Cincom Smalltalk™

The perfect solution for
delivering applications on
time and under budget.

Cincom

Cincom Smalltalk™

Deliver Perfect Applications at the Speed of Thought

Cincom Smalltalk is a cross-platform development technology that helps developers quickly and efficiently build applications—from classic client/server systems to highly scalable web applications.

Cincom Smalltalk's frameworks give you tactical and strategic advantages over Java, Ruby, PHP, Eclipse, and Visual Studio, helping you develop software with unparalleled productivity and fast reaction time, so you deliver perfect applications at the speed of thought.

Cincom Smalltalk's Value to You

With any of Cincom Smalltalk's frameworks—**ObjectStudio®** for native Windows applications, **VisualWorks®** for cross-platform development, or **Web Velocity™** for web applications—you get unparalleled productivity and fast reaction time to changing business realities for tactical and strategic advantages over your competition.

Easy to learn and use, Cincom Smalltalk simplifies application development, so that you produce better platform-portable business solutions

- on time,
- under budget,
- with minimum risk,
- for a big return on investment.

Smalltalk makes the hard things easy and the impossible possible. Backed by a pioneer of the software industry with 40 years of delivering advantages to business, Cincom Systems, Inc. can demonstrate the factors that make a development language not just a productivity tool but a necessity.

Innovators worldwide recognize that Cincom Smalltalk delivers elegant and powerful solutions to the most daunting business problems. Cincom Smalltalk beats competitive environments with

- faster development times,
- expansive libraries,
- agility, and
- a reputation as being useful, valuable, and usable.

Current Release Products and Services

For four decades a market-leading development language and in its second decade under Cincom leadership, Cincom Smalltalk is a rich set of application development environments and tools. Cincom Smalltalk is ideally suited for users who need to build custom applications to support complex, rapidly changing business requirements to meet urgent time-to-market needs.

- **ObjectStudio** combines a native Windows environment with access to the extensive VisualWorks libraries. ObjectStudio delivers perfect Windows applications faster with a modeling tool that simplifies development and design, and a mapping tool that simplifies storage and retrieval of data from the relational database, enhances deployment, and speeds delivery time and ROI. ObjectStudio 8 is the first and only Smalltalk environment to receive Microsoft's Vista certification.

- **VisualWorks** is a robust Smalltalk Integrated Development Environment that provides cross-platform compatibility across Windows 2000/XP/Server/Vista, Linux, Mac OSX, and a variety of UNIX platforms. VisualWorks quickly delivers perfect multiplatform applications that you write once and deploy anywhere in industries as diverse as semiconductor manufacturing and banking to health care.

- **Web Velocity** is Cincom's new application development system. Delivering radical innovation in the web deployment of systems, Web Velocity brings the classic power of the Smalltalk development environment to the browser. With Web Velocity, you can design, develop, and deploy your application from the browser.

- **Consulting Services** from Cincom offers services for every need in training, application and functionality development, and staff augmentation. By utilizing our services offerings, we'll help you deliver perfect applications faster through proofs of concepts, exploratory modeling, customized training courses, mentoring, upgrade support, and product migrations.

Increased Productivity

In studies and comparisons,* Cincom Smalltalk is consistently more productive than any other mainstream language. For the same amount of functionality, projects in Smalltalk require

- less than half the code,
- about half the developers,
- about half the chargeable hours, and
- just 30-50% of the overall costs of Java or C++ projects.

Easy to learn and to use, Cincom Smalltalk needs less code to do more, delivering benefits throughout the life cycle.

With Cincom Smalltalk, you save time and money at the start of a project, in implementing it, to run the system, and in adapting it to changing conditions. Cincom Smalltalk users develop on their favorite platform and then deploy to any other platform with no changes.

"VisualWorks Smalltalk is intuitive, and its development tools and environment are second to none. Without it, we might still be creating a first pass at our control system framework."

