IRON SPEED

For Immediate Release
Attention: Application Development Trend Writers

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The Modern Test of a Code Generator: Extend the Code Generator Itself
Iron Speed Designer Allows IT Teams to Leverage Code Assets

Mountain View, CA – June 25, 2003 – Experienced application developers are adding one more level to their evaluation of code generators: whether the code generator itself can be extended in order to preserve, perpetuate and leverage hand-written code segments. This growing trend may be driven by the universal need among IT professionals to "do more with less," but it is being made possible by advances in code generation technology.

"Instead of writing all new code for each application, what corporate IT departments need to do is develop an in-house repository of code that can be re-used and leveraged across multiple applications," explains Alan Fisher, co-founder and chairman of Iron Speed, maker of Iron Speed Designer, the popular application generator for Microsoft .NET web applications. "The challenge is how to get that done without sacrificing the current project's schedule."

Fisher explains: "A code generator will generate the infrastructure programming, which may account for about 80% of your completed application. But to truly meet the demand, today's sophisticated code generators allow developers to put their extended or modified custom code back into the code generator and allow that custom code to become part of what the code generator tool can generate for future applications. Rather than just spit back out what is put in, the code generator adds value by creating a repository of code assets, making the customized code written for one application more flexible and multi-purpose.

"In essence, the code generator does what no developer has time or schedule incentive to do: it manages selected application code and creates a knowledge base of re-usable code that meets the specific standards and practices of that unique organization. Now, code written specifically for one application can be re-generated for future application development. All without any additional work or drag on the initial application's project schedule."

The IT organization gets the best of all worlds, Fisher says:

➢ no hand-coding drudgery for much of the infrastructure programming, since the code generator does all this work, saving weeks or even months of development time
➢ minimal additional work to make code for today's application usable for even the unanticipated needs of tomorrow's application(s)
➢ the benefit of having today's code become part of what can be further customized and re-used for future applications, saving more time on future projects.

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How Iron Speed Designer Is Itself Extensible

Without any extensions and in just a few hours, Iron Speed Designer generates fully functional, feature-rich .NET applications, complete with a straightforward class hierarchy that allows for code extensions and preserves code modifications with every re-generation. Applications are generated in a standard 3-tier architecture preferred by most corporate developers.

Developers can extend Iron Speed Designer to generate customized applications in several ways:

Presentation Layer: Iron Speed Designer "design themes" are page templates that define each page, element and page control – from a specific page like "Add Customer" to a certain button style or table pagination control. Developers can extend these templates, modify them to conform to any preferred style or standard, and then place the extended code back into Iron Speed Designer. With each re-generation, Iron Speed Designer propagates the new look-and-feel across every page of the application without any additional hand-coding.

Application Layer: Any aspect of the application logic can be extended and then re-generated for future applications by Iron Speed Designer. A simple example is generating different order validation logic for orders coming from outside your system (i.e.: from partners) than for those originating inside the company network (i.e.: from the inside sales team).

Database Layer: Iron Speed Designer generates all the SQL statements required to connect your application to the database using stored procedures. If you prefer to change that to a direct call, simply input the modified code and Iron Speed Designer will generate the direct calls without any need for hand-coding or QA.

What Iron Speed Designer Generates

➢ **Presentation Layer - a complete web-based user interface:**
  Sophisticated web-based user interface pages, including database-connected forms, tables and reports. Advanced features include reports with filtering and sorting, full-text search, navigation, data validation, and table pagination.

➢ **Application Layer - native .NET program code:**
  Easily extensible class hierarchy built on the .NET Framework base classes, as well as enterprise-class features such as role-based security.

➢ **Database Layer - all your SQL and transaction management:**
  All the SQL queries for data display and reporting as well as record insertion, modification and deletion. Advanced features include multi-table joins and a page-based transaction model.

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Background on Iron Speed, Inc.

Iron Speed has revolutionized web application development with powerful application generation tools that accelerate the development of enterprise-class web applications. Iron Speed Designer generates about 80% of an application's program code, allowing developers to focus on the remaining 20% of the application that is unique. Iron Speed recognizes that developing web applications is more complicated than traditional application development, and so provides application generation software 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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Reporter Note: Alan Fisher is available for clarification or expansion on any point.

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