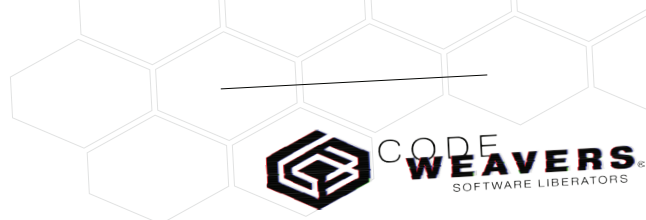




CASE STUDY

CodeWeavers' PortJump™ Enables AccountEdge to Stay in the Mac Market Without Expensive Rewrite

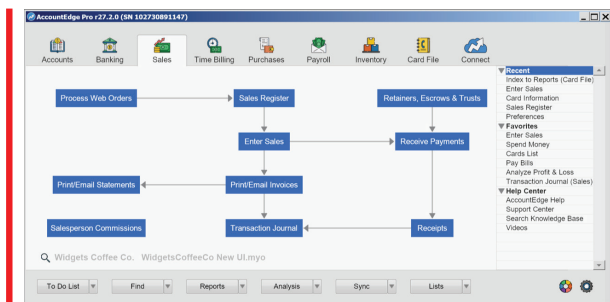
CodeWeavers' PortJump™ Enables AccountEdge to Stay in the Mac Market Without Expensive Rewrite



Introduction

CodeWeavers worked closely with the AccountEdge team to keep their powerful small business accounting software in the Mac market. For over three decades, AccountEdge has helped small businesses formalize their accounting procedures. Originally MYOB (Mind Your Own Business), the legacy software had been developed for Mac and Windows since 1989. When Apple dropped 32-bit compatibility in macOS Catalina in 2019, they had a decision to make; take on an expensive rewrite of their macOS code, drop Mac support, or find an alternative path.

So Apple encouraged CodeWeavers to get in touch with the AccountEdge team.



“We needed help staying in the Mac market.. So that’s when we found you guys.” Todd Salkovitz

CodeWeavers solution enabled AccountEdge to take their actively developed Windows implementation and turn it into a Mac product with limited modifications to their Windows source code.

Greenlighting the Project

Many of the employees at AccountEdge Pro are self-proclaimed ‘Mac Geeks at Heart.’ When asked, what made them greenlight the project, Todd Salkovitz, Product Evangelist for AccountEdge said frankly, “Because it was the best solution. It was that simple.” Digging deeper, it was important for their customers to not have to jump through hoops. PortJump enabled AccountEdge to run natively without the need of the overhead required from a virtualized environment.

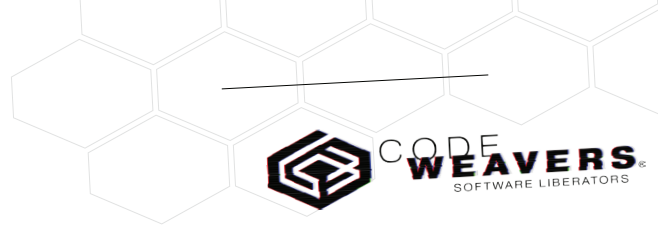
“Other solutions required a lot of horsepower that our target market may or may not have. You guys provided a proof of concept then we were off to the races.” Todd Salkovitz

The Implementation

Initially their Mac customers were a little concerned. Mac geeks be Mac geeks. AccountEdge users didn’t want a Windows product on their computer, or a Windows user interface. But after working closely with CodeWeavers’ PortJump project manager, Ulrich Czekalla and our dedicated development team, once you are in the app there are only a couple of things that look like Windows. In addition, AccountEdge has several native Cocoa Assistant applications that are used to give Mac users a more native experience.

A goal of the PortJump process is to develop a port that seamlessly integrates with the macOS desktop and instills as many of the core mac UI elements as possible.

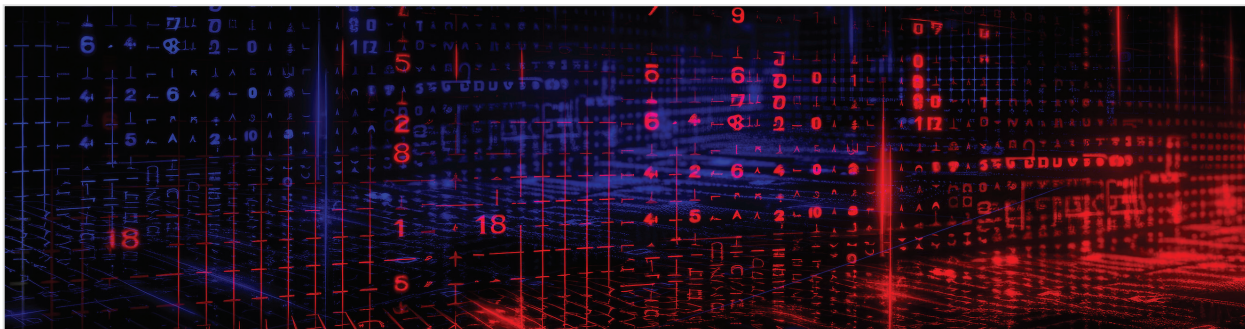
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“We retained an overwhelming majority of our Mac customer. Once you are in the app there are only a couple of things that look like Windows. People were forgiving.” Todd Salkovitz

Where are they now?

Since the launch of the CrossOver Build, the AccountEdge team has been able to begin the process of transitioning to a fully subscription-based model, making it much more affordable compared to its competitors. This pricing structure has simplified their sales and marketing messaging and has made it easier for businesses of all sizes to access their powerful, easy to use accounting software. Thanks to their partnership with CodeWeavers, AccountEdge has been able to expand their customer base



and continue to provide an affordable and user-friendly accounting solution for Mac-based small businesses.

Open Windows. Find New Markets with PortJump™.

CodeWeavers porting technology enables you to bring your Windows software to the macOS, Linux and ChromeOS marketplace efficiently and economically. Because no source code changes are required, you won't have the hassle of maintaining two code bases. Join the likes of Priority Software, Wargaming, KingsIsle, SQUARE ENIX, LogMeIn and AudioKinetic who have reached new markets with PortJump™.

[Contact us about porting your app today!](#)