ten24 Digital Solutions

Commerce management made easy

Digital solutions company uses Adobe ColdFusion to help mid-market companies manage eCommerce more effectively

Since its founding, ten24 Digital Solutions has worked closely with companies to build and maintain websites and create custom web applications. Among other specialties, ten24 helps clients utilize cloud-based software to address critical business areas such as eCommerce, content management, marketing, and customer support. Accordingly, web developers at ten24 rely heavily on Adobe ColdFusion to rapidly develop essential applications.

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Results
- Created a robust, affordable digital commerce management tool for mid-sized companies
- Rapidly built secure, scalable, customized Java™-EE applications for eCommerce
- Created management tool with less than 100,000 lines of code (compared with 4.5 million lines in other solutions)

After seeing a gap in eCommerce support for mid-size companies—where the only options were costly in-house eCommerce development or expensive enterprise-scale solutions—ten24 developed Slatwall. The open-source eCommerce software platform based on Adobe ColdFusion is how ten24 is defining the niche it calls digital commerce management.

"We have turned our expertise building and managing large-scale, eCommerce solutions into a next-generation eCommerce platform, Slatwall," says Sumit Verma, partner and vice president at ten24. "We were able to use Adobe ColdFusion to quickly build our open source solution with a competitive feature set."

More control, less duplication

In ten24's estimation, most mid-market eCommerce systems simply re-create companies' data structures and adapt them for display via the web. Slatwall was created to eliminate the duplication of data inherent in those systems and add the ability to manage business functions. For example, Slatwall enables controls for multiple products and services, promotion management, customer service, inventory management, system integration between legacy and external systems, and content management.
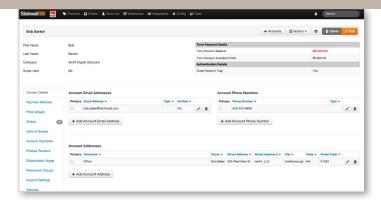
Designed to fit seamlessly into customers' existing business processes, the open-source foundation of Slatwall is also meant to eliminate the need for mid-sized companies to change their business processes to fit a product.
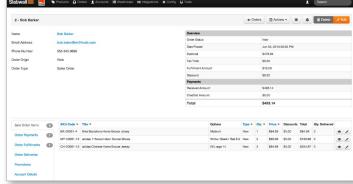
Adobe ColdFusion as the foundation

After evaluating several development solutions, ten24 chose Adobe ColdFusion to build Slatwall because of the platform's performance, scalability, security, and ability to keep pace with innovation. Furthermore, ten24 wanted a foundation to help minimize the time it takes to develop customer solutions. Having used Adobe ColdFusion extensively at other companies for many years, Verma and ten24 co-founders David Crouch and Brad Gustavesen knew it was the application best suited to their needs.

"We wanted a feature-rich platform that would allow us to create a more secure, better performing native application with inherent integrations and that didn't rely on external components," Verma says. "That's where Adobe ColdFusion fits in perfectly."

Adobe ColdFusion helps ten24 quickly build, deploy, and maintain Java-EE applications. Adobe ColdFusion Builder, the integrated development environment in ColdFusion, speeds development by enabling programmers to quickly search and navigate code and automate many coding tasks.

Challenge

- Helping mid-size companies cost-effectively deliver eCommerce services
- Developing an open source eCommerce solution that is simple and flexible with advanced features
- Creating a POS mobile app to integrate with its eCommerce application

Solution

Leverage Adobe ColdFusion to create a versatile, robust digital commerce management platform for midsized businesses

Systems at a glance

Adobe ColdFusion
Adobe ColdFusion Builder

Slatwall also has more than 100 database tables. Writing, create, read, update, and delete (CRUD) operations for those tables could take hundreds of employee hours. However, object-relational mapping (ORM) functionality in ColdFusion allows ten24 to manage database without writing any queries. "Not having to write persistence logic for all those objects is a huge time saving for us," says Verma.

Security, scalability, and solutions

Because ten24 builds eCommerce applications for growing companies, scalability and security is extremely important. The latest version of ColdFusion integrates the popular Apache Tomcat as its built-in web application server, which helps keep Slatwall solutions more secure via one-click deployment of updates.

Coupled with ORM, Adobe ColdFusion has helped ten24 dramatically reduce the time it takes to develop rich Internet applications (RIAs) for its clients. The integration with Tomcat minimizes the need for developers to learn Java and its complexity.

"Our development time has been reduced by as much as 30% and I attribute that productivity directly to the ways Adobe ColdFusion enables our developers to write complex logic with less code," says Verma.

In less than one year, ten24 was able to develop Slatwall with features comparable to some of the leading eCommerce applications. Those features include a framework and APIs to develop eCommerce functions, inventory and product management, order management, and CRM functions. "Thanks to Adobe ColdFusion, creating those eCommerce functions requires a lot less code. For comparison, another solution that does not use ColdFusion has 4.5 million lines of code—in Slatwall, there are fewer than 100,000 lines of code. Obviously less code makes application maintenance a lot easier," adds Verma.
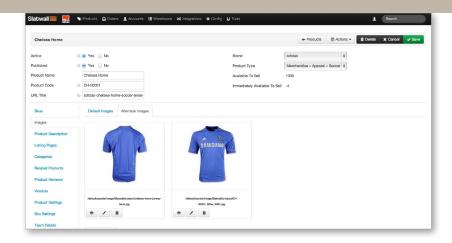
Early success and Slatwall at the point of sale

Today, seven expert ColdFusion developers, including four who specialize in back-end development, help build customer solutions on the Slatwall platform. One example of customer success for ten24 is the website for Hayabusa, the leading manufacturer and distributor of UFC-style combat equipment and apparel.

Hayabusa worked with the ten24 team to streamline inventory control processes between its two warehouses and simplify its online ordering capabilities. Since the implementation, Hayabusa has gained real-time inventory management and control between warehouses, and easy data synchronization between systems for up-to-date inventory. Equally important, the company has improved issue tracking and achieved greater flexibility and simplicity updating website content. With the solution built on ColdFusion, Hayabusa also has better long-term flexibility to add features and functionality.

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Partner and vice president,
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Another ten24 client also recorded significant eCommerce improvements. Enterprise Strategy Group (ESG), an IT market research firm, needed to upgrade its website from the blogging platform on which it was originally built. With help from ten24 and a platform built on Adobe ColdFusion, ESG gained an eCommerce platform that included powerful capabilities for creating, managing, and selling content online.

Among its improvements, ESG can personalize content to visitors via the "MyESG" pages, visitors can subscribe to receive regular updates on categorized information, and site registrants have unlimited access to all purchased content. ESG can also create new content categories and assign payment options using product and pricing features in Slatwall.

Looking ahead, ten24 is developing a mobile application for use at the point of sale (POS). The integration of sales, customer service, and inventory solutions with back-end systems is creating a market for mobile-enabled, cloud-based apps that can seamlessly handle in-person transactions.

"The bulky old cash registers and POS systems of the past are making way for slick, portable applications," Verma says. "We're excited about bringing a Slatwall mobile POS application to market using Adobe ColdFusion. With HTML5 capabilities in Adobe ColdFusion and Adobe PhoneGap™, we can create a POS mobile app that integrates seamlessly with the Slatwall online application."

For more information
*www.adobe.com/products/
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