

## BUSINESS PROFILE

Freerun Technologies, Inc.  
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[www.freeruntech.com](http://www.freeruntech.com)

Freerun is an Internet products and services company specializing in website design, hosting and development of custom e-commerce, content management and information sharing applications for the wine industry and destination traveler.

## INDUSTRY

Beverage and travel

## CHALLENGES

- > Small IT shop required high productivity to stay on top of growing business
- > Existing resources needed to be cross-trained to aid productivity
- > Business growth required consistent, template driven website development

## SOLUTION

Sonic Stylus Studio's powerful XSLT editor lets Freerun quickly develop websites using content from its core databases.

## RESULTS

- > Stylus Studio enables Freerun to leverage design templates and XML skills across multiple projects
- > Faster turnaround time for site creation and maintenance
- > Intuitive IDE lets developers enhance existing skill sets and acquire new ones

## XML Helps Uncork Innovative Winery Web Sites

*Freerun Technologies, Inc. was established in 1993 by Frank Forbes and Heidi Paul, experienced high-tech professionals with an interest in fine wine, destination travel, and the use of the Internet to facilitate their enjoyment. Freerun specializes in website design, hosting, implementation, and maintenance, as well as turnkey e-commerce, e-marketing, content management, and information-sharing technologies. Initially, Freerun focused its efforts on the wine country destination traveler, creating sites and custom web-based applications for the wine industry. Today, Freerun has a more diversified client base and is currently working on site development projects for clients in biological sciences, financial and legal services, and conference and visitors centers. The company also operates the WineCountry.com network of regional travel destination web sites, which enable travelers to America's premier wine regions to identify the best lodgings, restaurants, winery tasting rooms, activities, and events in the regions they plan to visit.*

Freerun uses XML databases to store client-entered content; it uses XSLT style sheets created in Stylus Studio to create dynamic web pages using that data. Database editing [not sure what "database editing" refers to] is accomplished through a back-end application that uses style sheets to create the HTML pages that comprise the web sites.

Creating XSLT style sheets to transform XML data for presentation on the web is the crux of Freerun's development cycle. Stylus Studio's powerful XSLT editor, which includes Sense:X auto-completion, profiling, and debugging features, makes writing the style sheets quick and easy. Freerun reports that Stylus Studio's debugging tools and back-mapping save them countless hours of tedious, manual debugging. And Stylus Studio's XSLT profiler is also fast becoming an indispensable tool for optimizing web site performance.

Freerun uses similar XML-driven portal architecture for every site they create and maintain. Being able to reuse application code from one site to another and apply style sheets across brands is the key to reducing development cycle time for Freerun's website development projects. By adopting Stylus Studio as their core XML IDE, Freerun is able to be highly productive with a relatively small IT group. Given the workload of the company's XML experts, Stylus Studio's innovative GUI and ease-of-use features helpfully drop the learning curve for XML and related technologies like XQuery and XSLT. Greg Desmond, Freerun's development manager, remarks that "Stylus is more intuitive than any other tool out there and is a life saver in terms of getting less skilled personnel up to speed."



"Freerun shows how a powerful, easy-to-use XML IDE can help a small group achieve great productivity, enabling them to build solid, versatile applications in reduced time and with reduced effort," said Stylus Studio's senior architect, Carlo Innocenti. Stylus Studio is comprised of a suite of integrated XML tools that allow the developer to work efficiently with XML, DTD, XPath, XML Schema, XSLT, XHTML, and XQuery. Stylus Studio is used by over 30,000 developers worldwide.

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## ABOUT SONIC SOFTWARE

Sonic Software provides the first comprehensive business integration suite built on an enterprise service bus (ESB). The Sonic product line delivers a distributed, standards-based, cost-effective, easily managed infrastructure that reliably integrates applications and orchestrates business processes across the extended enterprise.

Sonic is the world's fastest growing integration and middleware company and counts global leaders among over 500 customers in financial services, energy, telecommunications and manufacturing. Sonic is an independent operating company of Progress Software Corporation (NASDAQ: PRGS), a \$300 million software industry leader. Headquartered in Bedford, Mass., Sonic Software can be reached on the Web at [www.sonicsoftware.com](http://www.sonicsoftware.com), or by phone at +1-781-999-7000 or 1-866-GET-SONIC.

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