The Washington Code

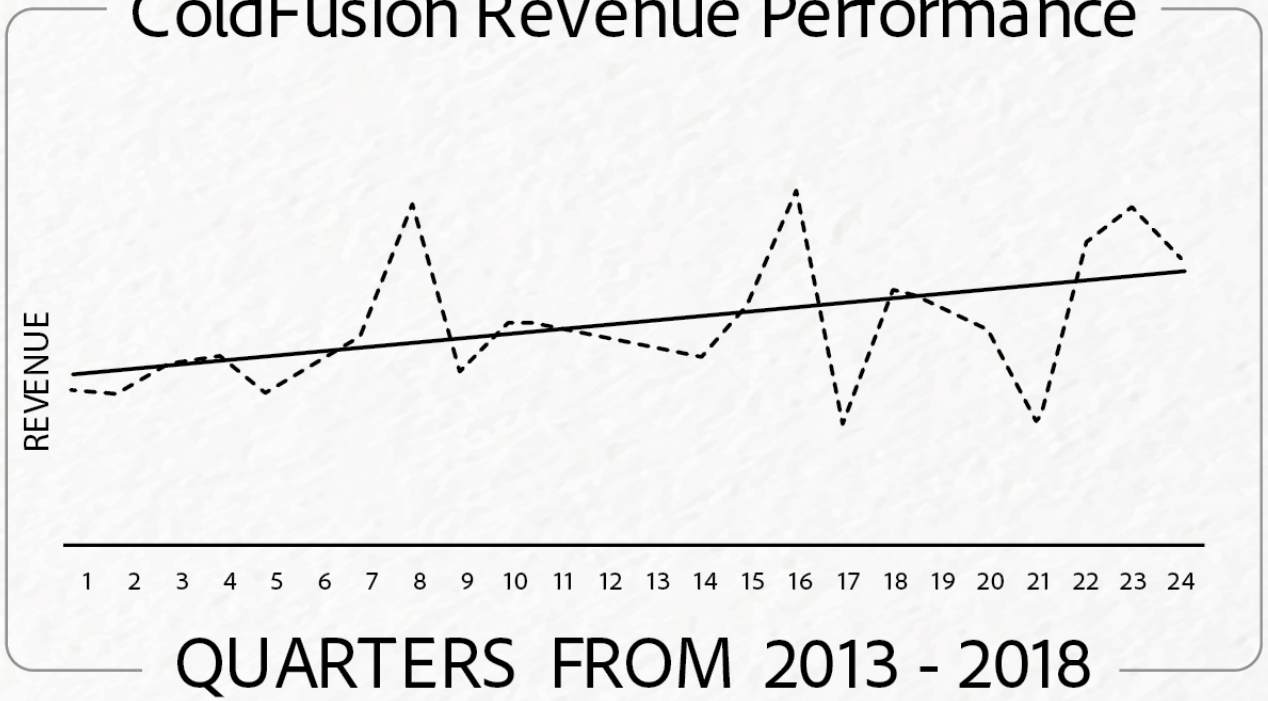
Adobe ColdFusion Summit East 2019

Making hard things easy
for coders across the world

Adobe ColdFusion Growth

The Washington Code

ColdFusion Revenue Performance



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

Strong Foot Print

The Washington Code

70%

Fortune 100 companies
use ColdFusion

Customers rate ColdFusion as most important for their organization

Customers use ColdFusion
to build new applications

Source: Adobe Internal data & Adobe usage survey

Adobe Captivate Prime

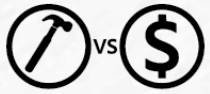
A next-gen SaaS-based LMS
that delivers a future-ready experience
like no other for:

Admins Managers

Learners

SaaS, cloud based (CapEx Vs OpEx)

