

ADOBE® COLDFUSION®

Rapidly build, deploy, and maintain robust Internet applications





"[ColdFusion adoption](#) has accelerated since we introduced support for Flex, Ajax, and PDF with ColdFusion 8. The increased integration with everything from Adobe AIR applications to enterprise-based Adobe LiveCycle ES software enables companies to meet critical business needs quickly, while ColdFusion Builder provides developers with an enhanced workflow between ColdFusion and the Adobe Flash Platform for RIA development."

David Wadhwani, General Manager and Vice President of the Platform Business Unit at Adobe

ADOBE COLDFUSION THRIVING



12,000+ companies (20% increase since 2007)



778,000 developers*



1,089,000 applications



350+ user groups



10,000 downloads per month

* EDC 2008 Global Developer Population and Demographics Report

ADOBE COLDFUSION WIDE ADOPTION

Customers

To see who is using ColdFusion, visit www.adobe.com/products/coldfusion/customers/.

Automotive

BMW USA
GlobalSpec.com
Goodyear
Jaguar Australia
Michelin

Education

East Carolina University
Georgetown University
George Washington University
Johns Hopkins University
Prometheus
Rhode Island School of Design
Smithsonian
The Wharton School of the
University of Pennsylvania

Financial services

America First Credit Union
Bank of America
Citigroup
Inmarkets Training, Ltd.
InvestEdge
JPMorgan Chase
Sun Life
Wells Fargo

Government

City of Davis, California
County of San Diego, Department of Child
Support Services
Department of Homeland Security
DISA / NSA
Environmental Protection Agency
European Commission
Federal Reserve Bank
NASA Goddard Space Flight Center
State of New York
United States Senate

Healthcare

Blue Cross Blue Shield
Eli Lilly
Mayo Clinic
Mayo Health Systems
Roche Pharmaceuticals
Sloan-Kettering

IT

Amkor Technology
Cisco
eBay
eMCSaatchi
Intuit
McAfee / Foundstone
Siemens
Symantec
192.com

Manufacturing

Boeing
Casio USA
Caterpillar
Honeywell
Logitech
Qualcomm
Scott's Corporation
Xerox

Retail

Allied Office Products
Crayola
eBags
FAO Schwarz
Foot Locker
Hasbro
Moen
New Era Cap Company
Pottery Barn
Simon & Schuster
The Limited
Under Armour

Telecommunications

AT&T
British Telecom
Cingular Wireless
Sprint
Verizon

Travel and leisure

Aspen Skiing Company
Chicago Bears
Dallas Stars
iHoteller
International Speedway Corporation
MySwitzerland.com
New York Giants
One World Alliance
PGA of America
Rugby Football Union
Sandals
United States Olympic Committee

ADOBE COLDFUSION BROAD RECOGNITION

Reviews

To see current and past reviews of ColdFusion, visit www.adobe.com/products/coldfusion/reviews_news/



“...ColdFusion can provide unique value that is not fully addressed by any competing alternative technology. Most notably, ColdFusion is unmatched by any competitor for ease of use and technical capabilities. When we combine this with cross-platform deployment, and significant integration into both Java and .NET, ColdFusion stands out as a compelling solution for many IT challenges.”

Gartner
May 2009



“ColdFusion 9 has several new features of interest to enterprise customers, particularly regarding Microsoft SharePoint integration and the ability to read and write Microsoft Office documents... the new innovative array of tools with tightened integration elevates ColdFusion to a new level of functionality allowing for improved performance gains for developers and business users alike.”

IT News Online
July 2009



“There have been strong improvements to PDF and spreadsheet handling, object relational mapping (ORM) built right in [to ColdFusion 9], tight integration with Flex, new and improved Ajax features, and a brand new, Eclipse-powered ColdFusion IDE. Don’t look now, but I think you might actually be able to build something neat with all that.”

SitePoint
July 2009



The Online Software Magazine

“Companies choose ColdFusion to create complex and robust mission-critical applications for internal and external access. While there are a number of ways to integrate web content with relational data, it is a simple task with ColdFusion...”

