate Information Solutions, update us on the features and enhancements in their most recent product releases.

IBM Releases UniData 7.1

IBM UniData 7.1, which became generally available June 30, 2005, delivers enhanced interoperability, security, performance, manageability, and high availability, as well as other features.

Interoperability

UniData 7.1 adds External Database Access (EDA) capabilities with external databases, such as IBM DB2 Universal Database. EDA provides the flexibility to store some or all of your data in either UniData files or external tables, and provides the ability to transparently access and update data from an existing UniData application.

A new graphical tool, the EDA Schema Manager, is provided to simplify the process of mapping UniData file structures to DB2. Using this intuitive visual interface, table relationships can be created with ease using familiar drag-and-drop facilities, and logically viewed as relational schemas.

UniData 7.1 extends the database connectivity options with the addition of Connection Pooling. This optional fea-

ture permits Web applications to connect to UniData without consuming regular database licenses. Load balancing and monitoring capabilities are supported.

UniData 7.1 introduces new XML classes for UniObjects for .NET and UniObjects for Java. These new classes allow developers to expand client-server and Web application capabilities by utilizing the extensive XML support available in UniData. Security and encryption Secure Sockets Layer (SSL) support for UniData Windows Clients extends the ability to create secure communication channels using encryption and end-point authentication to this protocol via UniObjects, UniOLEDB, ODBC, InterCall, and the UniCall Interface (UCI).

A new graphical tool, the U2 SSL Configuration editor, is provided to simplify the management of SSL property lists, which contain such information as certificates, private keys, certificate revocation lists, and more.

Performance

UniData 7.1 delivers improved SQL optimization of virtual fields, providing performance gains with certain types of queries.

High Availability

A CONCURRENT option has been added to the ECL command BUILD.INDEX. This permits the build-

Northgate Releases Reality v11.0

ing of indices without the need for system downtime or making the file unavailable to user applications.

UniData 7.1 adds Recoverable File System (RFS) capability for the Windows platform. In addition, Transaction Processing (TP) semantics are now available without the requirement for RFS.

Manageability

The XML/DB Mapping Tool has been enhanced to include additional capabilities, such as automatic creation of DTD files when creating map files and the ability to generate XML documents from within the tool.

UniData 7.1 provides automatic cleanup of temporary files used by UniBasic, SELECT lists, etc. Additionally, UniData will automatically remove temporary files left behind after a system failure.

Additional Enhancements

UniData 7.1 includes Dynamic IP Address support for Data Replication, enabling UNIX and Windows to replicate data in environments where IP addresses can change.

- New in UniData 7.1 is an enhancement to the Simple Object Access Protocol (SOAP) client API that uses SSL to enable creating secure SOAP requests.
- UniData 7.1 has received GB18030 certification from the Chinese government and may be sold in the People's Republic of China. GB18030 certification deals with the ability to handle Simplified Chinese characters; it does not imply translation of the product.

Northgate Information Solutions has announced the following additional functionality for its MultiValue database product, Reality V11.0.

XML Parser/Generator — Simplify Working with XML Documents

- Easily extract information from XML documents with simple to define queries. The REALITY high-performance XML parser is written in C and accessed from DataBasic for superior performance, making it faster than any solely DataBasic-based XML solution. XML documents are parsed into memory as a DOM tree; they can then be queried many times without having to reparse.
- Incorporate MultiValue data into XML documents using simple templates.

DataBasic Profiler

- Tune your application and see where time and system resources are spent within a DataBasic application.
- Capture a profile of any DataBasic application and see the call path taken through the application with timings of how long each subroutine is taking. Profiles can be presented in a graphical format for simple interpretation.

DataBasic Stack Trace

- View the DataBasic call stack as it changes, with details of the time taken to make each subroutine call. Simplify the diagnosis of problems with particular ports.

Continues on page 30

Technical Update

REALITY V11.0 *Continued from page 29*

CSV File Integration

- Seamlessly read and update CSV and tab-separated files, as if they were native REALITY files within the database. No need for code, no intermediate data.

GDI Printer Support

- Drive lower specification windows printers and Pseudo printer drivers, such as PDF generators, directly from REALITY.
- Set up REALITY despoolers on Windows hosts to print using the Windows GDI (Graphical Device Interface). This is a high-level printer-independent

interface that translates the print data into a graphical format that can be printed without further processing by the printer.

Compatibility Enhancements

REALITY V11.0 has numerous compatibility enhancements to further simplify migration to REALITY:

- New Functionality ISELECT, ICOUNT, BREAK, EXIT, CONTINUE (in loops), SENTENCE(n), READNEXT KEY, READPREV KEY
- Enhanced Functionality to EXECUTE (full Syntax)

- Enhanced Account restore for mvEnterprise and jBASE tapes. mvEnterprise and jBASE tape image compatibility

- Number of Proc file and select buffers increased to 47

Coming soon ...

