

The Washington Code

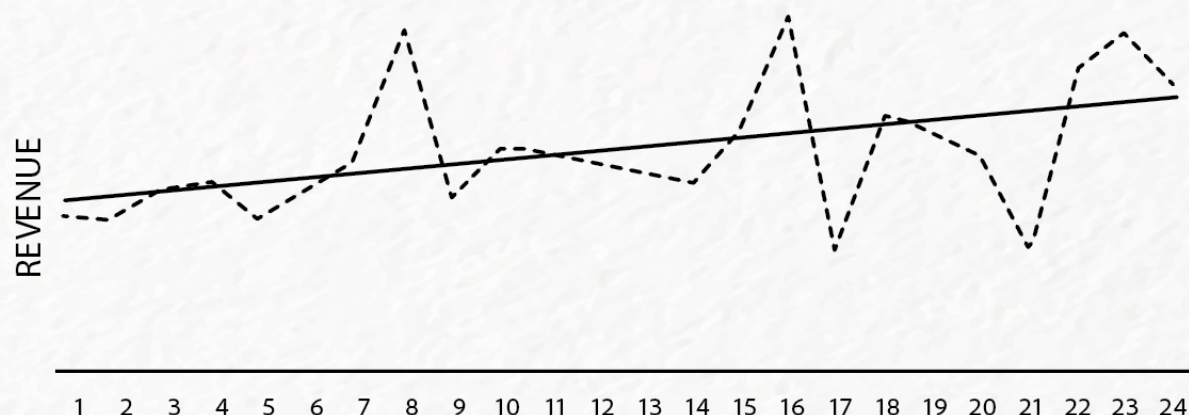
Adobe ColdFusion Summit East 2019



Making hard things easy
for coders across the world



ColdFusion Revenue Performance



QUARTERS FROM 2013 - 2018

Recorded the best launch quarter ever in **Q4'2018**. Also the highest revenue since 2008 in 2018.



70%

Fortune 100 companies
use ColdFusion

Customers rate ColdFusion as most
important for their organization

Customers use ColdFusion
to build new applications

Adobe Captivate Prime

**A next-gen SaaS-based LMS
that delivers a future-ready experience
like no other for:**



Admins



Managers



Learners

 **SaaS, cloud based (CapEx Vs OpEx)**

 **Use of Managed Services**

 vs  **Build Vs Buy**

 **Performance**

 **Extensibility**

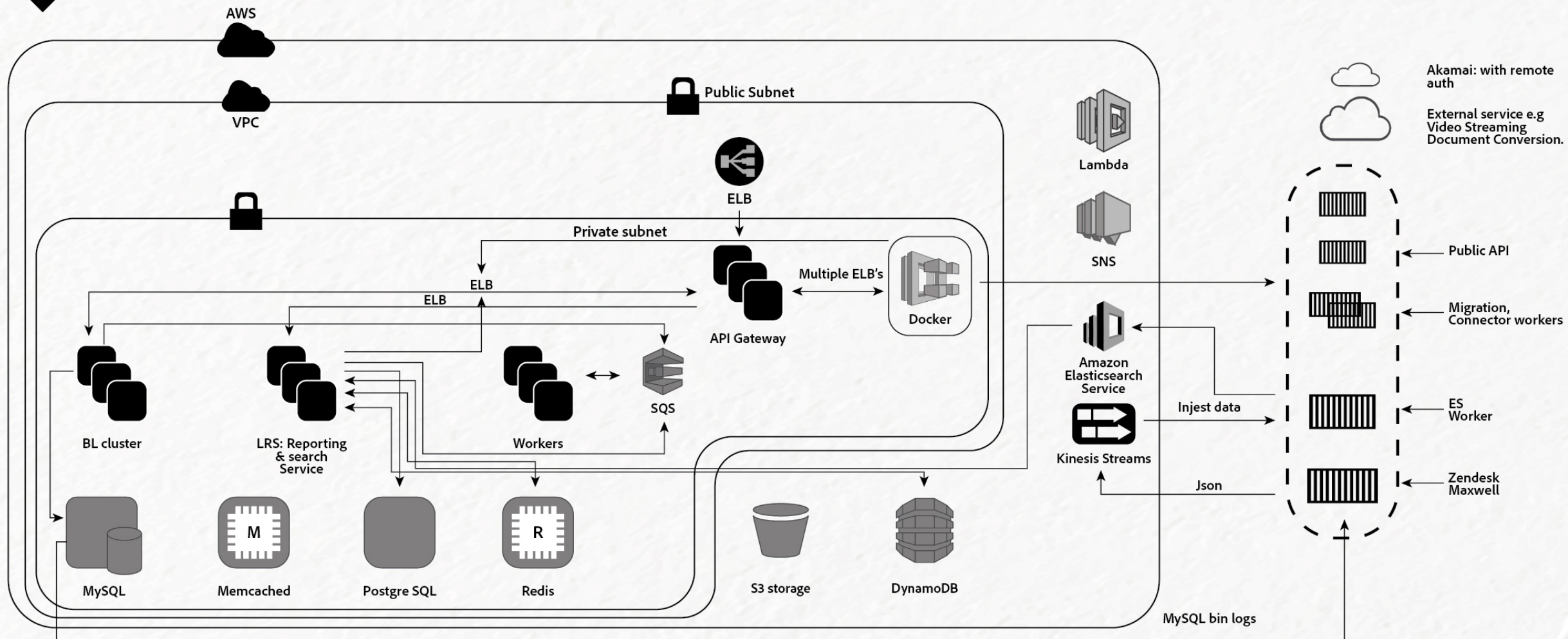
 **Monitoring**

 **Security**

 **Agility**

 **Reliability**

The Washington Code



Customer Success Story – Retensa





TalentPulse

Employee Feedback Platform

Presented for:



Adobe Summit 2018



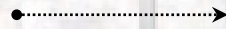
IN THE LAST 10 YEARS, AMERICAN BUSINESSES LOST OVER

