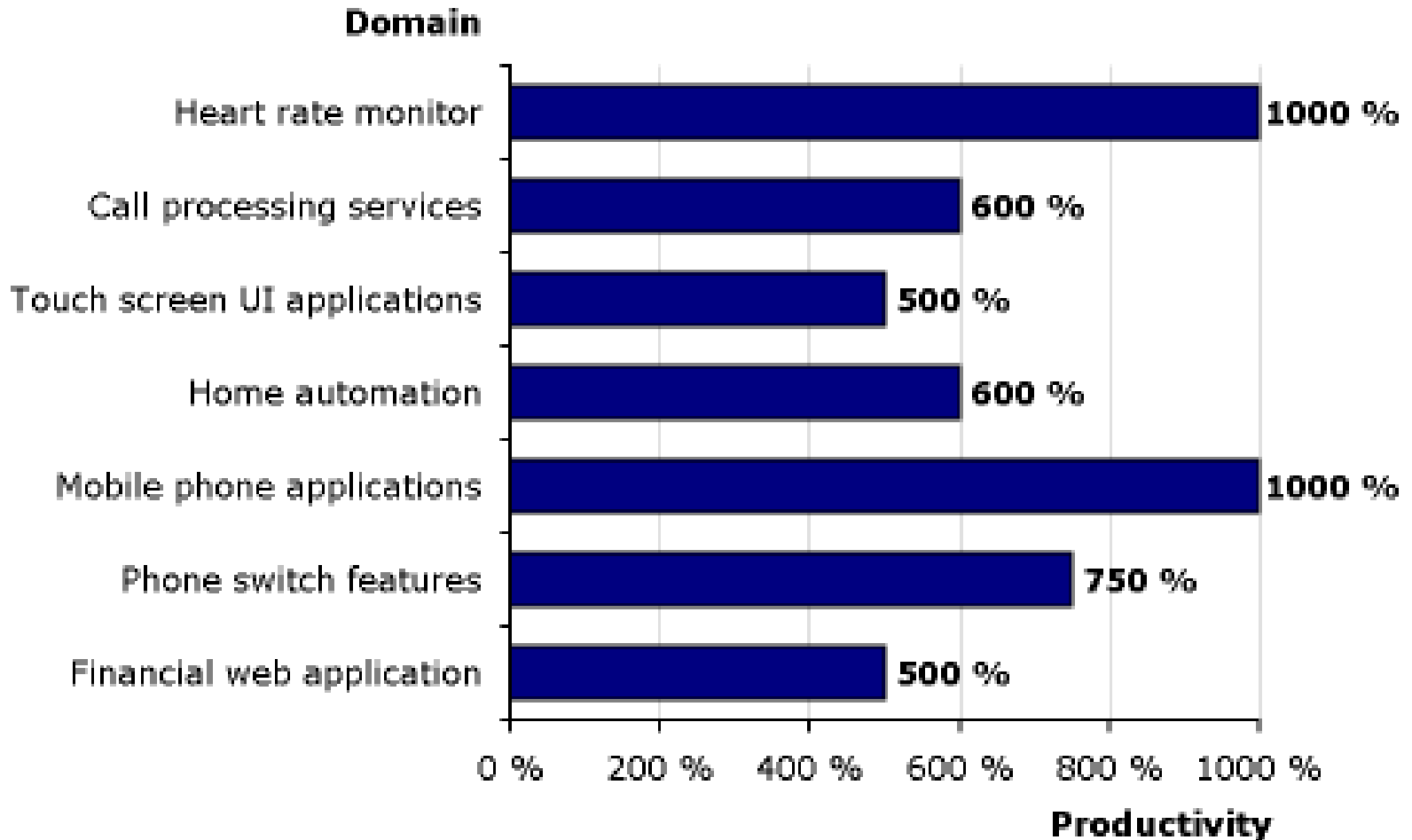
