

Simply put, StringTwo makes software that improves existing hosted web applications.

For those of you that have had to good fortune (or mis-fortune) of hanging out on the web every day for the last few years an undeniable trend has emerged. Much of the software that used to be installed on your desktop computer now has an equivalent offering online. [Google Apps](#)

and

[ZoHo](#)

compete with Microsoft Office, offerings from 37signals like as

[Basecamp](#)

,

[Backpack](#)

and

[Highrise](#)

battle against cumbersome products like Microsoft Project, Sharepoint and various contact managers or CRMs.

[FreshBooks](#)

can even replace a person that sends your invoices and licks the envelope. It seems that every week new hosted application launch that do everything from sharing ideas (

[ConceptShare](#)

) to organizing your receipts (

[Shoboxed](#)

). In fact just two days ago Google announced it's developing it's own lightweight operating system that will simply allow a computer to boot up and get online to run hosted apps.

As amazing as these apps are, they and desktop application suffer from a similar problem, they can't be all things to all people. Without fail, an application with a large user base often requires that it's user adapt to it's practices instead of adapting to the user. And this makes sense, an application can grow wildly complex and difficult to support if it tries to do too much. This however is where StringTwo Software comes in!

Hosted applications have numerous advantages over installed apps and as far as we're concerned, the most important of these is [APIs](#) . This also happens to be how we came up with our name. APIs are like strings that hosted application creators dangle out there that say "we can't be all things to all people, but here's open access to the core functions of our software so that you can build onto and work with us." And that's exactly what we do, we use the APIs of hosted applications to string things together.

In our first product releases, the [S2 Form Processor: For Highrise](#) and [S2 Form Processor: For FreshBooks](#)

we

connect website forms to their Highrise and FreshBooks accounts so that manual entry is eliminated... it'll even send a custom thank-you message to the submitter. This is the kind of software we love to make, it saves time, fills a need, and makes the user experience with an existing web application even better.

So stay tuned as we continue to build software that fills in the gaps left by web apps and thanks for checking us out.