Use of Managed Services



Build Vs Buy

Key Requirements For An Enterprise System

Performance

Monitoring

Agility

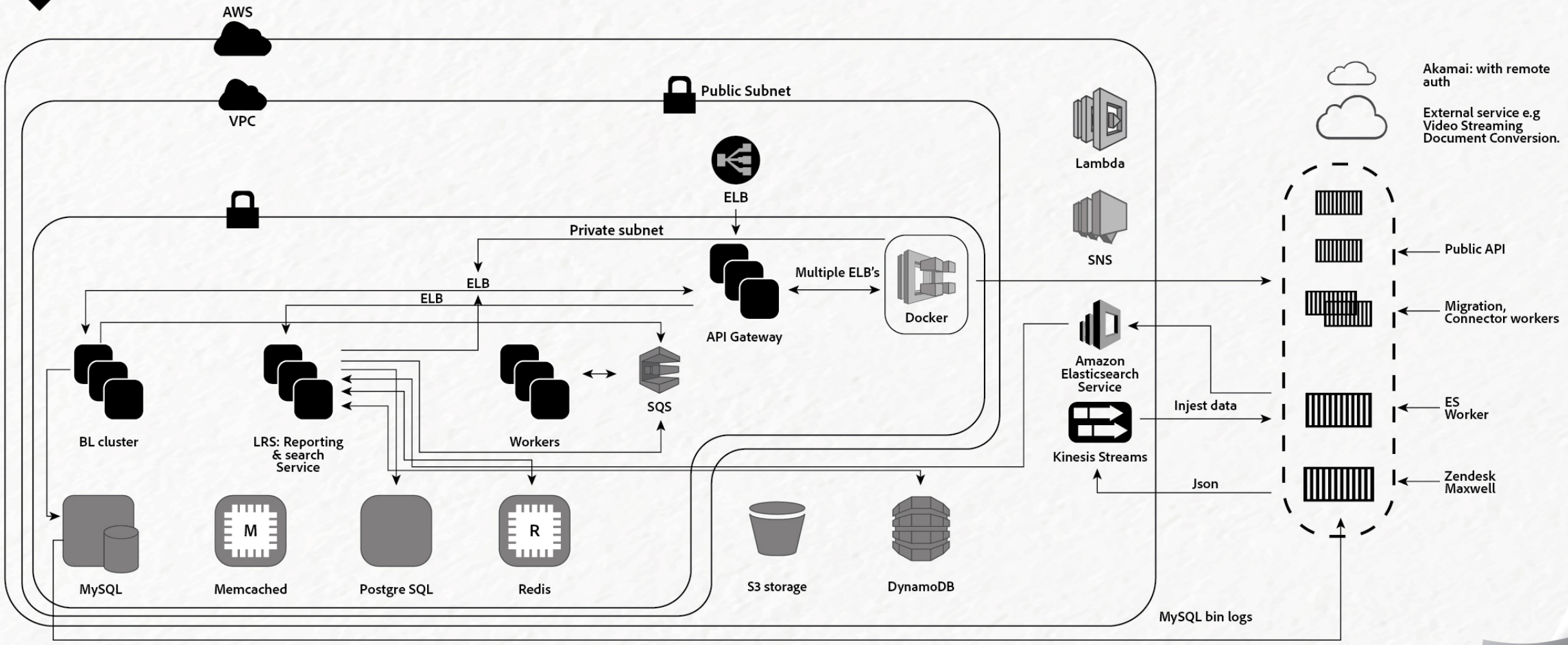
Extensibility

Security

Reliability

Architecture of Adobe Captivate Prime

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

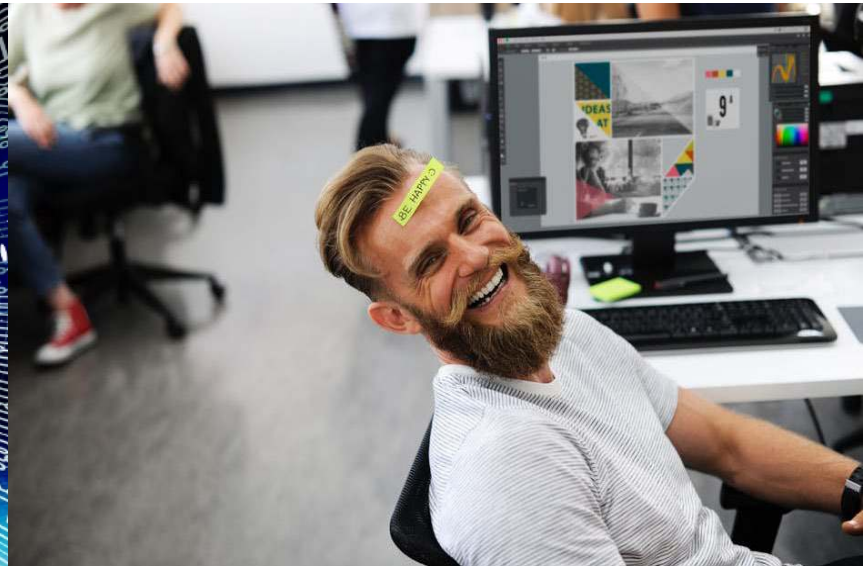
And 60%-80% of everyone are unhappy with what they KNOW or what they GET