Becky Cooper, Deputy Director of Control Systems, Adventa Control Technologies

Simplicity

With only five reserved words and a syntax fitting on a sheet of paper, Cincom Smalltalk is a consistent and compact language that helps programmers solve problems quicker and with one-third to one-half the code required of a C++/Java programmer. This greater efficiency results in fewer defects.

Where success depends on timely new products that can be rapidly scaled for significant market share, your operations must be committed to a technology that is up to the challenge. Smalltalk is ideal for comprehending and solving a difficult problem.

Smalltalk was carefully crafted for

- no waste,
- maximum expressiveness,
- speaking in the language of the problem space,
- succinctness (getting a lot out with a little), and
- faster results with less code and less maintenance.

"Our expectations have been satisfied. ... Cincom Smalltalk can be considered as the gateway to our mainframe business applications."

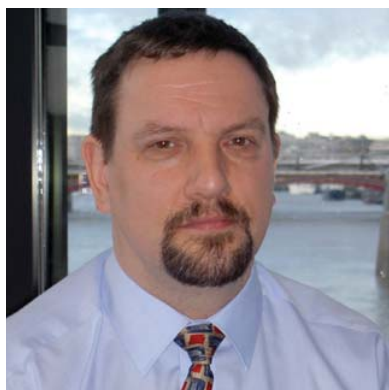*Nick Theofanidis, Manager, Databases and System Administration Group, SUISA*

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* Notably, Peterson, Mark K. "Smalltalk in Semiconductor Test," IBM Systems and Technology Group, On Demand Business, March 29, 2007

Pioneering and Proven Technology

With a heritage rooted in the legendary PARC labs and now foremost in the latest development techniques, Cincom Smalltalk sets the standard for excellence and radical innovation in new applications and web deployment.

Object-oriented technology transformed software development from a closed and subjective process to one that is open, orderly, and logical. The ideas pioneered in Smalltalk—encapsulation, inheritance, polymorphism, object modeling and mapping, round-trip engineering, virtual machine technology, and more—have influenced what we take for granted today in computing.

Cincom Smalltalk was developed with one goal in mind —increasing productivity through an easy-to-learn and easy-to-use language. Although a true object-oriented programming language, Cincom Smalltalk is much more, because it also unites with a suite of productivity-enhancing developer tools, which are particularly important for moving beyond legacy programming.

"We believe we have a truly awesome RAD environment. The key is that our development resources do not have to be Smalltalk experts."

Dr. Colin Lewis, Vice-President, JPMorgan

Portability

Today's competitive environment demands rapid deployment of applications across platforms.

In every instance, Cincom Smalltalk delivers a true write-once, deploy-anywhere environment. Cincom Smalltalk applications run on all major platforms without any modification to the Smalltalk code, including:

- Windows 2000/XP/Server/Vista
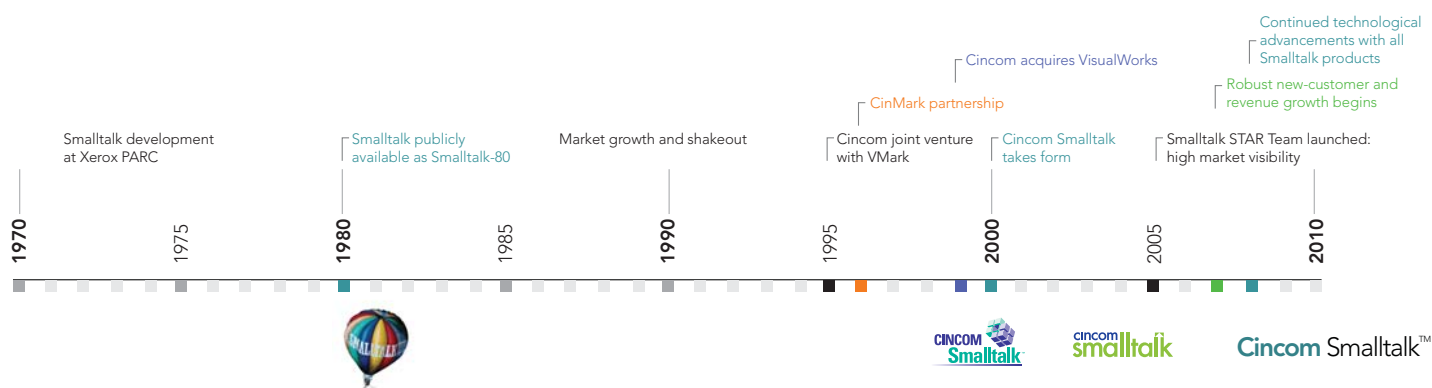- Mac OSX
- Linux (x86, PPC, SPARC)
- AIX
- HP-UX
- Solaris