Software Editorial
May 2008



ADOBE COLDFUSION INVESTED IN THE FUTURE

COLDFUSION ROADMAP



ColdFusion 8

- Enterprise integration
- Performance improvements
- Server visibility
- Rich Internet applications (RIAs)



ColdFusion 8.0.1

- 64-bit support
- Enhancements
- Updated third-party libraries



ColdFusion 9



ColdFusion Builder™

- Enterprise-class tools—breaking the boundaries of RIAs
- Fully integrated ColdFusion IDE—raising the productivity and quality of application development processes



Codename "Link"

- Cloud services
- Next-generation Ajax and HTML
- Rich media



Codename "Storm"

- Data
- Deployment
- Collaboration

2007

2008

2009

FUTURE

ADOBE COLDFUSION AND THE ADOBE FLASH® PLATFORM

Fully integrated with the Adobe Flash Platform



Adobe Flash Builder™ 4

Accelerate the development of RIAs with the integrated workflow between Flash Builder 4 and ColdFusion Builder. Using Flash Builder 4 with ColdFusion Builder, you can introspect ColdFusion components (CFCs) and automatically generate corresponding ActionScript® objects.



Adobe Flex® 4

With high-speed connectivity, ColdFusion lays the foundation for RIAs. Take advantage of faster Flash Remoting to increase application performance. Use ColdFusion as a Service to speed up RIA development by easily accessing many existing enterprise services via AMF without writing a single line of CFML.



Adobe AIR®

Native support for Ajax, Flex, and PDF means your ColdFusion applications can easily move to the desktop. Using SQLite in the client and ORM on the server, ColdFusion 9 dynamically manages conflict resolution and data synchronization between the client and server when your application comes back online.