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

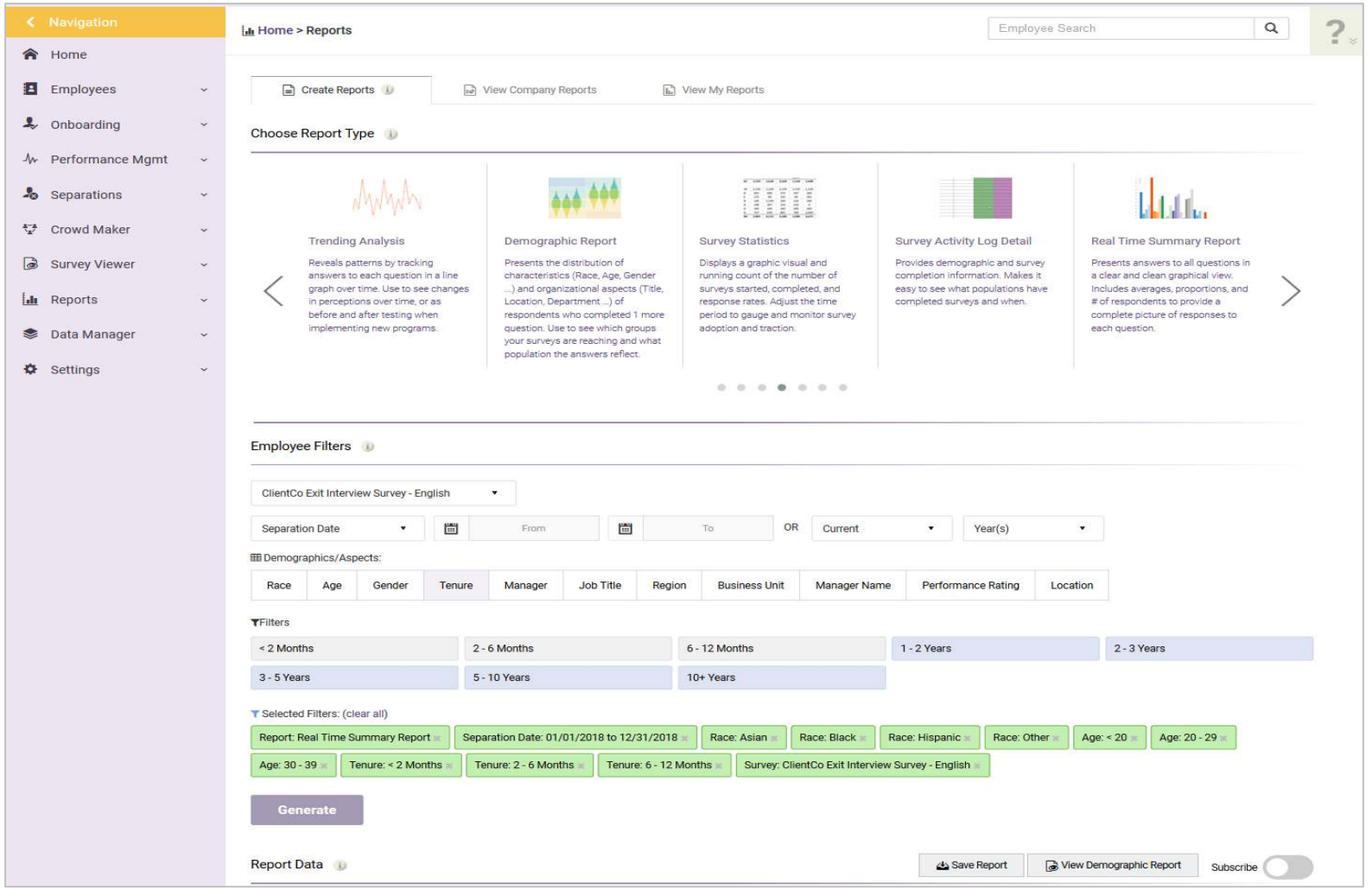
TalentPulse

is the self-driving car of employee surveys.

I don't want to drive.

I want to get there.

How TalentPulse works



Impact of TalentPulse

Reduced Turnover: 21.2%… 35.5%… 67.0%

Accelerated hiring: 8 days… 22 days

Cut bad investments: $14k… $45k… $220k

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

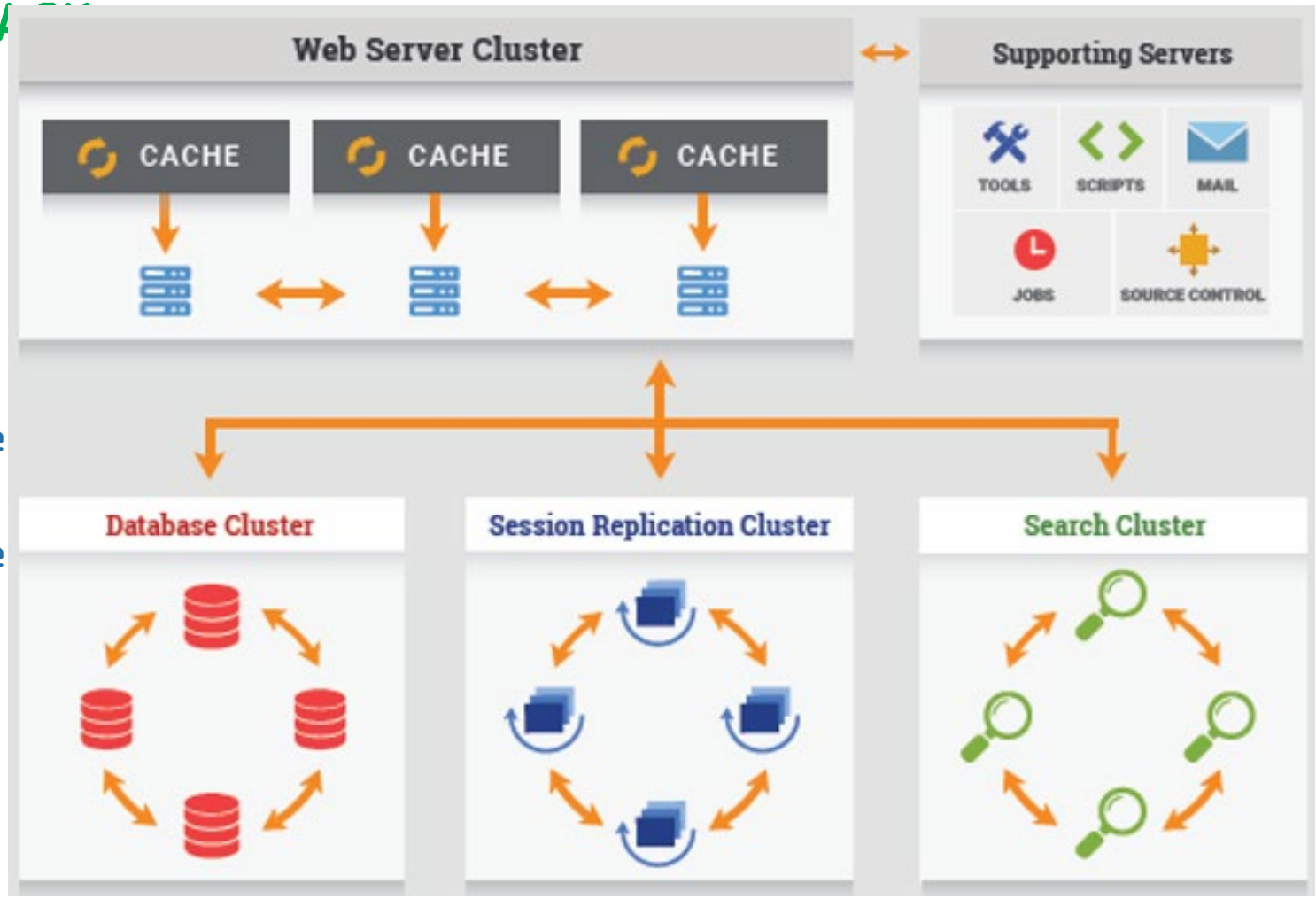
- Authorize.NET
- First Data Payzeezy
- PayFlowPro
- PayPal
- Stripe
- Vantiv
- Worldpay