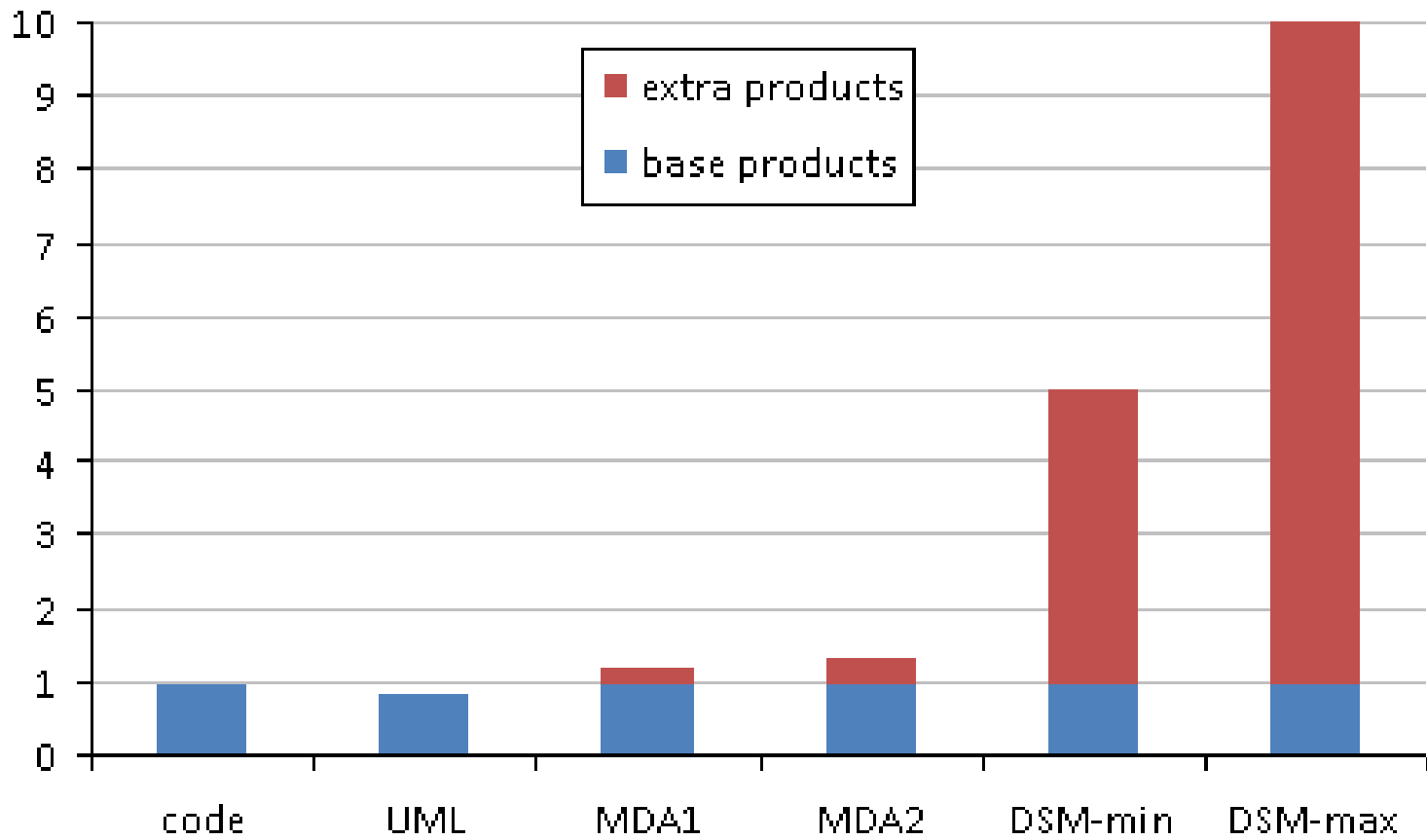




