



TeraTech News

Tools for programmers

100 Park Avenue Suite #360 Rockville, MD 20850
800-447-9120 • (301) 424-3903 • Fax (301) 762-8185
<http://www.teratech.com> or info@teratech.com

May/June 1999

This month we cover:

- ❖ ColdFusion Conference
- ❖ Allaire's NEW ColdFusion Express Beta 1
- ❖ Telephony Buzz Words
- ❖ Shortcuts & Tables & Tips
- ❖ Meet our intern

ColdFusion Conference

Just a reminder the ColdFusion conference will be Saturday, June the 26th from 9am-6pm.

Speakers:

- Allaire on "Basic ColdFusion"
- Darren Harvey, Allaire on "Advanced ColdFusion Programming"
- Allaire on "Keynote speech"
- Steve Drucker, Figleaf on "DIVIDE and CONQUER: Developing highly scalable ColdFusion Applications for the enterprise"
- Charlie Arehart, Figleaf on "Journeyman CF-tips and topics for improving everyday CF development"
- Michael Smith, TeraTech on "ColdFusion Security"
- Howie Hamlin, Teletrends on "inFusion-integrating ColdFusion Beyond the Web Server"
- Gabe Roffman, Fusebox on "Deploying Fusebox on a large ecommerce system." How we deployed Fusebox on eBags and how it helped manage and maintain the system.
- Steve Green, Washington Square Associates on "Using CF on unix and Open Source"
-more to be announced.

For more information about the conference go to <http://www.teratech.com/cfconf/>

Allaire's NEW ColdFusion Express Beta 1

ColdFusion Express is a new program designed to making a free, limited-functionality version of ColdFusion Server widely available electronically. ColdFusion Express gives a whole group of developers, who otherwise wouldn't have access to ColdFusion, the power to build basic database-driven Web applications. This is now available for download. Self-registration is at <http://beta.allaire.com/cfexpress> .

Telephony Buzz Words

Ever wanted to write a telephony program but not understood the buzz words? They signify what telemarketers use to dial us up and sell us something. Here are some words that can help you understand better the language of this specialty. For example:

Screen popup- This is when they connect on the phone, they can pop up a screen with info about you so they know your interests (i.e., what you like to buy).

Predictive Dialing- You pick up the phone and there is a dead silence. Then a little while later, the telemarketer comes on the phone. You just experienced predictive dialing. The software dials the numbers and takes care of busy signals and no answers. When someone answers, the

next available telemarketer in the call center is alerted to handle this call.

Inbound and outbound- An example of outbound is telemarketing-where the company uses call center technology to place calls. This same technology can be used for Inbound calls. For example, when you call sales or customer service of a large corporation, the software helps the receptionist direct the call. Or the voice activates menu routes you to the right person.

Scripting- A pre-planned interview. Based on the customer's answer to a question, the telemarketer (or customer service representative) is given a prompt for what the next question should be. "Branching" is used to structure this interview. For instance, if the customer says, yes to "would you like me to mail you this free brochure?", the software goes to getting the name and address. If the customer says no, the software goes to another pitch for why yes is a better answer. More advanced systems offer a "popup screen" with information about the customer, so the company representative can tailor the argument to the customer's interests.

Datawarehousing- How do these call centers get their lists? Datawarehousing is enabling the merging of huge lists with detailed information about people's interest and shopping habits. The call center software can merge records from different sources (combining purchased lists and in house prospect lists) Information about interests can be based on the neighborhood demographics or the habits of the profile of the family.

Interesting Products sold out there just for your interest:

Parlance- Your Voice Connection
You know those annoying voice mail system - press 1 for this, press 2 for that... Then to find the person type in the first 3 letters of the last name, etc. This product handles all that stuff through voice rather than keystrokes. Plus they bend over backwards to make sure you find the person you are looking for. For more info check out : www.nameconnector.com

Shortcuts & Tips.....

For your interest:

In Excel you can use this shortcut: Control-` (tilde key without shift) is a toggle for showing all formulas. Normal view shows just the results. So with this view, it's easier to see how formulas relate.

If you would like to create desktop icons without titles this is what you can do: Already you know that all icons have a title underneath them that describes the task or application associated with the icon. We discovered that if you right-click the icon, select Rename from the shortcut menu, and while holding down the [Alt] key, type 0160 and press [Enter] you can replace the title with a special blank character. The only standard desktop icon that you can't use this technique on is the Recycle Bin.

Meet Our Intern

We all welcome Mr. Aaron Berman . Mr. Berman attends Williams College in western Massachusetts and is aiming for a double major of Computer Science and Music. He will be with us this summer working on a project for Georgetown Law involving Access programming, and he will also be doing some ColdFusion and other miscellaneous projects. He is enthusiastic about the experience that he will receive here and that it will help him in the computer industry by opening doors for his future and success. In his spare time he plays the piano, plays pool, golf and teaches himself to play the guitar.

TERATECH CUSTOM PROGRAMMING

- ◆ Visual Basic, Quick Basic, C/CC++, ASM
- ◆ Access, FoxPro, Clipper, SQL
- ◆ Numeric Analysis, Statistics, Telephony
- ◆ Web HTML, ColdFusion, ASP, Java

Copyright TeraTech 1999

TeraTech, Inc.

100 Park Ave Ste 360

Rockville, MD 20850

800-447-9120 (301) 424-3903

fax (301) 762-8185

<http://www.teratech.com>

Info@teratech.com