. . . AND MANY OTHERS WITH CUSTOM SOLUTIONS

SiteViz® CMS: Architecture

HIGH AVAILABILITY STA

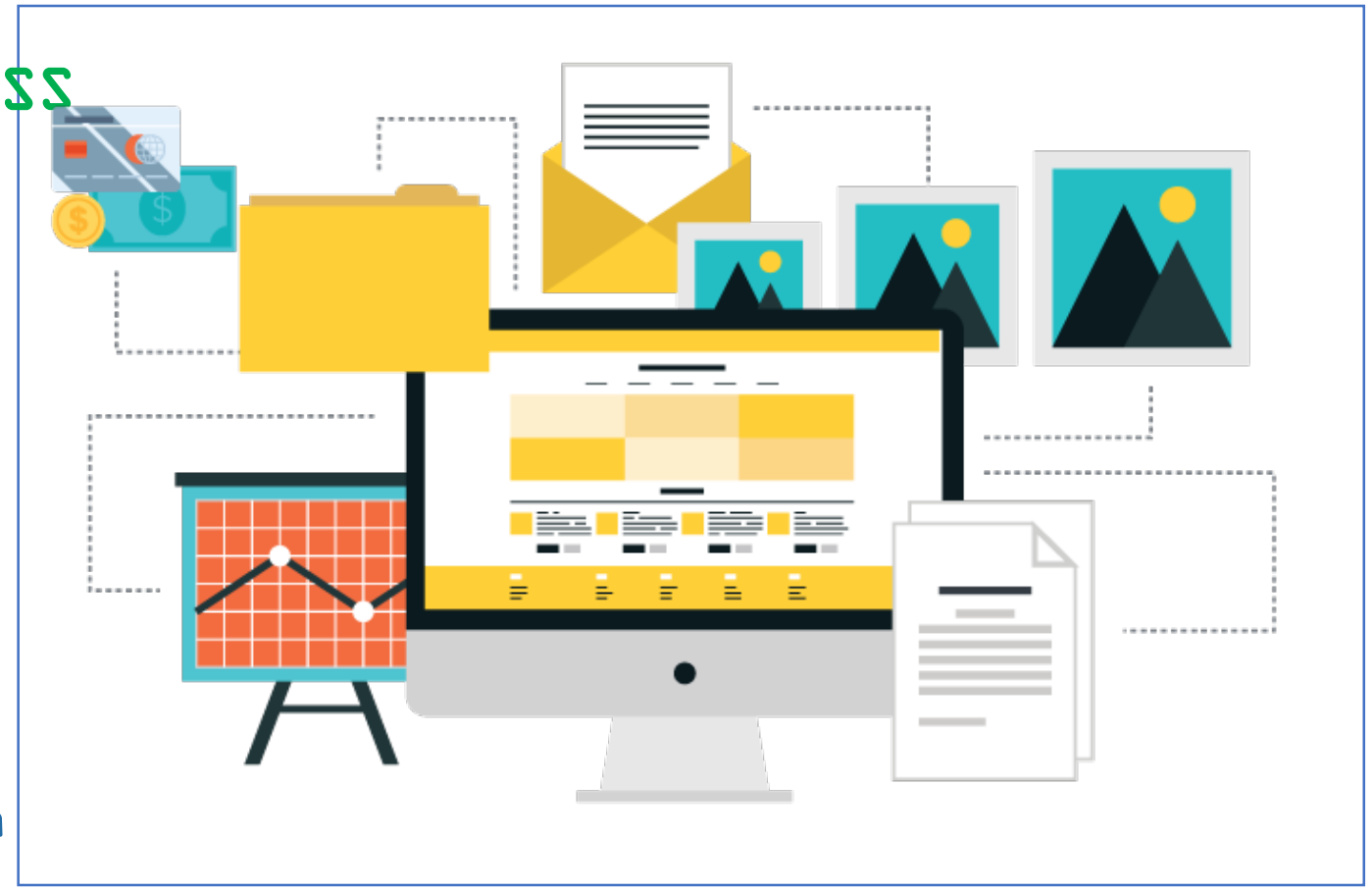
- Redundant Firewalls
- Redundant Load Balancers
- Cluster of Caching Servers
- Cluster of ColdFusion 2016 Ent Servers
- Cluster of MariaDB Database Servers
- Cluster of SMTP Email Serve
- Redis Session Replication Servers
- Cluster of Elasticsearch Servers
- Nagios Monitoring
- VEEAM Backups



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



GLOBAL REACH

Items Pending Approval

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.