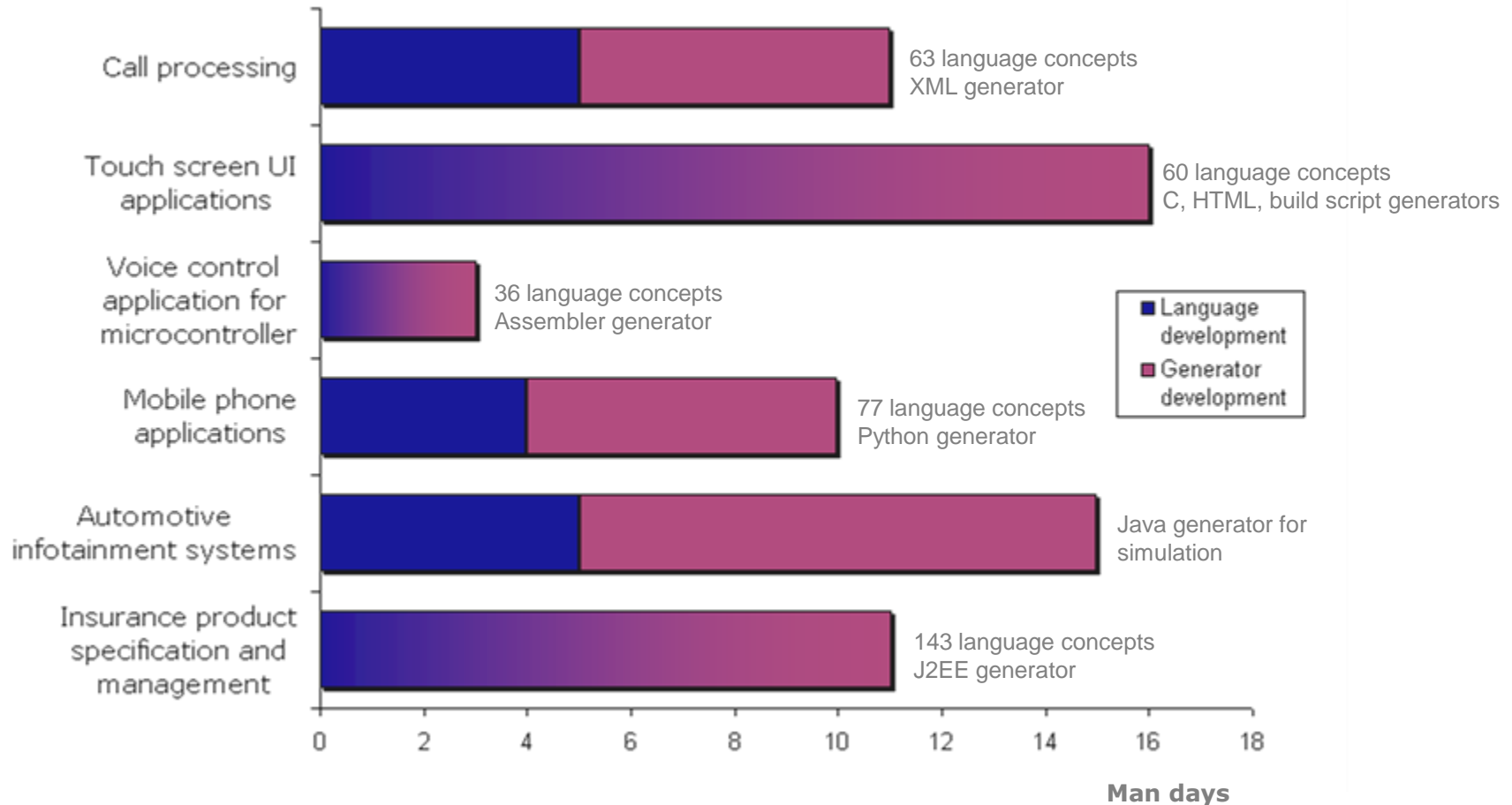
Domain-Specific Modeling: 5-10x faster than coding or UML







