



**Fast & Furious Functionality.  
Refined for over 22 years.**

Adobe ColdFusion Summit East - Keynote

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Senior Director of Products and  
General Manager, Adobe Systems



**We don't have friends.  
We have family.**

Our Sponsors



**250+**  
Attendees



**200+**  
Companies



**41%**  
Managers



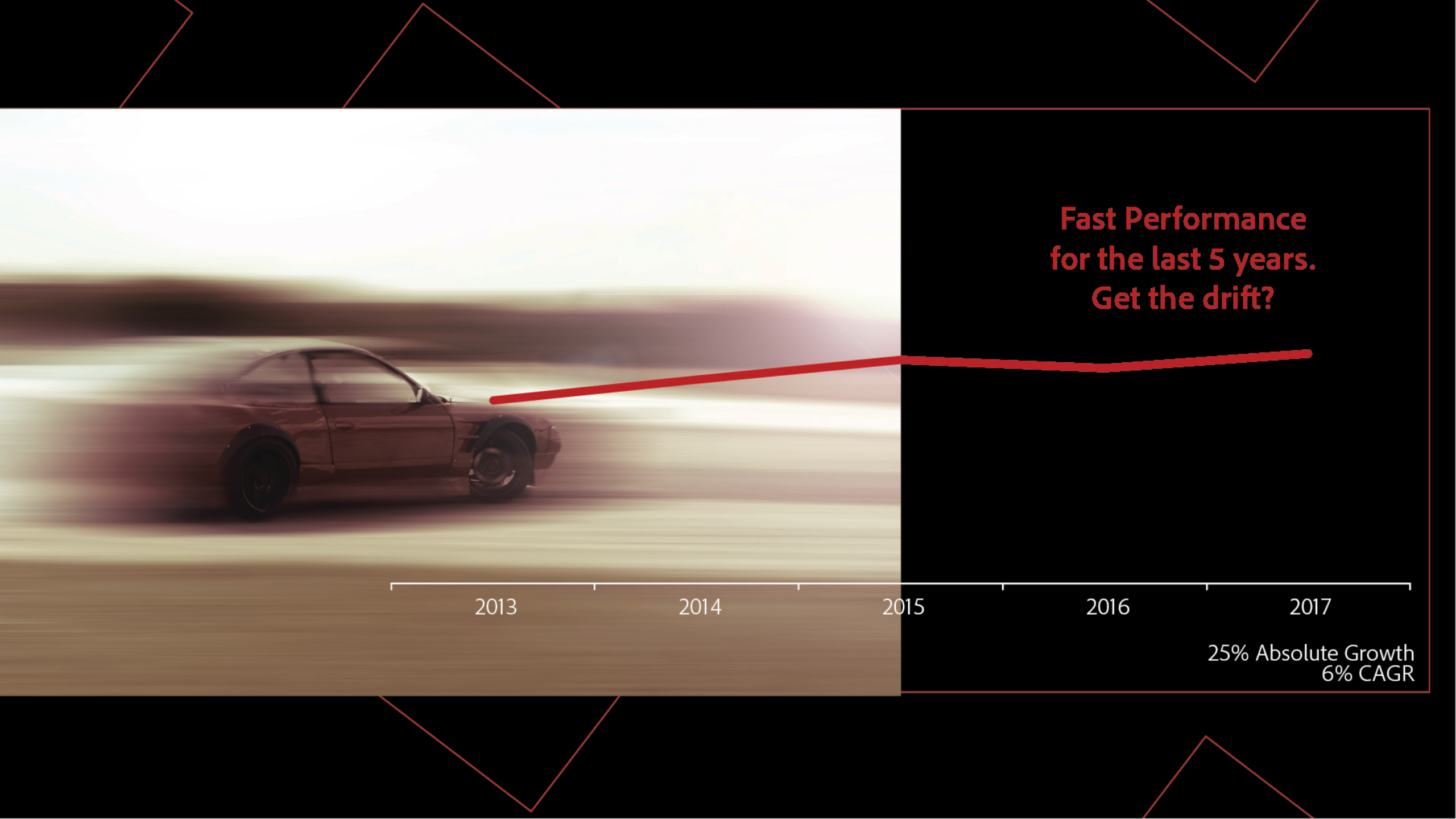
**59%**  
Developers



## **The Crew**

Who is at CF Summit East this year?