GLOBAL REACH

Websites

Content Modules

System Modules

Memberships

Communications

Intranet Modules

Payment Settings

Tools

Features
Migration Tools
Photo Editor
Premier Documentation

SiteViz Premier Manual - Manage Pages

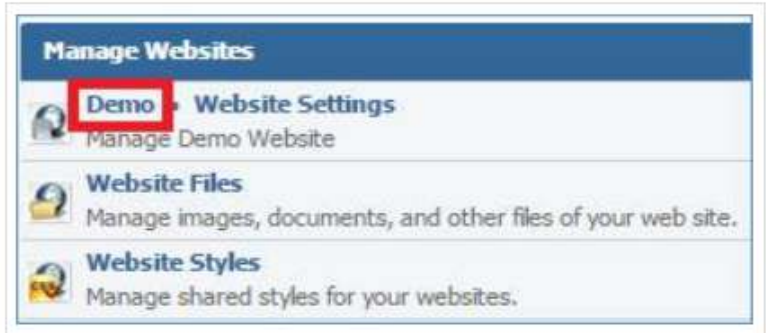
This help documentation provides assistance with standard SiteViz processes and functionality. Training for any client-specific SiteViz features will need to be coordinated within your organization or provided by a Global Reach representative.

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

GLOBAL REACH

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: Select...

Created By: Select...

Status: Select...

Filter or Reset

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:

SAVE DESIGN

NEED HELP?

IOWA DEPARTMENT OF JUSTICE
OFFICE OF THE ATTORNEY GENERAL

Attorney General Tom Miller

iowa.gov

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

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.

CASEY'S GENERAL STORE

✦ Order Online Now ✦
Click Here

LOCATIONS | SIGN IN REGISTER

MENU DEALS GIFT CARDS COMMUNITY CAREERS ABOUT US

✦ 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 ICF

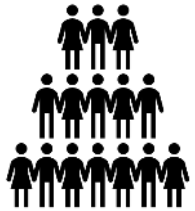
Adobe CFSummit East

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.

ICF 50 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

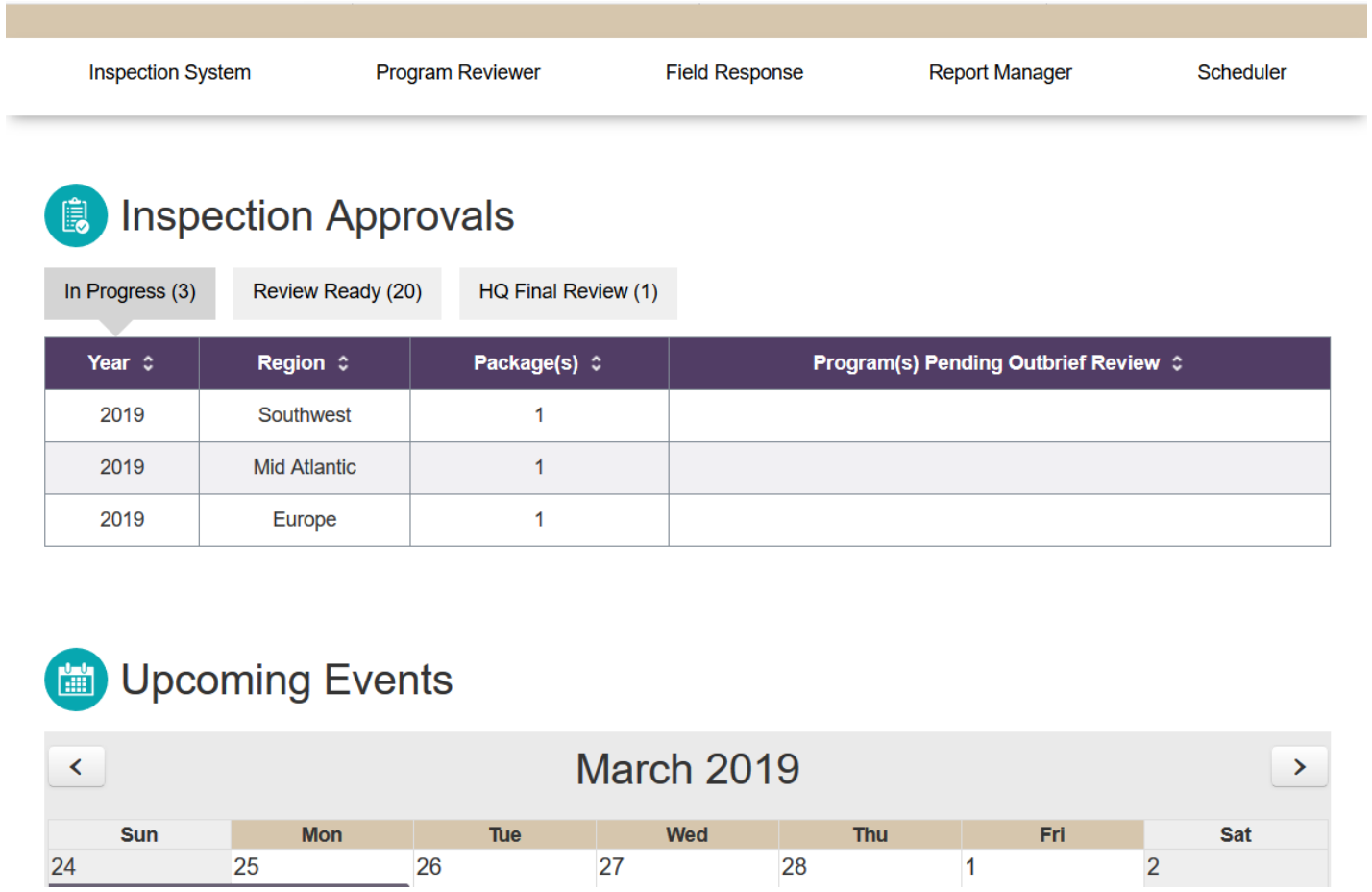
- ACF 2018
- ACF 2016
- Mura CMS
- FW/1
- ModelGlue
- Mach II
- CFWheels
- Home Grown

- Databases – Oracle, MSSQL, MySQL, MariaDB
- Source Control: Git and Subversion
- Testing: TestBox, Jmeter, FusionReactor, CF Monitor
- IDE: CFBuilder, Sublime, VSCode, inteliJ, 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

ICF 50 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.



