Custom websites help sell homes.

Vortex Solution gives Sutton Quebec real estate brokers the power to update their online listings.

VORTEX SOLUTION

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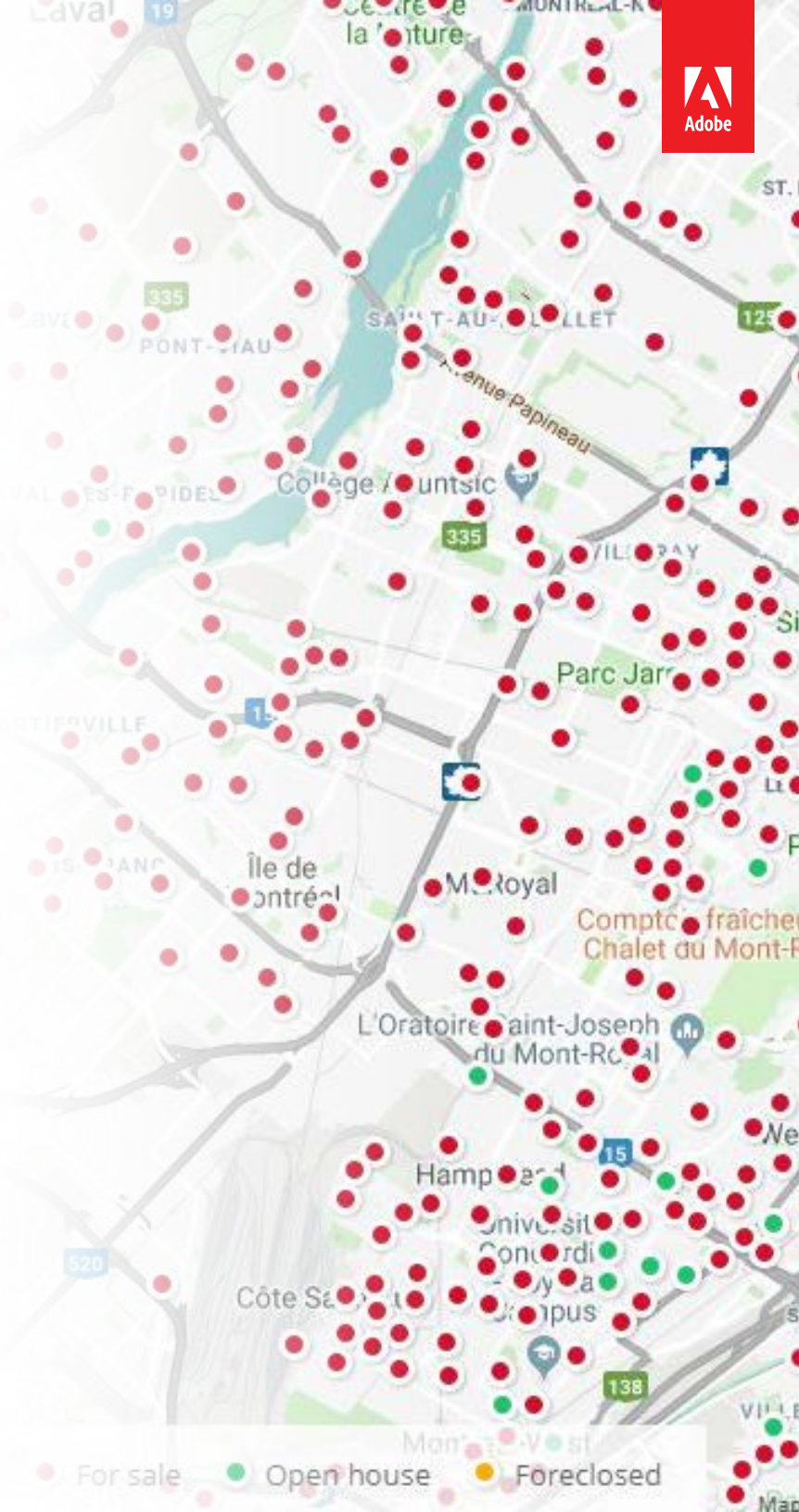
Guy Michon, Vice-President and Co-Owner, Vortex Solution