300 MILLION EMPLOYEES

Few Jobs

Long Tenure

High Unemployment



Highest Job Postings

Shortest Tenure

Lowest Unemployment

It is not getting easier



The modern workforce is
unrecognizable
from just 10 years ago

And 60%-80% of everyone are unhappy with what they KNOW or what they GET

Cause of current states

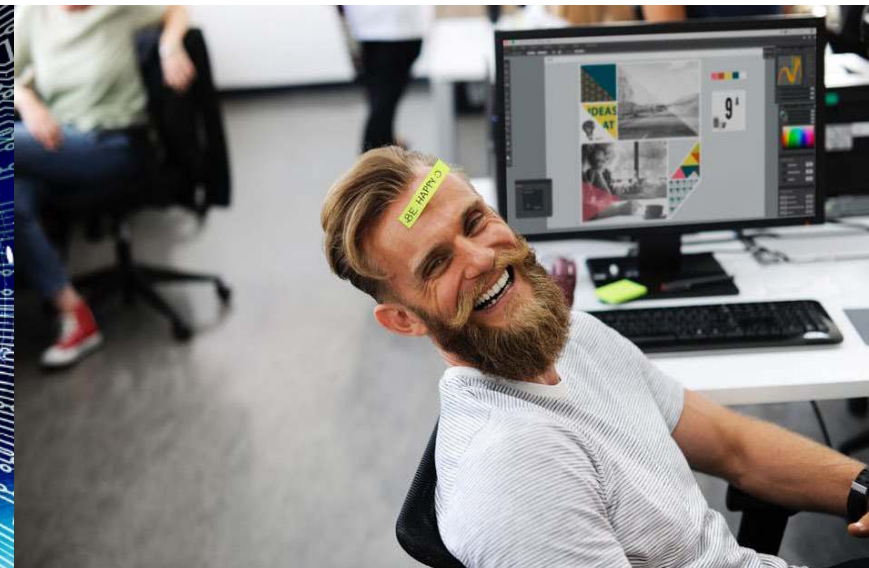
The Velocity of
Business



Overload of
Data



Shifting Attitude
towards a Job



Retensa's Software Solution...

TequilaDirect

To the Desktop!

Retensa's Software Solution..

TalentPulse



Automated
feedback system



Centralized
survey reporting




Integrated
employee experience



The Original Car

Reverse-Engineered Technology Solutions



TalentPulse

is the self-driving car of employee surveys.

*I don't want to drive.
I want to **get there.***

How TalentPulse works

The screenshot displays the TalentPulse Reports interface. On the left is a navigation sidebar with options: Home, Employees, Onboarding, Performance Mgmt, Separations, Crowd Maker, Survey Viewer, Reports, Data Manager, and Settings. The main content area is titled 'Home > Reports' and includes an 'Employee Search' bar. Below this are buttons for 'Create Reports', 'View Company Reports', and 'View My Reports'. A 'Choose Report Type' section offers five report options: Trending Analysis, Demographic Report, Survey Statistics, Survey Activity Log Detail, and Real Time Summary Report. Each option includes a brief description and a representative icon. Below the report selection is an 'Employee Filters' section. It features a dropdown for 'ClientCo Exit Interview Survey - English', a 'Separation Date' filter with 'From' and 'To' date pickers, and a 'Current' status filter. A 'Demographics/Aspects' section lists various attributes: Race, Age, Gender, Tenure, Manager, Job Title, Region, Business Unit, Manager Name, Performance Rating, and Location. A 'Filters' section shows a grid of time-based filters: '< 2 Months', '2 - 6 Months', '6 - 12 Months', '1 - 2 Years', '2 - 3 Years', '3 - 5 Years', '5 - 10 Years', and '10+ Years'. A 'Selected Filters' section displays a list of active filters: 'Report: Real Time Summary Report', 'Separation Date: 01/01/2018 to 12/31/2018', 'Race: Asian', 'Race: Black', 'Race: Hispanic', 'Race: Other', 'Age: < 20', 'Age: 20 - 29', 'Age: 30 - 39', 'Tenure: < 2 Months', 'Tenure: 2 - 6 Months', 'Tenure: 6 - 12 Months', and 'Survey: ClientCo Exit Interview Survey - English'. A 'Generate' button is located below the filters. At the bottom, a 'Report Data' section includes a 'Save Report' button, a 'View Demographic Report' button, and a 'Subscribe' toggle switch.

Navigation

- Home
- Employees
- Onboarding
- Performance Mgmt
- Separations
- Crowd Maker
- Survey Viewer
- Reports
- Data Manager
- Settings

Home > Reports

Employee Search

Create Reports View Company Reports View My Reports

Choose Report Type

- Trending Analysis**
Reveals patterns by tracking answers to each question in a line graph over time. Use to see changes in perceptions over time, or as before and after testing when implementing new programs.
- Demographic Report**
Presents the distribution of characteristics (Race, Age, Gender ...) and organizational aspects (Title, Location, Department ...) of respondents who completed 1 more question. Use to see which groups your surveys are reaching and what population the answers reflect.
- Survey Statistics**
Displays a graphic visual and running count of the number of surveys started, completed, and response rates. Adjust the time period to gauge and monitor survey adoption and traction.
- Survey Activity Log Detail**
Provides demographic and survey completion information. Makes it easy to see what populations have completed surveys and when.
- Real Time Summary Report**
Presents answers to all questions in a clear and clean graphical view. Includes averages, proportions, and # of respondents to provide a complete picture of responses to each question.

Employee Filters

ClientCo Exit Interview Survey - English

Separation Date From To OR Current Year(s)

Demographics/Aspects:

Race	Age	Gender	Tenure	Manager	Job Title	Region	Business Unit	Manager Name	Performance Rating	Location
------	-----	--------	--------	---------	-----------	--------	---------------	--------------	--------------------	----------

Filters

< 2 Months	2 - 6 Months	6 - 12 Months	1 - 2 Years	2 - 3 Years
3 - 5 Years	5 - 10 Years	10+ Years		

Selected Filters: (clear all)

- Report: Real Time Summary Report
- Separation Date: 01/01/2018 to 12/31/2018
- Race: Asian
- Race: Black
- Race: Hispanic
- Race: Other
- Age: < 20
- Age: 20 - 29
- Age: 30 - 39
- Tenure: < 2 Months
- Tenure: 2 - 6 Months
- Tenure: 6 - 12 Months
- Survey: ClientCo Exit Interview Survey - English

Generate

Report Data

Save Report View Demographic Report Subscribe

Impact of TalentPulse

Reduced Turnover:
67.0%

21.2%... 35.5%...

Accelerated hiring:

8 days... 22 days

Cut bad investments:
\$220k

\$14k... \$45k...

Improved Manager Scores:

24%... 58%

Predicts High-Risk Departures:

@ 30 days (can be 2x @ 90)



Every company is only as good as
its Workforce

"The one with the best Talent wins."

Why Retensa chose ColdFusion for TalentPulse

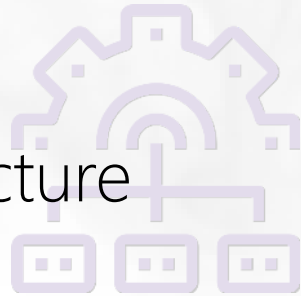
Velocity of change



Interoperable future



Enterprise-class architecture



“Thought-to-Launch” Time



Adobe, make wishes come true...