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

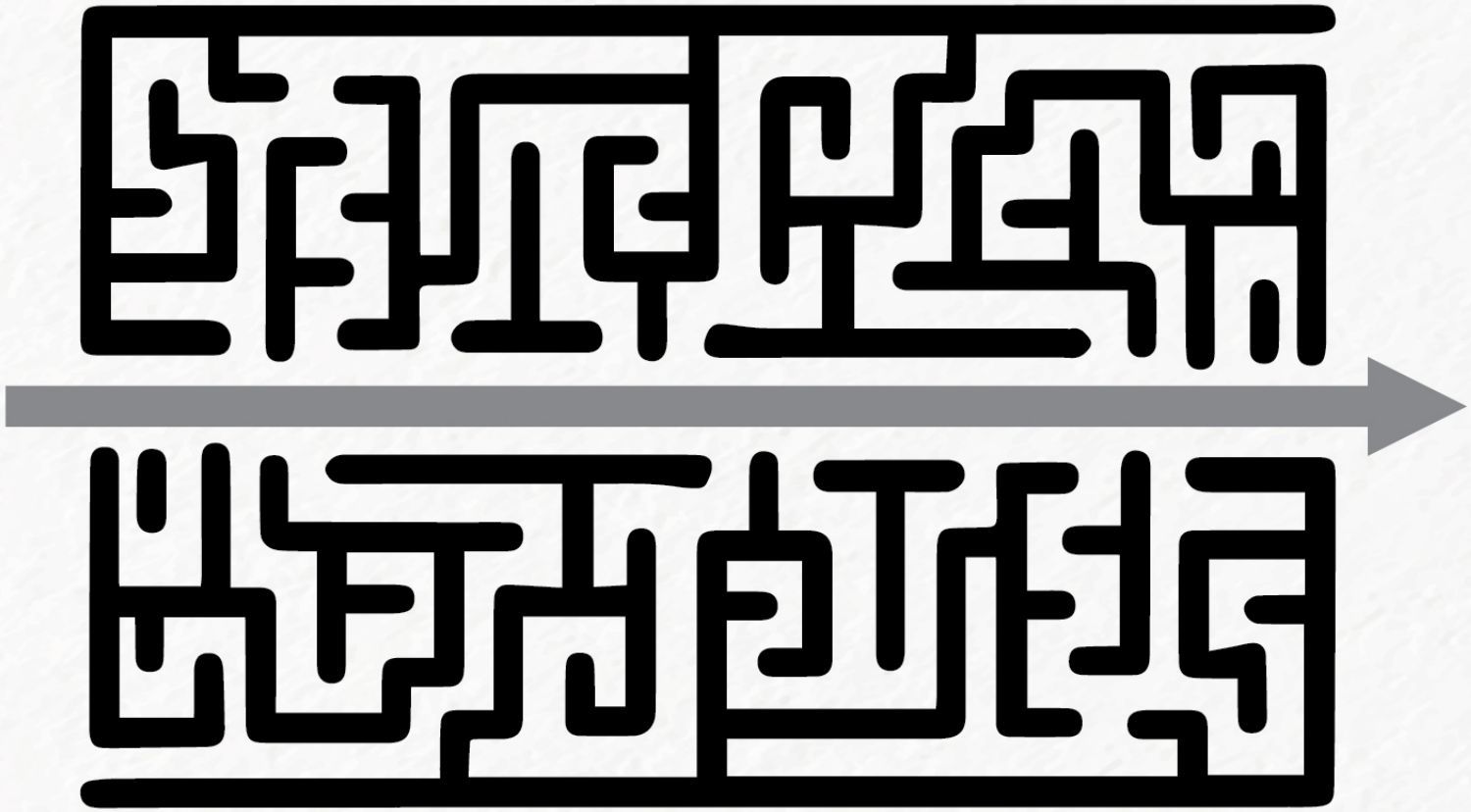
https://www.meetup.com/nvcfug/

Update to Learn CF in a Week

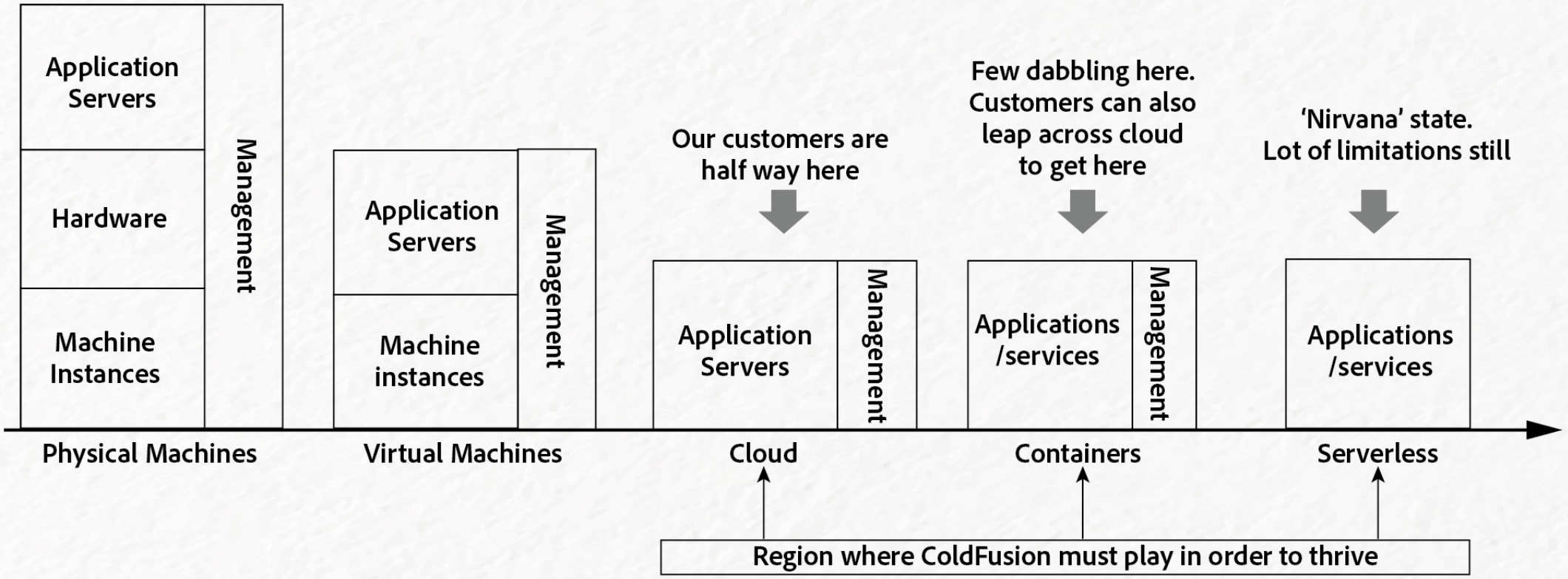
http://www.learncfinaweek.com/

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.

