

# 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®COLDFUSION® - THRIVING



10,000 Companies



500,000 Developers\*



125,000 Applications



350+ User Groups



10,000 Downloads / month

*\* EDC 2007 Developer Population and Demographics Report*

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# 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/](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



"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



"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

## Software Editorial

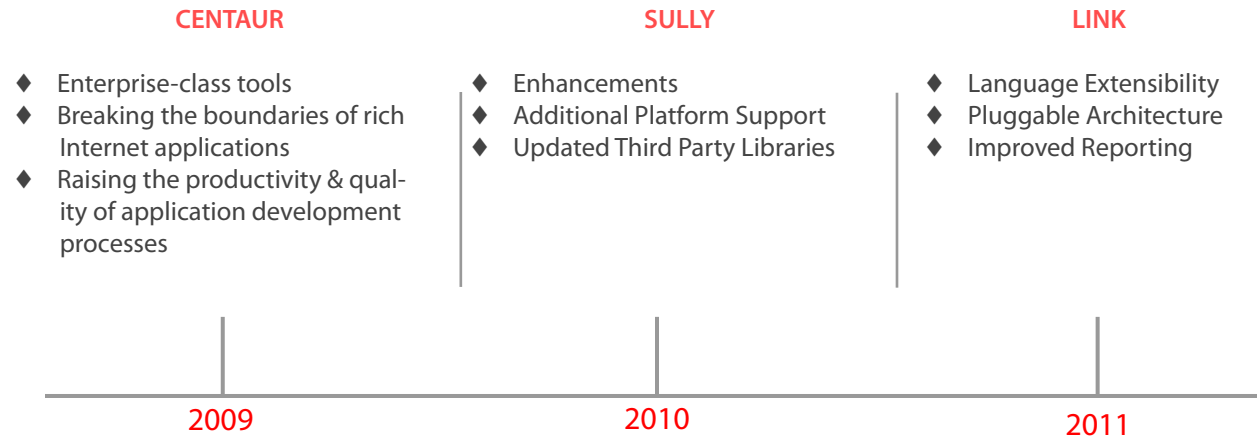
The Online Software Magazine

"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



## 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.



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.