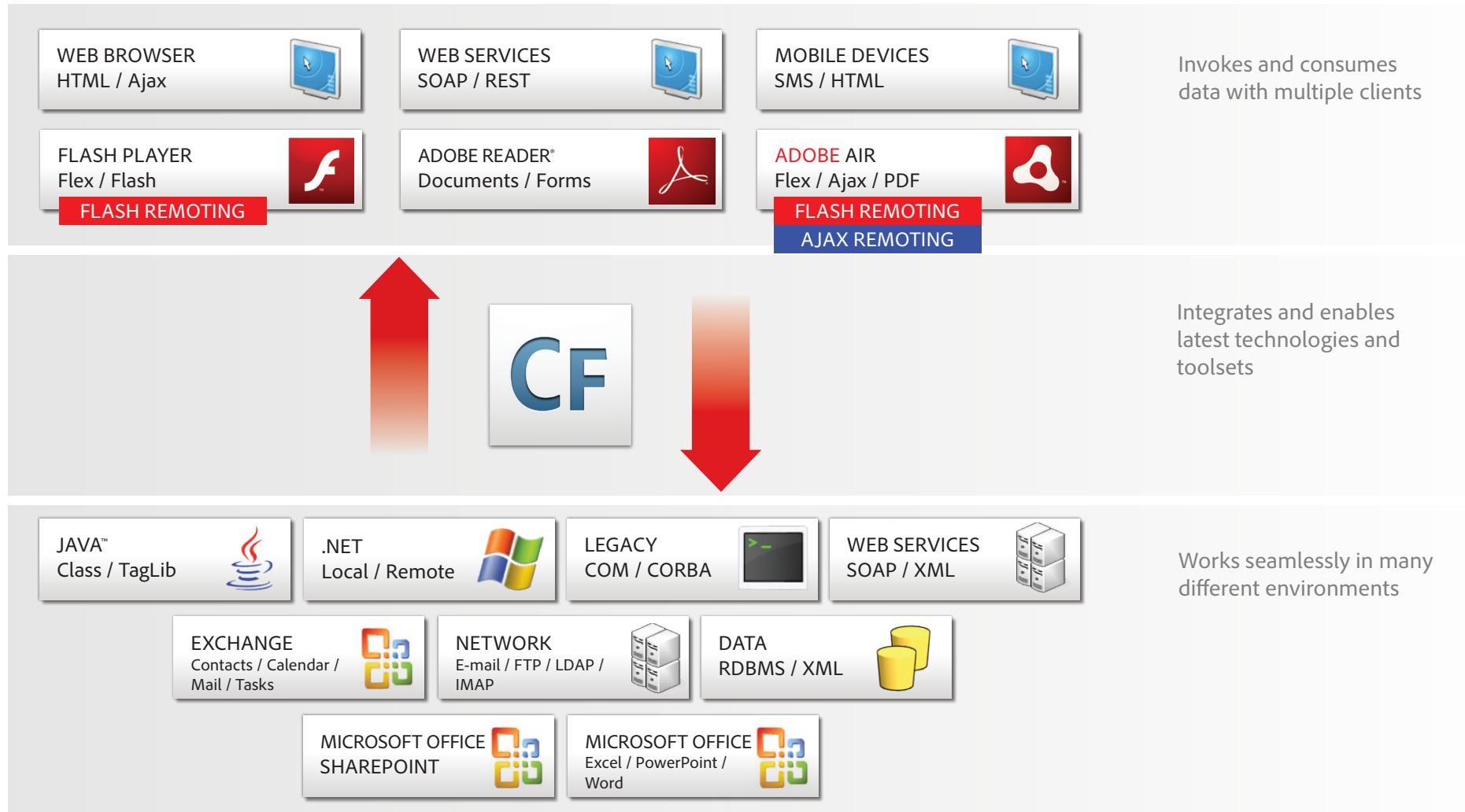


Adobe LiveCycle® Data Services ES

Enable advanced data management and connectivity for Flex applications. Publish data in real time from ColdFusion to enable collaboration and messaging.

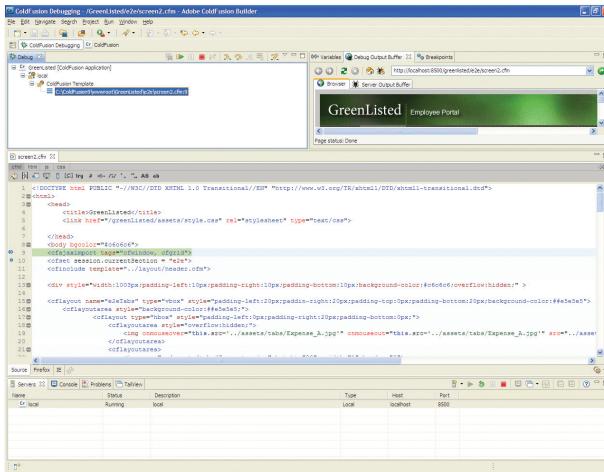
ADOBE COLDFUSION ENTERPRISE HUB

ColdFusion integrates seamlessly with any enterprise infrastructure or rich client out of the box to deliver data from and to clients and server technologies.