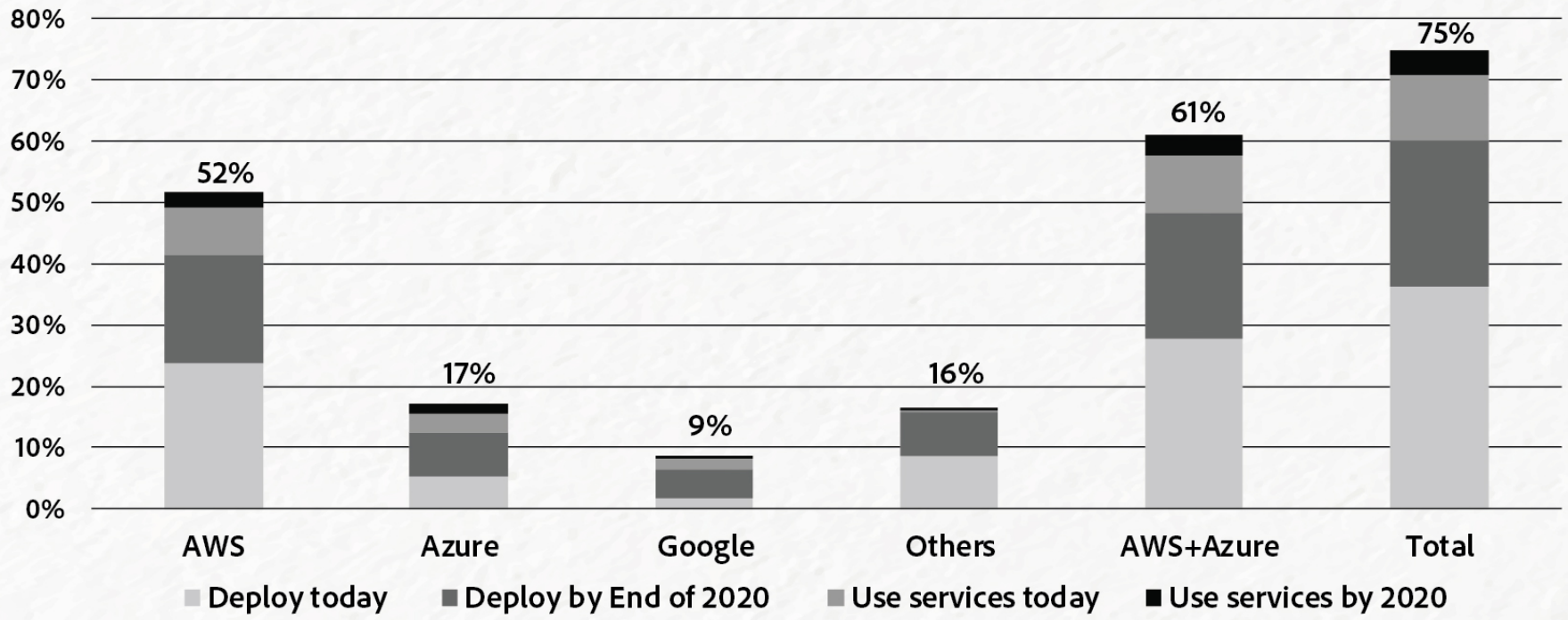
Success and challenges so far



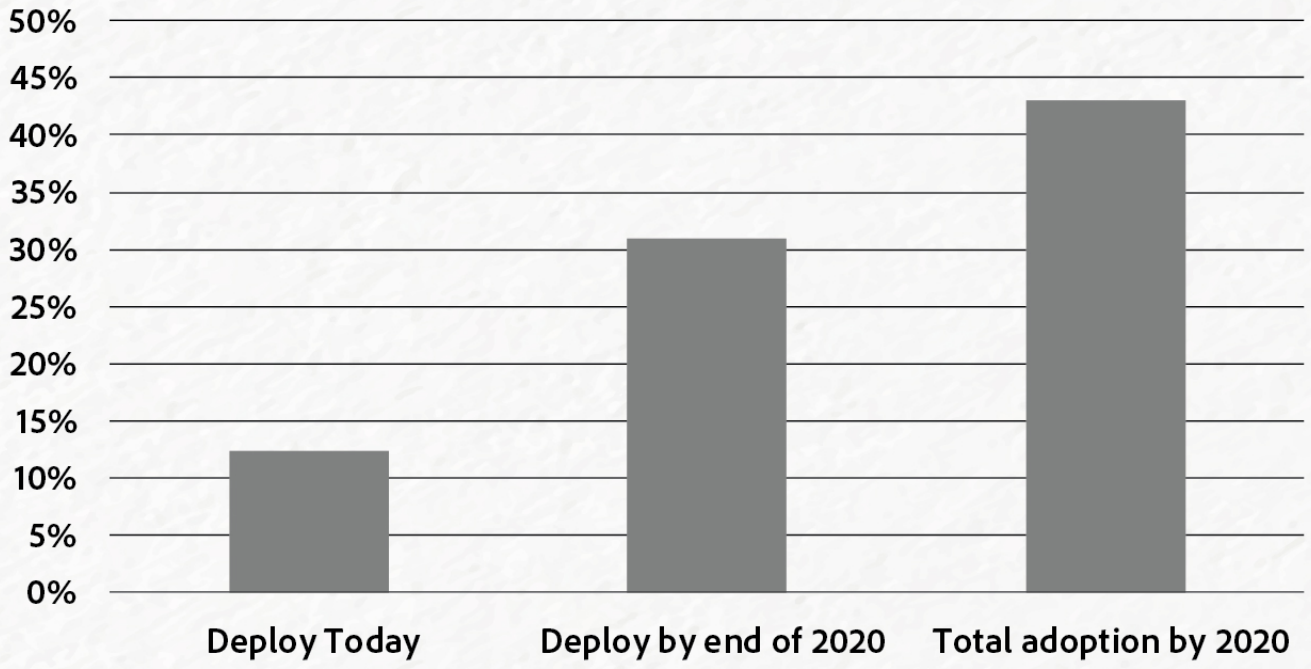
Journey towards simplicity and reduced cost – here lies the answer



Adoption on the cloud



Adoption on containers



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

1995	2000	2003	2005	2007	2011	2016	2018