THANK YOU



Discover the next generation of Talent Management solutions:



Exit Interview and Separation Management

www.TalentPulse.com



HR Metrics Dashboard

www.hrmetricspro.com



Employee Retention Strategies

www.retensa.com

Customer Success Story – Global Reach





Harnessing the Power of ColdFusion since 2000

Presented by:
Iacovos Zachariades, President & CEO

GLOBAL REACH

A TECHNOLOGY LEADER YOU CAN TRUST



- Established in 1995
- Serving the Federal, State & Local Government
- Over 60 web design awards
- 2014 INC 5000 Fastest Growing Companies
- 2013 INC 5000 Fastest Growing Companies
- 2009 Best Innovation in Government Award
- 2003 Iowa Technology Company of the Year
- 600+ clients in 12 countries and 48 states

WHAT WE DO

PCI COMPLIANT

GDPR COMPLIANT

WCAG 2.1 LEVEL
AA

SOC-2
DATACENTER



WEB DESIGN &
DEVELOPMENT



MOBILE APP
DEVELOPMENT



CUSTOM
SOLUTIONS



E-COMMERCE



HIGH-AVAILABILITY
HOSTING



INTERNET
MARKETING



GRAPHIC DESIGN



WEB CONTENT
ACCESSIBILITY

HOW WE DO IT

LANGUAGES

- ▼ Adobe ColdFusion
- ▼ HTML5/CSS3
- ▼ JAVA
- ▼ JavaScript
- ▼ Node.js
- ▼ PHP
- ▼ perl

DATABASES

- ▼ mySQL
- ▼ Microsoft SQL
- ▼ MariaDB
- ▼ MongoDB
- ▼ Elasticsearch
- ▼ Redis

CERTIFICATIONS

- Adobe ColdFusion Certified Expert
- Adobe ColdFusion Hosting Partner
- Microsoft Silver Partner
- Google Partner
- CISCO CCNA Certified

OUR PROCESS

CLIENT CENTERED APPROACH

- Discovery
- Planning
- Interface Design
- Development
- Training
- Content
- Launch
- Host and Maintain



WHO USES US

- Federal Government
- State Government
- Fortune 500
- Education
- Non Profits
- Hospitals
- Law Firms
- Manufacturing



SiteViz® CMS: ColdFusion 2016

FEATURES

- Content Management ([Drupal](#))
- Document Library ([OpenDocMan](#))
- Blogging ([Wordpress](#))
- Newsletters ([mailchimp](#))
- Job Board
- Submission Forms ([SurveyMonkey](#))
- E-commerce ([Magento](#))
- Intranet ([MyHub](#))
- Extranet
- Knowledge Base ([ZenDesk](#))
- Multi-Language

FUNCTIONALITY

- PDF Generation
- Chart Generation
- Online Designer
- Mass email generation
- Reporting
- Invoicing
- Imports/Exports
- GDPR Compliant
- WCAG 2.1 Level AA Compliant
- PCI Compliant

SiteViz® CMS: API Integrations

API INTEGRATIONS

- Google Maps
- Weather.net
- TaxJar
- USPS
- FedEx
- UPS
- Microsoft Dynamics
- SX.enterprise
- Salesforce
- Smartermail

PAYMENT GATEWAYS

- ▼ Authorize.NET
- ▼ First Data Payzeezy
- ▼ PayFlowPro
- ▼ PayPal
- ▼ Stripe
- ▼ Vantiv
- ▼ Worldpay

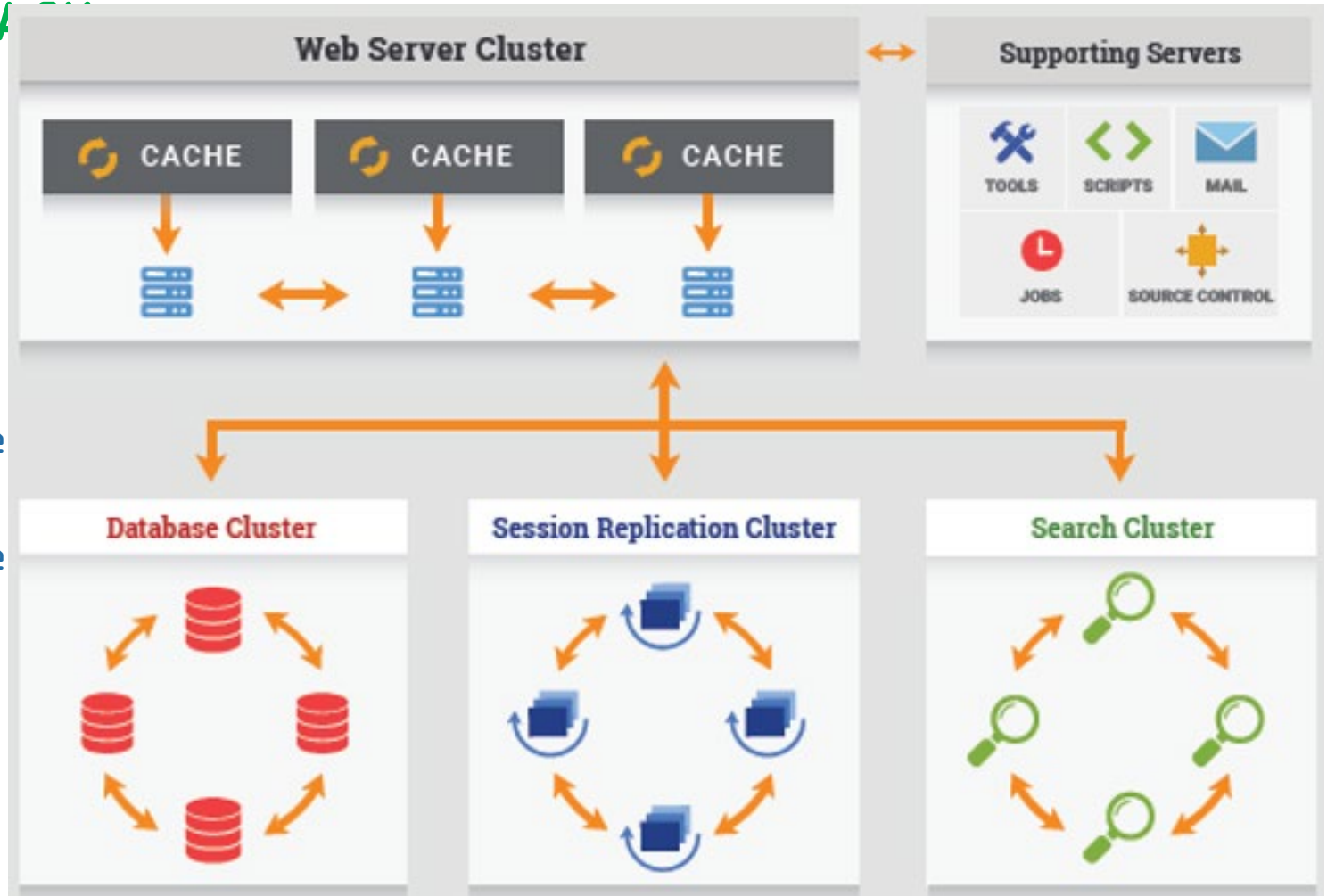
... AND MANY OTHERS WITH CUSTOM SOLUTIONS

