



TeraTech News

Creating excellent software since 1989

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We are back!

After a break the TeraTech newsletter is back! Look forward to seeing it every month in 2006.

CF_Underground VII and MAX

Michael and Liz ran the seventh annual CF_Underground event in Los Angeles, CA on the Saturday before MAX. Michael spoke about security in ColdFusion and what makes for Better Software Development. ColdFusion Developer's Journal's editor Simon Horwith was one of the speakers at the event – he taught attendees how to model their applications on paper before start coding to create better designs.



Michael also attended MAX and learned about the future directions that Macromedia and Adobe are going.



Planning for CFUNITED-06



We are planning for CFUNITED-06 for June 28th – July 1st, 2006. Yes, that is four days packed of ColdFusion and Flash development sessions with world's top speakers and book authors! CFUNITED-06 will be held at the same location as last year in Bethesda North

Marriott Hotel and Conference center located in Bethesda, MD.



Online job application

Recently a local university approached TeraTech to get an online job application system running within 25 days. We rose to the task and used the Rapid Application Development process called Flip to specify the site then developed in Fusebox. This allowed us to use multiple developers to speed the delivery and meet the challenging deadline. We kept the client informed of the entire progress through out the project and delivered in budget too.

Hosting Spotlight

I recently visited the new location for Edgeweb Hosting in Baltimore. Owner, Vlad A. Friedman, and his father Edwin Friedman, co-owner, gave me a tour of the facility. Edgewebhosting.net has been providing high capacity managed web and application hosting to corporations, organizations and associations of all sizes since 1998. They have a robust setup with hundreds of servers and 20,000+ websites (including many TeraTech's clients) housed in one of the most redundant self-owned data center facilities in the world. There are multiple power supplies and multiple Internet connections via fiber. The new facility is located in the 3rd largest Carrier Hotel on the East Coast. They occupy an entire floor of the facility. Some of the other tenants in the building are WiTel (Williams), Level3

Communications, XO Communications, Adelphia, and Cavalier Telephone, each with their own floor – so it is all top quality!

Q: What is managed hosting?

A: Managed hosting is simple. We do everything to maintain and health, security and integrity of your hosting platform 24/7/365. Our managed hosting service includes security patches, anti-virus, firewall, intrusion detection, databases, email, statistics, 24/7/365 server recovery, hardware replacement, configuration assistance, architecture advice, daily backup, disaster recovery and much, much more. In essence, act as your outsourced IT department for your hosting platform to ensure that your websites and applications remain online and available.

Q: Are there any services not included with your managed hosting packages?

A: Because the majority of our customer base is developers, designers, consultants and technologists, we specifically do not perform ANY systems integration, programming or design services so as not to be in competition with our resellers. We refer 100 % of this type of work back to our resellers.

Q: How is Edgewebhosting.net different from other hosting companies?

A: In a phrase, "customer service". Originally, we started as a systems integration and programming firm. Because we could not find a single hosting company that met our high customer service requirements, we began a hosting company focusing on the needs of customers such as ourselves. Eventually, we became so successful; we transitioned 100% of our business to hosting. This allows us to better relate our customer's needs since we have been in their shoes.

Q: Does Edgewebhosting.net focus on particular technologies?

A: We are rated highly in the areas of ColdFusion, ASP, PHP, SQL Server, MySQL, .NET, BlueDragon hosting on both Windows and Linux platforms.

Q: How do your customers find you?

A: Almost all of our business comes from referrals of existing satisfied customers or via our reseller partners. EWH has won the coveted "Best Web Hosting" award from the readers of Cold Fusion Developers Journal several years running and is consistently rated as one of the highest quality hosting providers on the Internet today. We are also proud to have one of the lowest customer churn rates in the industry (typically under 0.1% in an industry that typically maintains about a 20% churn).

[Parts of this interview were first published at Yes!Circle – the group for entrepreneurs see www.yescircle.org for more details]

Don't "Just Say No": The Art of "N & N"



We all know the importance of "R & R" as a survival skill – "Rest and Recreation." I think "N & N" is just as important: the ability to say "No" and to "Negotiate." If saying "No" is a challenge, try these steps:

1. Empathize. Show you understand the importance of the other person's request: "I know there is a cutoff date on this contract."

2. Be Concise. Briefly explain your "No." Don't over talk, as you appear ambivalent or defensive. If necessary, patiently repeat your message. Remember, people don't like to hear "No."

3. Make An Offer. After asserting what you can't do, affirm what you can do or can provide. By using these three positive steps you can say "No" without being negative.

Remember, "A firm 'No' a day keeps the ulcers away and the hostilities too." Words to also help you...Practice Safe Stress!

Mark Gorkin, LICSW, "The Stress Doc"™, is a keynote and international/Celebrity Cruise Lines speaker, training/OD & teambuilding consultant. The Doc is the author of two recent books: *Practice Safe Stress: Healing and Laughing in the Face of Stress, Burnout, & Depression* and *The Four Faces of Anger: Transforming Anger, Rage, and Conflict into Inspiring Attitude & Behavior*. National Public Radio (NPR) has recognized his *USA Today Online "HotSite"* -- www.stressdoc.com -- as a "workplace resource." For more info, email stressdoc@aol.com or call 202-232-8662.

Welcoming Amy Tolson to TeraTech

Amy is our new Interface Developer – she brings a wealth of knowledge on User Interface design and accessibility issues to TeraTech combined with great skills in coding ColdFusion and Flash.



Happy Thanksgiving

If you missed previous articles, you can locate them at <http://www.teratech.com/news.cfm>

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TERATECH CUSTOM PROGRAMMING

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