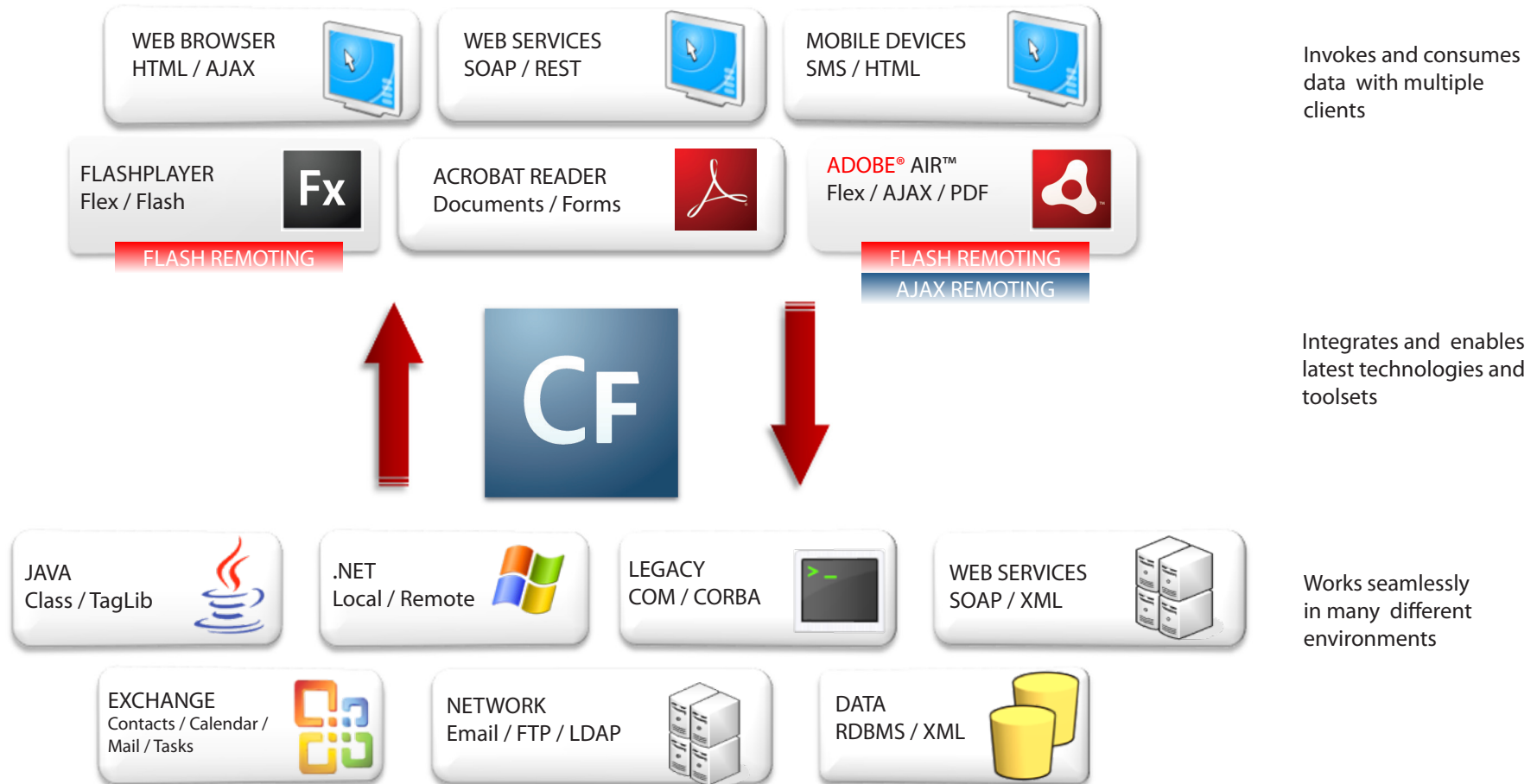


ADOBE® LIVECYCLE®DATA SERVICES

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.



## Compared to alternatives:

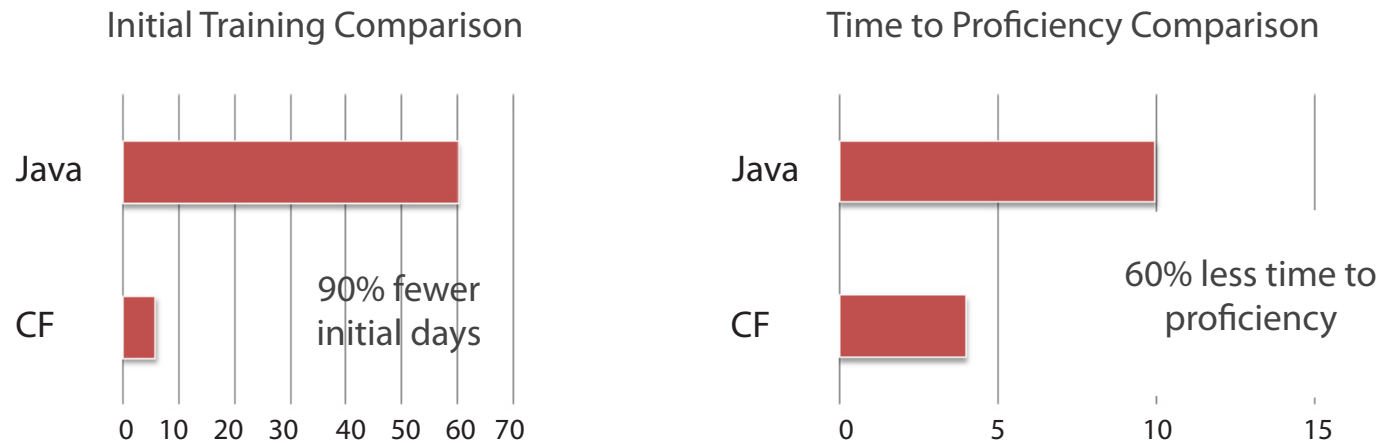
- Quicker to learn
- Fewer lines of code required
- Faster development
- Lowest total cost of ownership