SiteViz® CMS:

Architecture

HIGH AVAILABILITY STAFF

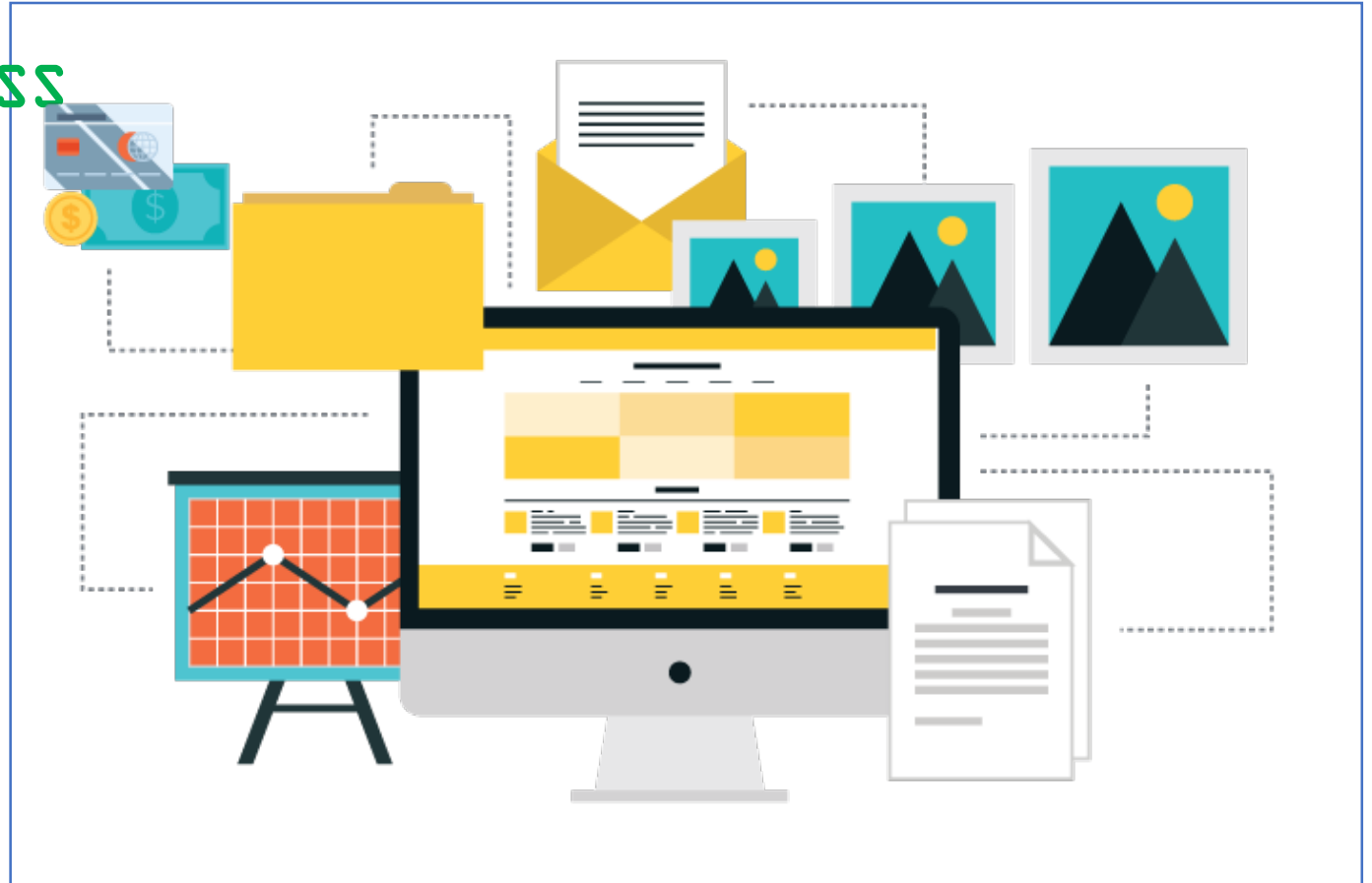
- Redundant Firewalls
- Redundant Load Balancers
- Cluster of Caching Servers
- Cluster of ColdFusion 2016 Enterprise Servers
- Cluster of MariaDB Database Servers
- Cluster of SMTP Email Servers
- Redis Session Replication Servers
- Cluster of Elasticsearch Servers
- Nagios Monitoring
- VEEAM Backups






WHY ColdFusion

YOU CAN DO MORE WITH LESS

- Highly Secure
- High runtime performance
- Easy to learn
- Quick and efficient
- Great support for HTML5 and Charts
- Easy to consume remote data with CFHTTP
- Easy to retrieve data with CFQUERT
- Easy to manage and execute scripts
- Easy API Management



Items Pending Approval Rectangular Ship **Manage 1 items pending approval**
View and approve pending changes to your organization's websites**Websites** Please Select...
Select a website to manage. **Website Files**
Manage images, documents, and other files of your web site. **All Website Statistics • A Tour of Matomo** **GDPR Settings**
Adjust the type of GDPR Cookie Consent integration used on your websites.**Memberships** **Companies**
Manage your organization's companies. **Departments**
Manage your organization's department structure. **Groups**
Manage the permission groups. **Roles**
Manage the permission roles. **Users**
Manage the users.**Content Modules** **Advertisements • Advertisement Customers**
Manage the advertisements **Events • Categories • Attendees**
Manage the calendar of events for your organization. **Files • Categories • Tags**
Manage files for your organization. **Frequently Asked Questions • Categories**
Manage the frequently asked questions for your organization. **Glossary**
Manage the glossary terms for your organization. **Jobs • Subscribers**
Manage the job opportunities for your organization. **Links • Categories**
Manage the links for your organization. **Locations • Types**
Manage the locations for your organization. **News • Categories • Tags**
Manage news items for your organization. **Partners • Categories**
Manage partners for your organization.

