



Model-Driven Development of Data-Rich Web Applications

Info Day

WebRatio Competence Center Germany

19th Feb 2007

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Outline

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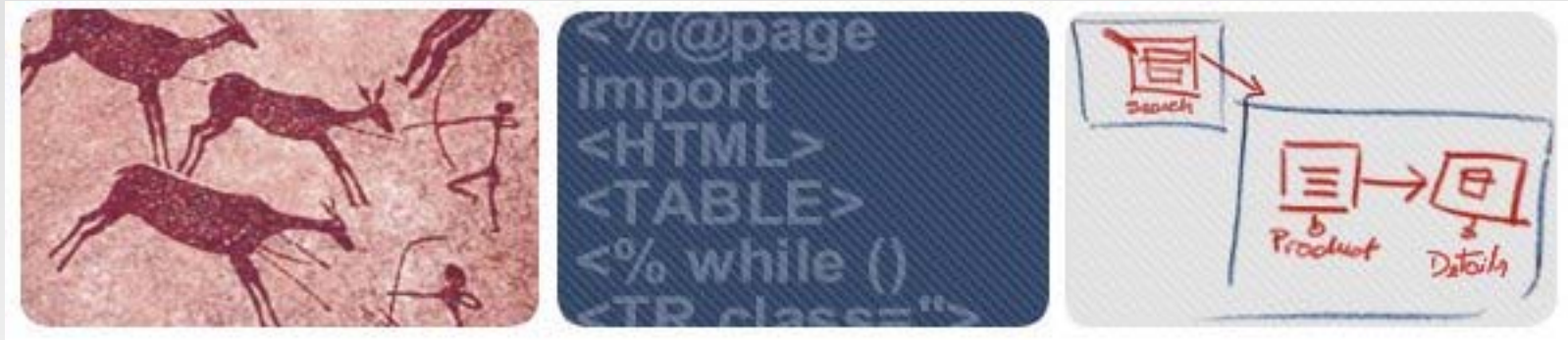
Web Models



- ▶ born in 2001 as a “spin-off” of Politecnico di Milano
- ▶ exploiting a patent registered in U.S. (n° 6,591,271 July 8, 2003), E.U. and Italy
- ▶ located in Como (research and product development) and Milano (sales and application development)
- ▶ Partnership with “Competence Center”
 - Italy: Rome
 - Germany

Vision

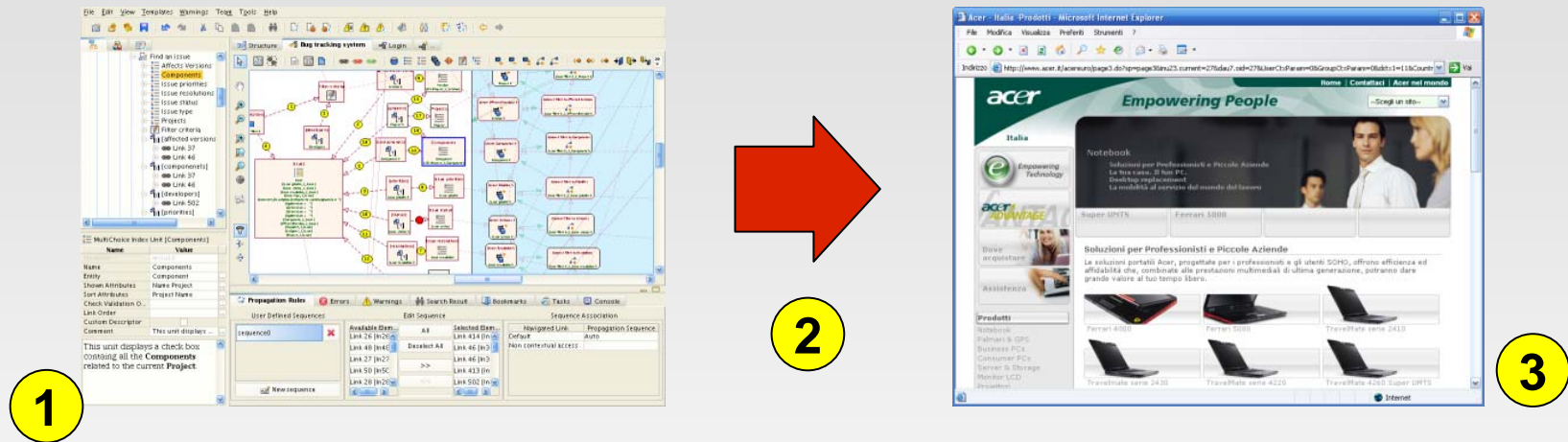
The industrial revolution in web application development