**Fast Performance  
for the last 5 years.  
Get the drift?**

2013

2014

2015

2016

2017

25% Absolute Growth  
6% CAGR



## Three Gears for ColdFusion's Accelerated Success



**Productivity**



**Performance  
& Scale**

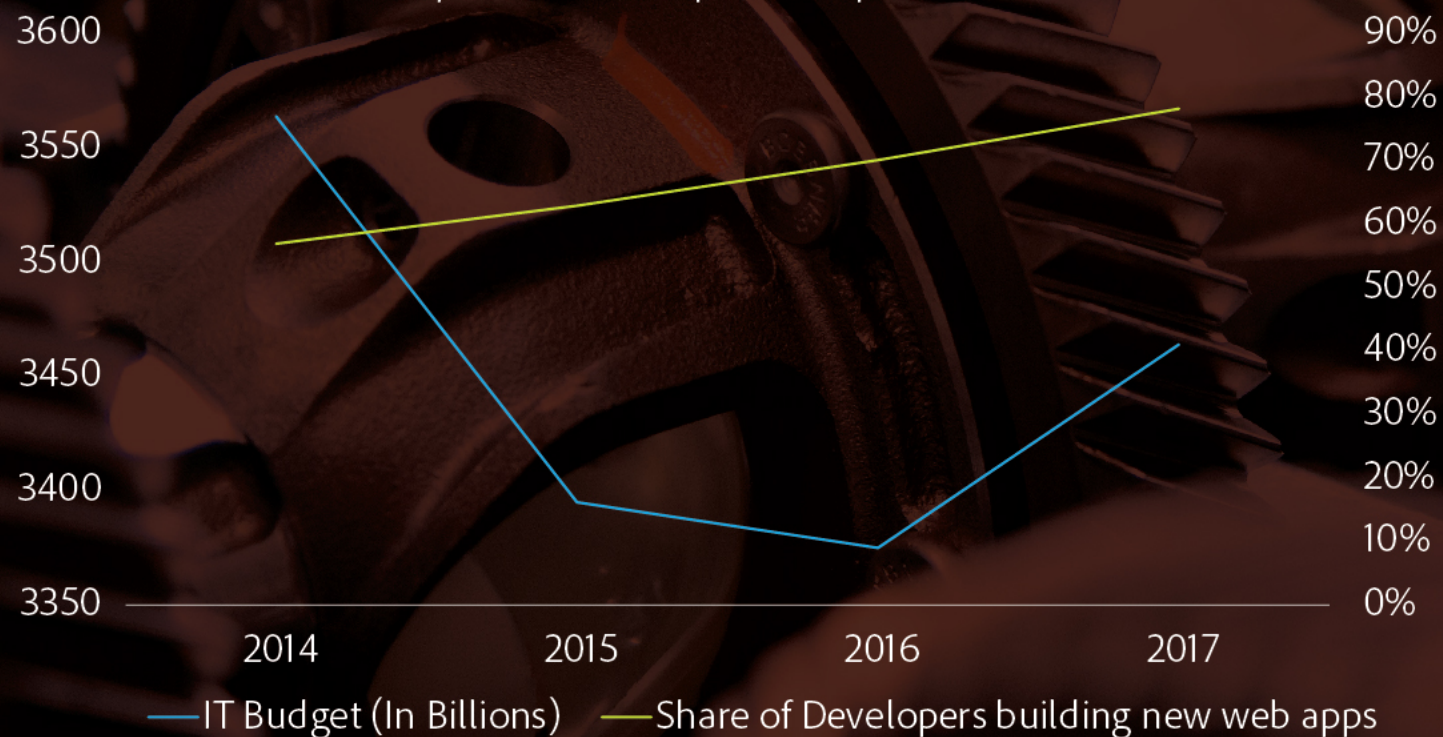


**Security**



## 111 Billion new lines of code written every year

Just 2-3 developers maintain a web app having up to 1 million impressions per month



**Machine Meets Man**  
**Why is productivity critical today?**





## **Nitrous Oxide-Level Productivity**

"Based on what our competitors have gone through using .NET and other web-enabled solutions, it would have taken upwards of two-and-a-half to three years to complete what we did in eight months with Adobe ColdFusion."