Websites

Content Modules

System Modules

Memberships

Communications

Intranet Modules

Payment Settings

Tools

Features

Migration Tools

Photo Editor

Premier Documentation



SiteViz Premier Manual - Manage Pages

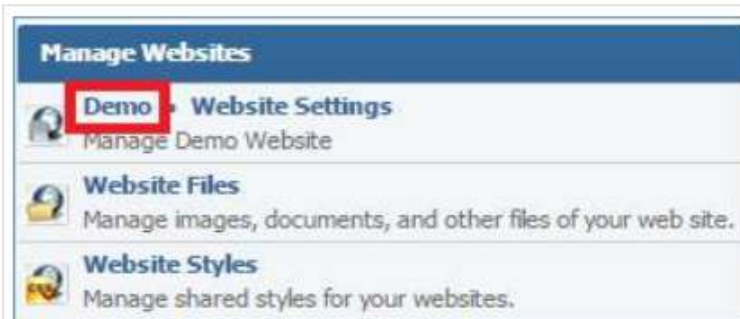
This help documentation provides assistance with standard SiteViz processes and functionality. Training for any client-specific SiteViz features will need to be coordinated within your organization or provided by a Global Reach representative.

Overview

Pages hold the content of your website. Add, edit, and remove static and module pages by following the steps below.

Managing a Page

From the main page of the administrative website, select your website, located in the **Websites** box.



SiteViz Premier Help Manual

Overview

Managing a Page

- Creating a Page
- Editing a Page
- Enabling/Disabling a Page
- Viewing Inbound Links
 - Edit Inbound Links*
- Previewing a Page
- Removing a Page

Page Types Definitions

Managing a Static Page

- General Tab
 - General Details*
 - Navigation*
 - Page Content*
 - Content Optimization*

Approval Tab

- Managing Access Rights*

Permissions Tab

- Managing Permissions*

Links Tab

- Creating a Link*
- Editing a Link*

Websites

globalreach.com ▼

- Website Pages
- Website Settings
- Website Content Boxes
- Website Content Regions
- Website Styles
- Website Statistics

Website Files

Items Pending Approval

All Website Statistics

GDPR Settings

Content Modules

System Modules

Memberships

Communications

Intranet Modules



Website Files

[Need Help?](#)



Export All to CSV



Add New Folder

Name	Size	Created By	Last Modified	Actions
00 Products New				
01 Services New				
2015 Business After Hours Graphics				
2018 Christmas Party				
About New				
Agricultural Page Images				
Another Test				
Awards				
awards photo				
Blogs				
CB Lenders Test				

Filters

Name:

Types:

Created By:

Status:

Filter

or Reset



800-747-9744

ACCOUNT

CART 0

Search...

T-SHIRT DESIGNER

CORPORATE

TEAM SALES

CATALOG

DESIGN LIBRARY

ABOUT US

CONTACT US

SELECT PRODUCT

ADD ARTWORK

PRINT EFFECTS

ADD TEXT

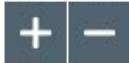
NAMES & NUMBERS

SAVE DESIGN

PRICE & BUY



ZOOM 100%



PRINT AREA

FULL FRONT



SET DESIGN COLORS

« BACK

In order to determine the price, we need to know the number of colors that your design requires.

PLEASE SELECT THE COLORS FOR THIS DESIGN:

☒ Remove White

☒ = Ink color(s) selected for this image



\$4.99

PER SHIRT / 24 QTY

8000 Gildan DryBlend 50/50 Tee

DESIGN COLORS:

DESIGN NAME:

Not Saved - [SAVE](#)

DECORATION METHOD:

Screen Print

SAVE DESIGN

NEED HELP?



IOWA DEPARTMENT OF JUSTICE OFFICE OF THE ATTORNEY GENERAL

Attorney General Tom Miller

I would like to... ▾

FOR CONSUMERS

FOR CRIME VICTIMS

FOR BUSINESSES

NEWSROOM

ABOUT US

CONTACT US

Crime Victim Compensation Program

Crime Victim
Compensation Facts

Online Crime Victim
Compensation Application

Printable Crime Victim
Compensation Applications

Sexual Assault Examination
Payment Program

Iowa Victim Information &
Notification Everyday
(IowaVINE)

Iowa Protective Order
Notification (IowaPON)

Iowa Sex Offender
Registrant Watch

Fighting Human Trafficking

[HOME](#) | [FOR CRIME VICTIMS](#) | [CRIME VICTIM COMPENSATION PROGRAM](#) | [ONLINE CRIME VICTIM COMPENSATION APPLICATION](#)

Crime Victim Compensation Application

*Indicates a required field

Crime Victim's Information

Step 2

Step 3

Step 4

Step 5

Step 6

Step 7

Step 8

Full name of the person completing
this form:

Applicant's Full Name

Contact email address:

user.name@domain.com

I am the:

☐

Victim of the crime.

☐

Parent, guardian, or victim's survivor.

Preferred method of contact (we
must be able to reach you for more
information):

☐

Email

☐

Telephone

☐

Standard mail

Continue

Please Note: This form can take several minutes to process. Please press the "Next" or "Submit" buttons once when finished. Our team appreciates your patience.



◆ **Order Online Now** ◆

[Click Here](#)

📍 LOCATIONS | [SIGN IN](#) [REGISTER](#)

[MENU](#)

[DEALS](#)

[GIFT CARDS](#)

[COMMUNITY](#)

[CAREERS](#)

[ABOUT US](#)

Double the Goodness!
2 Large Single Topping Pizzas
\$9.99 each!

[Start Order](#)

◆ **Find a Casey's** ◆

City & State, or ZIP Code

[Find](#)

[+ MORE OPTIONS](#)

◆ **Order Online** ◆

Hungry? What are you waiting for?
Experience Casey's famous pizza today!

◆ **Get Email Offers!** ◆

Receive up-to-date store deals, member-only coupons and the inside scoop of all things Casey's right to your inbox!



GLOBAL REACH

2321 North Loop Drive, Suite 101, Ames, IA 50010 | 515.996.0996 | 877.254.9828

www.globalreach.com | connect@globalreach.com

Customer Success Story – ICF





we are



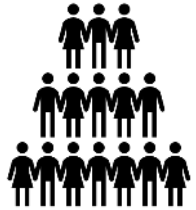
Adobe CFSummit East

Dan Fredericks

Senior ColdFusion Developer

10 April 2019

About ICF



5500+ Employees



\$1B+ Revenue



30+ Developers

10+ Projects

- ICF (NASDAQ: ICFI) is a global consultancy providing advisory and IT services to a several Federal Government Agencies including:
 - Department of Defense
 - Health and Human Services
 - Housing and Urban Development
 - Department of Transportation
 - Department of Energy
 - Environment Protection Agency
 - Department of Homeland Security
- Within these agencies, we work in a variety of domains including social programs, health, transportation, energy, environment, disaster recovery, and national security.

