



TeraTech News

Tools for Programmers

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February 2000

This month we cover:

- CF e-Commerce Conference 2000
- Conference Review
- Award from ByteBack
- Quote of the Month

CF e-Commerce Conference 2000



Several hundred people attended the two-day e-Commerce ColdFusion seminar

organized by Michael Smith, president of TeraTech, and hosted by Teratech, MDCFUG and CPCUG.

The two days, February 12-13, were packed with information, code sharing, and tips and strategies for developing e-commerce web sites with ColdFusion, courtesy of Adam Churvis, president of Productivity Enhancements, Inc.

Adam covered a wide range of topics, including payment processing, scalability, security, design interface, server-to-server integration, maintenance, database design essentials, data warehousing and much more.

Here is a review by one of the attendees...

Conference Review

Adam Churvis of commerceblocks.com did a full "brain dump" of ColdFusion knowledge to a filled auditorium in the DC

metropolitan area this weekend. We get the code, savvy and techniques all in one. The 2-day seminar cost US\$49, and at the end of the last day, he asked us, "Who here in the audience would have paid \$195 to attend this?" Half the audience raised their hands in agreement! Adam may be an e-commerce evangelist, but he is also a devoted programmer, and an engaging teacher too.

He made complex ideas seem doable. His homey presentation included true-life stories from the trenches of e-commerce and cold fusion development battles. He admitted (and in one case demonstrated!) his own mistakes to ensure us he knew us – and our mistakes.

His metaphors made ideas entertainment: "If a client offers a big carrot and an unfair legal contract then tell them what they can do with the carrot!" In other words, all the technology in the world can not help you, if your business relationship sucks.

Optimization is not be performed at the query level but at the 'create table' level, DDL not DML. Write it out in pencil and paper!

Or maybe take a look at commerceblocks product...save yourself the effort.

A few of the many incredible techniques, tips and tools he shared:

Techniques:

- Indexing your website:
"TITLE tag and the first X# of words found in the body of the home page."
- ABC Always Be Closing - upselling/cross-

selling, post-sale e-mail

Tips:

- "Database locking granularity? The difference between a boulder and a grain of sand."

MSAccess = Table-level locking, SQL7 = page-level locking, Oracle = row-level locking

Tools:

- E/R Studio data modeling

<http://www.embarcadero.com/products/Design/design.htm>

- e-commerce hosting

<http://www.comstar.net>

- payment processing

<http://www.authorize.net>

<http://www.cybercash.com>

- remote access, PC Anywhere

<http://www.symantec.com>

I really enjoyed the show. And, Adam is 'happy to help', contact him at (770) 446-8866 or at info@commerceblocks.com and he promises to help you. He even invited each of us to his home for dinner whenever we are in Atlanta. The guy is incredible, try the shopping at <http://www.commerceblocks.com>
– EVA HOLTSMARK

Another review of the conference is available in the latest issue of Fusion Authority News Alert (February 7-13) <http://www.fusionauthority.com/>

More on the Conference:
<http://www.teratech.com/cfconf2>

TeraTech Receives Award

TeraTech is proud to announce that we have received an award from ByteBack for our contributions to their training programs.

ByteBack is a non-profit organization that provides computer training to the unemployed and underemployed in the DC area, helping them qualify for better jobs.



Michael accepts the ByteBack award

Michael Smith, the president of TeraTech, has taught a ColdFusion class at ByteBack since last year. We have mentored ByteBack students, hosted externships for two students and recently hired one of the students, Lorraine Williams.

Lorraine is now working on several ColdFusion projects, doing programming and testing code. We are very pleased to welcome her to TeraTech and congratulate her on her recent graduation from ByteBack.



Lorraine graduates from ByteBack

More on ByteBack:
<http://www.byteback.com>

Quote of the Month

"Change your business from 'brick and mortar' to 'click and mortar'."

TERATECH CUSTOM PROGRAMMING

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

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