~Eric Kratz, President, VSR Systems, Inc.





Laser sharp focus on making hard things easy

**RAPID DEVELOPMENT AND DEPLOYMENT**

- API MANAGEMENT
- MOBILITY
- HTML5 + REST
- AJAX
- EVENT GATEWAYS
- ENTERPRISE HUB
- CFML + CFSCRIPT
- DBML

**Continuous Mods**

For Powerful Acceleration Of Your Business





**80%**

Use ColdFusion for Speed of Development and Ease of Use  
(Up from 70% last year)



**78%**

Have Built New Applications With ColdFusion In 2017  
(Up from 70% last year)

**Preferred Platform for  
Rapid Application Development**

## Three Gears for ColdFusion's Accelerated Success



**Productivity**



**Performance  
& Scale**

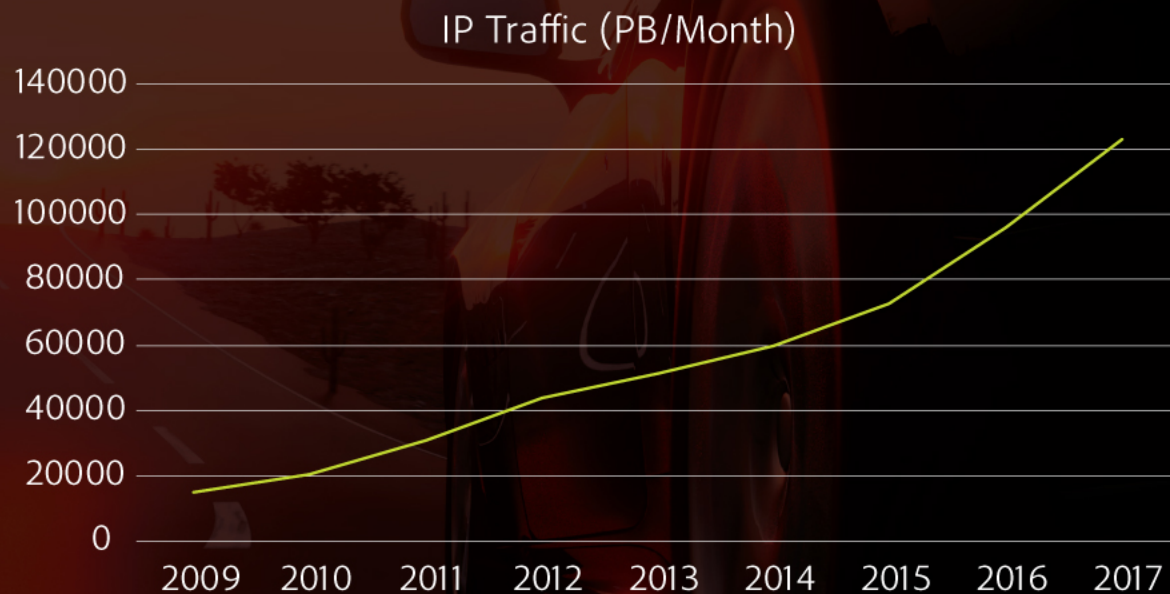


**Security**





## A Billion Dollar Franchise Always Needs Upgrades Why is performance and scale critical today?



### Acceptable Response Time

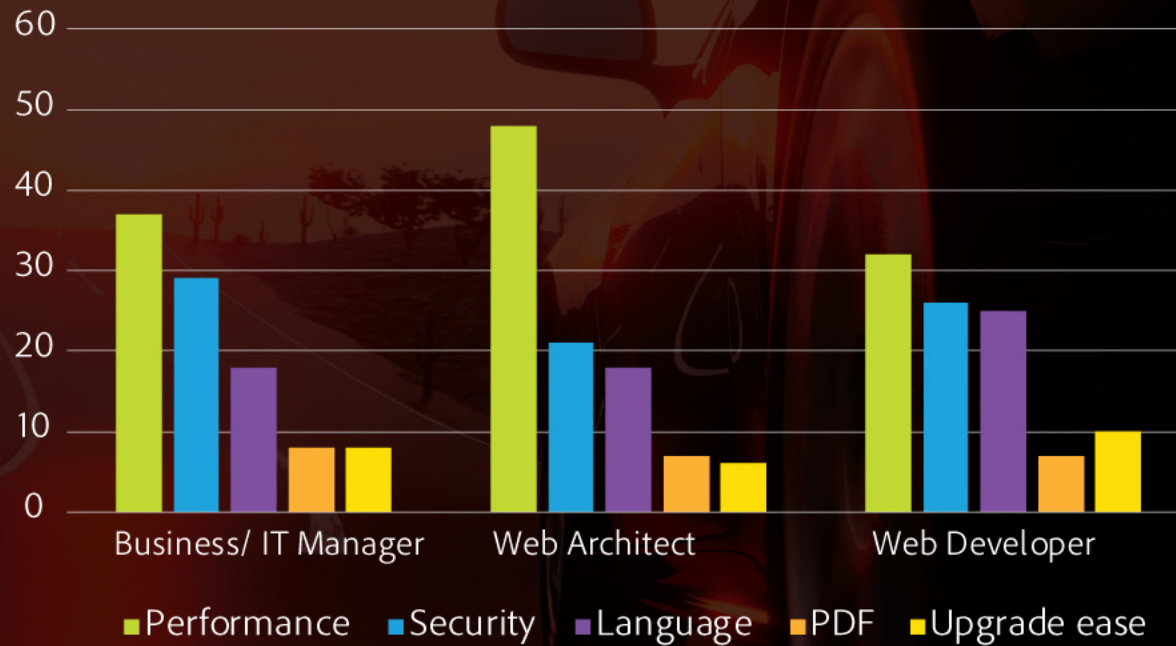
- 1990** "8 second rule" by Nielsen Media
- 2006** "4 second rule" by Akamai and Jupiter Research