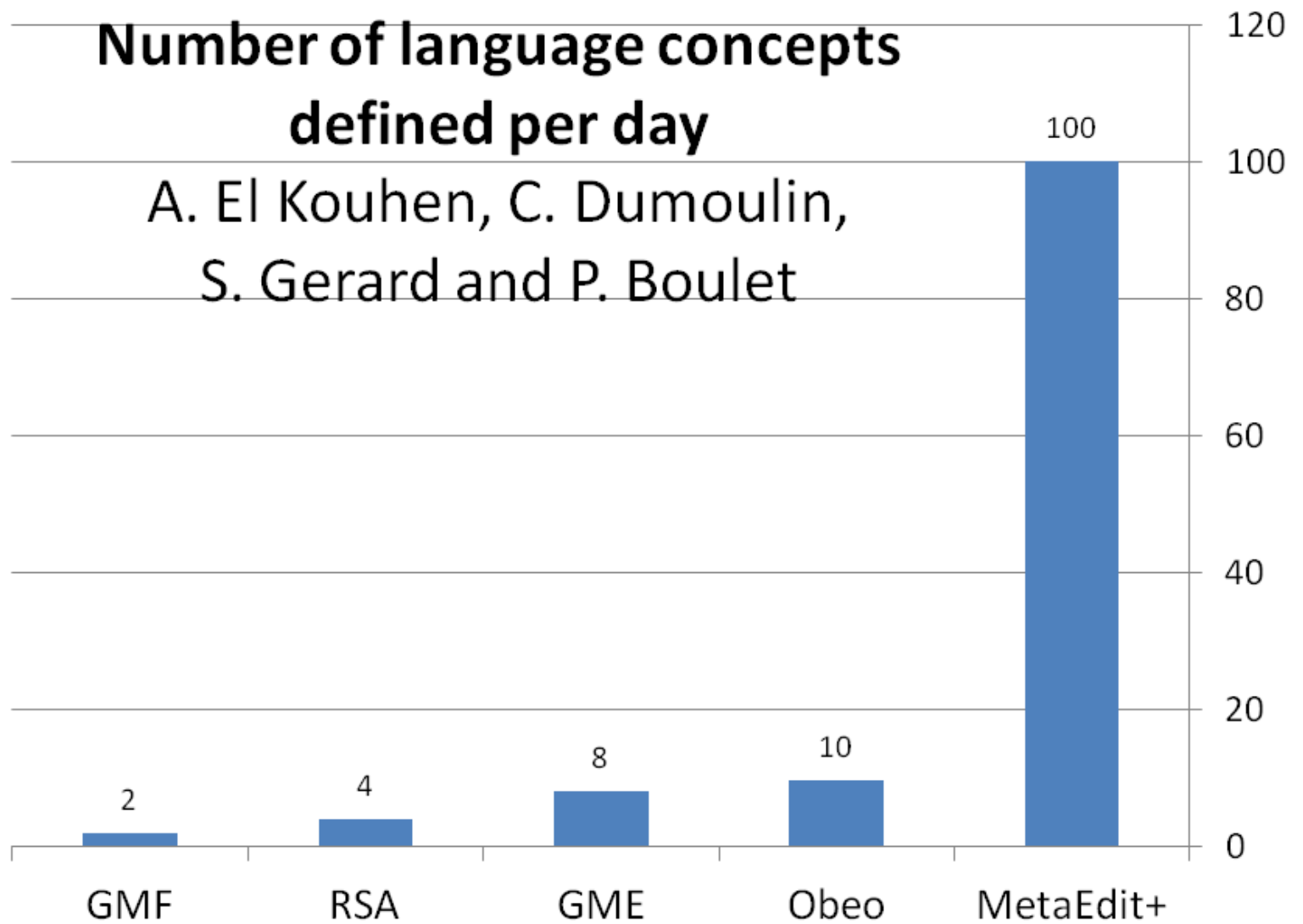
DSM solution development time





Number of language concepts defined per day

A. El Kouhen, C. Dumoulin,
S. Gerard and P. Boulet





Referenced DSM Cases

(for more see www.dsmforum.org)

