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Renaissance Sponsors Internet & Mobile Boot Camp

On March 16, 2009, Renaissance Computer Systems sponsored the Internet & Mobile Boot Camp, which was run by Boot Camp Ventures (www.bootcampventures.com) in Tel Aviv. At the Internet & Mobile Boot Camp, a select number of innovative Israeli Internet and Mobile Companies presented in a dynamic format before an exclusive audience of seasoned investors from the US, Israel and Europe.

At this event, I had the opportunity to discuss Renaissance’s software and product development expertise and how we offer startups multiple advantages, especially in these challenging times. The advantages to outsourcing software development for startups are similar, but not identical, to the general advantages I outlined in last month’s newsletter and elaborated upon in my blog post at <http://weblogs.asp.net/jackieg/archive/2009/01/12/outsourcing-software-development-during-a-recession.aspx>

Perhaps it is summed up best by Esther Loewy, co-founder of Boot Camp Ventures: “Emerging companies, as well as the investors that finance them, are watching company expenses very carefully. By offering Boot Camp companies the opportunity to outsource elements of development, companies such as Renaissance Computer Systems enable entrepreneurs to focus their efforts to obtain traction in the market - leading to commercial success.”

Speaking of Startups...

Software for startups must be **innovative, reliable** and **adaptable**.

Innovative - You need a team that can provide creativity and originality in the features and design of the product, as well as a team that knows how to evaluate and quickly get up to speed on emerging technologies so that you can leverage these newest technologies for a competitive advantage.

Reliable - What’s true for dating is true for startups – you only get one chance to make a first impression. If your product suddenly starts crashing or running painfully slow, you’re ruined.

Adaptable - A critical question for startups (who constantly change directions and priorities) is: Will your software design and development be able to keep up with you and these changes? If not, you’re wasting precious time and money.

Working on projects for startup companies, or on projects in startup mode for established companies, is not that different from working on a “regular” project. What is different, is the increased intensity and the reduced margin (or tolerance) of error.

Innovation, reliability, and adaptability apply to *any* significant software project. However, not paying enough attention to these elements on a new project or product can easily mean the difference between fantastic success and horrible failure.

At Renaissance, we typically work on these types of innovative and high risk-reward projects. Our clients have clearly seen that our expertise and experience has directly contributed to the success of their critical projects. See some examples at <http://www.renaissance.co.il/caseStudies.aspx>.

Tools, Technologies, and Techniques – Visual Studio Database Edition (“Data Dude”)

Developers have since long realized the benefit of version control for the source code of projects of any size. The ability to track changes, manage feature/release branches, and synchronize the work of multiple developers is part of the daily development process at Renaissance. One area that has lagged behind for many years is managing database schema changes. Not anymore! Using the Visual Studio Database Project, SQL Server DBAs and .Net developers can now manage the database schema in a fashion similar to the rest of the source code on a typical project.

A Database Project manages all the database objects as individual files on the file system. These files are kept in source control system just like any other file in the project. The DBA/developer can choose to either manage the database objects directly by writing scripts or to make changes to the database and then later synchronize the database project with the database. Anyone who has had to keep multiple versions of databases (e.g. Dev, Test, old version) knows how painful this has been. The database project takes away a lot of the pain previously associated with database version management.

The Database Project supports many other features, including code analysis of Stored Procedures, data comparison between databases, and additional deployment tools. The Database Project currently supports SQL Server versions 2000, 2005 and 2008. While it may have some quirks, it is a real time saver for anyone who develops on SQL Server - we wouldn't consider working on a serious project without it.

Download:

<http://www.microsoft.com/downloads/details.aspx?FamilyID=bb3ad767-5f69-4db9-b1c9-8f55759846ed&displaylang=en>

Main blog:

<http://blogs.msdn.com/gertd/default.aspx>

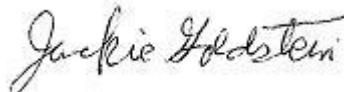
On the Lighter Side - Everything's amazing, nobody's happy

Here is a great video clip from comedian Louis CK's appearance on the Conan Show. Sometimes we take things, *especially technology*, too much for granted.

<http://www.youtube.com/watch?v=LoGYx35ypus>

I welcome the opportunity to discuss with you any of your current or planned projects. We can help you develop a technology strategy, lead your development team, or take full responsibility for your projects. I also welcome your questions and comments on any of the subjects covered in these mailings, our approaches to software development, or any of my conference presentations.

Sincerely,



Jackie Goldstein
President, Renaissance Computer Systems Ltd.

www.renaissance.co.il