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***Microsoft Visual Studio .NET 2003 & Iron Speed Designer  
Deliver 5X Productivity Boost***  
Solution Enables Web Applications to be Built in One Day

Mountain View, CA – March 24, 2004 – Developers of Web applications have experienced a 5X boost in productivity according to recent survey results, software development tools maker Iron Speed announced today. The gains result from using Iron Speed Designer, a tool to build feature-complete Web applications for the Microsoft .NET Framework, in conjunction with Microsoft Visual Studio .NET 2003.

“Using Iron Speed Designer, developers quickly create the foundation for their Web application including the Web pages, code-behinds, data-access code and all the SQL code. Then they use Visual Studio .NET 2003 to add features and logic that is unique and proprietary to their application. Once these extensions have been added to the application, Iron Speed Designer includes them into subsequent versions of the application, enhancing developer productivity and application flexibility,” says Alan S. Fisher, Chairman of Iron Speed, Inc.

This software-assisted approach saves significant development and testing time. In just a few minutes, developers can create a ready-to-deploy application, customize it, and deploy. According to the survey, many developers have built and deployed production Web applications on top of the Microsoft .NET Framework in a single day.

“The ability to easily and quickly create feature-complete Web applications integrating the presentation, application and database layers is very important to developers,” says Shawn Nandi, product manager in the Developer and Platform Evangelism Division at Microsoft Corp. “By accelerating application development, Iron Speed Designer is proving to be a valuable offering for our mutual customers.”

Several customers are already benefiting from the approach:

**Developer Spotlight: Les Schwab Tires**

Gary Hopkins leads a two-man development team as part of the 128-person IT department at Les Schwab Tires, the largest independent tire manufacturer in the Western United States. For years, every one of the store managers and assistant managers at 360 stores updated the intranet data by emailing or faxing information to Gary's team and then waited for them to have time to input the data. Since this was just one of many document-centric activities at the company, the IT team was moving everything to IIS and the Microsoft .NET Framework in order to automate functions, improve service to store management, and save time and money on all ends of the process.

Gary used Iron Speed Designer to quickly build a “Job Openings/Job Applicants Tracking System” custom to the company needs. Since it was a pretty simple application involving just thousands of records, a couple of multi-table joins and one editable form with various report views, the whole

application was built in a few hours. Gary showed it to the rest of the development team the same day and launched it to users the next day.

"Frankly, even if I had three weeks for this application, we could not have built something this sophisticated," says Gary.

## Developer Spotlight: Texas Youth Commission

Lance Menchu of the Texas Youth Commission in Dallas helps Texas state employees in the finance department understand and act upon the data that comes from multiple agencies. With data from 14 facilities throughout the state and highly confidential information being passed, Lance must incorporate all data into a common, mission-critical set of applications that serve many users with different roles.

With ever-increasing demands for Web applications, Lance considered tools to automate his development process and decided to utilize Iron Speed Designer and Microsoft Visual Studio.NET 2003.

"The first thing I do is build a prototype using one of the themes in Iron Speed Designer. This is just a few quick tables with simple functionality. It takes me only minutes to build the prototype, which is a complete working application. I use this prototype to gather feedback and input on look-and feel, so that the final application will be highly fine-tuned to users needs. Projects that used to take over two months now take less than a week and that includes all my customizations," says Lance.

## Developer Spotlight: Otis Elevator

CK Tan is the Business Applications Systems Manager at Otis Elevator in Sydney, Australia and looks after the development of all the local business-related software applications. CK and his team program and manage all the systems for all the offices in Australia and New Zealand. That's more than 1,300 people relying on CK to provide the database management and software solutions they need to do their jobs most efficiently.

Reflecting an evolutionary path over the years, CK manages applications running on a myriad of platforms ranging from Natural/Adabas to NT4/APPX to client-server to n-tier systems using Microsoft Visual Basic .NET, ASP.NET and Microsoft SQL Server 2000. When CK started planning to move legacy applications to the Web and the Microsoft .NET Framework, CK found himself facing a tricky migration challenge. The problem was that a couple of internal business applications were needed very urgently.

"We launched our first Web application, start to finish, in about four weeks using Iron Speed Designer. And we had very little experience with .NET technologies in-house. It would have taken me maybe three months to write it all by hand, and in order to launch by the deadline, I would have had to give up many of the required features such as the role-based security, search, filtering and sorting," says CK Tan, Business Applications Systems Manager at Otis Elevator in Sydney, Australia.

## Microsoft Visual Studio .NET 2003 Key Ingredient

"The fact is that over 80 percent of application programming is not complicated logic or calculations – it is taking data, processing it, and displaying it in a different form. Iron Speed Designer helps eliminate this routine infrastructure programming enabling developers to focus on coding the custom core application logic using Microsoft Visual Studio .NET," Fisher says.

Fisher further adds, "Iron Speed is committed to enhancing the development functionality of Visual Studio .NET 2003 and further enabling a new level of application programming. Iron Speed intends to fully support the upcoming Microsoft Visual Studio 'Whidbey' release, including support for the enhanced class libraries, common language runtime (CLR), and support for project management features included in Visual Studio 'Whidbey'. Our product roadmap includes new releases of our tools to support advancements in Microsoft Visual Basic .NET, Visual C# .NET, the .NET Framework, SQL Server 2000 and ADO.NET."

## **Background on Iron Speed, Inc.**

Iron Speed makes software development tools for corporate database developers who need to build powerful, enterprise-class, web applications in less time, and with fewer resources. The company's flagship product, Iron Speed Designer, quickly creates about 80% of an application's infrastructure programming, allowing developers to focus on the remaining 20% of the application logic that is unique. Iron Speed recognizes that developing web applications is more complicated than traditional application development, and so provides software development tools for IT departments looking to take advantage of the flexibility and extensibility of web-based applications. Iron Speed executives are pioneers in web application development, having built enterprise and e-commerce systems for companies like Onsale (now Amazon) and Charles Schwab. The company is based in Mountain View, California and located online at <http://www.ironspeed.com>.

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