

Why Smalltalk?



You have an application written in Smalltalk, but you are afraid that it may be the **wrong** Smalltalk – your vendor has been slow with new releases, and even slower with new functionality and library support. You need support for up and coming technologies, as well as for new platforms – what should you do? Some would council a migration to Java or .NET – but why not instead stay with Smalltalk and step up to a modern, evolving platform at the same time?

What you need is a development and deployment platform that allows you to develop on traditional client, server platforms, and on mobile devices. You need a platform that is easy to work with, and easy to update in the field. Why should developers select Cincom Smalltalk instead of the alternatives? The answer is simple – Cincom Smalltalk offers a low cost, low risk, high value development and deployment platform:

- Low Cost
 - Migrating to Java or .NET is not a migration – it's a rewrite. Rewrites are expensive – they typically take as much time and investment as the original system took to build. Migration to Cincom Smalltalk is a transition to a different set of libraries, while maintaining most of the same source code. That will take far less time, and can be done without a lot of expensive consultants.
- Rapid Return on Investment
 - Cincom Smalltalk is an extremely agile and productive system for the development of applications. Capers Jones research over the course of a decade shows that Smalltalk is three times as productive as Java. The same research shows that the rate of errors produced when using Smalltalk is dramatically lower
- High Value
 - Complete binary portability – developers selecting Cincom Smalltalk can develop on their favorite platform and then deploy to **any other** – including Windows CE, Windows Mobile for Pocket PC, Windows XP Tablet PC Edition and Linux – with no changes. Cincom Smalltalk supports both x86 and StrongARM based mobile devices, as well as standard Windows, Unix, Mac, and Unix workstations and servers.
 - Software Updates – updating software deployed to mobile devices is not simple – unless you use Cincom Smalltalk. Cincom Smalltalk applications can be updated quickly and easily, without requiring a full redeployment
 - Complete Power - Cincom Smalltalk offers all the power of the full platform – whether the deployment is to Windows XP, Unix, Linux,

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MacOS, or Windows CE. No compromises or platform adjustments are necessary.

- Complete interoperability with the relevant standards – Cincom Smalltalk offers full support for all the relevant communication and interoperability standards – which makes it easily possible to build services, either fully open or fully proprietary

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- Low Risk
 - Maturity – Cincom Smalltalk has been under continuous development and deployment for over thirty years now – with great success at a number of Fortune 500 firms. None of the competing solutions can point to a similar record of robustness and maturity
 - Stability – Cincom Systems has been in business since 1968, under the leadership of the same CEO – Mr. Thomas Nies. Cincom has been supporting many of its products for more than thirty years – a record of stability that few firms can match
 - Support – Cincom pioneered 24x7x365 support decades ago, and offers “whatever it takes” support to its customers. Developers selecting Cincom Smalltalk will never have to wait long for a solution to support issues

Who is Cincom? For 35 years, Cincom has helped many of the world's leading organizations transform corporate information into competitive advantage. Strategic partnerships with hundreds of complementary hardware, software, and tools providers ensure that you're connected to just the right solution for your unique needs, while Cincom's worldwide support network provides 24x7 support to thousands of clients on six continents. Visit Cincom on the web at <http://www.cincom.com>. Learn more about Cincom Smalltalk at <http://smalltalk.cincom.com>.