- 2018** Half of eCommerce customers expect the page to load under "2 seconds"

Among the 900k mobile sites tested by Google, average load time was **22 seconds!**



## Performance That is Box-Office

ColdFusion Stakeholders and Performance



**75%**  
have KPIs on improving performance

\*Results from the \$100 test



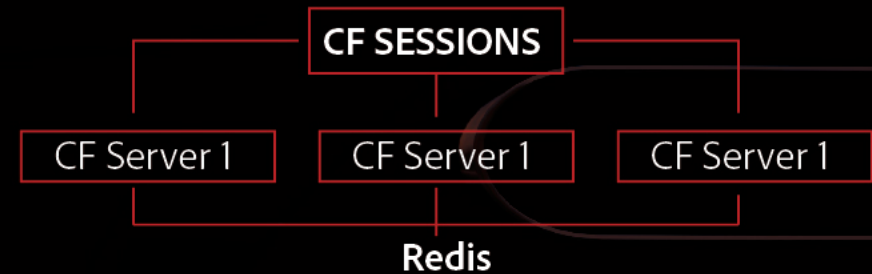
## Faster with Every Release

Performance & Scale in ColdFusion

Feature	Improvement over ColdFusion 11
Cached Queries	822%
File Functions	67%
List Functions	66%
Whitespace management	25%
CFLoop	22%
*Arrays pass-by-reference	2387%
*Explicit Scope lookup	427%
*Unsynchronized Arrays	92.80%

Applications run 30% faster in ColdFusion 2016

## Session Storage on Redis







## ColdFusion API Management Platform



### Blistering Speed

Throughput on single node - more than a billion requests per day! Negligible latency for thousands of concurrent users - less than 30 ms!