You minimize risk, protect your development investment, and respond to market demand when you can reliably develop on one platform and deploy on another.

"Cincom Smalltalk's object-oriented architecture enabled rapid development and provided us with the opportunity to continually expand the system through component reuse."

Peter deVries, Director of Advanced Technology, Penn State University

Cincom and Smalltalk

Smalltalk development at Xerox PARC

Smalltalk publicly available as Smalltalk-80

Market growth and shakeout

Cincom joint venture with VMark

CinMark partnership

Cincom acquires VisualWorks

Cincom Smalltalk takes form

Smalltalk STAR Team launched: high market visibility

Robust new-customer and revenue growth begins

Continued technological advancements with all Smalltalk products

1970 1975 1980 1985 1990 1995 2000 2005 2010

Broad Application Flexibility

With characteristic succinctness and maximum expressiveness, Cincom Smalltalk helps you engage the problem to be solved and not the language, resulting in less code and maintenance for faster results.
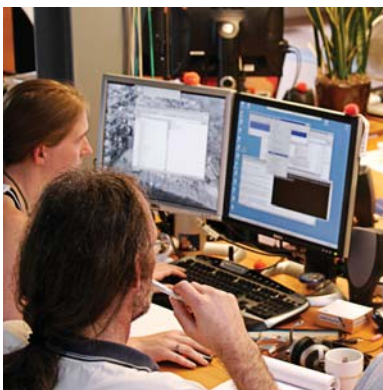
Reusable components, prototyping, unfettered interface modification, and protocol adaptability let you quickly enhance and improve products while maintaining optimal pricing and providing your customers with quick implementation.

"Smalltalk and ObjectStudio are ideally suited to management problems and have enabled us to build a true small-business framework, which we can reutilize and tailor for each new customer context."

Serge Lehmann, Vice Director Research & Development, Prodware

Full Source Code Customization

Extend your development environment to fit your needs by choosing from community libraries or developing them yourself. Either way, you never lack for resources. You can roll out new products quickly for success in the most competitive markets, never compromising software reliability, reusability, and scalability.

"… Cincom Smalltalk was the only solution that could deliver the required level of malleability and flexibility for the highly complex projects that we were pursuing. So far, we've achieved a 100% success rate with Smalltalk."

Freek Dech, Managing Director, Soops B.V.

Developer Enjoyment

Developers' productivity in and preferences for Smalltalk make it the top selection. They also know they can recycle and reuse parts of earlier system versions and thus reduce costs.

Developers enjoy the technology and do more with it, resulting in better employee morale and retention.

A software application built on Cincom Smalltalk won the 2008 Object-Oriented Programming *Dynamic Languages Shootout*, held in Munich, Germany. Representing all the top dynamic languages, competitors used the standard technology of their preferred platform to program. Judges chose an application written in Cincom Smalltalk VisualWorks 7.5 and Seaside 2.8 for its algorithmic quality, speed, relatively small size and visual elegance. No other application came close.

"The developers like the environment and working with the tool. As project leader, I appreciate their productivity, … Considering the conditions we work under, with constant demands for cost-savings, it is rewarding for us to have a development tool that is both appropriate and productive."

Lennart Stenberg, Project Manager, Swedish National Tax Authority

Backing by Cincom

For 40 years, Cincom has provided software and service solutions for creating and managing customer relationships throughout the enterprise. Cincom is committed to serving the Smalltalk community with the very best object development tools.

