

For Immediate Release

Iron Speed, Inc.  
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## **New Application Generation Software Eliminates Web-based User Interface and SQL Development Hurdles; *Iron Speed Designer V1.3 Release Announced***

Mountain View, CA – January 9, 2003 – Software development tools maker Iron Speed released today an upgraded version of its popular application generation software product, Iron Speed Designer. The new release introduces unique user interface page generation features that allow developers to generate full-featured web applications, even if they have no experience building .NET applications or writing SQL queries.

“Iron Speed Designer now gives developers expanded ability to quickly create custom web pages with any number of database tables, records, fields or other components. Iron Speed Designer also automates the SQL generation and database connectivity,” says Alan S. Fisher, Chairman of Iron Speed. “Moreover, developers can quickly ‘import’ a custom look-and-feel that can be replicated throughout the entire application as it is regenerated.”

Iron Speed Designer accelerates application development by generating up to 80% of a web application including the web-based user interface, workflow processes, SQL queries and transaction management code. Developers are free to focus on the remaining 20% of their application that is unique.

### **Building Web Applications is Complex**

Web applications are complicated to build and require different skills than traditional client-server application development. The challenge is due primarily to the added burdens of security, state-less transaction management, and the variety and depth of user interface features. Additionally for Microsoft .NET developers, the new Visual Basic .NET language is a significant departure from Visual Basic 6.

“Customers have confirmed the complicated nature of web application development,” says Razi Mohiuddin, President of Iron Speed. “They tell us that before Iron Speed Designer, they needed a SQL expert to help complete their application and that they have spent as long as three weeks just adding full-text search to a web application. The user interface is a huge challenge due to the volume of unique pages, and the complexity of writing all those SQL statements.”

Fisher explains: “Iron Speed Designer now further simplifies and accelerates .NET web application development by eliminating the need for developers to know SQL or have experience in designing and coding web pages.”

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## Web Page Composition and Generation Features Save Hours of Hand-Coding

Transactional web applications can include hundreds of unique user interface pages, requiring substantial development resources to build. Typically, only a handful of high-level pages are actually mocked-up, and the developer must create the rest of the pages by hand.

The new release of Iron Speed Designer offers two unique tools for quickly creating complex web-based user interfaces:

- **Iron Speed Markup Language:** Developers specify the database-connected controls they want by inserting Iron Speed Markup Language (IML) tags into their HTML. IML is a set of simple XML tags for rapidly building sophisticated web pages with a variety of database-connected components – including tables, records, fields and filters – as well as multi-table joins, virtual tables and filtering for any combination of records. Composite components can be created using pre-existing components. Once IML tags are placed in the page, a series of wizards in Iron Speed Designer prompts the developer for information about which database tables and fields to use for each component.
- **Design Themes:** Several attractive page design themes included in Iron Speed Designer give developers a choice of application look-and-feel without having to hand-code the web pages. Themes include individual presentation styles for each component type, including tables, reports, menu bars, page controls (search, pagination, etc.) and navigation. Developers can select and/or customize the built-in themes in Iron Speed Designer, or import HTML themes created by a web designer.

Changes to stylistic elements, such as layout, fonts and colors are automatically propagated each time your application is regenerated.

Using the IML markup tags and other information about the application's workflow processes and data model, Iron Speed Designer generates the complete application in native .NET code, including all the ASPX pages, ASCX controls, SQL statements, and Visual Basic classes and code required for each .NET application.

"Generating complex, full-featured user interfaces in a couple of hours is dramatically more productive for developers than weeks of hand-coding drudgery," Fisher explains. "Iron Speed Designer allows developers to quickly generate a complete working application – not just a prototype or individual components – early in the development cycle."

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## Iron Speed Designer Generates

- **Web-Based User Interface Code:**  
Sophisticated web-based user interface pages, including database-connected forms, tables and reports. Advanced features include full-text search, navigation, data validation, table pagination, import/export wizards, and reports with filtering and sorting.
- **Business Logic:**  
Workflow processes, role-based access control, end-user authentication, email alerts and audit trails.
- **Transaction Management Code:**  
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. Automatic data migration keeps the database synchronized with each application update.

## 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), Charles Schwab and Documentum. The company is based in Mountain View, California and located online at <http://www.ironspeed.com>.

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**Reporter Note:** View the Iron Speed Designer Product Tour for a quick illustrated tour of how Iron Speed Designer generates web applications: [http://www.ironspeed.com/ProductTour/ptour\\_01.htm](http://www.ironspeed.com/ProductTour/ptour_01.htm).

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