An intensive use of IFML standard to define the interaction flow between the user and the App; a perfect synthesis of simplicity and power of expression 100% open and standards-based generated code with no proprietary runtime, on both client and server side Three integrated environments that allow:
- business analysts and developers to define the structure of the Web App
- programmers to create custom components and native functionalities
- UX/UI designer to define templates and widgets with the highest level of UI sophistication

Focus on creative tasks and build composite Web Apps in a fraction of the time

**WEBRATIO WEB PLATFORM**

Focus your time and energy on creative and value-added tasks. Let WebRatio Web Platform automatically handle the most tedious tasks, such as database access, service integration and page composition. Embrace our model-driven approach and achieve speed, agility and reliability.

**MAIN FEATURES**

- **VISUALLY DEVELOP YOUR WEB APPLICATIONS**
  Easily capture all the functional requirements of the Web App and use the IFML standard to streamline front-end development processes.

- **TEMPLATE-BASED AND FULLY-BRANDED LAYOUT**
  Elegantly and simply customize the UI and embed your brand identity. Use our out-of-the-box templates and widgets or define your own.

- **BACK-END AND INTEGRATION SUPPORT**
  Define the back-end logic with a visual workflow and seamlessly integrate your Apps with any enterprise system (Oracle, IBM Mainframe, SAP etc.)

- **SCALABLE AND PERFORMING WEB APP**
  Build scalable and reliable Web Apps and comply with the most stringent corporate security policies.

- **CLOUD OR ON-PREMISES DEPLOYMENT**
  Deliver industry standards-based, scalable solutions that are available on-premises or in the Cloud.

- **OPEN, EXTENSIBLE PLATFORM**
  Extend your Apps with your own code and leverage APIs for integrating with external back-end services (Oracle, IBM Mainframe, SAP etc.)

**WHAT MAKES WEBRATIO WEB PLATFORM UNIQUE**

We provide not only productivity, agility, reduced time to market and cross-platform capabilities, but also very unique features and benefits, including:

- An intensive use of IFML standard to define the interaction flow between the user and the App; a perfect synthesis of simplicity and power of expression
- 100% open and standards-based generated code with no proprietary runtime, on both client and server side
- Three integrated environments that allow:
  - business analysts and developers to define the structure of the Web App
  - programmers to create custom components and native functionalities
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Extend your Apps with your own code and leverage APIs for integrating with external back-end services (Oracle, IBM Mainframe, SAP etc.)
BENEFITS
WebRatio Web Platform brings benefits to every level of your business:

- CREATE SYNERGY AMONG DIFFERENT TEAMS thanks to 3 integrated environments for business analysts, designers and programmers.
- SUPPORT AGILE DEVELOPMENT to verify the results and make sure that your Web Apps meet your business needs.
- GET HIGH PERFORMANCE thanks to highly optimized code, meeting the standards of mission critical Web Apps.
- NO VENDOR LOCK IN thanks to its highly optimized generated code that is open, readable and based on the most modern technologies.
- FOCUS ON INNOVATION and free up to 80% of development resources for building innovative enterprise Web Apps.
- DESIGN PROTOTYPE-BASED Web Apps and change as many times as you need. No more time wasted building mockups on paper.
- CREATE MULTI-CHANNEL INTERFACES that fit the device used by the user, Web or mobile.
- DEVELOP BUILT-FOR-CHANGE WEB APPS thanks to a solid Model-Driven architecture, that always check the consistency of the model.
- DEVELOP 3 TIMES FASTER with better results than hand coding and the elimination of errors.
- EASILY LEARN a simple and intuitive visual modeling language (IFML) composed by few concepts and related properties to be mastered.
- EASILY MAINTAIN standards-based Web Apps built-for-change and built-to-last, keeping up with the way technology is changing.
- INTEGRATE TEST SUITE TOOLS such as Selenium, in order to avoid regression issues and check all the features of your solutions.

WEBRATIO WEB PLATFORM IN ACTION
Have a look at these appealing and feature-rich websites! You would never imagine that they had been created with an automatic code generator! Our model-driven approach lets you create rich user interfaces and web apps and then integrate them with your company’s information systems - both websites and internal applications. Contact us and see what you can do with our platform!

ABOUT WEBRATIO
WebRatio is a company made up of more than 60 software engineers in 3 different continents. Since 2001 WebRatio has invented technology that allows you to meet the challenge of the Digital Business, offering platforms that allow development of fast, agile and robust mobile apps and Web applications. Gartner recognized WebRatio as “Cool Vendor” in 2013. WebRatio is the inventor of the standard Object Management Group (OMG) Interaction Flow Modeling Language (IFML®) and is an active member of the OMG. Continuous research allows WebRatio to refine its visual development platforms that generate highly customized applications, improving collaboration between business and IT minimizing writing code. WebRatio invests 22% of its turnover in research and development and collaborates with the Politecnico di Milano in research projects of the European Commission.

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