### Furious Scalability

<b>Throughput</b>	1.8x per additional node
<b>Users</b>	2x more per additional node
<b>Latency</b>	Continues to be less than 30 ms

## Performance & Scale in API Manager



Productivity



Performance  
& Scale



Security



# A vault that can't be cracked

## NUMBER of ZERO-DAY VULNERABILITIES

2013	23
2014	24
2015	54
2016	8
2017	49

**2021**

**Vulnerabilities To Increase By 7 Times!**  
Once per day

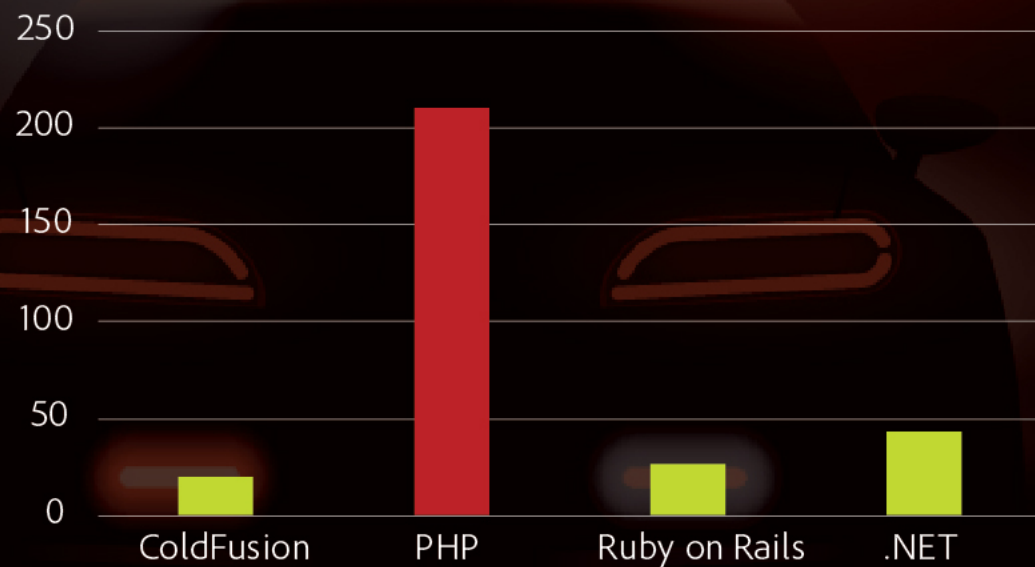
**No zero-day vulnerability in ColdFusion since 2012**