ICF50 YEARS
1969 – 2019

Locations

- ICF full-service offices
- ICF Aviation bases
- ICF headquarters
- ICF global offices
- * ICF has 50+ offices in North America



About ICF ColdFusion Work



30+ Developers

10+ Projects

- ACF 2018
- ACF 2016
- Mura CMS
- FW/1
- ModelGlue
- Mach II
- CFWheels
- Home Grown

- Databases – Oracle, MSSQL, MySQL, MariaDB
- Source Control: Git and Subversion
- Testing: TestBox, Jmeter, FusionReactor, CF Monitor
- IDE: CFBuilder, Sublime, VSCode, IntelliJ, CFEclipse, DW
- Tools: CommandBox, Jenkins
- ColdFusion Specific:
 - OOP coding (but also very old style)
 - Create objects and turn them into json
 - POI and CFSpreadsheet
 - Redis, Elastic Search, SOLR
 - RestAPI (internal) and calling External like Google Maps.
 - ORM usage
 - DI: wirbox, DI/1 and coldspring
 - Angular front end, tying to coldfusion backend
 - DOCKER
 - AWS and GovCloud
 - AWS integration cfc driven code built inhouse

ICF50 YEARS
1969 – 2019

Navy Child & Youth Programs Inspection Management System

- Enables the DoD to inspect and certify that child care facilities at installations all over the world maintain the same standards.
- Started off as a Navy project but expanded to Air Force, Army, and Marine Corps.
- Our work helps military families with finding safe and consistent childcare across the globe.
- Using Adobe ColdFusion enabled us to rapidly develop and deploy this application to AWS cloud using certified AMIs.

Inspection System	Program Reviewer	Field Response	Report Manager	Scheduler
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Inspection Approvals

In Progress (3)

Review Ready (20)

HQ Final Review (1)

Year ↕	Region ↕	Package(s) ↕	Program(s) Pending Outbrief Review ↕
2019	Southwest	1	
2019	Mid Atlantic	1	
2019	Europe	1	



Upcoming Events

March 2019						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
24	25	26	27	28	1	2

Department Health and Human Resources – Children's Bureau

- The Children's Bureau (CB) focuses on improving the lives of children and families through programs that reduce child abuse and neglect, increase the number of adoptions, and strengthen foster care.
- Sponsoring Initiative Months such as National Adoption Month and National Child Abuse prevention Month getting the focus to the masses.
- Using Adobe ColdFusion through the years enabled us to continuously improve our processes, performance and security.
- Site has 4000+ hits per month with about 25% coming from Mobile devices