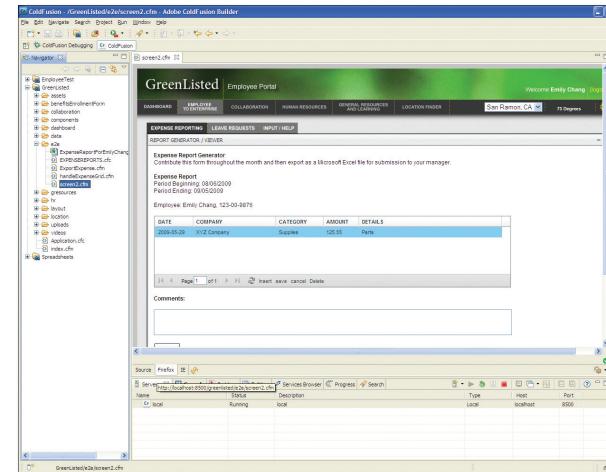


ADOBE COLDFUSION BUILDER

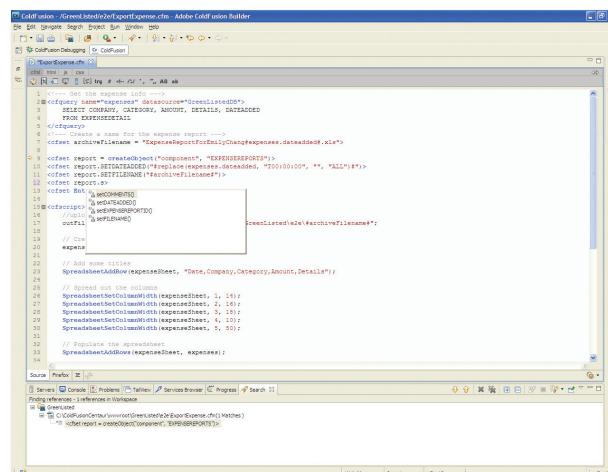
Manage the entire ColdFusion development cycle from concept to production within one easy-to-use tool.



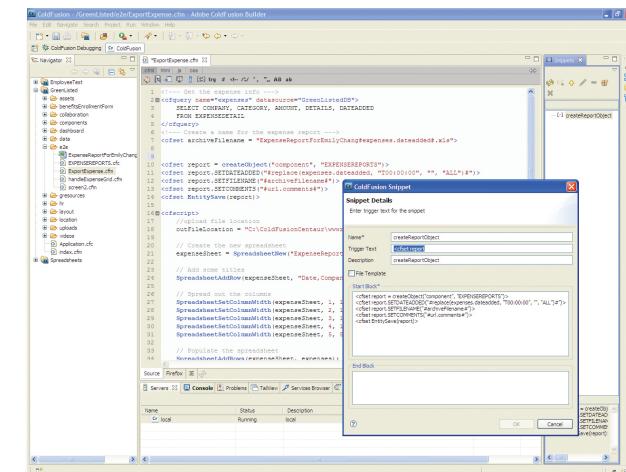
Launch and step through applications directly within the IDE.



Preview CFML files.

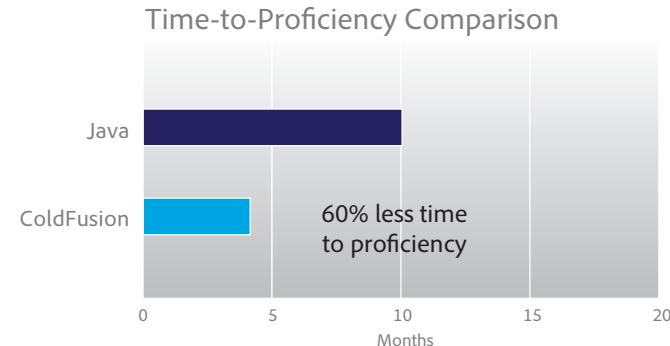
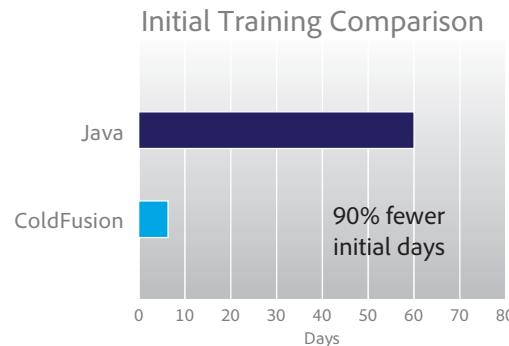


Introspect CFCs.

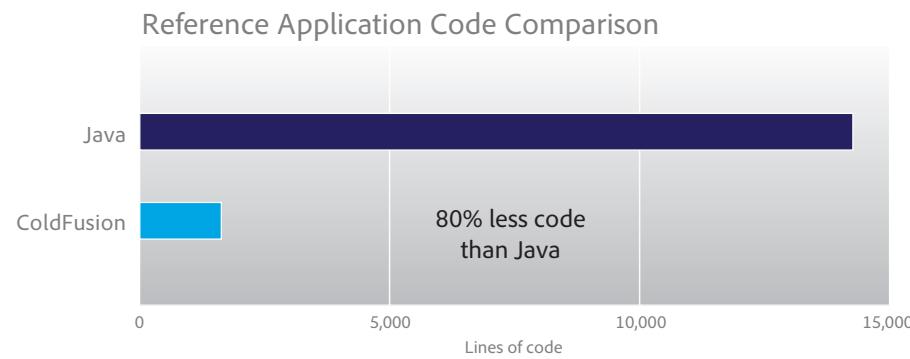


Leverage code snippets to reuse code.

