ADOBE®COLDFUSION®

The fastest way to build Java based websites
The premier server-side solution for rich application development

"ColdFusion is an important part of our strategy to enable rapid development of engaging rich Internet applications, and we are continuing to invest in great new capabilities in ColdFusion."

– Kevin Lynch, Chief Technology Officer

Adobe

ADOBE®COLDFUSION® - THRIVING

10,000+ Companies

500,000 Developers*

125,000 Applications

350+ User Groups

10,000 Downloads / month

ADOBE®COLDFUSION® - WIDE ADOPTION AND BROAD RECOGNITION

Customers

Government

Federal Reserve Bank
European Commission
DISA / NSA
Dept of Homeland Security
Environmental Protection Agency

Retail

Moen
Under Armour
FootLocker
Hasbro
Crayola

Financial Services

Citigroup
Wells Fargo
JP Morgan Chase
Bank of America
Sun Life

IT

Cisco
Intuit
eBay
Symantec
McAfee/Foundstone

Manufacturing

Xerox
Honeywell
Logitech
Boeing
Qualcomm

Education

John Hopkins University
RISD
Georgetown University
Wharton School of Business
Smithsonian

Telecommunications

Verizon
Cingular Wireless
AT&T
Sprint
British Telecom

Healthcare

Sloan Kettering
Mayo Clinic
Children's Hospital
Blue Cross Blue Shield

ADOBE®COLDFUSION® - PRESS HIGHLIGHTS

http://www.adobe.com/products/coldfusion/reviews_news/

"With ColdFusion 8, Adobe has given developers new tools to quickly and easily create RIAs that are either based on the Flash platform, or use plain old HTML and rely upon Ajax. "

Sitepoint
March 2008

"On a high level, ColdFusion is one of the most comprehensive database tools in years – but it's so much more. It's a presentation package, a programming language, a means of producing and editing PDFs and images, and it's available for every major platform."

Macworld
November 2007

"Adobe ColdFusion 8 (CF 8) is a force to be reckoned with in the application server space. I've been using ColdFusion for 10 years, and I haven't seen the community this excited about a new release in a long time."
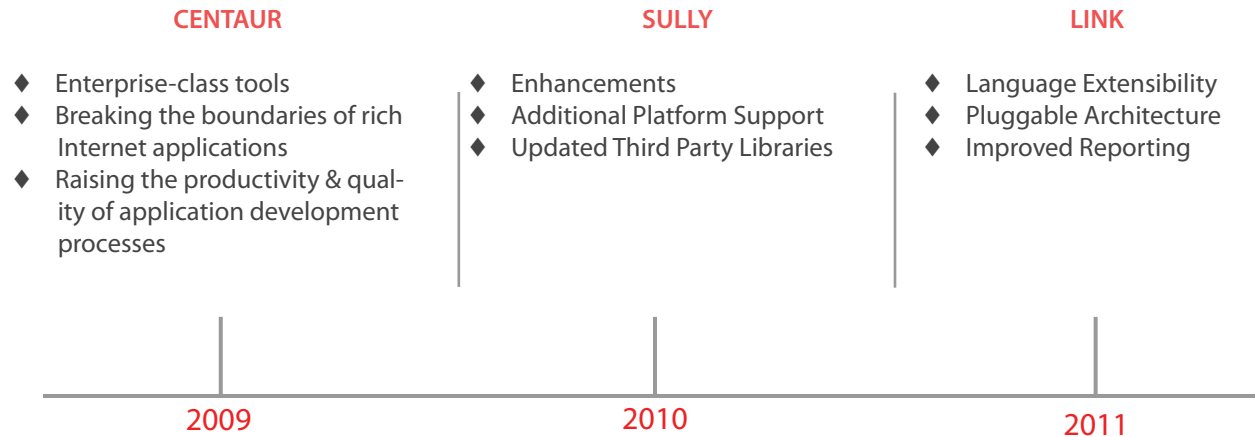
TechRepublic
October 2007

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

Roadmap

CENTAUR
- Enterprise-class tools
- Breaking the boundaries of rich Internet applications
- Raising the productivity & quality of application development processes

SULLY
- Enhancements
- Additional Platform Support
- Updated Third Party Libraries

LINK
- Language Extensibility
- Pluggable Architecture
- Improved Reporting

2009   2010   2011

Fully Integrated in the Adobe Technology Platform

ADOBE® AIR™

Take your applications offline and unify cross operating system development. Native support for AJAX, Flex, and PDF means your ColdFusion applications can easily move to the desktop.