DBML	CFML+CFSCRIPT	ENTERPRISE HUB	EVENT GATEWAYS	AJAX	HTML5 & REST	API MANAGEMENT	PERFORMANCE MONITORING TOOLSET

Problems with script syntax today

Looks like a function call, but is not

Result variable, as an argument

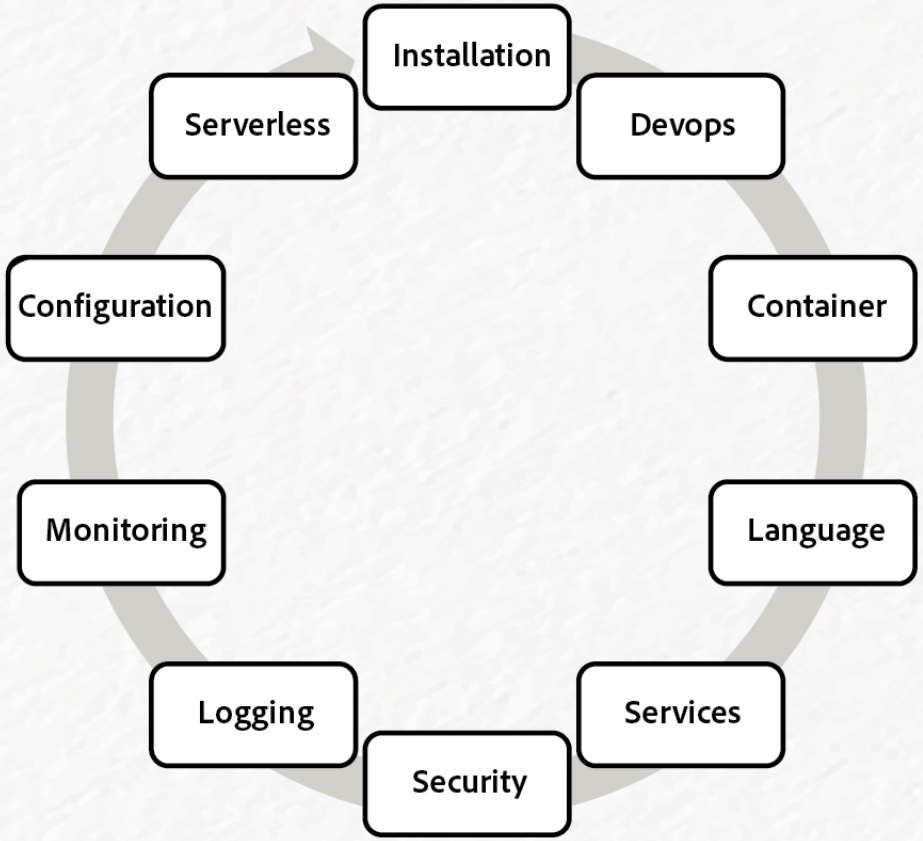
```
<cfscript>

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

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