



netstyle.ch
Unique Selling Propositions
with Smalltalk



- Startup located in Berne, Switzerland
- Founded in year 2000
- ~6 People (Smalltalk Developers, Screen Designer, System Admin, ...)
- **Custom Web Application development for enterprise customers**
- Web site concept and design, Hosting-Services



New Application Platform

- Many critical business applications are migrated to the Web
- Companies of all sizes, across all industries
- Web-based applications enable companies to reach customers, employees and business partners much easier



Why Web Applications?

- Key to success in today's business: **quick development and deployment**
- Web Apps enable companies to **react fast** to changing environment
-> Competitive advantage



Requirements

High expectations:

- Well-factored
- Low maintenance costs, flexible to enhance

But:

Developing Web Apps is a hard task!

- Restrictions of involved Web technologies
- Today's frameworks: Complex or too low level of abstraction



Case Study

- Health insurance
- Middle-sized company with agencies in whole Switzerland
- Requirements
 - Create and manage offers
 - Print and create PDF documents
 - Model the process of accepting new customers
 - Customer management (with document management etc.)



Case Study

- Fast growing company
 - Changing requirements
- Speed is more important than minimizing probability of bugs
- Fat client would be too inflexible
 - Requirement to have weekly to monthly releases
 - Deployment at many different locations, on many different platforms
 - Customer Web interface



Evaluation

Choosing right...

- Technology
- Methodology

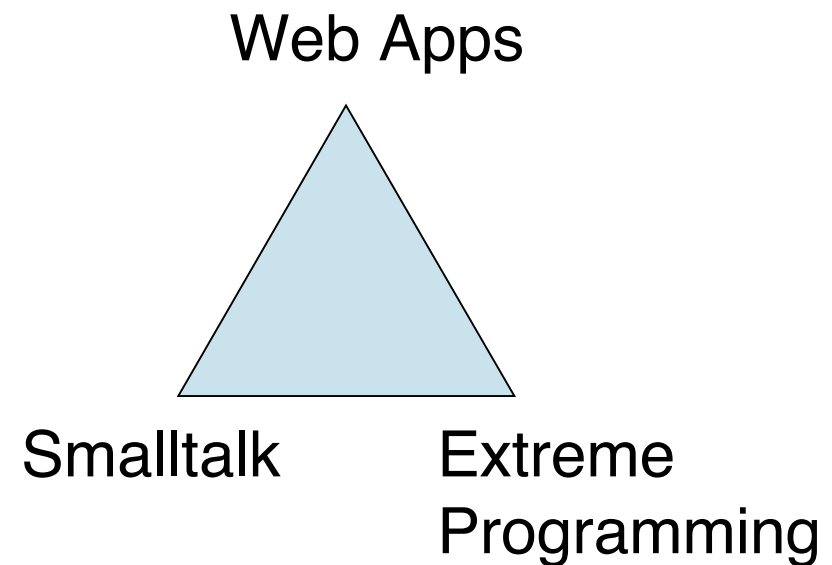
...to fit:

- Nature of Web Applications
- Our customer and his requirements
- Our philosophy



Synergies

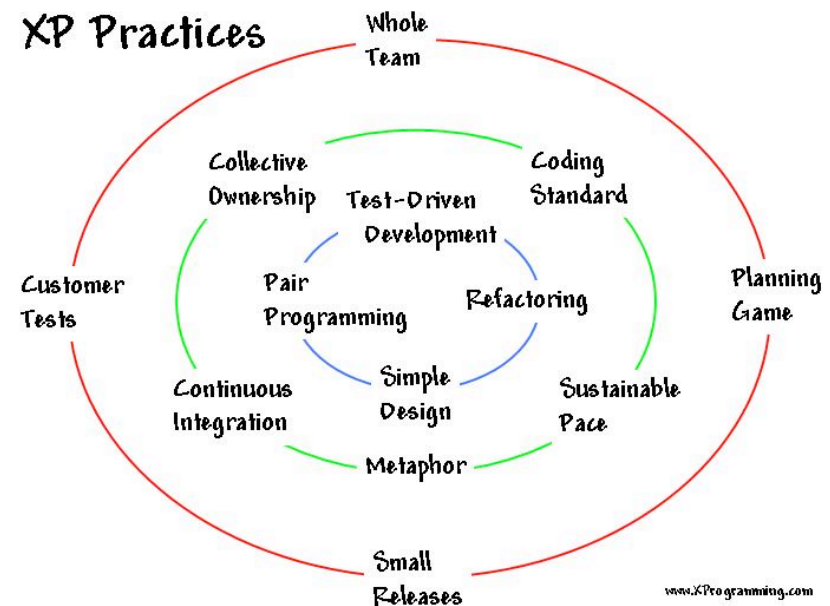
- Web Apps + Smalltalk
 - [SE★SIDE]
 - Bring the world of objects to the Web
 - Effective development and deployment





Synergies

- XP + Web Apps
 - Short release cycles: Frequently deliver on productive App
 - “Real” customer- tests





Conclusion

- Doing complex Web Applications right
- High productivity and quality
- Optimally fit customer's unique needs

-> our competitive advantage, USP