Ultra Apps
CodeCharge success story

The founders of Ultra Apps discovered that CodeCharge together with Microsoft FrontPage and Microsoft Access opened up new business opportunities for them, saving them 70-80% of development time and letting them consistently beat competitors to market. The reliable and powerful applications they created are now used widely in enterprises such as Allied Van Lines, British Telecom, Chevron Texaco, CitiBank, and many other Fortune 500 companies.

Company:	Ultra Apps
Web site:	http://www.UltraAppsIssueManager.com
Problem:	Create a flexible line of software applications targeting specific needs of small businesses and enterprises—quickly and cost-effectively.
Enablers:	CodeCharge, FrontPage, Access

Opportunity

When Saurabh Nandu, Krzysztof Kowalczykiewicz and Sebastian Szulc discovered CodeCharge, they quickly realized the tremendous business opportunity it presented. They had already identified a market need they were interested in serving: the need of small businesses, non-profits, and independent contractors for inexpensive, easy-to-learn "horizontal" software applications. They also sensed a need for such applications within individual departments of larger enterprises. Now with CodeCharge, Microsoft FrontPage, and Microsoft Access, they had the tools to serve those markets. Using these products together, they knew that they could create attractive, user-focused, simple-to-use applications quickly and inexpensively enough to fit within the parameters of their chosen markets. With CodeCharge, FrontPage and Access as their enabling tools, they created www.UltraAppsIssueManager.com.

Krzysztof Kowalczykiewicz, Chief Architect

It's the new paradigm for software development. Using code generation we not only develop applications quickly, but we can make sure that they match the users' needs exactly.

With CodeCharge to generate code, Access to define the database, and FrontPage to fine-tune the applications' appearance, no one could ever beat us on time-to-market.

The code it generates is bug-free and follows industry-wide best practices— or even improves on them. The open XML-based architecture really adds to our comfort.
Saurabh Nandu, Co-Founder

CodeCharge solution

Ultra Apps uses CodeCharge to accelerate their application development, Access to rapidly lay out their databases, and FrontPage to fine-tune the look and feel of the presentation layer. Based on the Access database, CodeCharge generates code that can be used with Access, SQL-Server, or any other database as the client's needs change. CodeCharge takes care of the mundane tasks that normally take up the majority of Web application development time, allowing the Ultra Apps developers to focus on more interesting and important tasks—the business logic behind the pages. "When you think about it, it's amazing how much development time is spent on the routine tasks of laying out pages and connecting to databases," says Sebastian. "We've found that application development time is reduced about 80% by using CodeCharge to do the initial code generation."

The process allows for multiple iterations—prototypes are generated quickly, evaluated by target customers and focus groups, and then the

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application is re-generated by CodeCharge with changes based on their suggestions. According to Krzysztof ,"It's the new paradigm for software development. Using code generation we not only develop applications quickly, but we can make sure that they match the users' needs exactly."

When YesSoftware announced CodeCharge Studio, Ultra Apps immediately joined the beta program. The new FrontPage Add-in supplied with CodeCharge Studio integrates the code generation engine directly into FrontPage, and the CodeCharge IDE resembles Microsoft Access and is similarly easy to use. Ultra Apps is most impressed with CodeCharges's Power Wizard, which automatically converts Access or SQL-Server databases directly into working Web applications. "This is the sort of feature all Access programmers crave and FrontPage users will find incredibly useful," says Saurabh.

CodeCharge Studio for FrontPage shortened our web development and design time by 80%! Now we have more time to care about our customers.
Sebastian Szulc,
VP Product Development

The Ultra Apps team has been working closely with YesSoftware and much of their feedback has been incorporated into the current release candidate version. "It's amazing how responsive they are," Krzysztof says of YesSoftware. "They understand developers better than anyone in the business."

Results
Ultra Apps applications are now used at Accenture, Allied Van Lines, British Telecom, Chevron Texaco, CitiBank, City of Jacksonville FL, Deloitte Tohmatsu Consulting, DocuSys, Dow Chemical Company, Ericsson, First Tennessee Bank, Ford Motor Company, and a host of small businesses and non-profits. What began as a set of applications targeting small businesses had quickly scaled to serve large enterprises!

What would have taken us a larger team and years to complete, we now estimate at less than six months. It's amazing—it's made me think about application development in a whole new way.
Krzysztof Kowalczykiewicz,
Chief Architect

By using CodeCharge, Ultra Apps has dramatically reduced its time-to-market for new product introductions and its accuracy in designing products to meet customer needs. The most important benefit, according to Saurabh, is that CodeCharge has enabled them to be more customer-centric: by taking away the burden of mundane coding, it has allowed them to focus on designing the applications, soliciting customer feedback, and coding the functions that add the most value for users. Work has already started on their next CodeCharge-based product: an Enterprise Content Management System. "What would have taken us a larger team and years to complete, we now estimate at less than six months. It's amazing—it's made me think about application development in a whole new way" says Krzysztof.