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## **Austin Software Foundry Teams with Weyerhaeuser, Entergy to Create Software Faster, Better, *and* Cheaper**

**International PowerBuilder User Meeting and Training Conference, Orlando, Fla.** – Austin Software Foundry (ASF) announced it is working with two Fortune 500 companies to improve the way they create software through the introduction and expansion of object-oriented development. ASF is developing a library of objects and components for Entergy Corporation and Weyerhaeuser. Both Entergy and Weyerhaeuser are committed to supporting superior customer service and corporate competitiveness through wise investments in high-technology.

ASF, an Austin, Texas software development and consulting corporation, is working with top developers in each company to create a library of reusable software components named AdAPT (Advanced Application Partitioning Toolkit). Developers will be able to easily link together AdAPT components in different combinations to create new business applications. ASF offered Entergy and Weyerhaeuser the opportunity to engage in this consortium with the mission of creating the most powerful, flexible, and adaptable principle-based, object-oriented set of components available to developers.

AdAPT is a solution designed to work in the Sybase/Powersoft PowerBuilder development environment and will be commercially available from ASF in the fall. ASF is premiering elements of the library at the annual International PowerBuilder User Meeting and Training Conference at Walt Disney World, Lake Buena Vista, Florida, August 18-22.

“Everybody wants their information services organization to produce applications, faster, better and cheaper. The conventional wisdom has been that they could only have any two of these at a time... if they're lucky,” says Bill Reynolds, President and CEO of Austin Software Foundry. “Entergy Corporation and Weyerhaeuser chose ASF to help them prove that's not true anymore—they're beginning to produce custom software applications with all three elements – faster, better *and* cheaper.”

Austin Software Foundry practices a new breed of software development. Instead of creating whole applications such as a spreadsheet program, word processor or inventory control system, ASF develops reusable software components. Organizations creating complete software applications customize these components and then plug them together to create finished products. ASF creates these components using standards-based, state-of-the-art, object-oriented and client/server development techniques and tools. Traditional software application development has been based on proprietary procedural tools and techniques that make modifying and extending applications too expensive and time consuming. Component based software development is widely considered to be the only practical approach to solving these problems.

**Entergy Corporation**, headquartered in New Orleans, Louisiana, is an energy company with worldwide power production and electric service operations. Its regulated subsidiaries deliver electricity and related services to 2.4 million retail customers in Arkansas, Louisiana, Mississippi, and Texas. Other subsidiaries provide wholesale electricity to other utilities, invest in and manage domestic and overseas power systems, and sell energy-efficient lighting and related systems and services.

Bill Gates, Chairman & CEO, Microsoft Corporation, says of Entergy Corporation:

“I think one of the key elements in a company being very competitive will be how it uses information tools in the years ahead, and Microsoft has been very impressed with how Entergy is applying the latest tools in a way that makes it more effective in its business.”

**Weyerhaeuser** is an international forest products company whose principal businesses are the growing and harvesting of trees; the manufacture, distribution, and sale of forest products, including logs, wood chips, building products, pulp, paper, and packaging products; real estate construction and development; and financial services. It is also one of North America's largest producers of forest products and a leading recycler of office wastepaper, newspaper, and corrugated boxes. Weyerhaeuser is the world's largest private owner of merchantable softwood timber and the world's largest producer of softwood lumber and market pulp. It is also the top forest products exporter in the US and among the top US exporters overall.

**Austin Software Foundry** was incorporated in 1989 with the mission to create reusable software components for the financial industry. In 1994 its mission was broadened beyond a single industry and it began to do business as Austin Software Foundry. ASF's also provides a powerful software development management process, ASAP (Adaptive Solution Acceleration Process). The combination of ASAP and AdAPT enables a level of flexibility and efficiency that significantly increases an effective competitive advantage. In addition, ASF offers knowledge transfer services (education, training, mentoring), IT management consulting, and object-oriented professional services to help its customers successfully transition to component-based application development.