In the 1880s, Herman Hollerith invented the concept of storing data in machine-readable form. Machine code was the language of early programs, written in the instruction set of the particular machine, often in binary notation. In the 9th century, the Arab mathematician Al-Kindi described a cryptographic algorithm for deciphering encrypted code, in A Manuscript on Deciphering Cryptographic Messages. Methods of measuring programming language popularity include: counting the number of job advertisements that mention the language, the number of books sold and courses teaching the language (this overestimates the importance of newer languages), and estimates of the number of existing lines of code written in the language (this underestimates the number of users of business languages such as COBOL). Popular modeling techniques include Object-Oriented Analysis and Design (OOAD) and Model-Driven Architecture (MDA). Many applications use a mix of several languages in their construction and use. Many factors, having little or nothing to do with the ability of the computer to efficiently compile and execute the code, contribute to readability. Programmable devices have existed for centuries. Many programmers use forms of Agile software development where the various stages of formal software development are more integrated together into short cycles that take a few weeks rather than years. They are the building blocks for all software, from the simplest applications to the most sophisticated ones. Integrated development environments (IDEs) aim to integrate all such help. However, because an assembly language is little more than a different notation for a machine language, two machines with different instruction sets also have different assembly languages. The choice of language used is subject to many considerations, such as company policy, suitability to task, availability of third-party packages, or individual preference. Integrated development environments (IDEs) aim to integrate all such help. FORTRAN, the first widely used high-level language to have a functional implementation, came out in 1957, and many other languages were soon developed—in particular, COBOL aimed at commercial data processing, and Lisp for computer research. Use of a static code analysis tool can help detect some possible problems. Some languages are very popular for particular kinds of applications, while some languages are regularly used to write many different kinds of applications. Expert programmers are familiar with a variety of well-established algorithms and their respective complexities and use this knowledge to choose algorithms that are best suited to the circumstances. By the late 1960s, data storage devices and computer terminals became inexpensive enough that programs could be created by typing directly into the computers. Many applications use a mix of several languages in their construction and use. Debugging is often done with IDEs. Standalone debuggers like GDB are also used, and these often provide less of a visual environment, usually using a command line. Readability is important because programmers spend the majority of their time reading, trying to understand, reusing and modifying existing source code, rather than writing new source code. Trade-offs from this ideal involve finding enough programmers who know the language to build a team, the availability of compilers for that language, and the efficiency with which programs written in a given language execute. The first step in most formal software development processes is requirements analysis, followed by testing to determine value modeling, implementation, and failure elimination (debugging). For example, COBOL is still strong in corporate data centers often on large mainframe computers, Fortran in engineering applications, scripting languages in Web development, and C in embedded software.