ADOBE COLDFUSION MAXIMUM EFFICIENCY, MEASURABLE RESULTS



Source: Gartner, Macromedia analysis

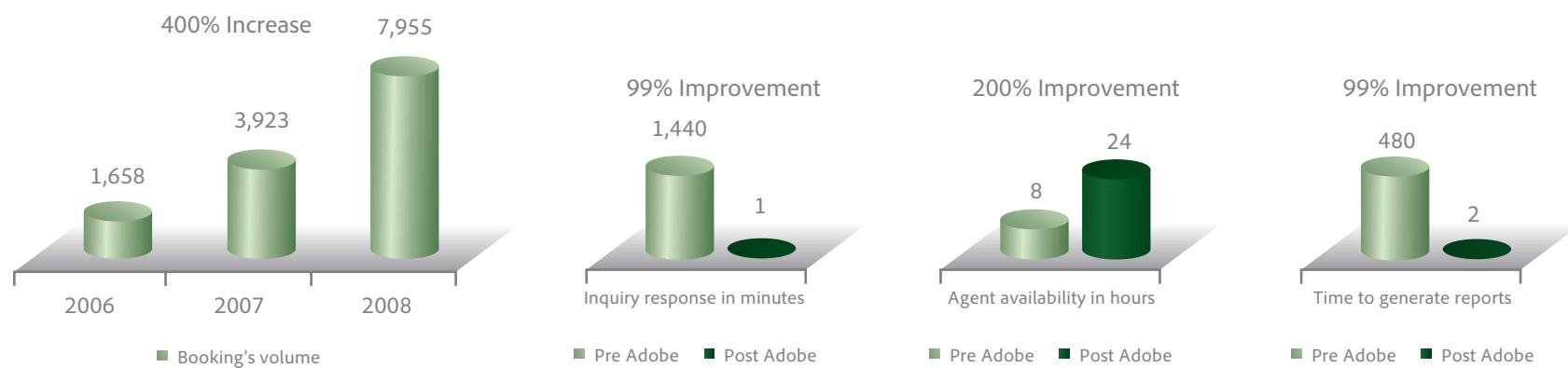


Source: Macromedia analysis of J2EE Pet Store and CFML Pet Market

ADOBE COLDFUSION SUCCESS—SANDALS.COM

Access the full Sandals.com ROI study at
www.thoughtwareworldwide.com/success.html#sandals.

- 277% ROI—33% IRR in the first year
- US\$31.3 million net savings
- New revenue streams created through enhanced functionality
- Reduced staffing needed to respond to customer e-mail inquiries



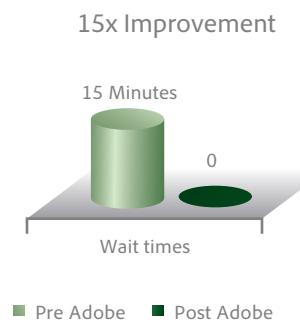
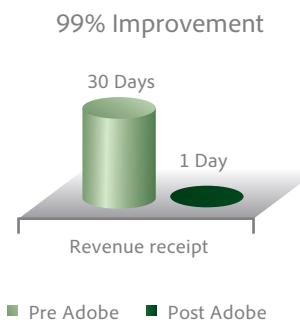
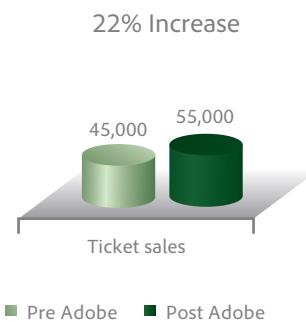
Source: Thoughtware Worldwide, June 2008

Sandals

ADOBE COLDFUSION SUCCESS—PGA CHAMPIONSHIP MANAGEMENT SYSTEM

Access the full PGA ROI study at
www.thoughtwareworldwide.com/downloads/PGA_F.pdf.