- ▶ **1850:** from “hand-crafting” to “assembly line”
- ▶ **2000:** from “hand coding” to “software auto-generation”
 - model-driven approach
 - design a complete project of a web application and let's a “software factory” to do the work

The product

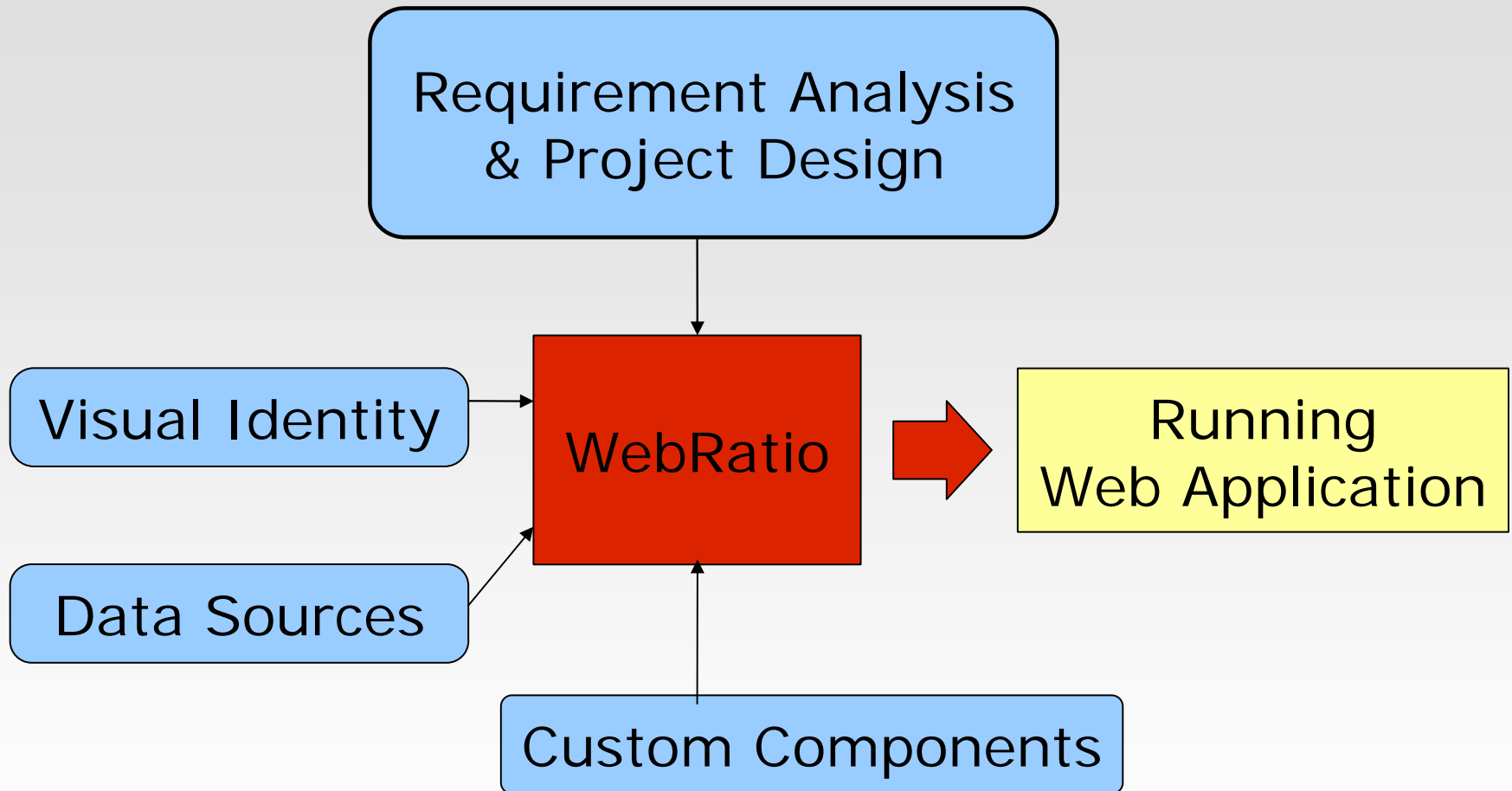
WebRatio – You think You get



the **CASE** tool for web application development

- ▶ **1) visually design the project** of a web application
- ▶ **2) auto-generate** all the needed code & documentation
- ▶ **3) immediately deploy and use** the application

