



iRise Delivers Extensions for SAP and IBM

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iRise, which provides visualization technology designed to accelerate the development of or changes to enterprise applications, has two new extensions for its product platform. The first is a new version of its iRise Definition Center, which provides predefined templates, masters, and styles designed to let **SAP** customers visualize changes to their applications without any coding. The second is a similar set of extensions for customers looking to develop community and social networking-based applications on the **IBM Lotus** portal and social stack products. The IBM extension was developed in conjunction with **Ascendant Technology**.

Any development effort, whether custom software or implementing or upgrading packaged applications like SAP, carries with it potential risks in a number of areas. One of the major risks has been the effective translation of customer requirements to finished product. The traditional approach makes it difficult to quickly iterate changes to make sure the end product will meet customer demands. iRise has come up with a novel approach, allowing customers to simulate the end state of an application, and track feedback and changes to deliver to developers prior to coding rather than after the fact. The company compares its approach to how CAD transformed product development and allowed for computer-based simulation as a way to reduce costs and risks.

The development of specific extensions for products from SAP and IBM signals a new and strong opportunity for the company. It has been able to collect some impressive metrics from customers on how using the platform has shortened time to market and reduced costs, exactly the type of value proposition that customers are looking for in this economic climate. These new templates should significantly accelerate the benefits of the platform for SAP and Lotus customers.