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

11,000 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
United States Air Force Academy

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
United States Air Force

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
FAQ 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
iHotelier
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/

"Adobe has just released version 9 with an impressive list of new features that stand toe-to-toe with anything you’ll find from Microsoft, IBM, Oracle, or any of the elite open source options as well....no other web development toolset available today gives you an equal balance of flexibility, scalability and out-of-the-box RAD experience for dynamic web applications than ColdFusion."

Gartner
October 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

"...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
**ADOBE COLDFUSION INVESTED IN THE FUTURE**

**COLDFUSION ROADMAP**

**ColdFusion 9**
- Enterprise-class tool
- Breaking the boundaries of Rich Internet applications (RIAs)

**ColdFusion Builder**
- Fully integrated ColdFusion IDE—raising the productivity and quality of application development processes

**Codename “Storm”**
- Data
- Productivity
- Personalization

**Codename “Link”**
- Cloud services
- Next-generation Ajax and HTML
- Rich media

**Codename “Thunder”**
- Deployment
- Reporting
- Collaboration

2009 2010 FUTURE
Adobe ColdFusion® 7
Enable advanced data management and connectivity for Flex applications. Publish data in real time from ColdFusion to enable collaboration and messaging.

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 GREATER PRODUCTIVITY

Save time by managing the entire ColdFusion development cycle from concept to production within one easy-to-use tool.

Code Reuse
Simplified Testing
Error Prevention
Code Assist
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 MAXIMUM EFFICIENCY, MEASURABLE RESULTS

Initial Training Comparison

Source: Gartner, Macromedia analysis

Reference Application Code Comparison

Source: Macromedia analysis of J2EE Pet Store and CFML Pet Market
## Adobe ColdFusion Technology Comparison

<table>
<thead>
<tr>
<th></th>
<th>ColdFusion</th>
<th>Java/JSP</th>
<th>ASP.NET</th>
<th>PHP</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Rapid application development</strong></td>
<td>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.</td>
<td>Requires 88% more lines of code in comparison with ColdFusion for small to medium-sized applications.</td>
<td>Requires 2.5 times more lines of code in comparison with ColdFusion to accomplish simple tasks.</td>
<td>Requires 3 times more lines of code in comparison with ColdFusion to accomplish simple tasks.</td>
</tr>
<tr>
<td><strong>Ease of use</strong></td>
<td>Takes 1–2 weeks to learn easy-to-use tag-based language.</td>
<td>Can take more than 1.5–2.5 months to learn object-oriented programming concepts and Java syntax.</td>
<td>Can take more than 1.5–2.5 months to learn object-oriented and event-driven programming concepts and VBScript or C# syntax.</td>
<td>Can take 1–2 months to learn script-based language.</td>
</tr>
<tr>
<td><strong>Development time</strong></td>
<td>Takes 2–4 months to develop a small to medium-sized application.</td>
<td>Takes twice the time to develop a small to medium-sized Java application.</td>
<td>Takes 1.5 times the amount of time to develop a small to medium-sized ASP.NET application.</td>
<td>Takes 1.5 times the amount of time to develop a small to medium-sized PHP application.</td>
</tr>
<tr>
<td><strong>Maintenance</strong></td>
<td>Takes 0.5–1 person-month to maintain a small to medium-sized application.</td>
<td>Takes 3 times as long to maintain a small to medium-sized application.</td>
<td>Takes 2 times as long to maintain a small to medium-sized application.</td>
<td>Takes 2 times as long to maintain a small to medium-sized application.</td>
</tr>
<tr>
<td><strong>Security</strong></td>
<td>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.</td>
<td>Yields a longer development cycle to secure Java applications due to manual coding required for authentication, authorization, and data validation.</td>
<td>Requires more lines of code to accomplish input validation than ColdFusion.</td>
<td>Requires more time to secure PHP applications due to manual coding required for authentication, authorization, and data validation.</td>
</tr>
<tr>
<td><strong>Out-of-the-box services</strong></td>
<td>Increases developer productivity by decreasing development time and error with hundreds of out-of-the-box services.</td>
<td>Requires manual coding to create the same services, meaning more errors and longer development and testing cycles.</td>
<td>Requires manual coding to create the same services, meaning more errors and longer development and testing cycles.</td>
<td>Requires additional installation and inclusion of external frameworks to enable services, adding overhead to the development cycle.</td>
</tr>
</tbody>
</table>

### Total Cost of Ownership

- **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 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 March 18, 2010.