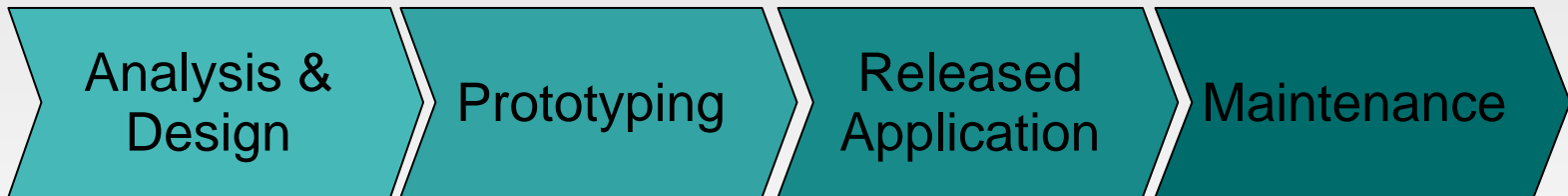
How it works / Demo



Unique selling proposition

WebRatio is different because

- ▶ it is based on a **patented modelling notation**
- ▶ it covers the **entire life cycle** of the application
 - from the first prototype to the maintenance phase



- ▶ it fully and easily integrates with **existing assets**
 - Web visual identity and presentation style
 - existing data sources (Oracle, SQL Server, DB2, ...)
 - running applications distributed everywhere
 - software components already in use

Strategic objectives

Web Models strategic objectives are

- ▶ transfer WebRatio technology and all its advantages **to the market**
- ▶ create a **network of partners and competence centers** for WebRatio diffusion
- ▶ **innovate** and constantly improve WebRatio, following the market needs and exploiting high-value research centers
- ▶ provide **added value services**
 - process and software engineering consultancy
 - WebRatio development training
 - technology transfer
- ▶ develop **key Web applications** for end users

■ Target Market

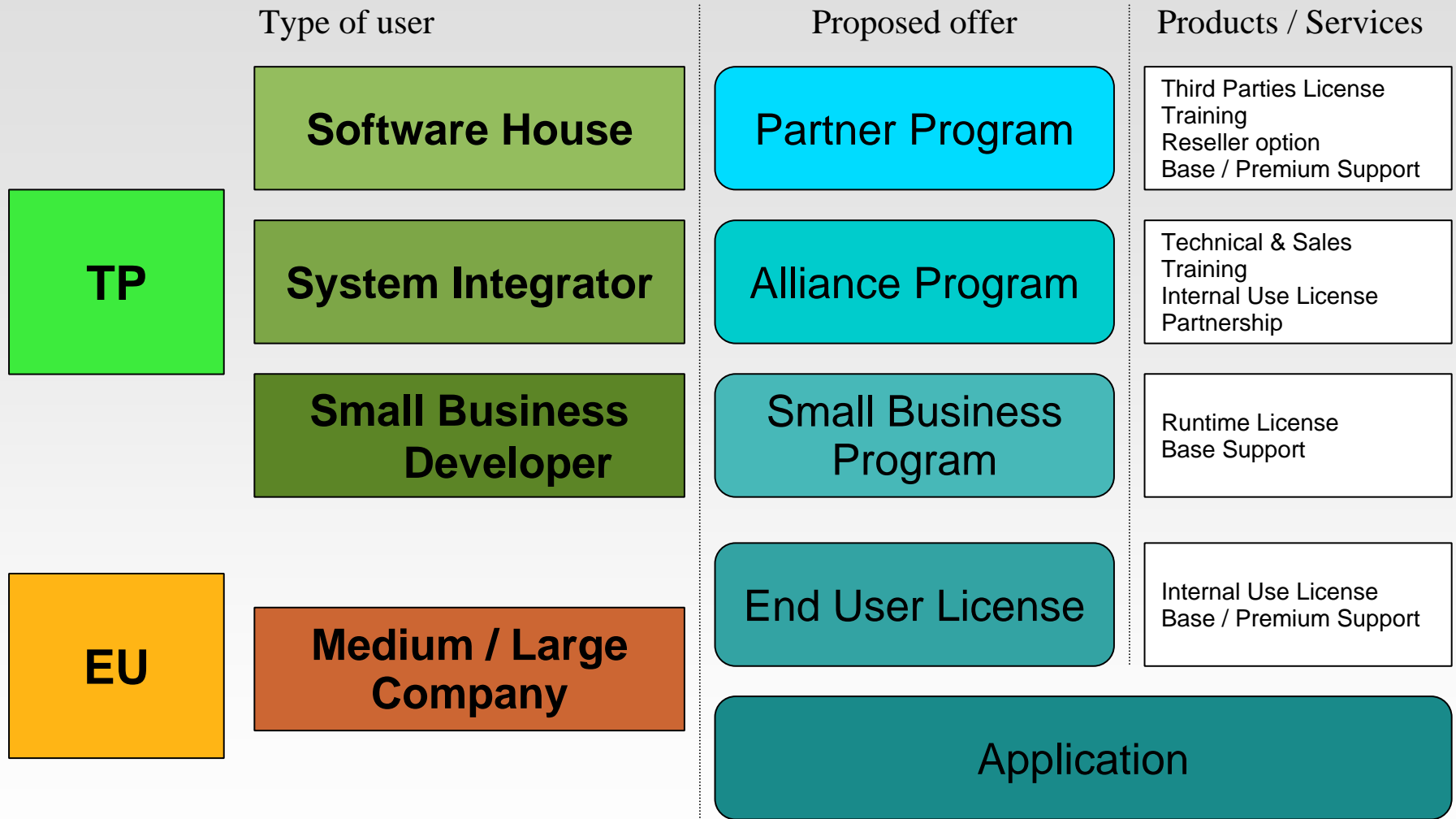
IT Departments of Medium/Large Companies