While every other player has had multiple zero-day vulnerabilities





2014-2017 Vulnerabilities



**A vault that can't be cracked**



# Keeping the engine running Proactive Security Updates

## ColdFusion 11

**2014**

14 Security Updates

On Avg: One security update  
every three months

## ColdFusion 2016

**2016**

6 Security Updates

On Avg: One security update  
every four months



# Secure facets of ColdFusion

## Secure by default

Secure profile

Block external access  
to CF administrator

## Product Features

Built-in protection against  
top 10 OWASP threats

Security code analyzer

## Product Team

Dedicated security czar

100% of product team is secure  
software engineering certified





# The best vehicle is a safe one

Security awareness



70%

have security KPIs or goals



75%

apply security updates in  
less than a month



**Next Installment: ColdFusion 2018**

## A recipe for commercial success



**Productivity**



**Performance  
& Scale**



**Security**





# New Modification

## REST Playground - Web application

ColdFusion REST

Applications

+

ArtGallery\_demo

/art

GET POST PUT PATCH OPTIONS HEAD DELETE

/art/get\_accepts\_QueryParam

GET

/art/{ARTID}

GET

Request

GET http://localhost:8501/rest/ArtGallery\_demo/art

Headers Parameters Body

Add Parameter Add Value

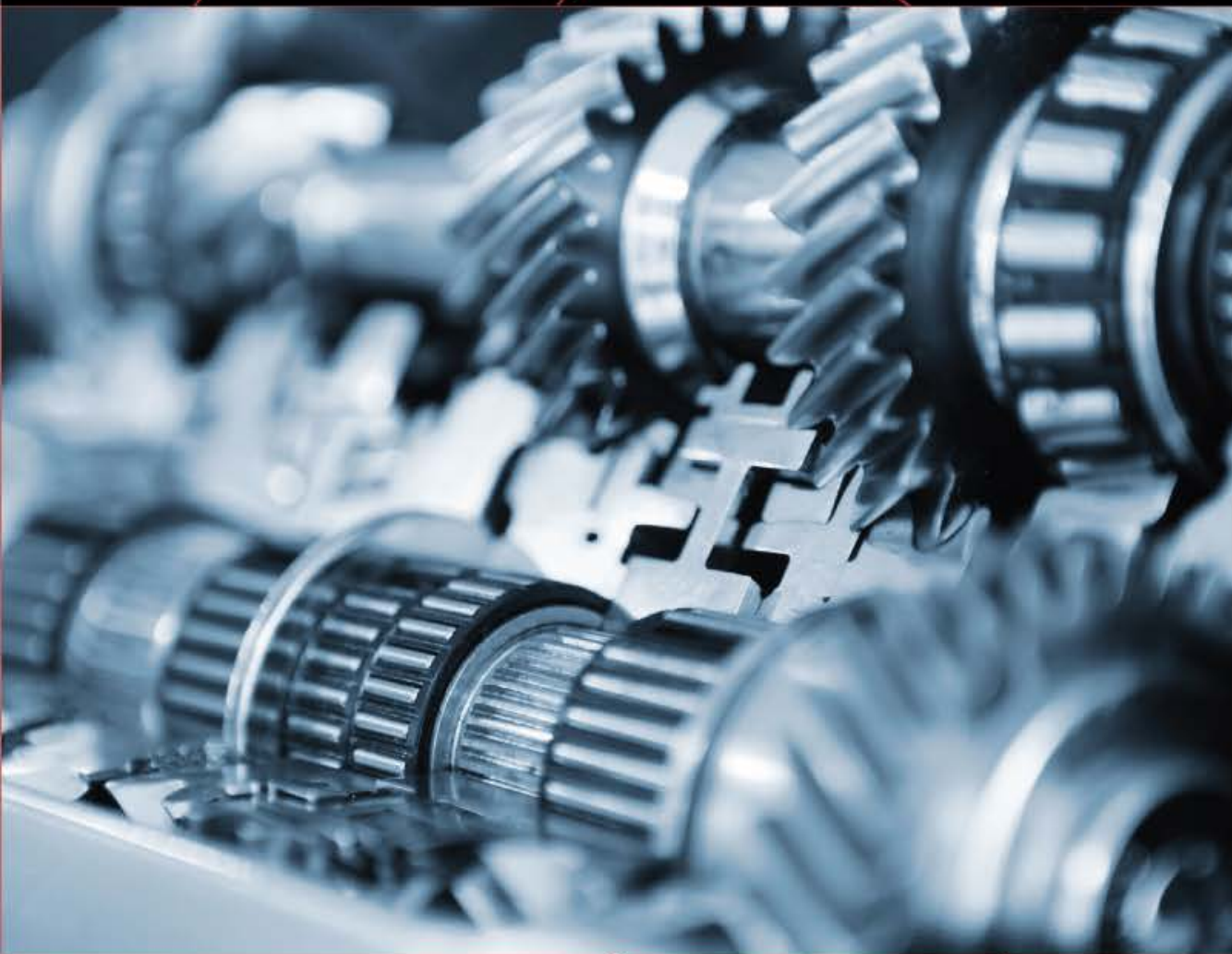
Send

Response

Body Headers

1

Documentation



## Asynchronous Programming





# The Work-Life Balance Dilemma

Work



Life







## Tasks associated with the dilemma

### Work



- Respond To Urgent Emails
- Meet Deadlines
- Be Available on Calls

### Life



**Promise to your kid**  
Go to Disneyland  
in Florida



**Promise to spouse**  
Spend quality time at Miami Beach



## Pseudo code

```
while (your work does not get completed)
{
  checkUrgentEmails();
  workToMeetDeadlines();
  checkForImportantCalls();
}
```





## The runAsync Magic



```
var future = runAsync(flyToFlorida);  
while (your work does not get completed)  
{  
    checkUrgentEmails();  
    workToMeetDeadlines();  
    checkForImportantCalls();  
}  
future.get();
```





## There's more language goodness!

- More OOP – Final, abstract, default functions on interface
- Support for Null
- Semicolon optional in CFScript ;-)
- Named parameters for 600+ functions
- Literal support for member functions – "hello".ucase()
- REPL support
- For Java objects - new java:objectname instead of createobject("java",...)
- And more...