- 234% ROI—18% IRR in the first year
- US\$366,000 net savings in the first year
- Increased revenue through elimination of artificial attendance ceilings
- Reduced event costs by reducing preprinting and shipping of tickets



Source: Thoughtware Worldwide, February 2009



ADOBE COLDFUSION TECHNOLOGY COMPARISON

	ColdFusion	Java/JSP	ASP.NET	PHP
Rapid application development	Simplifies difficult tasks to only a few lines of code. Integrates easily with any client or server-side environment. Simplifies RIA development through tight integration with Flash, Flex, and Adobe AIR.	Requires 88% more lines of code in comparison with ColdFusion for small to medium-sized applications.	Requires 2.5 times more lines of code in comparison with ColdFusion to accomplish simple tasks.	Requires 3 times more lines of code in comparison with ColdFusion to accomplish simple tasks.
Ease of use	Takes 1-2 weeks to learn easy-to-use tag-based language.	Can take more than 1.5-2.5 months to learn object-oriented programming concepts and Java syntax.	Can take more than 1.5-2.5 months to learn object-oriented and event-driven programming concepts and VBScript or C# syntax.	Can take 1-2 months to learn script-based language.
Development time	Takes 2-4 months to develop a small to medium-sized application.	Takes twice the time to develop a small to medium-sized Java application.	Takes 1.5 times the amount of time to develop a small to medium-sized ASP.NET application.	Takes 1.5 times the amount of time to develop a small to medium-sized PHP application.
Maintenance	Takes 0.5-1 person-month to maintain a small to medium-sized application.	Takes 3 times as long to maintain a small to medium-sized application.	Takes 2 times as long to maintain a small to medium-sized application.	Takes 2 times as long to maintain a small to medium-sized application.
Security	Makes it easier to build more secure applications with built-in tags and functions for authentication and authorization, input validation, Ajax proxy security, encryption libraries, and sandboxes for application separation.	Yields a longer development cycle to secure Java applications due to manual coding required for authentication, authorization, and data validation.	Requires more lines of code to accomplish input validation than ColdFusion.	Requires more time to secure PHP applications due to manual coding required for authentication, authorization, and data validation.
Out-of-the-box services	Increases developer productivity by decreasing development time and error with hundreds of out-of-the-box services.	Requires manual coding to create the same services, meaning more errors and longer development and testing cycles.	Requires manual coding to create the same services, meaning more errors and longer development and testing cycles.	Requires additional installation and inclusion of external frameworks to enable services, adding overhead to the development cycle.

Total Cost of Ownership



Sources:

- Sun Developer Network overview of Java SE security
- MSDN, "How To: Use Regular Expressions to Constrain Input in ASP.NET"
- PHP.NET Manual—"Security" section
- Adobe white paper—*Rapid application development for J2EE using Adobe ColdFusion 8*
- Adobe white paper—*ColdFusion 8 developer security guidelines*

ADOBE COLDFUSION NEXT STEPS

Learn more about ColdFusion 9 and ColdFusion Builder.

Sign up for the public betas



<http://labs.adobe.com/technologies/coldfusion9>



<http://labs.adobe.com/technologies/coldfusionbuilder>

Attend a free eSeminar



http://www.adobe.com/go/cf_eseminars

Visit the Adobe Developer Connection



ADOBEE®
DEVELOPER CONNECTION

<http://www.adobe.com/devnet/coldfusion/>

For the latest version of the ColdFusion Evangelism Kit, go to www.adobe.com/go/cfkit.

For more information on ColdFusion, go to www.adobe.com/go/coldfusion.

Rapidly build Internet applications for the enterprise



This kit was last modified August 13, 2009.



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