Cincom supports the Smalltalk developer community, with innovative tools and environments and adding functionality as customer needs arise.

Test-Drive the Latest Version of Cincom Smalltalk!

Visit cincomsmalltalk.com and download the latest version of Cincom Smalltalk!

Try it, use it, fall in love with it.

To help you get started with VisualWorks, also download Cincom Smalltalk yourself and try it out. Visit the online tutorials at http://smalltalk-daily.cincomsmalltalk.com.
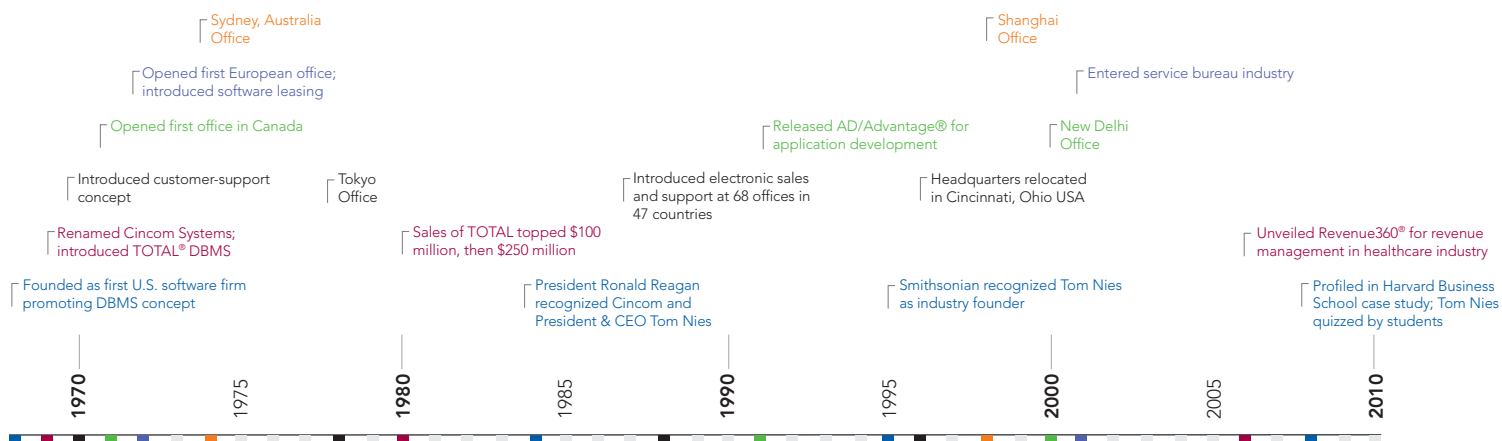
Contact Cincom today at **www.cincomsmalltalk.com**

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International: Contact your local Cincom office.

Cincom historical milestones

Sydney, Australia Office

Shanghai Office

Opened first European office; introduced software leasing

Entered service bureau industry

Opened first office in Canada

Released AD/Advantage® for application development

New Delhi Office

Introduced customer-support concept

Tokyo Office

Introduced electronic sales and support at 68 offices in 47 countries

Headquarters relocated in Cincinnati, Ohio USA

Renamed Cincom Systems; introduced TOTAL® DBMS

Sales of TOTAL topped $100 million, then $250 million

Unveiled Revenue360® for revenue management in healthcare industry

Founded as first U.S. software firm promoting DBMS concept

President Ronald Reagan recognized Cincom and President & CEO Tom Nies

Smithsonian recognized Tom Nies as industry founder

Profiled in Harvard Business School case study; Tom Nies quizzed by students

1970 1975 **1980** 1985 **1990** 1995 **2000** 2005 **2010**

Cincom develops, delivers and supports innovative software and services to simplify complex business processes. For 40 years, Cincom has enabled thousands of clients worldwide to increase revenue, control costs, minimize risk and achieve rapid ROI.

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