SOLUTION

Adobe ColdFusion Enterprise

RESULTS

- **3X** **FASTER** responsive corporate website upgrade
- Brokers learn to use new tool in **15 MINUTES**
- **3K** Active **USERS** regularly update content
- Enables easy creation of **PERSONALIZED** homepages



Vortex Solution

Established: 1999

Employees: 80

Developers: 30

Montreal, Quebec, Canada

www.vortexsolution.com

Partner

Sutton Quebec

www.suttonquebec.com

CHALLENGES

- Upgrade a key customer to a customizable, responsive, multi-user website
- Reduce the cost and complexity of managing the site for the customer
- Simplify content use and reuse through automation

Easily enhancing visibility

Technology is changing the real estate business by enabling people to use online resources to buy and sell homes. In a market crowded with agents and brokers, real estate professionals and the companies they represent need strong and effective digital presences to succeed.

Sutton Quebec, one of Canada's largest real estate brokerage firms, wants to give its brokers and franchisees the best technology to market themselves without breaking the bank. Unfortunately, building websites for each of its 1,500 Canadian brokers was costly, time-consuming, and difficult to manage. Sutton needed a system that could allow each broker to personally manage his or her listings and still synchronize automatically with the company's central data sources.

The brokerage firm turned to its long-time web development partner, Vortex Solution. Vortex has designed, programmed, and updated Sutton's sites using Adobe ColdFusion for 19 years.

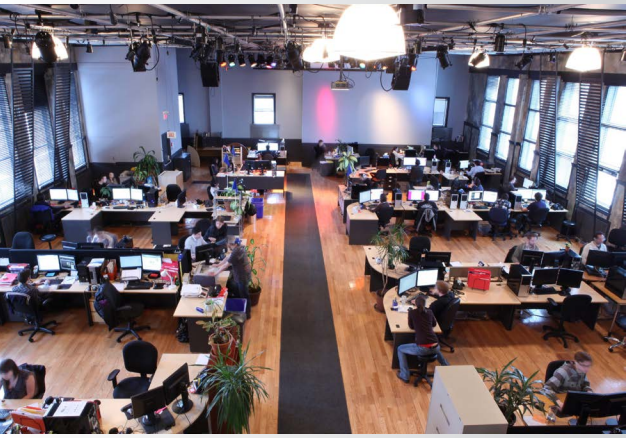
"Sutton is a client whose web platform plays a crucial role in its commercial activities," says Guy Michon, Vice-President and Co-Owner of Vortex Solution. "With Adobe ColdFusion, Vortex built a tool that easily supports up to 4 million monthly page views and more than 10,000 monthly updates."

Early adopter, current virtuoso

Vortex purchased its first ColdFusion licenses in 1999. As web development and ColdFusion have evolved, Vortex has evolved with them. One reason is because developers can easily learn and master the ColdFusion syntax and code structure. Another reason is the longevity of ColdFusion and the foresight Adobe invests in its future, which currently includes a product roadmap through 2025.

"The rate at which web technologies change is a daily challenge for Vortex," says Michon. "One of the reasons why we work with Adobe ColdFusion is its stability and support. It allows us to continually adapt without having to relearn anything."

As a result, Vortex has carved out a niche as a corporate web developer and its clients include commercial, public sector, and not-for-profit organizations, including Deco Surfaces, the Royal Canadian Mounted Police, and Genome Quebec. Since 1999, Vortex has completed more than 3,000 unique web projects with Adobe ColdFusion, including a comprehensive content management system (CMS), business-to-business and business-to-consumer e-commerce modules, an in-house search engine optimization friendly framework, and an online auction module.



"Because Adobe ColdFusion is so easy to use, Sutton can train brokers to use the new Vortex web tool within 15 minutes. Brokers currently average about 10,000 monthly changes."

Guy Michon, Vice-President and Co-Owner, Vortex Solution

The Sutton solution

Sutton brokers wanted a tool to enhance the digital visibility of their listings, and Vortex developed an automated corporate website that lets brokers update relevant content using critical, centralized backend systems. The web tool provides a standardized template that automatically updates centralized information that changes daily and allows brokers to select assets from a ColdFusion based CMS for their property listings on the corporate site.