## Three Gears for ColdFusion's Accelerated Success



**Productivity**



**Performance  
& Scale**



**Security**



**What is the one thing  
Aether will stand for?  
Performance**





**Down the road**  
**What's ahead?**

**Performance Monitoring Toolset**



Access to  
historical data

Standalone  
setup

Auto-tuning  
of connector

Auto  
discovery

End-to-end  
perf management

Keys to ColdFusion's Power  
via performance monitoring toolset





## Distributed cache

- Critical for enterprise scale
- Object cache, Query cache, page fragment cache and cflogin
- Support for three built-in engines
- Pluggable caching engine
- Ability to override at the application level





## Runtime Performance Accelerators

- XML processing – 10 times faster!
- Array – 10 times faster!
- List – 3 times to 15 times faster!
- Date – 2 times to 5 times faster!
- JSON Serialization – 2 times faster!
- Cfsearch – 5 times faster!
- Throw – 15 times faster!
- Switchcase – 100 times faster!

## ColdFusion and increased relevance



Productivity



Performance  
& Scale



Security



Secure by Default

Auto-lock down





## Community Announcements

# ColdFusion Community Portal

The screenshot shows the Adobe ColdFusion Community Portal. The header includes the Adobe logo and 'ColdFusion Community'. The main banner features a network diagram with a central play button icon and the text 'Friend. Guide. Mentor. It's everything you want it to be.' Below the banner is a search bar with the placeholder text 'Hi, how can we help you?'. The main content area has a large article titled 'Public beta for Adobe ColdFusion (2018 release) and Adobe ColdFusion Builder (2018 release)' by RAKSHITH NARESH. To the right, there's a sidebar with a 'Request For Information' button and a link to 'Interested in API Manager in ColdFusion 2016?'. The footer shows a status message: 'Waiting for adobe.demdex.net... able for'.

ColdFusion | Connect with...  
Secure | https://coldfusion.adobe.com

Adobe ColdFusion Community

Friend. Guide. Mentor. It's everything you want it to be.

Hi, how can we help you?

**Public beta for Adobe ColdFusion (2018 release) and Adobe ColdFusion Builder (2018 release)**

We are pleased to announce the availability of public beta for Adobe ColdFusion (2018 release) and Adobe ColdFusion Builder (2018 release). The public beta is available on the ColdFusion community portal. If you are new to community portal, watch th...

