



**July 2009**

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**Helping Clients in Difficult Economic Times**

I don't think there is any person or company that has not been affected by the ongoing economic crisis. At Renaissance, we have been working with our existing clients and potential new clients to find ways to help them most effectively deal with the current economic situation, while at the same time moving ahead with their project/product development plans.

Every situation is different – sometimes the solution is a more focused and adaptable development process and sometimes it is creative payment terms. One recurring theme, however, is helping clients achieve expected results with expected costs. If you find that you are currently "stuck" or struggling with these issues, please contact us so we can discuss possible approaches.

For a humorous look at how **not** to try and address the economic situation with your software vendor, see the video in [On the Lighter Side](#) at the end of this newsletter.

**A Trip to Silicon Valley**

Back in May I made a trip out to Silicon Valley in California to meet with some potential clients and to explore some other opportunities. It was great to be back out there, and despite the current state of economic affairs, the "Spirit of the Valley" is alive and well.

There has been a lot of talk and discussion in the various technical media regarding "Cloud Computing" and the specific offerings by Microsoft, Amazon, and others. In a nutshell, it is the ability to leverage computing resources "in the cloud" to scale up (or down) as required at any given time.

In Silicon Valley, there is also talk of "Cloud Talenting" – the ability to scale development talent (or other necessary human talent) up and down as required over time. It is good to know that there is now a buzzword to describe the way we have been running our business for many years already...

We have long believed that our clients are best served by a model where we have a core kernel of full-time Renaissance developers that are augmented by hand-picked contractor/partner specialists. Such an approach provides our clients with both quantitative and qualitative agility. It allows us to scale up resources when required, without extending our overhead, and also allows us to assign the right person to the right project, rather than just allocating an available resource.

**Tools, Technologies, and Techniques – Using Speech to Generate .NET code**

At Renaissance, we try to allocate time for our developers to explore new tools and technologies that are not necessarily related to their current projects. Last month we posted a very cool video showing some of the work we have been doing with Voice Recognition. This speech application is the result of one such project developed by Kim Major (<http://blogs.microsoft.co.il/blogs/kim>).

The video (<http://www.renaissance.co.il/VSSpeech.aspx>) offers a glimpse of our thinking and early implementation of extending Microsoft Visual Studio to allow programmers to write code in C# or VB.NET using mostly speech recognition. We believe that this innovative approach could be a real boon for handicapped programmers, temporary sufferers of RSI (Repetitive Strain Injury), or programmers who just want to program while lying on the beach.

This is a work in progress and we would very much like to hear your comments and feedback at [speech@renaissance.co.il](mailto:speech@renaissance.co.il).

### **On the Lighter Side - How Clients Negotiate with Software Vendors**

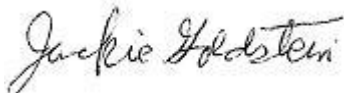
The video below is one of those "Very funny, but painfully true" videos that depicts how ridiculous it would be if the negotiating tactics sometimes used with software vendors were used in other scenarios.

<http://www.youtube.com/watch?v=R2a8TRSgzZY>

As I discussed in the beginning of this newsletter, we have been working with our existing and new clients to help them find ways to deal with the current economic situation, while still delivering innovative, reliable and adaptable solutions. While we try to be flexible and "creative", we do still expect to be compensated not only for our time and effort, but also for our accumulated expertise.

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,



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