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We're here to empower business.

The Stadium Story

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There’s been a big movement to cloud and the adoption of SaaS in recent years, and in this context, there is a major shift happening from Information Technology (IT) to Business Technology (BT). BT differs from IT in the scale of apps, speed, agility, and being business impact driven. We created Stadium with one mission – to deliver rapid web applications to meet a wide-range of diverse business needs, delivered by a powerful feature-set, simple architecture and a community powered approach that business and IT users can lean on to get the job done.

Until now there have only been two ways to build a web application: 1) learn to code or 2) hire people who know how to code. The former is a huge knowledge gap for non-engineers; the latter is very expensive. It’s the reason why we built Stadium – a platform that generates the code underneath your design, allowing you to build applications without needing to write any code. We aim to enable a wall-to-wall approach for building and hosting powerful, data-based web applications to meet business needs. We don’t aim to build the next great app but rather our priority is to deliver a product to unlock and accelerate digital transformation within companies that need a better way to display and work with their data.

Let’s Rewind

Coding, however, still looks very much like it did 20 years ago. Yes, things have become easier. But at the end of the day, the coding process is still typing highly structured text (code) into a text editor in a way that the computer can understand. If you’re building a web app with a Ruby backend, then you have to worry about sending data from the server to the client, talking to a database, the way web browsers translate html and css into your user interface, asynchronous vs synchronous event code, and much more.

A core belief of the founding team is that coding and programming should be two different things. All you need is a degree of fundamental knowledge of how an application should function and work and look like – we’ll do the code. That’s the essence of Stadium, building functional, fast, hyper-scalable web apps for business people. Technical or not, we want to bring your data to the front-end and allow you to start innovating online; Build web applications. With your data. Without code.

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