The ability of Adobe ColdFusion to connect natively to different data sources and its extendibility with native Java classes allowed us to easily interact with different feeds to get standard information displayed without requiring additional work from the brokers," Michon says. "Because Adobe ColdFusion is so easy to use, Sutton can train brokers to use the new Vortex web tool within 15 minutes."

A more advanced option Vortex calls "flexi-sites" lets brokers maintain a personal site with a look and feel they can choose from a selection of visual templates. It also provides personalization options that allow brokers to manage their own textual content and contact information. This more sophisticated option appeals to brokers who are more hands-on with their digital marketing and personal branding efforts.

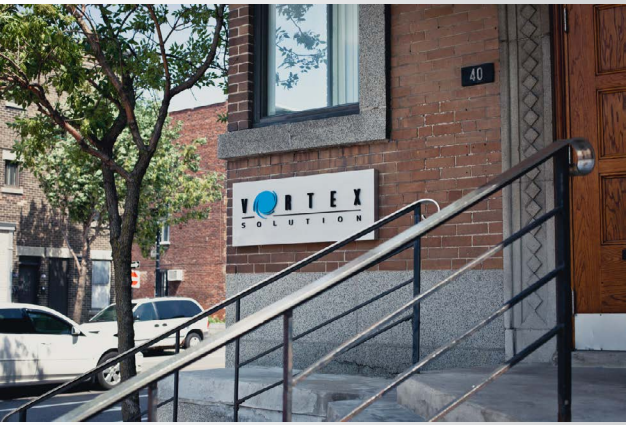
When Vortex launched the project to update Sutton's corporate website, many outsiders—including vendors of other web development platforms such as PHP and .NET—expected Vortex would need one year to complete it. From concept to deployment, Vortex built the platform in only 16 weeks using Adobe ColdFusion.

"It goes without saying that suttonquebec.com is a complex website that needs to be powered by the best available technology," says Stephanie Beaudry, Business Development Manager, Sutton Quebec. "We are fully confident in working with Adobe ColdFusion and Vortex Solution to keep things running smoothly. The proven stability of Adobe ColdFusion allows us to continue to streamline our operations."

Since implementing the new platform, user adoption has been 100% for the corporate website. Furthermore, in just under a year, more than 750 brokers are using the Sutton flexi-sites as a way to further personalize client engagement.

Improving API processes

For Sutton and the rest of its 800 active customers, Vortex is looking at leveraging the latest features in Adobe ColdFusion (2016 release), including ColdFusion API Manager. The standalone server component helps combine application programming interface (API) development and management processes. Vortex uses APIs to help its web solutions easily access core functions of backend systems.



"Every night, we have about 600 different updates that we import or export. Adobe ColdFusion API Manager will become a strategic tool for helping us manage the APIs for these processes and anything else we generate in the future."

Guy Michon, Vice-President and Co-Owner, Vortex Solution

SOLUTION AT A GLANCE

Adobe ColdFusion Enterprise

For more information
www.adobe.com/products/coldfusion-family.html

Adobe Systems Incorporated
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San Jose, CA 95110-2704
USA
www.adobe.com

For example, Sutton's corporate website collects data and assets from sources including real-time geolocation systems, the CMS, Sutton's enterprise resource planning system, and multiple databases. APIs help make these interactions invisible to end users and Adobe ColdFusion delivers them without any performance degradation. Both brokers' workflows and customers' online experiences are better for it.

Sutton isn't the only customer benefitting from enhanced API management. Vortex has created thousands of custom APIs for clients and the company looks forward to streamlining their use. Adobe ColdFusion API Manager will simplify the creation and versioning of APIs, allow Vortex developers to access portals for configuring, publishing, and subscribing to APIs, and enable stakeholders to monitor and manage API use.

"Every night, we have about 600 different updates that we import or export," Michon says. "Adobe ColdFusion API Manager will become a strategic tool for helping us manage the APIs for these processes and anything else we generate in the future."

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