<https://www.meetup.com/nvcfug/>

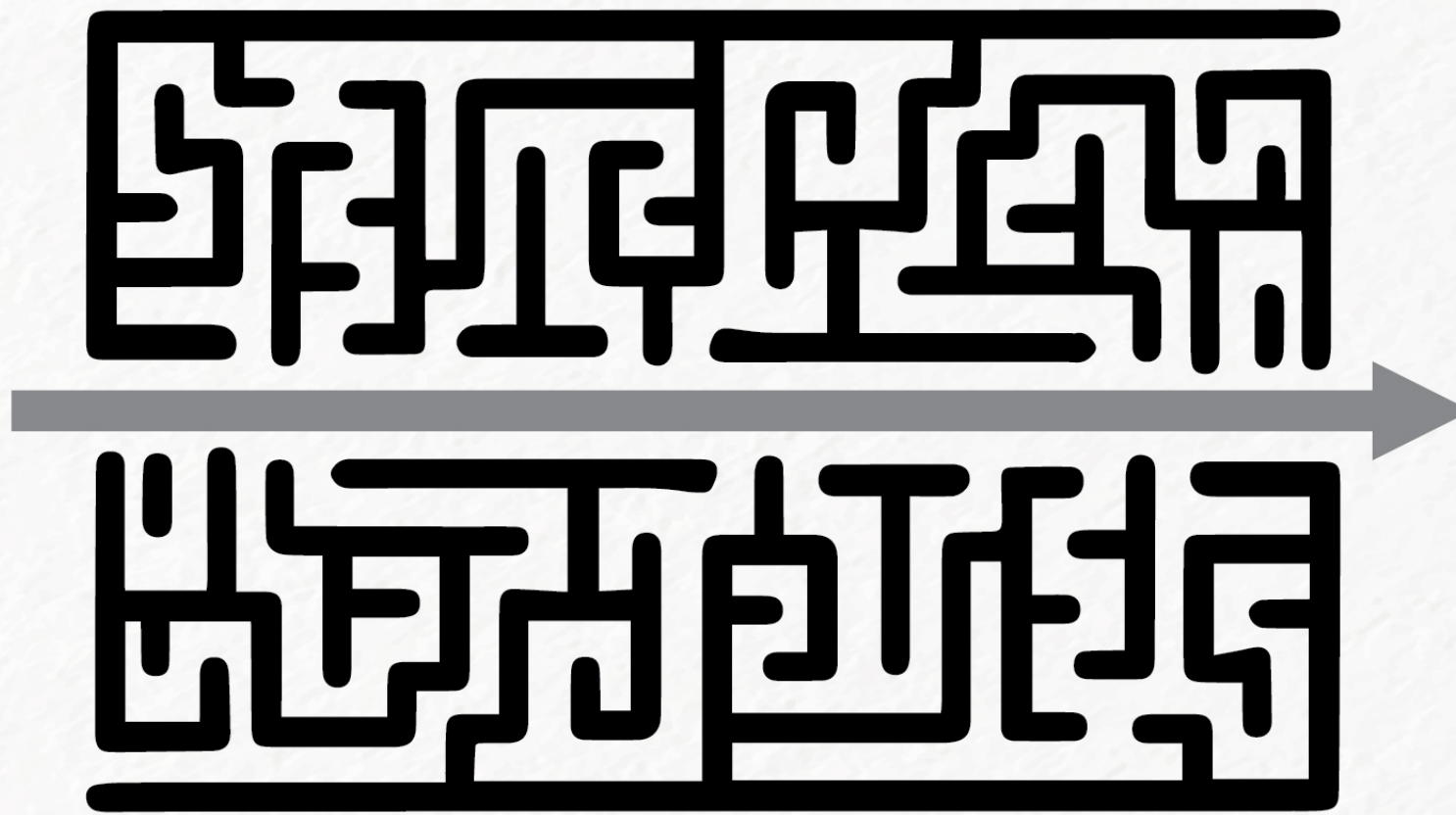
Update to Learn CF in a Week

<http://www.learnCFinaweek.com/>

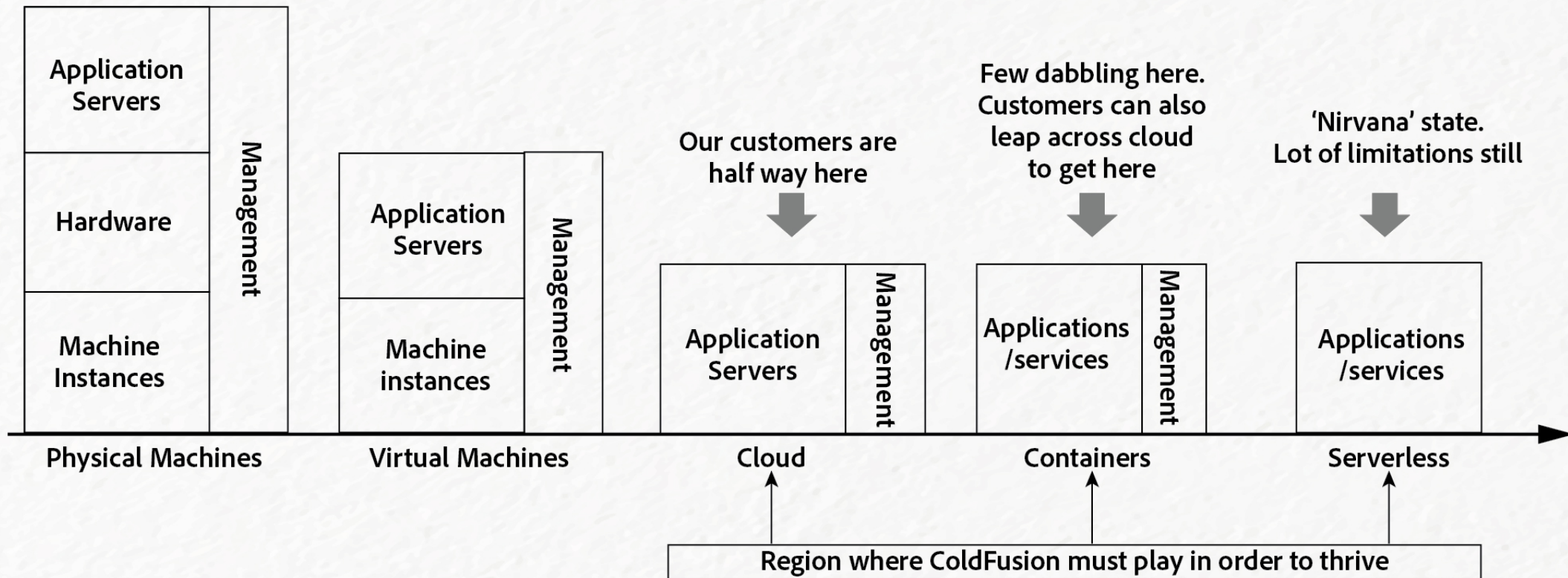


Learn CF in a Week is a community driven training program that teaches all the basics you need to be a ColdFusion Developer in one week.