Fx ADOBE® FLEX®3

Create stunningly visual applications with advanced reporting across all browsers. With high speed connectivity, ColdFusion lays the foundation for rich Internet applications.
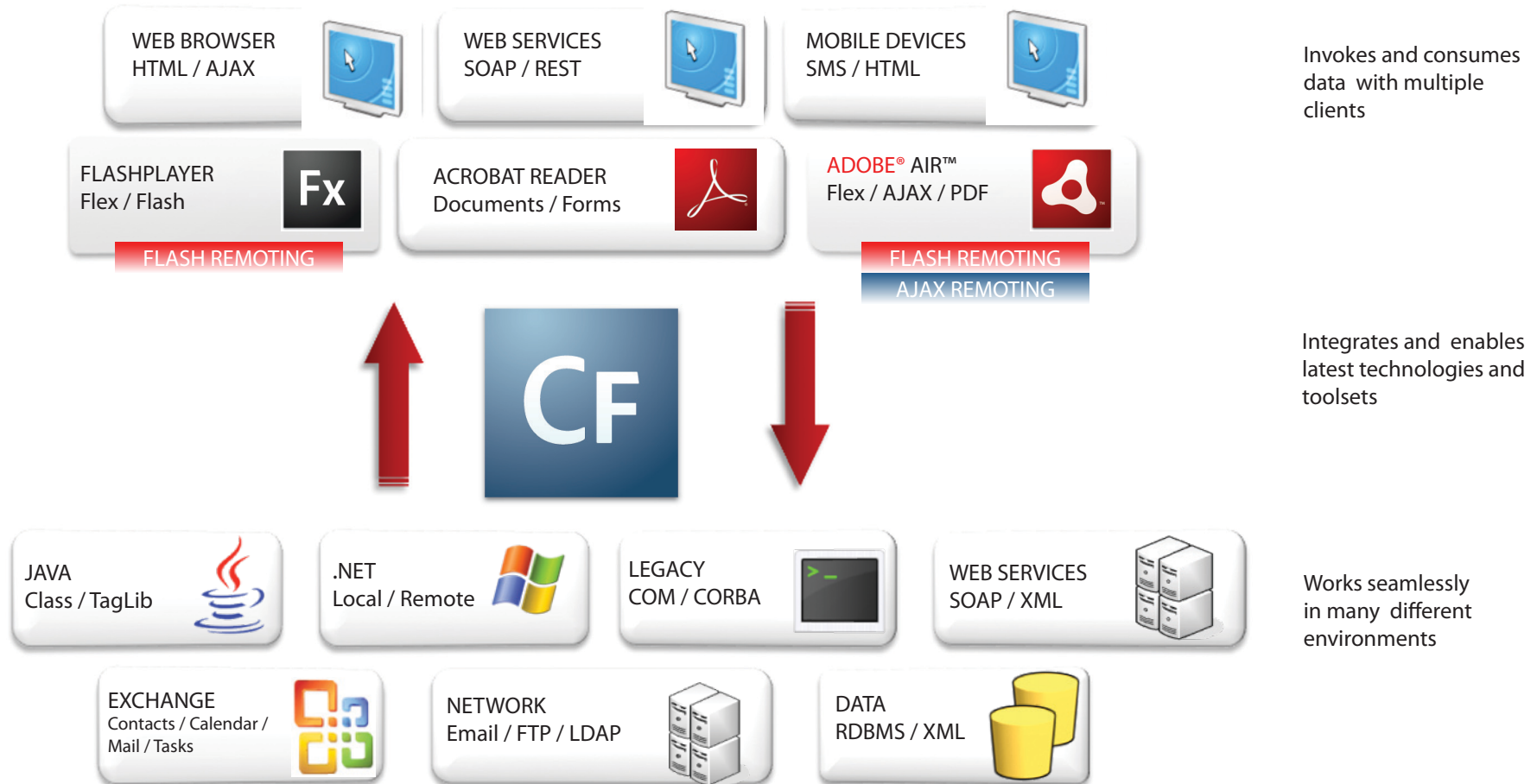
Lc ADOBE® LIVECYCLE®DATA SERVICES