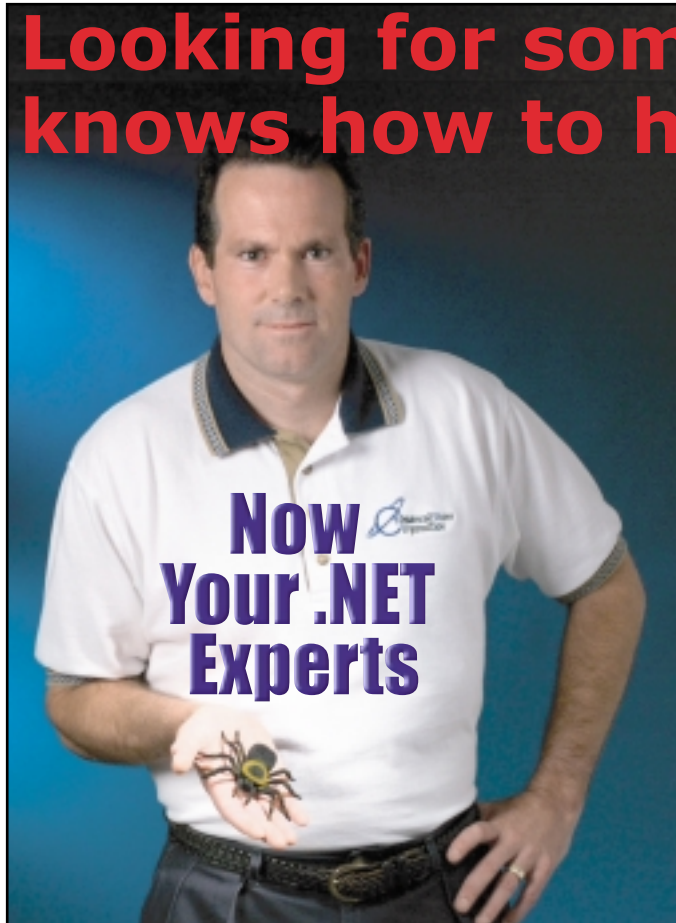
REALITY Web Services

Offer secure access to your DataBasic routines over the Internet to non-MultiValue applications without having to modify your code.

REALITY DR (Disaster Recovery)

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MITI and PRIMAC Partner to Provide MITS BI/OLAP Capability to Printing Industry

Management Information Tools Inc. (MITI) and Value-Added Reseller PRIMAC Systems have formed a partnership to sell and support the MITS OLAP/Business Intelligence suite of tools to PRIMAC's new and existing users. PRIMAC recently formalized its relationship with MITI by becoming the newest MITS Application Support Plan (MAS Plan) partner. As part of the MAS Plan, MITI handles all support, installation, customization, and technical sales assistance for the MITS product, in order to provide the MITS Reseller with a powerful turnkey MITS solution that does not require additional technical resources for the VAR. For many years now, the MAS Plan has proven to be one of the most successful ways for resellers to offer MITS to their customers.

MITS is a market-leading Business Intelligence solution offering advanced dynamic and interactive reporting. By preprocessing a company's information, MITS provides true interactive reporting with response times measured in seconds. With MITS, users may navigate through their company information from highly summarized information

down to finely detailed data all in a simple-to-use interactive environment.

PRIMAC, headquartered in Dallas, Texas, provides turnkey business management software for the graphic arts and printing industry. Its software application, named PRIMAC (Printing Industry Management and Control), is a comprehensive IBM UniData-based ERP solution for managing all aspects of the printing business.

In the printing industry, up-to-the-minute data analysis may have a tremendous impact on the bottom line which is one of the many reasons why PRIMAC chose MITS for their users. Larry Austin, PRIMAC's vice president of Marketing and Sales, said, "MITS allows printing companies to be proactive in cost analysis, enabling them to give more accurate price quotes. While a job is going through manufacturing, users may detect any anomalies between the estimated costs versus the actual costs. They may respond to that immediately, instead of doing it in a post-invoicing mode."

We have had frequent presentations of MITS to our client base and the response has been very positive.

-Michael Cooke, PRIMAC's VP and General Manager

Because the printing industry relies on printing presses whose cost may range from several hundred thousand to several million dollars, MITS is an invaluable tool for equipment analysis. "With MITS, printers may actually start looking at profitability 'by press,'" Austin said. "In addition to doing analysis from a raw materials standpoint, printers may also analyze labor in terms of efficiency."

According to Michael Cooke, PRIMAC's vice president and general manager, MITS has already begun paying dividends for PRIMAC. "Thus far, we have had frequent presentations of MITS to our client base and the response has been very positive," he said. "We have found that MITS eliminates the requirement for our customers to have technical expertise just for the BI/OLAP solution and it is still very cost-effective and easy to use."

PRIMAC met early success with its first MITS beta site in January 2005 and decided to join the MAS Plan as a way to offer state-of-the-art interactive reporting technology and unmatched support for its clients.

Continues on page 32

"From our perspective, the MAS Plan provides us with the ability to work directly with MITI in a pre-sales role," Cooke said. "Additionally, it allows them to provide the ongoing support and development for our end users, so we may focus our technical resources on our core competencies and not have to bring this support capability in-house."

"We are very pleased that PRIMAC has decided to become our newest MAS Plan reseller," said Pat Gilbrough, president of MITI. "The MAS Plan is a proven strategy for resellers to implement MITS for their users and we are excited to help roll MITS out to yet another industry. PRIMAC's focus is clearly on providing their customers with the most complete solution possible and we are very happy that MITS can be a part of that."

About Management Information Tools Inc.

Based in Seattle, WA, Management Information Tools Inc. (www.mitsonline.com) is the developer of the MITS OLAP/Business Intelligence system. MITS systems are firmly entrenched in a wide range of business areas, including vehicle dealership, distribution, manufacturing, health care and services. MITS is available on many MultiValue databases, including UniData, UniVerse, D3,

WinWin Solutions Becomes an Authorized Reseller for Via Systems' WebWizard and myViewpoint

WinWin Solutions Inc. has signed an agreement with Via Systems Inc. to become an authorized reseller of the WebWizard and myViewpoint products.

WebWizard is a Web development environment that allows OpenInsight developers and end users to create HTML, XML, or WML pages using wizard interfaces to quickly generate Web output without any programming at all. The product also includes an Application Programming Interface (API) that is integrated with OpenInsight's BASIC+ programming language.

myViewpoint is an economical graphical business intelligence solution that is specifically designed to work with OpenInsight's linear hash files. With this product, OpenInsight users will be able to visually interpret all key business performance metrics in graphical format for powerful visual analysis.

"We are proud to be able to offer these products to members of the MultiValue community," stated Mike Ruane, president, WinWin Solutions. Laura Hatfield, U.S. Operations Manager for Via Systems, added: "The addition of WinWin Solutions as a Value-Added Reseller has created a new sales channel for our products."

About Via Systems

Founded in 1978, Via Systems has earned a reputation as a worldwide leader in providing innovative software solutions for the MultiValue marketplace. Its outstanding products and superior customer service have resulted in tens of thousands of satisfied customers. The company is located in Colorado Springs, Colo., and is a wholly owned subsidiary of EDP Plc.

