



## September 2007

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### Check Out Our New Web Site!

You may have noticed from the top of this newsletter that we have designed a new corporate logo. Along with the new logo, we also updated our website [www.renaissance.co.il](http://www.renaissance.co.il). Note that we didn't just stick in the new logo and move on – the site has been completely revamped in terms of graphic design, messaging, and coding. From the early feedback we have received, the new design makes it easier to understand who we are, what we do, and why you'd want to have us as part of your software development team. Please check it out and let me know what you think.

### Tools, Technologies, and Techniques - CAB and SCSF

One of the issues we needed to address on a major project was an infrastructure or framework for the User Interface of the application. Since the framework was to encompass many different applications (or modules) that would be developed over the coming years (and we wanted them to all look and feel the same), the [CAB \(Composite UI Application Block\)](#) from Microsoft's [Patterns and Practices](#) team seemed like a good choice.

The CAB is designed to build sophisticated smart client applications in which simple business modules can be combined to create complex solutions, but at the same time allows these modules to be independently developed, tested, and deployed. The SCSF is a set of tools for Visual Studio that eases and speeds up the development of CAB-based applications.

Although we originally went down the path of developing our own framework (a simplified version of the CAB), we ultimately chose to adopt the CAB itself and haven't looked back since. Using a standard framework and toolset means that meeting future needs will be easier since they will likely already be supported, instead of us having to first sit down and add it to our own custom framework. In addition, getting any new developers up to speed so that they could develop for the framework will be much faster with a uniformly designed and well documented framework, as opposed to an application-specific proprietary one. To get started learning about the CAB and SCSF, download our [CAB Essential Readings](#) from the Renaissance website resources.

### Mashups

Mashups are a hot Web 2.0 topic these days. Even the New York Times had an article on mashups earlier this month:

<http://www.nytimes.com/2007/09/02/technology/circuits/02novelties.html?ex=1189656000&en=64fd6eb760961dfa&ei=5070>

What is a mashup? In its simplest form, it is creating an application by “mashing” together data from different sources. A classic example would be combining real-estate listings with map information from Microsoft Virtual Earth. You’d be amazed at the sources of data available from various web services on the web!

I’ve recently taken quite an interest in this whole area. I gave a session on mashups at VSLive! last year and will also be giving one at this year’s Microsoft [TechEd Developers Conference](#).

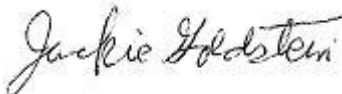
### **Conferences and Events – Mix 2007**

This year I was fortunate enough to be able to attend Microsoft’s MIX Conference. Although I have spoken at and attended many, many conferences over the past years, this one was definitely different. The attendees at most of the conferences that I participate in are usually software developers – with perhaps a few IT professionals thrown in. The Mix Conference focuses on the Web, and lives up to its name by bringing together 3 pretty diverse groups of Microsoft partners and customers: (i) Developers (ii) Designers (iii) Online Advertising Professionals.

The interaction and exchange of ideas with these different groups made for an interesting few days. I walked away with an appreciation of and interest in aspects of the Web other than straight development and with more details about Microsoft’s latest foray into this area – [Silverlight](#). Recordings and slides of the presentations from Mix 2007 (and 2006) are available at <http://sessions.visitmix.com/>.

I look forward to hearing from you regarding your current or planned projects. We can help you develop a technology strategy, lead your development team, or take full responsibility for your projects. As always, I will be happy to give you the names of other good software houses or consultants if we are not available or appropriate for your immediate needs. I also welcome your questions and comments on any of the subjects covered in these mailings, any of my presentations, or our approaches to software development.

Sincerely,



Jackie Goldstein  
President

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