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.

WEB BROWSER
HTML / AJAX

WEB SERVICES
SOAP / REST

MOBILE DEVICES
SMS / HTML

Invokes and consumes data with multiple clients

FLASHPLAYER
Flex / Flash

Fx

ACROBAT READER
Documents / Forms

ADOBE® AIR™
Flex / AJAX / PDF

FLASH REMOTING

FLASH REMOTING
AJAX REMOTING

CF

Integrates and enables latest technologies and toolsets

JAVA
Class / TagLib

.NET
Local / Remote

LEGACY
COM / CORBA

WEB SERVICES
SOAP / XML

Works seamlessly in many different environments

EXCHANGE
Contacts / Calendar /
Mail / Tasks

NETWORK
Email / FTP / LDAP
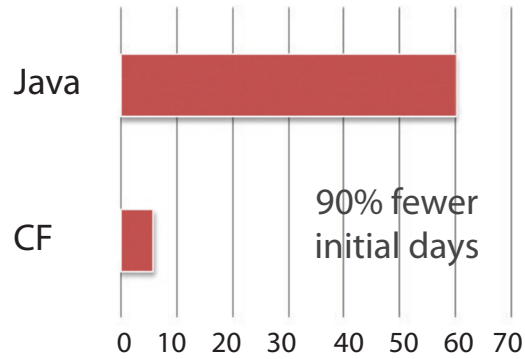
DATA
RDBMS / XML

Compared to alternatives:
- Quicker to learn
- Fewer lines of code required
- Faster development
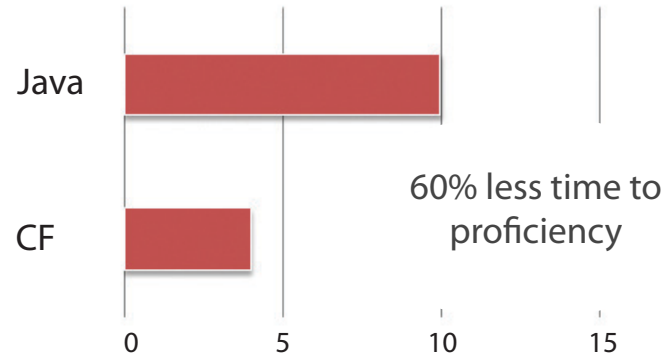- Lowest total cost of ownership