About WinWin Solutions

WinWin Solutions Inc. is the premier provider of software solutions using Advanced Revelation and OpenInsight. WinWin's client base ranges in market from federal government, investment banks, payroll/HR applications, and major insurance companies, to small businesses, manufacturing concerns, and county and local governments. Its services range from full design, analysis and development to maintenance of existing applications to per-incident hotline support. The company specializes in data warehousing, Web access for Linear Hash data, and integration of Linear Hash data with Microsoft Office products. WinWin has been the exclusive provider of all Revelation training and education services since June 1998.

jBASE and mvENTERPRISE and can also analyze data from any ODBC data source.

About PRIMAC Systems

PRIMAC Systems (www.primacsystems.com), a Vercom company, offers PRIMAC, a cost-effective and customizable solution for the graphic arts and printing industry. Its software application is designed to minimize implementation efforts and increase efficiency, improving the customer's bottom line. PRIMAC's applications enhance the processes and flow of information across the end-to-end business cycle of its customers, their end users and suppliers. Headquartered in Dallas, Texas, PRIMAC employs 50 people, and has development centers in Hyderabad, India, and Karachi, Pakistan.

DesignBais Appoints Zafire Distributor for the U.K. and Europe

DesignBais International has appointed U.K.-based Zafire Limited as a distributor of the DesignBais product in the U.K. and Europe. DesignBais is a functionally rich toolset that allows MultiValue developers to design and create enter-

prise-wide Web-based applications.

"We are very pleased to establish this business relationship," said Dave Bryant, president of DesignBais International.

"Zafire's proven track record and excellent reputation make them a perfect partner to increase DesignBais distribution throughout the world."

DesignBais incorporates MultiValue concepts, providing a familiar development environment, and is compatible with virtually all of the major MultiValue databases. DesignBais

Continues on page 34

Fenlon Computing Services (FCS) Joins jBASE International's Distribution Network

Continuing its successful efforts to bring world-class database solutions and technologies to the global marketplace, jBASE International announced its signing of Fenlon Computing Services (FCS) as a distributor of the jBASE product line in Australia and New Zealand.

John Fenlon, director of FCS, has extensive experience promoting and supporting the jBASE product range in Australasia. "Our philosophy is to partner with our clients, investing our time with them to learn and to understand their businesses and challenges," Fenlon said. "Our proactive approach to client support enhances knowledge transfer, speeds up the problem resolution cycle and encourages the use of new technologies. This has led to some extremely fruitful and harmonic relationships."

Fenlon Computing Services is utilizing jBASE's latest 4.1 offering to work with clients on the internationalization of products. Fenlon stated, "The ability to run existing legacy MultiValue code on SQL Server, Oracle and other relational databases is already building a new marketplace for us."

This distribution agreement is only the latest step in realizing the market potential of the jBASE technology in this region. jBASE International's partnership with FCS will expand the presence which already exists via a long-standing distribution partnership with Citadel Computer Systems (www.citadelcomputer.com.au).

"For some time, jBASE has been looking to expand its presence in the region," said Pete Loveless, CEO of jBASE International. "FCS was selected as a distribution partner in the Australia and New Zealand markets because of their considerable industry expertise."

He continued, "The combination of jBASE International's cutting-edge products with FCS's local knowledge and comprehensive services will ensure the continued success of the product range in Australia and New Zealand. The broad coverage of the market means jBASE customers will receive the highest level of service and professionalism."

Fenlon Computing Services can be contacted by email at jBASE@iinet.com.au or by phone at +61 410 370 047.

About jBASE International

jBASE International (www.jBASE.com) is a leading supplier of database management software and Web enabling tools for developing, deploying, and maintaining business applications solutions. The flagship product, jBASE, was designed from the ground up to be an open database product that would bring the strengths of MultiValue technology into the mainstream computing market. With exclusive worldwide distribution rights, jBASE International offers technologies and assistance that allow businesses to thrive into the future.

supports the creation of design templates which allow for creation of a standard user interface that can be easily applied throughout a Web application or its modules. With drop down top menus and side bar menus as a standard feature, user navigation is simple and intuitive.

David Dack, managing director of Zafire Limited, commented, "We have been using DesignBais in development for quite some time and have several sites in production. We have found it to be powerful, yet very easy to use, and therefore, is a perfect fit for our customers and the MultiValue marketplace in general."

About Zafire

Zafire Limited (www.Zafire.com) has been providing consultancy, development and support to both small and large organizations for over 15 years. Zafire now specializes in two specific areas: providing software solutions for the service management market and the distribution supply chain market. Zafire has been a software developer and reseller for IBM products since 1995, concentrating on the U2 product range and the services that they provide.

About DesignBais

DesignBais is a functionally rich toolset that allows MultiValue developers to design and create enterprise-wide Web-based applications without the need for learning new technologies. The resulting applications are deployed at many sites throughout the world. DesignBais International (www.DesignBais.com) has offices in North America and Australia. The product is sold and supported by a global network of Value-Added Resellers and distributors.

Meier Technology Group Expands Market Share in Logistics and Supply Chain Market

The Meier Technology Group (MTG) announced that, as a result of a recent acquisition, Evolve 360, a Sydney-based supply chain solutions specialist, has become the newest member of the group.

MTG will capitalize on the combined strength of the products and consulting

Revelation Software Includes Zeus Inbound Engine Within OpenInsight

Revelation Software has signed an agreement with Mount Olympus Systems Inc. to include a copy of the Zeus Inbound Engine within OpenInsight Release 7.1.1.

With the Zeus Inbound Engine, data can be easily imported into Revelation Software's flagship product OpenInsight. "The Zeus Inbound Engine is another valuable tool within OpenInsight that empowers our developers with the ability to move data with ease from one environment to another," said Robert Catalano, director of Partner Programs, Revelation Software.

Besides working with OpenInsight linear hash files, the Zeus Inbound Engine also works with CSV and other delimited files, report images, UniVision XFH files, UniVerse Type 19 files, UniData Dir files, and counted flat files.

