

# IRIS INTERACTIVE

Spring Empowers Iris Interactive to Deliver Flexible, Economical Software

## IRIS INTERACTIVE



## SPRINGSOURCE RESULTS

Spring delivers the following business results to Iris Interactive:

- Driving 100% of Revenue
- Application Flexibility
- Economical Implementations
- Increased Productivity by +100%
- Bullet-Proof Tested Application Quality
- Easier Team-Based Development

## TESTIMONIAL

*“Today 100% of our revenue is attributed to the Iris Product Suite, which is based on Spring. The earlier versions of our Java product didn’t get anywhere without Spring. We would not be in business if we didn’t have Spring.”*

*“Spring has an explosive impact on our productivity ... Productivity improvements are well above 100%, as a conservative estimate.”*

*“We are able to develop reliable products at an affordable cost to our customers with Spring.”*

## Iris Interactive

Iris Interactive is an Australian company that provides product commercialization software for pharmaceutical and consumer products companies to build and grow their brands. Iris Interactive customers include Johnson & Johnson, Novartis, Wyeth, Revlon and Roche. The key to Iris Interactive’s success in the market is the ability to quickly and economically customize parts of its software suite for each customer.

### Challenge

Iris Interactive developed the original release of the Iris Product Suite on a legacy framework, but the technology was not flexible enough to meet customer needs. So, Iris Interactive invested in a project to create a platform in Java, but the company could not establish a feasible iterative way of evolving software using the EJB approach. “With EJB, we didn’t get anywhere close to completing the project,” recalls Jayant Joshi, Chief Technology Officer and co-founder of Iris Interactive. “To have a customizable product would have been so difficult because every change was expensive, painful and hard to test. I don’t know how we would have done it.”

Jayant Joshi points out that integration testing was so difficult, they simply had to design components and hope they would work together when deployed.

“It was a huge commercial concern,” adds Janaki Joshi, CEO and co-founder of Iris Interactive. “Customization is so critical that without it we would not have a business. We saw another company in Australia go out of business because they could not complete the product in EJB. We didn’t want to go down that track.” Finally, Iris Interactive decided to shut down the EJB platform project and write it off. Almost out of options, the company found Spring, the de facto standard platform to build, run and manage enterprise Java applications.

### Solution

Iris Interactive built its new BrandNET platform to run on Spring, and now the entire architecture of the Iris Product Suite is based on Spring. An innovative way Iris Interactive uses Spring is in its document management module which utilizes Microsoft SharePoint. All the business logic used to create SharePoint sites and secure them is done through Java components running on Spring.

“Iris Interactive helps pharmaceutical companies launch new lifesaving drugs quickly, and Spring directly helps us achieve the objective of saving lives,” explains Janaki Joshi. “I can’t think of how we would do what we do without Spring,” Jayant Joshi says. “Spring is the nerve center of the system.”

He also comments that the culture of the Spring community – and SpringSource, the company behind Spring – is another advantage which drives the advancement of Spring, and encourages and supports users like Iris Interactive.

## Benefits

### SPRING DELIVERS THE FOLLOWING BUSINESS RESULTS TO IRIS INTERACTIVE:

#### Driving 100% of Revenue

“Today 100% of our revenue is attributed to the Iris Product Suite, which is based on Spring,” Jayant Joshi confirms. “The earlier versions of our Java product didn’t get anywhere without Spring. Now, we have commercial implementations using our product built on Spring, which has produced substantial revenue for us. We couldn’t have developed our product without Spring. We would not be in business if we didn’t have Spring.”

#### Application Flexibility

Iris Interactive leverages Spring’s flexibility to continuously upgrade their product to meet changing customer needs. “We would not have a commercially sensible way to deliver products to our customers if we had an inflexible platform,” Jayant Joshi says. “Spring enables us to adjust and evolve our software as our customers need, within a realistic time frame and cost.”

#### Economical Implementations

“Spring’s flexibility allows us to cater to our customers’ needs without major changes to the platform,” says Janaki Joshi, “so we are able to develop reliable products at an affordable cost to our customers with Spring.” Jayant Joshi explains that the traditional enterprise software model requires deployment of a very large suite of products, and a substantial investment. “Because our product is so much more modular, as a function of the Spring architecture, we are able to go into a customer with a very low cost point,” he continues. “We can implement a component for around \$10,000 to get in there and show the product’s value, and then the customer can scale it according to their needs. Once the product is proven, they ask us to do more. Time and time again this has proven to be the case.”

#### Increased Productivity by +100%

“Spring has an explosive impact on our productivity,” explains Jayant Joshi. “Productivity improvements are well above 100%, as a conservative estimate.”

The boost in productivity has enabled Iris Interactive to accelerate the development cycle, which has been cut in half, according to CEO Janaki Joshi. Iris Interactive can mobilize on a two-week cycle for rapid releases of upgrades and spot fixes to multiple customers. In addition, the company is able to create custom components for individual clients on a very short development cycle.

#### Bullet-Proof Tested Application Quality

Spring promotes test-driven development, enabling Iris Interactive to test every piece of code, and conduct extensive integration tests, so there are no surprises during deployment. “Going into production, it gives me confidence to know that everything has been tested to a bullet-proof standard in Spring,” Jayant Joshi affirms. Joshi also points out that the quality assurance process is streamlined because the QA team knows the backend is tested. He says QA has to spend more time on software developed via other technologies, which do not support test-driven development. Consequently, the cost of high quality is orders of magnitude lower with Spring, because the bugs are caught during development.

#### Easier Team-Based Development

Spring makes team-based development easier for Iris Interactive. The teams are able to easily agree on interfaces, develop components in parallel, and easily integrate everything. “The value of teamwork that Spring promotes is difficult to measure in dollars but the experience of developing software is so much more pleasurable,” concludes Jayant Joshi.

## About SpringSource

SpringSource, a division of VMware, Inc., (NYSE: VMW) and the leader in Java application infrastructure and management, provides a complete suite of software products that accelerate the entire build, run, manage enterprise Java application lifecycle. SpringSource employs the open source leaders who created and drive innovation for Spring, the de facto standard programming model for enterprise Java applications. SpringSource also employs the Java and Web thought leaders within the Apache Tomcat, Apache HTTP Server, Hyperic, Groovy and Grails open source communities. Nearly half of the Global 2000, including many world’s leading retail, financial services, manufacturing, healthcare, technology and public sector clients are SpringSource customers. For more information visit: [www.springsource.com](http://www.springsource.com).



North & South America  
+1 877-486-9273

Europe/Middle East/Africa  
+44 1276 414300

Asia Pacific  
+61 284040150