2 in 1
- Powerful development language
- Largest library of integrated services

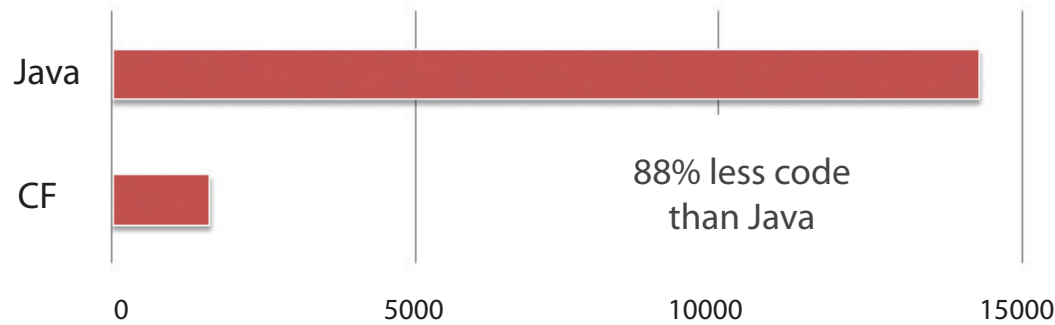# ADOBE®COLDFUSION® - MAX EFFICIENCY, MEASURABLE RESULTS

Initial Training Comparison

90% fewer initial days

Source: Gartner Research, Macromedia Analysis

Time to Proficiency Comparison

60% less time to proficiency
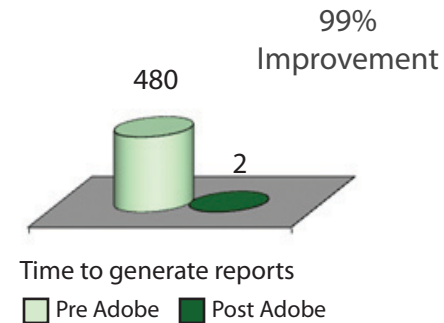
Reference Application Code Comparison
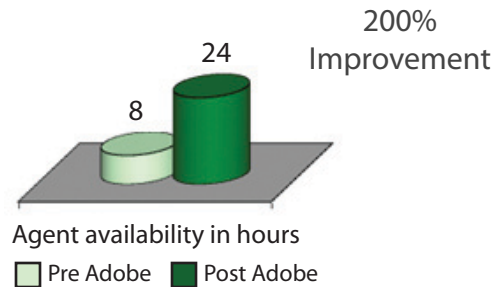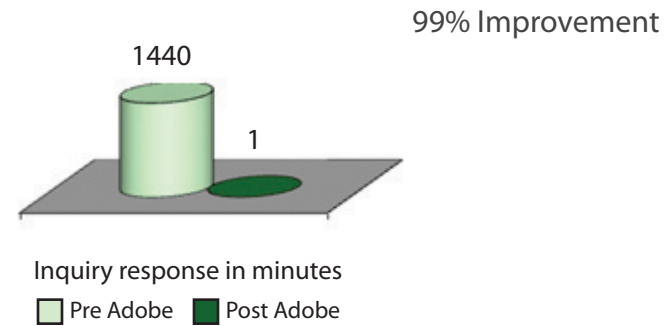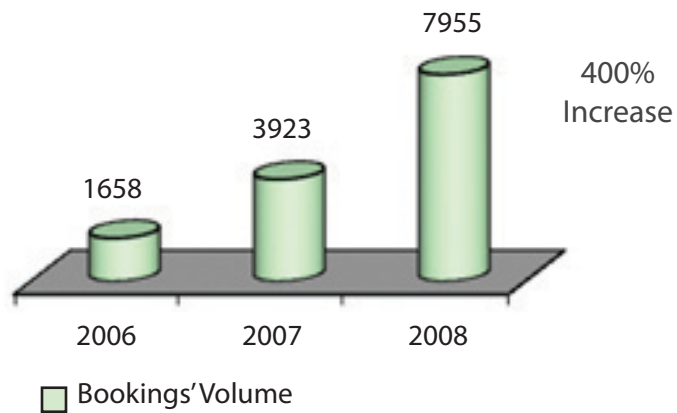

88% less code than Java

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

ADOBE®COLDFUSION®8 SUCCESS - SANDALS.COM

Access the fulll Sandals.com ROI study at http://www.thoughtwareworldwide.com/success.html#sandals

- 277% ROI — 33% IRR in the first year
- $31.3 Million Net Savings
- New revenue streams created through enhanced functionality
- Reduced staffing needed to respond to customer email enquiries