Charles Barouch, chief technology officer at Mount Olympus Systems, stated: "This agreement not only provides us with access to an expanded customer base, it also has given us the opportunity to work with, and learn from, the people at Revelation Software. We are proud to be associated with them."

About Mount Olympus Systems

Founded in 2002, Mount Olympus Systems Inc. is located in Long Island, N.Y., and serves Value-Added Resellers (VARs) as well as private companies throughout the U.S. and internationally.

skills of its member organizations to enhance its offerings to existing customers and the broader marketplace.

"I am excited to bring Evolve 360 onboard as our sole distribution and warehousing solution provider within the group, and I am delighted to have Mike Bowers heading up this new venture," said Martin Meier, MTG's CEO.

Mike Bowers, managing director of Evolve 360, added: "Evolve 360 will continue to develop and market the e-360 suite of products while immediately adding Masterpack and Warehouse Manager to its broader product range. The combined experience and excellence of the group's staff will undoubtedly enhance our products and benefit both existing and new customers."

With offices in Sydney, Melbourne and Kuala Lumpur, as well as agents in New Zealand, Malaysia, USA, U.K. and South Africa, MTG said it views this new enterprise as a great opportunity to penetrate new markets and develop new business.

Meier Business Systems (MBS), another member of MTG, will now focus on developing its Software Distribution and Technology Solutions business. MBS is a leading distributor of IBM's U2 database and related tools software as well as a range of other MultiValue products and tools.

Bryan Shumsky Joins Revelation as a Senior Software Developer

Revelation Software announced that it has hired Bryan Shumsky as a senior software developer. Bryan's focus will be on the firm's connectivity tools and network products.

"We are very happy to have Bryan on board," said Revelation president and CEO Mike Ruane. "He is unique in that he has both low level language experience as well as MultiValue experience."

Shumsky joins Revelation from Via Systems, where he served as director of Engineering for the past 11 years. During his tenure at Via Systems, he created and developed the ViaODBC and WebWizard products as well as enhanced the ViaDuct, UniVision and myViewpoint product suite.

"I'm excited to be joining Revelation Software," Shumsky said. "It's a vibrant, growing company that's having a big impact on the MultiValue — and non-MultiValue — software worlds. I'm looking forward to all the great work we can do together."

Shumsky has a Bachelor of Arts from Stanford University and has also attended Massachusetts Institute of Technology.

Zumasys Attains Microsoft Gold Partner Status

Creates Demo Pool of the Latest Windows Mobile Smartphones

Zumasys, a national IT integrator, announced it has attained Gold status with Microsoft, the highest level in the Microsoft Partner Program. Microsoft Gold status provides the company with early access to new products, additional technical/engineering resources and customized marketing around its wireless mobility solutions. As part of the agreement, Zumasys and Microsoft will create an expanded demo pool of Windows Mobile Smartphones that will be used to set up mobility pilots for

customers looking to test MS Exchange 2003.

To qualify for Microsoft Gold status, Zumasys earned Microsoft competencies in Network Infrastructure Solutions as well as Information Worker. Network Infrastructure highlights the expertise Zumasys is well known for in crafting infrastructure solutions that include Windows Server Solutions. Information Worker identifies partners deploying robust business applications solutions through the customization and integration of

Microsoft Office tools around the Microsoft Server platforms, specifically leveraging the SharePoint family of portal tools. Under the new program, Zumasys will expand its focus on 3G Wireless by developing robust mobile business applications that leverage the Microsoft Office suite running on top of the Microsoft infrastructure solutions including Windows 2003 Server, Exchange 2003 Server and Microsoft Live Communication Server.

Zumasys and Microsoft will create an expanded demo pool of Windows Mobile Smartphones

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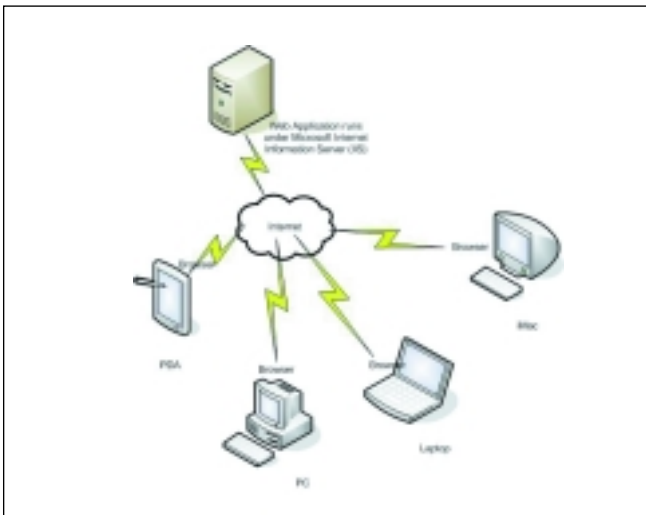
Replace MultiValue or Use a Hybrid Windows .NET Solution?

In this opinion piece, Terry Turzynski zeroes in on a question that is frustrating many in the

MultiValue community: Why are some companies throwing out a perfectly good database in pursuit of technologies such as SQL?

Replacing a company's MultiValue database would be like throwing the baby out with the bath water. No one in their right mind would do this, yet many companies are taking this futile route by replacing their MultiValue database with some kind of SQL .NET database so they can provide users with Internet or Windows access. Why? Because marketing hype dictates that .NET is the only way to feed the thirst for information, be it a front-end business application accessible from the Internet or an intra-company back-office application such as Accounts Payable.

Ask anyone, "What is .NET?" and you get an assortment of answers. Go one step further and ask what is MultiValue .NET and a blank look will form on the person's face, not having a clue to what it means. In the eyes of Microsoft, the .NET solution is painted as being the savior to all the problems associated with Internet, application development and database usage. .NET is supposed to provide an efficient, elegant way to program for the Internet or Window applications, making the storage of data an independent process. Little is ever said on the subject of just what does .NET mean to the end user of computer applications.



