



# NEWSLETTER



The Iron Crew @Tube Treck - Chiang Mai

## Iron Software

July 2023 Newsletter



"Unveiling Q3: A Journey of New Beginnings and Boundless Opportunities in July!"

# ENGINEERING

July has seen our Support Engineers collaborating with the sales team in sales inquiries, offering valuable insights into licensing types and addressing purchasing questions. Additionally, sprint planning continues to show remarkable improvement, with increased alignment and agreement among the support team and developers, resulting in the delivery of solutions that provide optimal value to our customers.

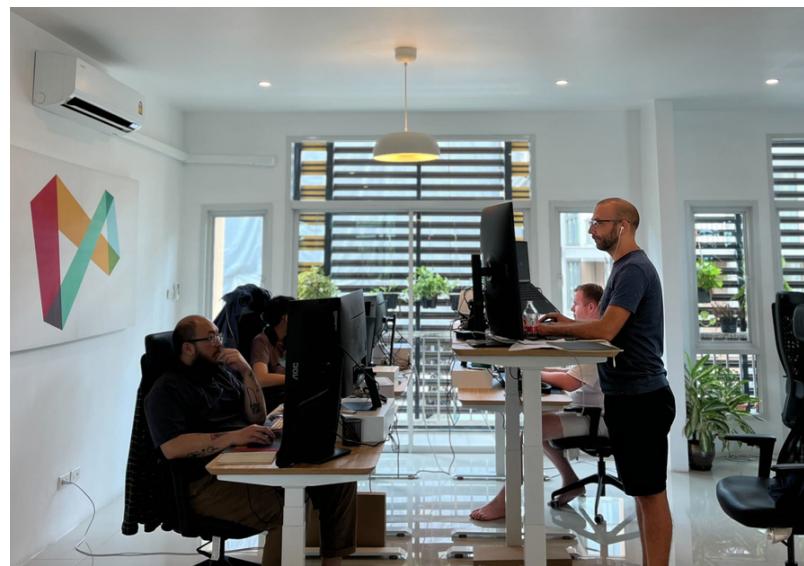
Our ongoing Jira rework initiative is now halfway to completion, promising streamlined product management processes for better project tracking and efficient issue resolution. Moreover, our documentation work is progressing well, ensuring clear and comprehensive materials for a smoother product adoption experience. We have decided to accelerate the code review process by collaborating on PRs weekly, paving the way for more seamless release candidate preparation and faster product releases.

Excitingly, the Product Engineering team is gearing up for several significant feature launches in the near future, expanding our product offerings and catering to evolving customer needs. Furthermore, our focus on the Unit Testing project has already started to bear fruit, gradually reducing the number of reported bugs and improving overall product reliability.

## IRONPDF FOR PYTHON HAS BEEN LAUNCHED!



We are happy to announce the successful launch of IronPdf Python, adding to our versatile product family. Additionally, our Licensing Server is nearing completion, promising streamlined licensing management for an enhanced customer experience.



**With the relentless dedication of our engineering team, the overall product performance has significantly improved, reflecting our commitment to excellence. In the July version release, we introduced customer-centric features that have gained considerable interest over the past year.**

# SALES & MARKETING

## OPTIMIZING & REFINING HUBSPOT

Happy July! As we step into the start of Q3, our Marketing and Sales departments are firing on all cylinders, relentlessly optimizing HubSpot and refining processes. The team's expertise grows day by day, and we're committed to delivering the best possible outcomes.

In email marketing, efforts have been fruitful, as we have initiated A/B tests to enhance our email content, ensuring every message we send is engaging and effective. Additionally, we're excited to announce some new additions to our website. The EcoGrant Page is now live, ( and we promise more details about this exciting topic soon). We've also introduced the New 'About Us' Menu and the 'Free-Tool JSON to C# converter', which will add even more value to our website and offerings for our customers. And, just in time for the product launch, we've successfully implemented IronPDF for Python on the website too.

Moving on to our chatflow, we're diligently working to improve support and sales interactions to provide a seamless and efficient experience for our customers.

Drawing the attention to July revenue, we eventually saw some promising sales as the end of the month came to a close ,with some high-end purchases pushed over the line. Marion in customer support has been doing an excellent job handling vendor form requests, which have become more common recently.

Also kudos owed to Craig this month, the Sales Team Lead, for keeping things together and maintaining a steady workflow during the search for a Senior Sales Manager. Speaking of which, if you know anyone experienced who can fulfill this role, they can apply directly to [jobs@ironsoftware.com](mailto:jobs@ironsoftware.com) or via [LinkedIn](#). Your help is appreciated!



MONTHLY SALES MEETING WITH VINCE & MARION

# IRON EXCLUSIVE CORNER



Congratulations to  
- Chaknith -  
**ALL HAIL**  
**The JULY**  
**Iron Champion**

Join the team at 12am on August 11th in Iron Cafe for the next round of 'THE IRON CHAMPION'

Happy JULY Birthday  
Darren 25 years old again



# IRON EXCLUSIVE CORNER

In wordsearch realms, Cho's skills did ignite,  
Seventeen names conquered, a glorious sight.

Lost amidst tasks, she persevered with pride,  
Plucking them out, no challenge could hide.

A screenshot captured, victory did glow,  
Shared with Kate, her triumph to bestow.

The Quiz Master's crown, she claimed the win,  
Cho, the champion, with a radiant grin.



E	<b>B</b>	A	L	L	S	H	H	<b>P</b>	A	I	N	G	C
R	W	B	Z	N	E	B	O	A	T	A	R	S	R
E	O	K	M	E	T	A	L	E	A	H	C	I	M
I	L	A	Y	C	M	N	N	E	N	K	E	E	A
Y	F	N	D	D	E	I	E	G	I	R	A	C	N
E	N	N	A	I	T	A	S	C	O	A	N	N	O
R	A	I	V	K	R	Z	H	U	P	M	H	A	I
L	V	A	I	E	A	O	B	L	N	E	L	R	
I	E	D	D	U	E	E	I	E	H	R	L	E	A
R	O	N	O	C	R	O	S	U	C	A	R	I	M
E	D	E	K	K	A	T	E	O	O	I	A	A	
A	K	O	L	I	A	Y	W	N	D	I	E	A	D
H	U	N	I	S	J	O	R	D	I	A	A	D	R
A	L	D	R	J	B	K	E	S	E	A	K	E	A

Bonus point - there is actually 1 more name to find - Can you see it?



# IRON EXCLUSIVE CORNER

Can you identify your co-workers among the scattered puzzle pieces?

Identify all 12 (get your answers to Kate) & win the title of 'Puzzle Master'

1



2



3



4



5



6



7



8



9



10



11



12



# IRON EXCLUSIVE CORNER



The upcoming Iron event August 4th  
'The Mellowship' Jazz club &  
restaurant.

The event will start at 7pm & there is  
parking under the Ibis Hotel (which is  
connected to the venue)