7955

3923

1658

400%
Increase

2006   2007   2008

☐ Bookings' Volume

99% Improvement

1440

1

Inquiry response in minutes
☐ Pre Adobe   ■ Post Adobe

24

8

200%
Improvement

Agent availability in hours
☐ Pre Adobe   ■ Post Adobe

99%
Improvement

480

2

Time to generate reports
☐ Pre Adobe   ■ Post Adobe

Source: Thoughtware Worldwide, June 2008

Adobe

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 into any client or server side environment. Simplifies RIA development through tight integration with Flash, Flex and AIR.	Requires 88% more lines of code in comparison to ColdFusion for small to medium applications.	Requires 2.5 times more lines of code in comparison to ColdFusion to accomplish the simple tasks.	Requires 3 times more lines of code in comparison to ColdFusion to accomplish simple tasks.
Ease of Use	Easy to use tag based language can be picked up in 1 – 2 weeks.	Object oriented programming concepts and Java syntax can take upwards of 1.5-2.5 months to learn.	Object oriented and event driven programming concepts and VBScript or C# syntax can take upwards of 1.5-2.5 months to learn.	Script based language can be picked up in 1-2 months.
Development Time	Small to medium size application takes 2-4 person months to develop.	Takes twice the time to develop a small to medium size Java application.	Takes 1.5 times the amount of time to develop a small to medium size ASP.NET application.	Takes 1.5 times the amount of time to develop a small to medium size PHP application.
Maintenance	.5-1 person month for a small to medium size application.	3 times as long to maintain a small to medium size application.	2 times as long to maintain a small to medium size application.	2 times as long to maintain a small to medium size application.
Security	Built in tags and functions for authentication and authorization, input validation, AJAX proxy security, encryption libraries and sandboxes for application separation make it easier to build secure applications with ColdFusion than with other languages.	Securing Java applications yields a longer development cycle due to manual coding required for authentication, authorization and data validation.	Requires more lines of code to accomplish input validation than with ColdFusion.	More time needed to secure PHP applications due to manual coding required for authentication, authorization and data validation.
Out of the Box Services	Hundreds of out of the box services increase developer productivity by decreasing development time and errors.	Manual coding required to create the same services . Creates more errors , longer development and testing cycles.	Manual coding required to create the same services . Creates more errors , 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

Legend: ■ License ■ Training ■ Development ■ Annual Maintenance ■ Support
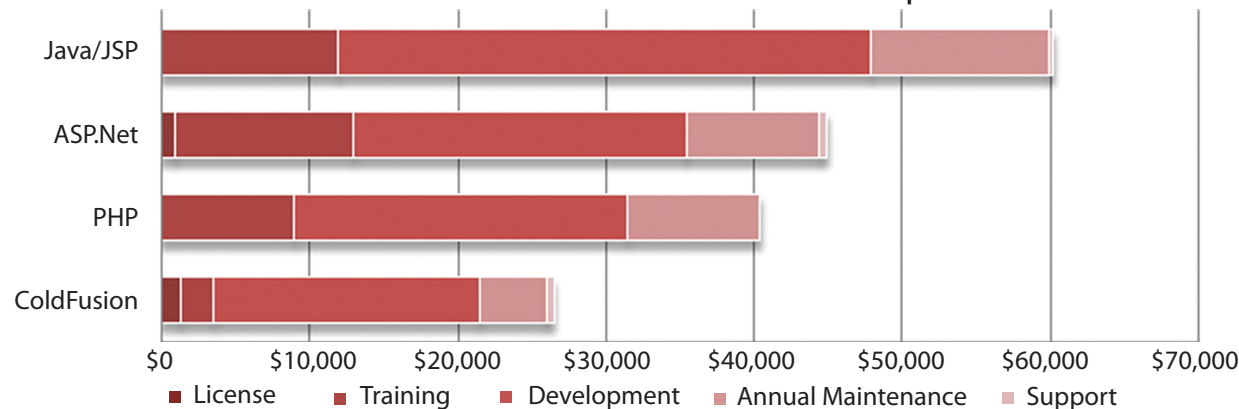
Sources:
- Sun Developer Network Overview of Java SE Security
- MSDN How To: Use Regular Expressions to Constrain Input in ASP.NET
- PHP.net Manual – Security Section
- Adobe White Paper - Rapid application development for J2EE using Adobe® ColdFusion® 8
- Adobe White Paper - ColdFusion 8 developer security guidelines

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

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

Create better Internet applications quickly and easily!