Software Firm Cuts Development Time by 40 Percent Using Latest Windows Technology

Customer: Iconics
Web Site: www.iconics.com
Customer Size: 150 employees
Country or Region: United States
Industry: IT services

Customer Profile
Founded in 1986, Iconics develops custom industrial automation and building controls software. Based in Foxborough, Massachusetts, the company has offices worldwide.

Software and Services
- Windows Vista
- Windows Server 2008
- Technologies
    - Microsoft .NET Framework 3.5
    - Windows Presentation Foundation

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Chris Elsbree, Chief Software Architect, Iconics

Business Needs
Iconics is an award-winning software development company that produces industrial automation and real-time visualization applications for customers in building controls, oil and gas, and other industries. "Our customers have plants all over the world, and they need a comprehensive view into how each location is performing," says Chris Elsbree, Chief Software Architect at Iconics, which is a Microsoft® Gold Certified Partner.

A priority for Iconics is producing new applications quickly. "It is increasingly costly to develop sophisticated applications that meet customer demands," Elsbree states.

Solution
In early 2008, Iconics introduced GENESIS64™, an industrial automation solution designed and certified for the Windows Server® 2008 and Windows Vista® operating systems, and taking advantage of 64-bit technology. For fast development of sophisticated software, Iconics used the Windows® Presentation Foundation technology in Microsoft .NET Framework version 3.5 to deliver a graphically enhanced user experience, along with Windows Vista search features.

Benefits
By using the latest Windows technology, Iconics was able to:

- **Cut development time by 40 percent.** Iconics reduced the engineering time needed for GENESIS64, compared with the creation of GENESIS32 using earlier development tools. "Using .NET Framework 3.5 and Windows Presentation Foundation, we reduced development time by 40 percent," says Elsbree.

- **Increase customer visualization.** Iconics used the advanced graphics capabilities in Windows Presentation Foundation to write software that communicates with a graphics processing unit. "As a result, customers have a 3-D game-like visual experience," says Elsbree. "This gives customers a full view of all their locations."

- **Enhance search and organization.** Iconics improved customers' ability to search and organize information through use of the metadata functionality in Windows Vista. "Our customers can find the data that they need much faster now," says Elsbree.