



**October 2008**

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**Welcome to the Newest Member of the Team**

The newest member of the Renaissance development team is Naphtali Davies, who started working with us in August. Naphtali comes to us from the Software Engineering department of the Jerusalem College of Technology. Although he is a young developer, Naphtali is not afraid of tackling new and advanced topics and challenges – he has proven that he is up to the task and has already made significant contributions to the client and in-house projects on which he is working. Keep up the good work!

**Tools, Technologies, and Techniques – ADO.NET Entity Framework**

As I mentioned in our previous newsletter, one of the presentations that I gave at the September VSLive! Conference was on the recently released (.NET 3.5 SP1) ADO.NET Entity Framework. This is Microsoft's latest data access technology and begins to bring together the worlds of data access, Object-Relational Mapping (ORM) and executable data modeling. Since data access is an integral part of most business and web applications, there has been a lot of interest in this new technology, as developers try to understand the benefits, implications, and appropriate uses of the Entity Framework. In order to make it easier for developers to familiarize themselves with the Entity Framework, we have put together a list of some of the available resources that we found to be most useful in getting up to speed with the new tools and technologies. You can download it from our web site at <http://www.renaissance.co.il/downloads/Entity%20Framework%20Essential%20Resources.pdf>

Our research and investment in the Entity Framework is not merely theoretical or for presentation/demo purposes alone. After some preliminary investigation, we decided to utilize the Entity Framework as our data access layer in one of our current projects. Incorporating this new technology in a real-world application allowed us to gain significant understanding and insight into its usage and limitations. We also developed some best practices and extensions for more effective use of the Entity Framework. We are currently discussing and considering how we might make some of this publicly available as well.

**Conferences and Events – VSLive! Dallas and Microsoft PDC**

The next VSLive! conference is scheduled for December 8-11 in Dallas. I am scheduled to give three presentations:

- VS Tools and Techniques for Distributed Data Access in VS 2008
- Sync Services for ADO.NET—Optimizing Online, Enabling Offline
- Building Applications with Windows Live SDK

The conference speakers include the regular team of experts that people have come to expect from VSLive! – but don't take my word for it. Check out the [video](#) with conference speakers and attendees to get an idea of the "pulse" of the conference. You can see the full conference agenda at <http://vslive.com/2008/dallas/agenda.aspx>

Even though I will not be able to attend the upcoming **Microsoft PDC (Professional Developers Conference)**, I cannot let it go unmentioned in this newsletter. This conference will be taking place October 27-30, 2008 and is Microsoft's showcase for future technologies. Although there are sure to be some surprise announcements, it is pretty clear that Windows 7 and "Cloud Computing" / Software+Services will be taking center stage. If you want to know where Microsoft is headed with its technologies, you need to follow what's discussed at the PDC. If you can't attend the conference, all of the sessions are supposed to be available online within 24 hours – so keep checking <http://www.microsoftpdc.com/>

### **On the Lighter Side...**

To be quite honest, I wasn't sure if this video should be included in the "On the Lighter Side..." section, because as much as it will make you smile and laugh, you may also want to cry – or at least cringe in pain. As you watch the video you will laugh at the humorous portrayal of sad, frustrating, and sometimes even painful situations, that we have all lived through at one time or another in our professional careers. Although at Renaissance, we make conscious and sincere efforts to not make these mistakes...

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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

**<http://www.renaissance.co.il/>**