- ▶ use WebRatio to develop and maintain their Web applications

Software Houses and System Integrators

- ▶ develop and maintain Web applications for their customers

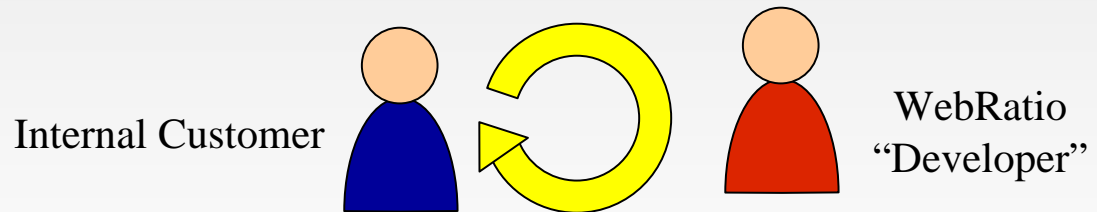
Business Model



Benefits / 1

For IT Departments of Medium/Large Companies

- ▶ focus on requirements
 - rather than on coding and technologies
- ▶ prototyping approach
 - closer to internal user needs (marketing managers, commercial managers, production managers, quality managers)



- ▶ quality of the final result
 - high quality code



Benefits / 2

For Software Houses

- ▶ high productivity
 - from 30% to 50% less effort
 - measurable in Function Points (IFPUG):
 - from **1,5 to 3 FP / man day** with “traditional approaches”
 - up to **6 FP / man day** with WebRatio approach
- ▶ fast prototyping
 - the first version in few hours
 - very close to customer needs
- ▶ software component reuse
 - productivity increases with experience

Benefits / 3

For System Integrators

- ▶ integration of complex system through a web interface with model-driven approach

For Small Business Developers

- ▶ productivity without knowing technological details
 - produce high-level quality web applications by themselves

Customers & References

End User – Medium / Large Companies

- ▶ SIA
- ▶ Acer Europe
- ▶ Sirmi
- ▶ Enel
- ▶ Forus
- ▶ Ikea
- ▶ CIM Italia
- ▶ Pozzo Freud



End User – Public Administration

- ▶ Senato della Repubblica, Provincia di Milano, Comune di Roma

Customers & References

Third parties – Software Houses

- ▶ Atena Informatica – Cermenate
- ▶ DiXtreme – Milano
- ▶ Ehisoft – Milano
- ▶ Unisolutions – Milano
- ▶ Data Consult – Pordenone
- ▶ Gap It – Udine
- ▶ SNT – Carpi
- ▶ Synervis – Modena
- ▶ Substantial – Roma
- ▶ Vitrociset – Roma



Management team

Management

- ▶ Stefano Butti, co-founder, CEO
 - graduated cum laude in 2001 at Politecnico di Milano and ENSTA, Paris
- ▶ Roberto Acerbis, co-founder, Applications & Solutions Manager
 - graduated cum laude in 1999 at Politecnico di Milano
- ▶ Aldo Bongio, co-founder, Product Manager
 - graduated cum laude in 1999 at Politecnico di Milano

Scientific committee

- ▶ Stefano Ceri, co-founder
 - full professor of Database Systems at Politecnico di Milano
- ▶ Piero Fraternali, co-founder
 - full professor of Web Technologies at Politecnico di Milano