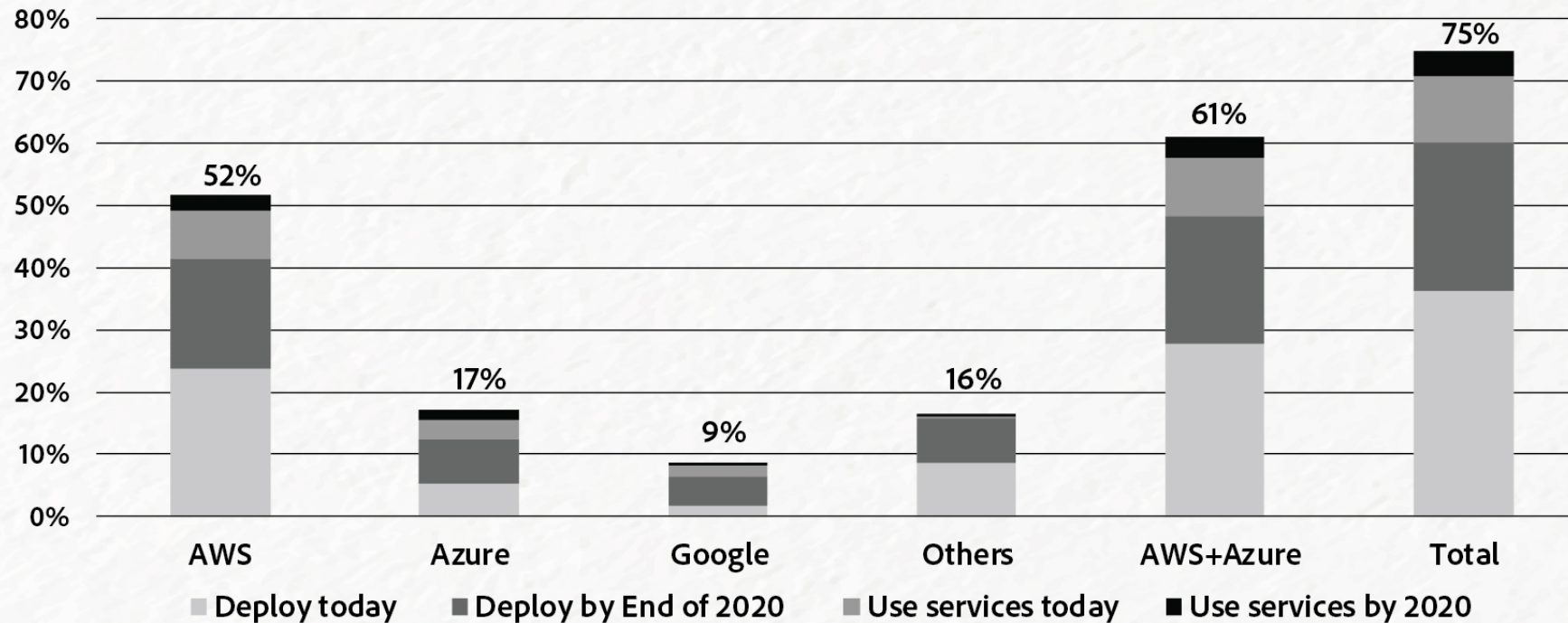
Success and challenges so far



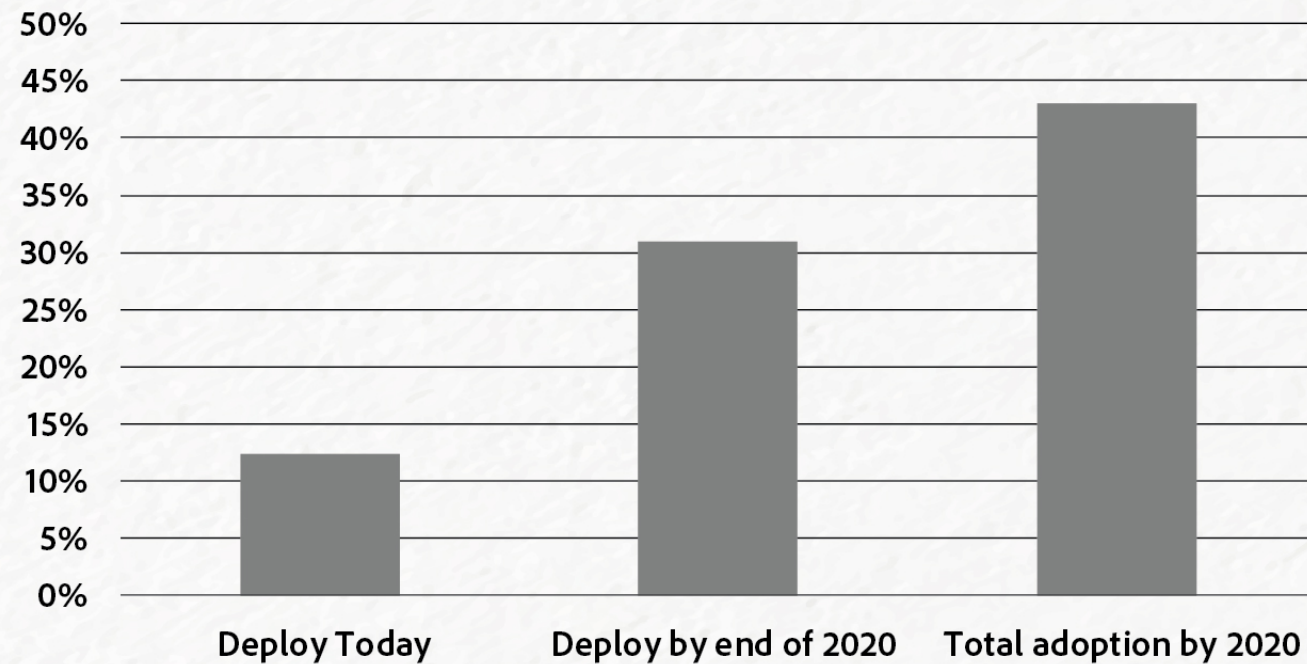
Journey towards simplicity and reduced cost – here lies the answer



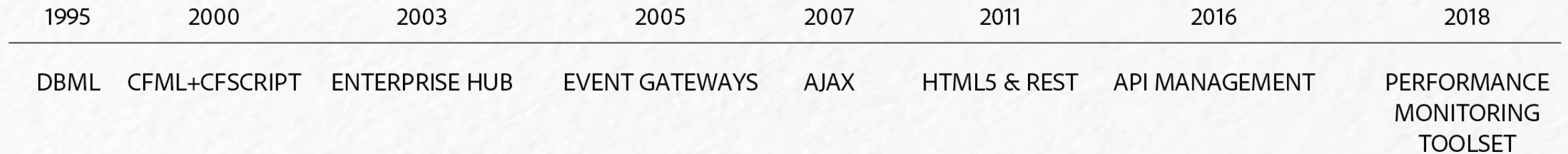
Adoption on the cloud



Adoption on containers



Journey so far – thriving in the 24th year – innovating since 1995



Problems with script syntax today

Looks like a function call, but is not

<cfscript>

```
cfhttp(method="GET", charset="utf-8", url="https://www.google.com/", result="result")
{
  cfhttpparam(name="q", type="formfield", value="cfml");
}
</cfscript>
```

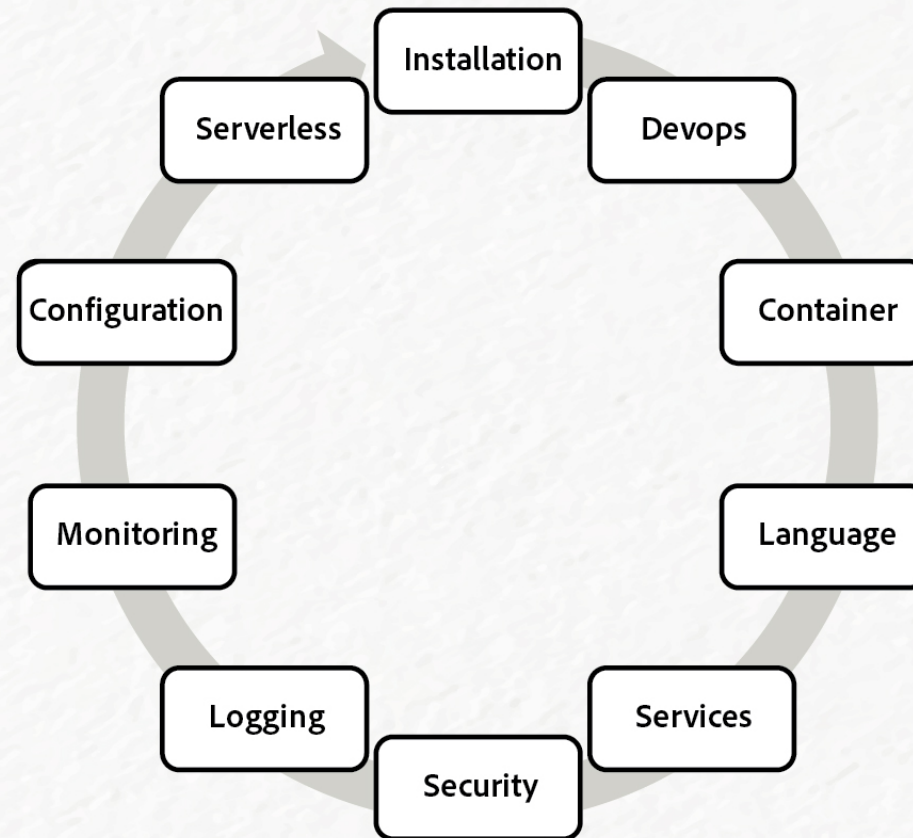
Result variable, as an argument

A messy child tag in script

Vision

To be the modernized platform of choice for building **cloud-native microservice applications** with absolute focus on **ease of use** without getting locked to a particular cloud vendor (**multi-cloud**).

Vision outline – Modernized ColdFusion for next decade





Adobe

