

# NewCode secures Microsoft deal

By Emma Kennedy

Athlone-based technology firm NewCode Technologies has recently secured a new partnership with Microsoft, in advance of the launch of the US firm's Visual Studio technology next February.

As part of Microsoft's early adopter programme, NewCode has developed a solution to allow applications developed on older technologies migrate to modern Microsoft .NET environments.

This arrangement is not a financial one, according to NewCode's Alex Campbell, chief executive, but he said that the partnership would enable NewCode to generate revenues from new business.

Campbell said NewCode's technology recognised that



Alex Campbell, chief executive, Newcode

there was still a lot of value in legacy applications, but also re-

cognised that older software could cost money to maintain

and inhibit companies from using certain new applications.

Newcode's focus is on the financial services sector and the public sector, which would traditionally have a large IT infrastructure, with a lot of systems that date back a number of years and have been developed and modified along the way.

The company was set up earlier this year by Campbell and Bernard Hensey, who are both veterans of the Irish software industry. It is based at the Midlands Innovation and Research Centre (MIRC) at the Athlone Institute of Technology

To date Newcode has secured four clients and Campbell said the company was concentrating on large projects, where the average deal value typically ranged from €150,000 to "high six figures".

Two of the company's current clients are Irish companies and Newcode is also in the

early stages of a project with a European bank. Its fourth project is based in the United States and was generated through its partnership with IBM. Campbell said Newcode was in early stage negotiations on four to five other projects.

The company, which currently employs seven staff, has been identified as a high potential start up by Enterprise Ireland and raised "six-figure funding" from private investors at its inception.

Hensey previously founded Aircraft Management Technologies (AMT), which makes software to automate paper-based applications on planes. Campbell was previously director of life sciences at Cork firm Qumas. Before that, he was vice-president of a software division of General Motors and also held senior jobs at IBM.