

# Knight Images

## CodeCharge success story



**Design and communications firm Knight Images found that by using CodeCharge they can deliver Web applications to their clients in a fraction of the time and with greater reliability. CodeCharge lets them spend their time on design and branding, rather than on the details of coding.**

<b>Company:</b>	Knight Images
<b>Web site:</b>	<a href="http://www.knight-images.com">http://www.knight-images.com</a>
<b>Problem:</b>	Create a flexible content management application that can quickly be customized for different clients, thereby enabling Knight Images to aggressively bid for projects
<b>Solution:</b>	CodeCharge and Dreamweaver

### Challenge

Knight Images, an award-winning interactive marketing and communications firm serving such clients as Universal Studios' Wet 'n Wild and AAA, realized that they would need a new way to remain competitive in their market. As Senior Web Developer,

Imran Zaidi had only a small crew of developers to keep pace with the firm's designers and to deliver solutions on the aggressive schedules their clients were demanding. Knight Images liked to focus on design elements of their clients'

websites, but without some sort of tool to speed application development, they would be unable to bid competitively on new projects. In addition to reducing costs and accelerating application development, they needed a solution that would let them develop applications that could be upgraded, repackaged, and customized for each client without spending endless hours in re-development.



**Imran Zaidi**  
Senior Web Developer

*I have found that products like UltraDev and MS Visual InterDev don't hold a candle to the blazing speed with which I can create reliably coded sites using CodeCharge. I know my CodeCharge functions will work every time.*

## KNIGHT IMAGES

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*Our development time for new applications has been cut 70% to 80% thanks to CodeCharge.*

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*I can honestly say that with the size of our staff and with the time allotted, there is no way our organization could have been truly competitive in the market if it wasn't for CodeCharge.*

### CodeCharge solution

Using CodeCharge, Knight Images rapidly created a general-purpose Web content management solution that could easily be customized for each of their clients. The CodeCharge code generation engine allows the application to grow iteratively as each new client is added. Zaidi and his team set CodeCharge to generate the applications as ASP pages, the environment they are most familiar with, running against a Microsoft SQL Server database. The Knight Images' team particularly values CodeCharge's modularization features, which allow them to generate code files separately from HTML templates. The firm's designers are then able to focus on artistic and marketing aspects of the site and work in parallel with the developers, using their preferred HTML editor, Macromedia's Dreamweaver.

Before CodeCharge, Knight Images had tried both Macromedia UltraDev and Microsoft Visual InterDev. "I'll never go back," says Zaidi.



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**Knight Images has used CodeCharge to produce heavy-duty content-oriented Web sites for AAA, Universal Studio's Wet 'n Wild Water Park...**



Knight Images has used CodeCharge to produce heavy-duty content-oriented Web sites for AAA, Universal Studio's Wet 'n Wild Water Park, the University of Central Florida's Alumni Association, and many other clients. "The exceptional gains occur," says Zaidi, "when we offer a new client a complete and thoroughly dynamic database-driven Web site, where most of the time is spent on the design, not in re-development and testing. The client receives an excellent, mature product, and our company doesn't spend endless hours of billable time creating sites from scratch. With CodeCharge, the process is streamlined."

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*I would recommend CodeCharge to anyone and everyone. I enthusiastically support any company such as YesSoftware that understands a developer's real-world needs enough to produce a product such as CodeCharge.*

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*The fact that we can create such heavy-hitting sites with such a skeleton crew amazes me every day.*

### **Benefits**

Using CodeCharge, Knight Images has achieved a leadership position in its market by pursuing and bidding on sites it would otherwise not have been able to. Zaidi attributes this to their new-found confidence that they will be able to deliver applications on aggressive schedules. "This is a direct result of CodeCharge."

CodeCharge allows Knight Images to generate new applications extremely quickly—Zaidi likes to refer to it as a VRAD, or Very Rapid Application Development tool—and gives Knight Images a set of reusable, highly reliable ready-made functions to use as building blocks. Since CodeCharge was able to generate programs in their preferred language and connect to their existing databases, there was virtually no learning curve. CodeCharge has enabled Knight Images to separate the design and development efforts, allowing both to proceed in parallel. The result is a streamlined, efficient process that is much more likely to stay on schedule. It also lets the Knight Images's professional staff focus on what they do best—creating highly effective, innovative solutions to communications challenges for their clients—the formula that has already won them over 100 awards.