ASP .NET Web Application Architecture

This article is being written to give insight to a topic that has caused many companies to throw out their Multi-Value databases in lieu of a database that supports the Structured Query Language (SQL) method of access. Some of the databases that companies have migrated to are MySQL, SQL, Access, and Oracle. However, with a little further review these companies would have found that IBM's UniVerse and UniData databases along with Raining Data's D3.NET solution have the SQL connection access available. Yet, some of these SQL migrators knew about the SQL provisions and still moved to the new platform. So the question is "Why did the companies that were using the MultiValue database throw out a perfectly good database?"

Talking to .NET developers and users, I have heard such comments as "That MultiValue database sure has some

weird ways of storing data." "The users have no way to extract their data from the database for analysis." "Everything we need to view from the MultiValue database must be sent to the Access database so we can work with it." "To perform Web development, we must extract the data to an SQL database." "That MultiValue database is a 35-year-old dinosaur" and the list of comments goes on!

For a database to last for 35 years in a fast-moving computer technological environment, it must have some reliable solutions to storage and access of data. Not many people know that the "MultiValue" concept is now part of the Oracle database. In the new Microsoft C# (pronounced C sharp) language, MultiValue is the term used to define multiple items within an object. Thousands of applications are written and still in use with the Multi-

Value database, but the number of programmers available to support this proven database is dwindling. At the same time, the number of new applications being developed for the Multi-Value database is very small. What is the cause of this shrinkage in Multi-Value development and use?

The answer to the switch from a MultiValue database is very simple. It has nothing to do with the database. You can ask any layperson what database do you prefer and the answer will be, "I really have no preference." Marketing hype on the new Microsoft flagship .NET is the first part of the answer, and technically the answer lies in the presentation layer of the Multi-Value products and availability for Internet access. We will examine these two issues in detail along with what it takes to support these two issues.

Continues on page 38

mvQB - QuickBooks API for the Multi-Value Database



- Eliminate Double Entry
- Read/Write directly to QuickBooks' database
- Integrate seamlessly with Multi-Value programs

Integrate QuickBooks with Your Multi-Value Applications

RFID - What Does RFID Mean for Your Business?



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Hybrid Windows .NET

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Presentation Layer

The view of the data is most important. In 1995 Microsoft introduced the real version of Windows. I am skipping Windows 3.1 because that was only a start and turned out to be a very frustrating time in the development cycle. The use of Windows 95 grew rapidly with the advent of word processors, spreadsheet programs and other applications. Around this same time period, the Internet was taking off. Browsers were a new form of presentation that users were quickly adapting to. During this same time period, retrieval of information was the major focus and still is today. Users began to like the intuitive design of window forms, but still relied on their character-based screen (green screen) applications to get the business work done rapidly. As more new Windows-based applications were developed, migration to Windows solutions were being implemented and some MultiValue-based companies were also making the change. The major complaint was that the users, the people who enter the data, hated the "Tab" key and in some cases the use of the "mouse." In today's environment anyone who has a need for rapid data entry still prefers the character-based screen.

Internet Access

What is .NET?

In the simplest terms, .NET can be considered a standardized framework which promotes a standardized way to separate the presentation layer from the business logic requirements and database access. It is interesting to note that the concept here is to make the database platform independent; however, the Web access in .NET must run through Microsoft Internet Information Server (IIS.) Since this is a .NET article we will not cover any other type of servers available. The concept promoted here is that the display of information (presentation device) can be on any physical device such as a Palm Pilot, cell phone, and desktop computers such as laptops or workstations.

Application User Interface

There are three application user interfaces available in the .NET environment for presenting the data:

- ◆ ASP.NET
- ◆ WIN.NET
- ◆ Hybrid .NET Window

ASP.NET Web server programs evolved from Microsoft Active Server Pages technology. As the ASP name implies, it is for programs that run under Microsoft IIS which produce a presentation layer type of code called Hyper-

Text Markup Language (HTML) that browsers use to create pages for display and entry of data. The database access logic is performed on the Web-Server along with business logic code. Data is read and passed to the program using ADO.NET (a non database dependency interface) to connect to the database. This connection is only active for the retrieval of the record/row, then disconnected. This processing concept is called a non-persistent connection. This type of connection creates a problem when it comes to updating data. No record locking occurs, and the data could change by the time a program is ready to write the data back. To resolve this, state (or status) of the record must be maintained, and additional logic is necessary to avoid this situation. It should be reemphasized that the main purpose of the browser, as the name implies, was to retrieve data and display it. However, as the need for entering data grew, the language was expanded and that is where the non-persistent problem is partially resolved through cookies and other state storage techniques.

WIN.NET programs are also called thick client programs because the presentation layer, business logic, and usually the ADO.NET database access are run from the workstation under the Windows Operating System. The same non-persistent problem occurs in this solution, but it does replace the browser and provides a robust use of presentation controls. This change in where the program resides and runs becomes a major decision of which solution best fits the business objective. In the ASP scenario, Web pages are created. Is there a difference between WIN and ASP, definitely "yes." The major difference is where the program runs. The browser is replaced by a WIN.NET program and where data is retrieved and processed. Where there is one browser program on a workstation, each application WIN.NET program must reside on each workstation using it. This type of operation is called a thick client. And this

is not the only difference. In the ASP environment, there is a server program that accesses the data on the server. In the WIN application, the data is accessed by the program residing on the workstation. It is true that the amount of data passed

can be reduced through query language selection, but a certain amount is passed over the connection to the workstation for processing. For a summarized comparison, see Comparison between ASP.NET, WIN.NET & Hybrid chart.

