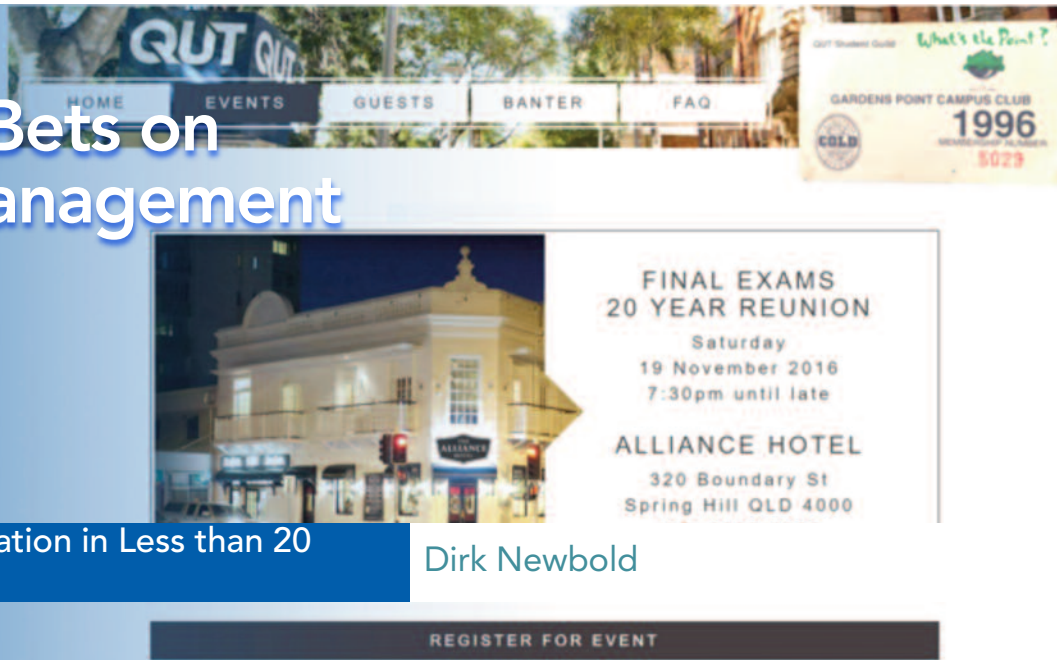**Cincom**

Web Start-Up Bets on RSVP Event-Management Package

Entrepreneur Develops Application in Less than 20 Hours

Dirk Newbold

New Year's Resolution Leads to Web Start-Up

Dirk Newbold is a mechanical engineer who also designs and develops non-commercial projects for collaborative web start-ups. Not long ago, he realized that it had been 20 years since he'd been in contact with many of his university peers. However, since his New Year's resolution that year had been to delete all of his social media accounts, he had no way to contact them. What to do?

Dirk decided to create a quick reunion site. He says, "I started using Cincom VisualWorks as a complete novice, but found the environment so easy to navigate that I'd been using it exclusively as both an entrepreneur and a hobbyist. For the reunion site, I'd originally planned on just a simple display of the event and relevant information in read-only format. But as Cincom VisualWorks prototyping is so fast, I decided to add a page where users could trade comments." The package just grew from there.

The RSVP Event-Management Package

RSVP is a standalone Cincom VisualWorks package that delivers a bespoke web application for the management of exclusive events with a dedicated domain.

According to Dirk, "Facebook delivers event management to the masses within their environment with their domain/url, whereas RSVP delivers event management open to all web users with access to modifying the underlying application code directed to any domain/url."

Client:
- Dirk Newbold

Location:
- Queensland, Australia

Industry:
- Web start-ups using non-commercial, personal web applications

Size:
- Web start-up operation

Goals:
- Deliver event-management capabilities to all web users for exclusive events with a dedicated domain

Solution Selected
- Cincom® VisualWorks®

"Cincom VisualWorks ensures that the time I do spend on 'development' is actually development. It just simply works."

– Dirk Newbold

Cincom VisualWorks "Just Simply Works"

Dirk says, "Smalltalk is the only programming language I have used, and Cincom VisualWorks is the only integrated development environment I have ever used. And I must say, from the stories I've heard, I'm glad this is the case!

"I have only a few hours each week to progress my start-up, so every minute is important. Cincom VisualWorks just works, which ensures that the time I do spend on 'development' is actually development. For instance, the development of RSVP and the implementation of the website (including server configuration) took less than 20 hours."

Extreme Reliability

Dirk continues, "There have been absolutely no issues with Cincom VisualWorks. I have run the website as an implementation of RSVP, and it has run for an entire year without missing a beat. Many website visitors commented on how slick the site operated. There wasn't even one negative experience."

The Best Thing about Cincom VisualWorks?

According to Dirk, "The image is the feature I'm most in love with! For small applications and prototypes that don't require the need for large storage capacities, Cincom VisualWorks is great, as everything can be retained in the image. The database architecture can either be ignored (for small applications) or abstracted out for future development (for prototyping)."

"Cincom VisualWorks is the fastest way for me to leverage my ideas. As long as it is around, I will always be a Cincom VisualWorks user."

– Dirk Newbold