## 2 in 1

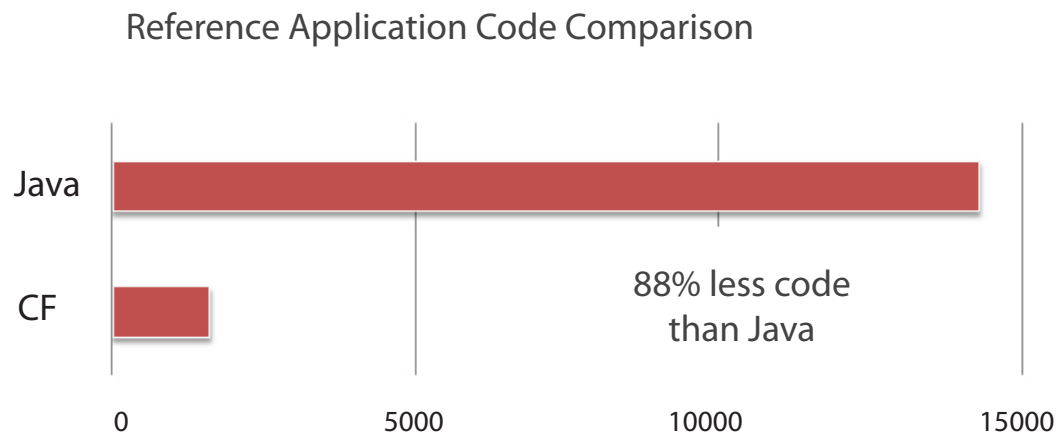
- Powerful development language
- Largest library of integrated services



# ADOBE®COLDFUSION® - MAX EFFICIENCY, MEASURABLE RESULTS



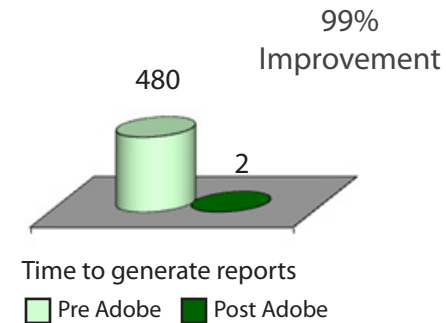
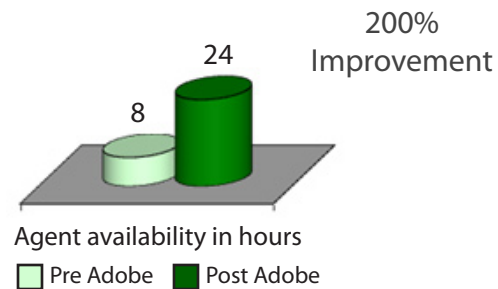
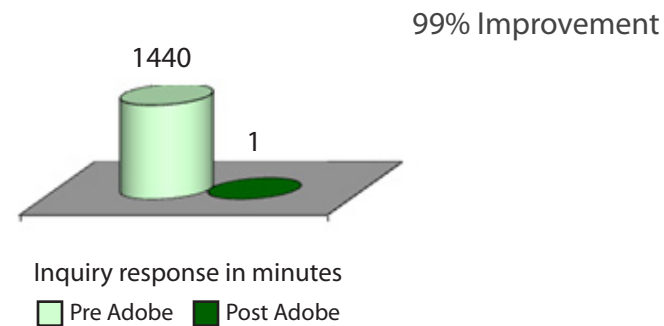
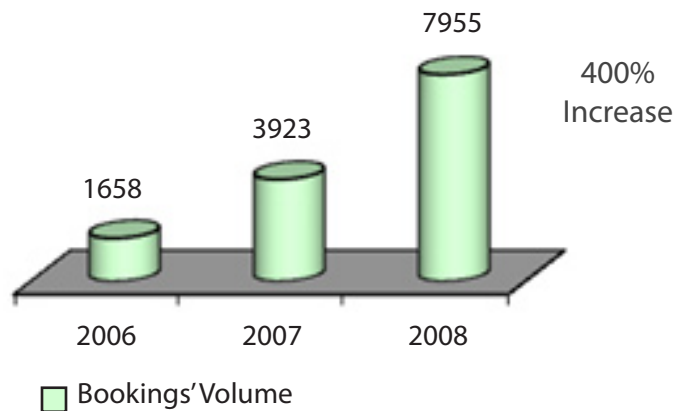
Source: Gartner Research, Macromedia Analysis



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

# ADOBE®COLDFUSION®8 SUCCESS - SANDALS.COM

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



Source: Thoughtware Worldwide, June 2008

**Create** better Internet applications quickly and easily!