BLOG RAKSHITH NARESH 8 DAYS AGO

**Update 1 for Adobe ColdFusion (2018 release) Public Beta**

**Adobe ColdFusion Roadshow Venues : April 27 – May 3**

Come join the Adobe team as we continue the series of Roadshows on the

Adobe ColdFusion (2018 Release)  
Pre-release Public Beta

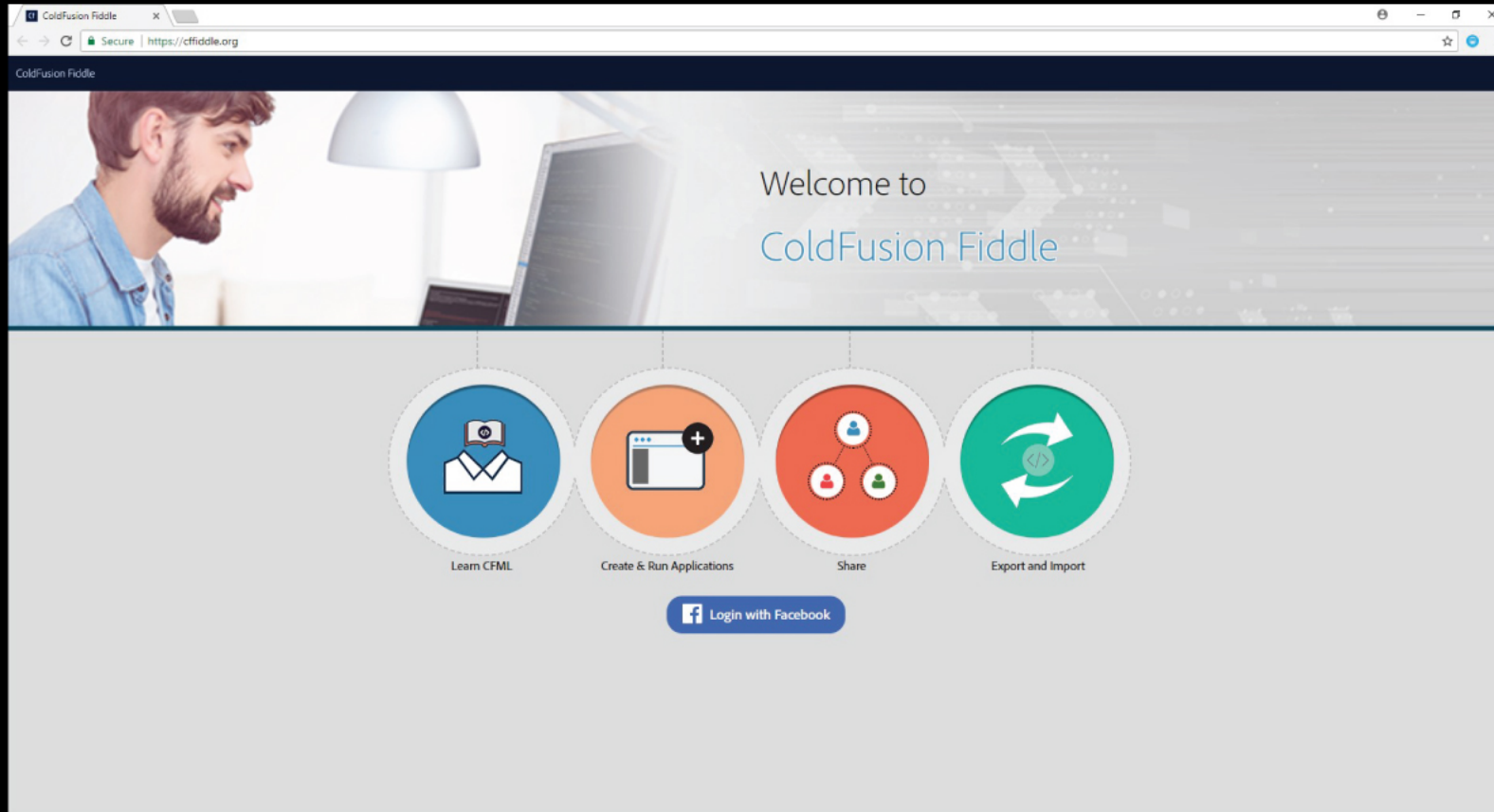
CATEGORIES  
> BLOG > FAQ > Q&A > TESTIMONIAL  
> VIDEO > SHOWCASE > DISCUSSION

Request For Information

Interested in API Manager in ColdFusion 2016?

Waiting for adobe.demdex.net... able for

# ColdFusion Fiddle



Live on <https://cffiddle.org/>





**ColdFusion Docker Images**

Available now on <https://bintray.com/eaps/coldfusion/>

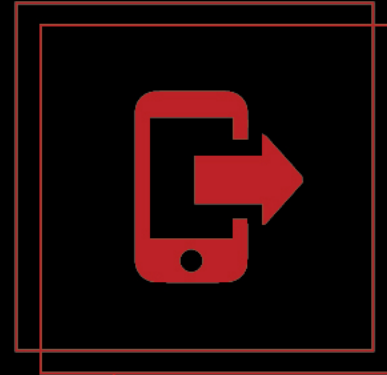
## Beyond 2018



Cloud



Data



Mobility