Heart rate monitor	Polar	Kärnä et al., Evaluating the use of DSM in embedded UI application development , Procs of DSM'09 at OOPSLA, 2009.
Call processing services		Kelly, S., Tolvanen, J.-P., Chapter 5, Domain-Specific Modeling: Enabling Full Code Generation , Wiley, 2008. [CPL project in MetaEdit+]
Touch screen UI applications	Panasonic	Safa, L., The Making Of User-Interface Designer: A Proprietary DSM Tool , Procs of DSM'07 at OOPSLA, 2007.
Home automation		Kelly, S., Tolvanen, J.-P., Chapter 5, Domain-Specific Modeling: Enabling Full Code Generation , Wiley, 2008. [Home automation project in MetaEdit+]
Mobile phone applications	Nokia	MetaCase, Nokia case study , 2000
Phone switch features		Weiss, D. M., Lai, C. T. R., Software Product-line Engineering: A Family-Based Software Development Process , Addison Wesley Longman, 1999.
Financial web application	Pecunet	Kelly, S., Tolvanen, J.-P., Chapter 6, Domain-Specific Modeling: Enabling Full Code Generation , Wiley, 2008. MetaCase, Pecunet case study , 2001. IASA Architect Skills Library: Domain-Specific Modeling , 2007. [Insurance project in MetaEdit+]

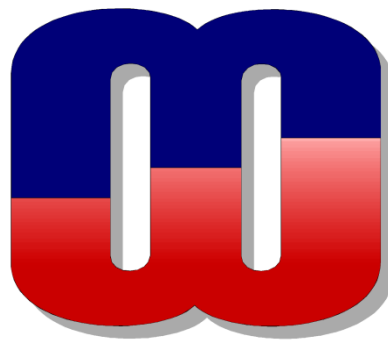


What Makes MetaEdit+ Industrial-Strength

- Old models update when metamodel changes
 - Can't break the work you've already done!
- Multiple integrated languages
- Supports true reuse, not just string references
 - Reduced need for diff & merge
- Advanced modeling features
 - Reuse, paste options, replace and refactor
- Scalability: millions of design elements, multiple users
- Fast generators: seconds, not minutes or hours
- Proven in practice
 - 3-300 users, consistent 5-10x productivity increase
 - World-class supporting services
 - We've been doing this since 1991!



Thank you!



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www.metacase.com



Extra slides



So why are you so wonderful?!

- We're not!
- MetaCase was founded in 1991
 - We're not wonderful, we're OLD!
- Mature tool
- Learnt from our users
 - 20 years, 10 000 users, 3-300/project



What companies say...

Panasonic

"**5-fold** productivity increase when compared to standard development methods" —Laurent Safa

POLAR
LISTEN TO YOUR BODY

"An increase of **at least 750%** in productivity, and greatly **improved quality** in the code and development process" —Juha Kärnä

NOKIA
CONNECTING PEOPLE

"A module that was expected to take 2 weeks now **took 1 day** from the start of the design to the finished product" —David Narraway

OUMAN[®]

"Where we have applied DSM we have seen our development **costs reduced by as much as 95%**" —Hannu Savela



What companies say



"The quality of the generated code is clearly better, simply because the modeling language **rules out errors**" —Antti Raunio



Elektrobit

"The setup effort to create the languages was a couple of weeks and provided **more than ten times** faster speed" —Asmo Saarela



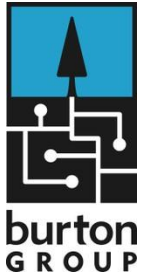
"MetaEdit+ has **eliminated our need to outsource** software development activities" —Akihito Iwai



"The DSM solution makes development **significantly faster and easier** than the old manual coding practices" —Jari Lehto



What analysts say



"The use of domain-specific languages and custom meta models is the **greatest aid to productivity** and making model-driven development a viable practice"



"MetaCase's approach **makes language and generator building easy**"



"Butler is **impressed with the ability of MetaEdit+** to create new languages, and test them immediately during development"



"Designers focusing on **higher-level** abstractions that are specific to the domain are **more productive** than with a general-purpose modeling language"



What engineers say



"MetaEdit+ is by far the **most advanced** tool in the DSL category" —Markus Voelter



"Modeling with MetaEdit+ was indeed quite convenient and **a lot easier** to accomplish than trying to achieve the same results with Eclipse GMF" —Ulf Hesselbarth



"MetaEdit+ is the **most sophisticated** DSM tool" —Scott Ambler



"MetaEdit+ is a great tool — a **powerful and flexible** environment. This is exactly how modeling should work" — Stephan Schulz