Hybrid Windows .NET form provides a Windows presentation using a thin client third party product called Visual e .NET to perform the Windows form view and communication connection to the database server. One

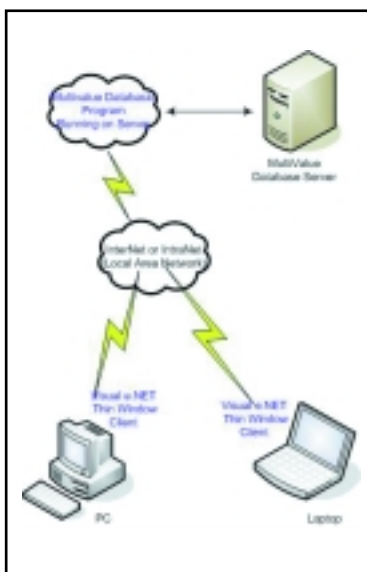
Databasic programmer said that "Visual e .NET is like a browser on steroids." With

the use of the Windows Rapid Application Development tool embedded in the Visual e .NET suite of products, it is MultiValue programming as usual. The character-based screen program is replaced

with a true Windows based form written using Databasic code. The application programs run as usual under the MultiValue Database Server control while still providing a persistent connection with the client workstation.

Internet or Intranet connections are maintained by the Visual e .NET Client program. What this means is that applications can be accessed over the Internet or internally

over standard Ethernet Local Area Networks. Backward compatibility to char-



Hybrid Window Application Architecture

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acter-based screens is performed by providing the traditional terminal emulation. And for Windows form programs, the client provides true Windows form display. The persistent connection that is part of a MultiValue database system continues to run as normal, providing record locking and continuous access.

Continues on page 40



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Hybrid Windows .NET

Continued from page 39

Like the Internet Browser programs in use today, the protocol communication layer is the same in Visual e .NET. Instead of using HTML and ASP.NET controls for the presentation layer, Winform.NET controls and Windows commands generated by the Databasic programs are used by the Visual e .NET Client to create the presentation. What users recognize as most different about the use of the Visual e .NET Windows applications is that the return key works, and that validation occurs per entry instead of the entire page when the submit key is entered. The end user sees the Windows form program just like any other Windows program such as Microsoft's Excel or Microsoft's Word program. Performance is at its peak with this type of architecture, because the business logic and database access is run on the

The MultiValue database can coexist quite well in the .NET environment.

server, thus providing the best of both worlds. In addition, this hybrid presentation layer solution does not require the database server to be ADO.NET compliant, thus providing any Multi-Value database on the market today the ability to be a Win form solution.

More on ADO.NET Usage

At the time of this writing, IBM's U2 products are the only ones that provide the ADO.NET connection. What ADO means is the database can be accessed from the IIS server programs and accepts SQL commands to read and write data to the database. The same holds true for the Win.NET programs. To make ADO.NET database independent, Microsoft wrote specifications for database software vendors to follow, creating this database independent environment for developers. The interface is called Object Link Embedded Data Base (OLEDB.) This is the Microsoft standard that database vendors must meet, allowing developers to use standard database access using the SQL Select, Update, Insert, and Delete commands. In addition, with the use of ADO.NET, Visual Basic, C Sharp, COBOL, and any other programming language can be used to develop applications.

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2	FD49VPLP W/30'	\$345.00	1	\$345.00	0.00
	Part Number: 08525	Update	Delete		
	Description: Ruggedized PicoDot: Polarized Ratio Laser				
3		\$0.00		\$0.00	0.00

Functionality	ASP.NET	WIN.NET	Hybrid Windows
Program Runs Under	Microsoft Internet Information Server	Client Workstation Windows Operating System	Database Server
Browser Required	Yes	No	No
Thin Client Program Required	No	No	Yes
Access to the Internet	Yes	Yes	Yes
Direct Access to Database Server	No	No	No (direct access)
Programming Languages Used	Visual Basic, #C	Visual Basic, #C	Databasic
SQL data format required	Yes	Yes	No
Persistent Connection	No	No	Yes
Must program save State (status)	Yes	Yes	No
Uses cookies	Yes	No	No
Edit every entry	Not Usually	Yes	Yes
Uses Enter Key	No	No (not std)	Yes
Uses Tab Key for entry	Yes	Yes	Yes
Uses Window Controls	No	Yes	Yes
Runs MultiValue character based programs	No	No	Yes
Data records passed to program over the Internet or Intranet for processing	Yes	Yes	No
Uses XML	Yes	Yes	Yes
Data type control by OS	No	No	Yes
Garbage collection by System	No	No	Yes

What Is the Correct Solution?

From this article, you can conclude that any of the three solutions will work, but you can do better than that when making the choice. Choosing the right tool for the right job is the best solution and this may require the use of all three tools. Hopefully, after reading this article you will find that there is no need to "throw the baby out with the bath water." The MultiValue database can coexist quite well in the .NET environment. For business-to-business

transactions, the hybrid solution meets the back-office processing in a least cost manner from a maintenance and new development cost. Even some of the front office applications, such as order entry, can be filled by the hybrid solution. If the home-shopping-cart requirement exists, then the ASP.NET is the correct solution for filling the shopping cart but maybe that is where the ASP.NET solution should stop. The actual placement of the order could be handled by the Hybrid Windows.NET

solution; whereby, a persistent connection is maintained interacting and validating each block of data as it is entered for the order. For those applications which fit a standalone environment like word processors, unzip programs and more, the WIN.NET solution is the best.

As stated, any of the solutions will work, but why invest more than is necessary while not having to replace the existing database. is

Entrinsik's Evolution

From MultiValue Reseller to Web Software Provider

At more than 20 years old, Entrinsik has seen its share of computing trends come and go. Fortunately, as Web-enabling legacy applications gained in popularity, Entrinsik's founder, Doug Leupen, had a vision to create a product that met the

unique demands of his MultiValue customers. Entrinsik evolved with the industry — going from reseller to Web software provider. Its newest offering, Informer Web Reporting Software, enables MultiValue users to intuitively access their data via the Web.

FOR THE MULTIVALUE FILE

COMPANY: Entrinsik

FOUNDED: 1984 by Doug Leupen

VERTICAL MARKET, PRODUCT LINES OR SERVICES:

Horizontal Software: Informer Web Reporting Software for organizations using IBM's U2 (UniVerse or UniData) DBMS software

Vertical Software: SEMtek ERP for Event Producers, Continuing Education, Conference Organizations, and Training Companies

HEADQUARTERS: Raleigh, N.C.

