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## Industry News

### Visual Studio 2005

After much anticipation, Visual Studio 2005 was released on November 7, 2005. Visual Studio 2005 is a comprehensive suite of development tools that enable a variety of customers to build Microsoft Windows-based, Web-based, Microsoft Office-based, and Microsoft Windows Mobile-based solutions. Taking advantage of a secure and dependable platform, Visual Studio 2005 enables users to build reliable solutions capable of running the most demanding of modern enterprises. With advanced productivity tools, Visual Studio 2005 builds upon Microsoft's historical leadership in enabling individual developer productivity. With Visual Studio 2005 Team System, Microsoft expands its focus on productivity to include tools that facilitate greater communication and collaboration in a team environment.

## developersDen Achieves Learning Solutions Competency

developersDen recently achieved CPLS status with Microsoft. As a Certified Partner for Learning Solutions we have expanded the number of options available to our valued customers. We now offer publicly scheduled training for all Microsoft technical and application topics and can assist our customers in redeeming Microsoft Software Assurance Vouchers as payment for most of our classes.



Learning Solutions

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## New Product Offerings

developersDen is proud to announce the release of two new products, built on the latest technology from Microsoft, specifically targeted to the Printing and Imaging industry.

*apPRINTice Pro* (pronounced "apprentice") is a customizable suite of business productivity applications which includes a base module designed to assist with customer tracking and relationship management. Additional functionality is available as a series of plug-in modules providing for estimates, work orders, and invoicing.

*Lenticular Pro* is designed to enable the creation of professional quality, camera-ready lenticular images. LentricPRO literally "blows the doors off" the competition. When you compare price, speed, and final product quality, we are certain you'll agree that there is no better product on the market which delivers lenticular images as well as LentricPRO!

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## Choosing a Training Provider

How can you be assured that you are making the best choice when it comes to selecting a technical training provider? When selecting a training provider, the old saying "Buyer Beware", is unfortunately the rule of thumb. Not that there are training predators on every corner, but we find it interesting that a large number of training providers don't seem to put the proper amount of emphasis on what's best for the customer. Whether it is due to financial pressures or simply a lack of understanding of the technologies being offered and the most effective method for transferring this knowledge to others, one thing is clear; many customers end up wasting precious training budgets due to poorly planned training paths or substandard instruction.

## Industry News

### SQL Server 2005

*Over seven years in development, SQL Server 2005 is a comprehensive, integrated, end-to-end data solution that empowers users across your organization by providing a more secure, reliable, and productive platform for enterprise data and BI applications. SQL Server 2005 delivers powerful, familiar tools to IT professionals as well as to information workers, reducing the complexity of creating, deploying, managing, and using enterprise data and analytical applications on platforms ranging from mobile devices to enterprise data systems. Through a comprehensive feature set, interoperability with existing systems, and automation of routine tasks, SQL Server 2005 provides a complete data solution for enterprises of all sizes.*

### New books from Microsoft Press

*Check out new and upcoming titles three weeks before they hit the shelves, plus any we've released in the past couple of months.*

### New Certification Tracks

*In concert with the release of Visual Studio 2005 and SQL Server 2005, Microsoft has released an entirely new and improved set of technical certifications, designed to streamline and improve the quality of the certification process. Get all the information today!*

## Contact Us

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So what can a prospective customer do to best ensure a successful training experience? We have put together the following list to assist our readers in choosing a quality training provider:

### **Do your homework**

Do some research into the tool or technology for which you are seeking training. Evaluate the prospective student and their prerequisite knowledge. Be realistic as to the learning curve and the time required to acquire the appropriate skills.

### **Visit the facility**

Look at the classrooms, the equipment, and talk to the staff. Do you get the feeling that your needs are the primary concern? Does it appear that the facility is designed to enhance the learning experience?

### **Don't focus strictly on price**

Compared to the time and productivity lost when an employee is in training, the price of the class itself should not be a major factor when selecting training. Saving a few bucks and receiving substandard instruction ends up costing you more in the long run. Do it right the first time!

### **Request instructor credentials**

You wouldn't dream of hiring a consultant without first examining their credentials and experience, so why should it be any different when selecting training? If you meet with any resistance when requesting information about the instructor you should consider another provider.

Remember that YOU are the customer and don't be afraid to ask as many questions as needed to ensure you feel comfortable with the services you are purchasing. Training can be an enjoyable and effective learning experience but as with any purchase, caution is advised.

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## Preparing for Visual Studio 2005 and SQL Server 2005

Microsoft released new versions of its two flagship development products on November 7, 2005. Visual Studio 2005 and SQL Server 2005 deliver a multitude of new features and capabilities into the hands of software development professionals. However, these benefits come with a price. Technology professionals will need to invest a significant amount of time to gain the knowledge required to effectively leverage the power of these new products and technologies. Fortunately these releases are coupled with a number of learning options including extensive coverage by books, periodicals, websites, and a large selection of both E-Learning and Instructor-led training courses. In an effort to assist our customers in locating and acquiring learning resources, developersDen will be enhancing our online content to include information on all of the above mentioned options. Of course, we are always happy to speak with you, and if desired, work with you to develop a training plan, customized to meet your specific needs and budget.