



## Gearing Up for Global Development

*by Mark Gruetzner, Director of Development*

In order to accommodate requests by key customers to be able to support a Global deployment of an InStore solution, RW3's Development Team is defining and implementing a new system architecture. The goal is to develop a flexible and responsive architecture that meets the need for an underlying consistent technology platform, while being easy to maintain and support, as well as adaptable to the individual go-to-market needs of business units and different countries. In addition, the new architecture will be designed to easily add language support for any required country group which is added into the environment.

As part of our new architecture strategy, we are developing templates and 'legos' to facilitate rapid development and solution assembly. This approach will allow us to build and re-use code from common software components, and will enable unprecedented customization of customer solutions with quicker deployment. This modern, layered, N-tier architecture will benefit both Windows Clients and Web Apps and take full advantage of one of RW3's biggest strengths: the flexibility and ability to create tailored solutions which support every customer's specific go-to-market strategy and customer approach.

Long term benefits for our customers include:

- the ability to adapt to additional business units - both home and abroad - more easily and quickly (including localization)
- addition of new capabilities will be faster and less expensive
- support of complex systems will be much more manageable