WEB: www.entrinsik.com

Originally started in 1984 under the name Magna Systems, the company was a reseller and service provider of MultiValue software for manufacturers and distributors in the Southeastern U.S. Soon after, the company developed SEMtek, event management software for seminar and conference producers. Today, SEMtek is the most functional and effective event management software package on the market, according to Entrinsik, with customers in eight countries. Yet, even with the success of SEMtek, Entrinsik was not content to rest on its laurels.

tion: ware Provider

“While SEMtek sales and support revenue paid the rent, we longed for an opportunity to create a broader industry impact,” Leupen said. The company got that chance when the idea to develop a Web access tool struck. “Over the last 10 years, we heard a growing stream of customer requests regarding the challenge of getting data out of their MultiValue databases and into the hands of both technical and non-technical staff in an intuitive fashion,” Leupen explained. “We discovered the solutions we provided like Smart Query and ODBC connections to Crystal Reporting Software were not satisfying our customers. So we applied some existing Web technology and a few ideas and developed Informer Web Reporting Software.”

It wasn't long before the growth potential of their brainstorm became apparent. “After initially offering Informer to our installed customer base, we realized this product could be popular for the entire MultiValue community,” Leupen commented. “Soon after our initial offering of Informer to the SEMtek installed customer base, we began understanding how large the

Continues on page 44

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| <input type="checkbox"/> Controller/Financial | <input type="checkbox"/> Consultant |
| <input type="checkbox"/> VP/Department Head | <input type="checkbox"/> Other _____ |

2. Is your company a (check one):

- | | | |
|---|---|---|
| <input type="checkbox"/> Computer System Supplier | <input type="checkbox"/> Dealer/OEM/VAR | <input type="checkbox"/> Software House |
| <input type="checkbox"/> Consultant | <input type="checkbox"/> End User | <input type="checkbox"/> Other _____ |

3. What MultiValue Databases does your company use? (check all that apply)

- | | | | |
|--------------------------------|--|-----------------------------------|--------------------------------------|
| <input type="checkbox"/> D3 | <input type="checkbox"/> Native MultiValue | <input type="checkbox"/> Reality | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> jBASE | <input type="checkbox"/> uniData | <input type="checkbox"/> UniVerse | <input type="checkbox"/> uniVision |

5. What major business/industry most clearly describes your company?

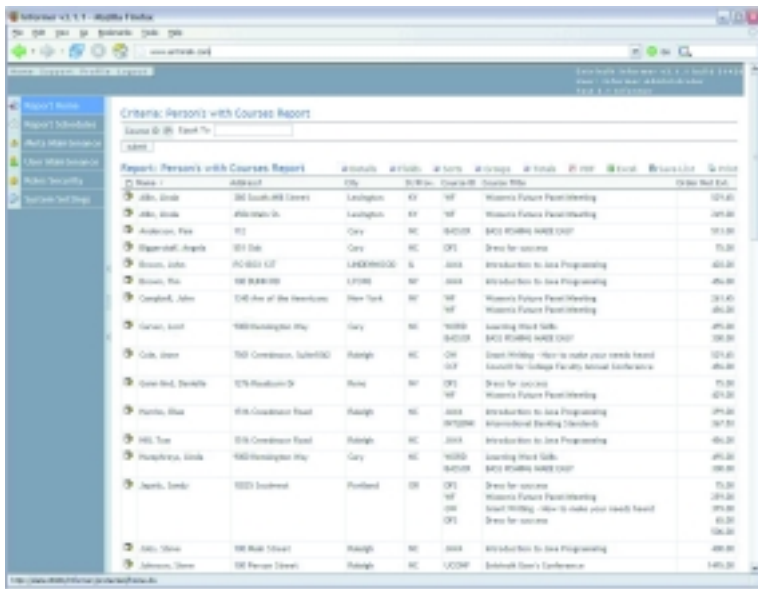
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|--|------------------------------------|---|---------------------------------|
| <input type="checkbox"/> Accounting | <input type="checkbox"/> Medical | <input type="checkbox"/> Direct Marketing | <input type="checkbox"/> Legal |
| <input type="checkbox"/> Banking/Finance | <input type="checkbox"/> Dental | <input type="checkbox"/> Construction | <input type="checkbox"/> Retail |
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6. What are your firm's approximate gross annual sales?

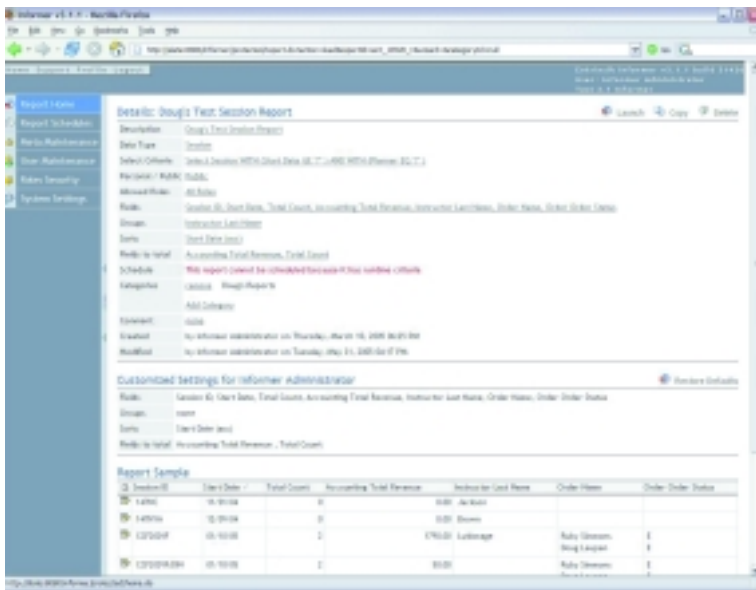
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|---|--|
| <input type="checkbox"/> Under \$500,000 | <input type="checkbox"/> \$500,000 - \$1 million |
| <input type="checkbox"/> Over \$1 million - \$5 million | <input type="checkbox"/> Over \$5 million - \$10 million |
| <input type="checkbox"/> Over \$10 million - \$25 million | <input type="checkbox"/> Over \$25 million - \$100 million |
| <input type="checkbox"/> Over \$100 million - \$500 million | <input type="checkbox"/> Over \$500 million |

IS 7/05

Entrinsik's Evolution Continued from page 43



Using UniObjects rather than ODBC, Informer represents MultiValues intuitively.



Informer Power Users can modify report definitions from a common report properties page.

opportunity for Informer truly was.” As a result, Entrinsik widened the scope of the product and began marketing outside of its installed base.

When developing Informer, the development team honed in on a specific need they learned firsthand from working with their customers. According to Leupen, the question clients

always asked was: How can we get at our data more intuitively? Entrinsik took customers' comments to heart, making intuitiveness and ease of use main focal points in the development of Informer. As a MultiValue developer, it also took advantage of technology that was already in its workbench.

Informer is Web-based, allowing Multi-Value end-users to access their data using their favorite computer interface, a browser, from any convenient location. It utilizes a Meta Table that filters the files and dictionaries and exposes only the ones useful for reporting. The Meta Table also allows for more descriptive field and file references, and for related files to be linked together. Informer provides a user-friendly user interface that also allows integration with popular desktop tools such as Excel, PDF and email. It provides individual and roles-based security, controlling both the functions of Informer and the data that can be accessed.

Now that its mission to provide a Web tool geared to the U2 community is complete, Entrinsik is already looking to take the next steps. “We recently brought back into the fold some of our key Java and Web developers who had departed Entrinsik as part of a spin-off company,” Leupen said. “After two years of developing state-of-the-art, database-independent Web software, these recent additions provide fresh and exciting skills as we update our product line. Also, with the recent popularity and growth of the Informer software, we are significantly expand-

“Over the last 10 years, we heard a growing stream of customer requests regarding the challenge of getting data out of their MultiValue databases and into the hands of both technical and non-technical staff in an intuitive fashion.”

-DOUG LEUPEN, founder and president

ing our distribution channels to include many VARs and international outlets.”

While it has been ramping up the marketing and technical features of Informer, Entrinsik has also continued to develop SEMtek, which it calls the most functional and important software in the vertical industry it serves. “The flexible MultiValue environment allows software companies like us to quickly respond to new functional needs we pick up from new customer opportunities,” he said. “If a company is smart, it can evolve a software need into a highly functional software package. For us, we've adopted 'best prac-

tices' ideas from each new customer and reflect those as functional capabilities inside SEMtek. We then combine effective, pro-active support and project management to make our customers successful.”

Leupen plans to continue the evolution of Entrinsik with two main goals in mind: “To make Informer a standard and required piece of software for any company running a MultiValue database management system, and to continue investment in SEMtek, ensuring it remains the industry leader for event management software.”

In the process of becoming a strong software company, it seems that Entrinsik has found a winning formula, sticking to its motto — “Committed to your success” —from beginning to end. “We truly believe if we focus on serving our customers and making them successful, we will in turn become successful,” Leupen said. “We listen carefully to customer needs and respond as best and as soon as we are able. The philosophy manifests itself in all the great customer references and buzz about our products—which we are very proud of.” **IS**



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Continued from page 35

"Our entire team worked hard to achieve Gold status and we are proud to have reached this important milestone with Microsoft," said Joe Goebel, COO of Zumasy's. "It highlights the value Microsoft products continue to bring in serving our customers and helping drive our growth. Customers dealing with Zumasy's can be assured that they're receiving the latest information on current and upcoming Microsoft technologies and products. This certification demonstrates to our customers that we have in-depth experience in the infrastructure arena."

To become a Microsoft Gold Certified Partner, Zumasy's had to meet a stringent set of qualifying standards including enhanced certification in Microsoft technologies and a portfolio of real-world customer references. The Gold Certified Partner Program is Microsoft's way of validating to customers that Zumasy's has the skills and experience to provide high-quality, infrastructure solutions based on Microsoft technology. Certification helps customers identify partners by areas of specialization and those who have demonstrated ability with comparable projects. The certification is based on customer references and advanced certification requirements that demand deep technical competency in complex business solutions. Gold Partners have track records of providing

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innovative technical solutions in application development and project management that help mitigate customer risk and accelerate time to market.

"Our Microsoft sales have grown significantly over the last 18 months because Microsoft solutions are at the heart of every 3G Wireless solution we deploy," said Paul Giobbi, president of Zumasy's. "With this expanded relationship and focus we plan to bring more compelling, unique solutions to the market that will ultimately generate more productivity for our customer's mobile workers."

Zumasy's provides small-to-medium businesses with real-time mobile access to email, files and resources running on Windows servers using 3G Wireless networks from carriers including Cingular, Sprint and Verizon Wireless. These solutions provide true wireless freedom because users can log onto the Internet from virtually anywhere using EV-DO, UMTS, 1xRTT, Edge and other Wireless WAN technologies. Applications are accessed on a wide variety of Windows-based devices, including SmartPhones, PDAs, Tablets, embedded XP Thin Clients and Notebooks, and applications are optimized to run at speeds ranging from 50Kbps to 700Kbps. ■

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Maintenance Products	739,480	24.4%	181,441	41.1	1,424,540	-87.4%
Repair Parts	300,809	4.0%	12,090	29.4	307,825	-59.3%
Replacement Items	236,280	9.4%	22,401	24.9	1,121,545	-79.4%
Tire/Trailer	99,440	4.0%	3,940	27.1	8	
SEATTLE BRANCH	3,179,459	23.8%	766,839	31.8	3,237,298	-43.7%
Accounting	1,447,215	44.1%	647,761	33.0	2,245,205	-38.5%
Construction Equip	31,369	1.0%	30,876	34.0	71,230	-55.5%
Maintenance Products	4,025,150	32.2%	1,305,734	41.0	459,470	+123.4%
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