



Hassle-free event coordination.

SignUpGenius builds high-volume, low-latency applications quickly and reliably.



"With Adobe ColdFusion and a small development team, we build easy-to-use products that help users simplify their busy schedules."

Jad Talbert, VP of Architecture, SignUpGenius

SOLUTION

Adobe ColdFusion

RESULTS

300% MORE TRAFFIC per physical server



QUICKLY add new product features



FEWER developers required



Better application **PERFORMANCE**



SignUpGenius

Established: 2008

Events organized: 2.3 million (2016)

Employees: 27

Charlotte, North Carolina

www.signupgenius.com

CHALLENGES

- Providing users with superior experiences quickly and effectively via desktop and mobile web
- Helping a small development team deliver high-value features at a low cost
- Continually enhancing responsive, high-volume applications and scaling to meet increasing customer demand

"We would almost certainly need more developers if we chose a technology other than Adobe ColdFusion."

Jad Talbert, Vice President of Architecture, SignUpGenius

Building the better way

It seemed simple: families with last names starting with letters A–L would bring snacks and M–Z would bring drinks. But SignUpGenius Chief Executive Officer Dan Rutledge couldn't help but notice that the subsequent party menu consisted solely of chips, salsa, and Diet Coke. Then there was the time he watched the youth soccer team he coached sit dejected on the sidelines without snacks because a paper sign-up sheet confused parents. Rutledge got an idea.

"I had too many important things on my plate to stress about stuff like this," Rutledge remembers. "I kept thinking to myself, 'There has got to be a better way.'"

The veteran web designer was working with seasoned entrepreneur Michael Vadini at the time, so together they launched the first version of SignUpGenius in 2008. Rutledge used his knowledge of Adobe ColdFusion to get the site off the ground quickly. Today, the company helps groups of all sizes organize millions of events every year from their desktop and mobile devices. From swim meets to parent-teacher conferences to corporate training sessions, SignUpGenius helps people organize group activities in just minutes.

De-cluttering minds, inboxes

The website www.signupgenius.com offers both a free service supported by ads and an premium paid service. All users get simple sign-up creation, group messaging, and administrative tools. Premium users can also access reporting and automation features and assign multiple administrators.

"The site's simple and powerful online sign-up forms replace paper sign-up sheets and reply-all emails for hassle-free event coordination," says Jad Talbert, Vice President of Architecture at SignUpGenius. "With Adobe ColdFusion and a small development team, we build easy-to-use products that help users simplify their busy schedules."

Eight full-time developers use the feature-rich tool set in ColdFusion to continually enhance SignUpGenius. By using ColdFusion, their applications respond quickly while handling over 350 requests per second at peak times. The rapid and robust development platform handles challenging tasks such as processing large volumes of simultaneous sign-ups per second, sending millions of reminder emails per month, and processing large reports for users in real time. The performance speed of ColdFusion means SignUpGenius can support more customers on each server without affecting the user experience. Despite the availability of other programming languages, ColdFusion provides greater development speed, performance, security, and stability.

"We would almost certainly need more developers if we chose a technology other than Adobe ColdFusion," Talbert says. "Having extensive background in Java, I can speak directly to the productivity of ColdFusion and its ability to provide a clean, easy-to-use language."



SOLUTION AT A GLANCE

- Adobe ColdFusion

Scaling for growth

SignUpGenius uses a multi-instance configuration of Adobe ColdFusion. The infrastructure comprises 3 ColdFusion instances per server across 12 web servers. This approach allows SignUpGenius to handle 300% more traffic on a single server, greatly simplifying the management and scaling of the hardware. For SignUpGenius users, it also helps keep the application running smoothly by balancing traffic among servers and/or switching instances if an instance stops running.

The SignUpGenius team appreciates that ColdFusion provides multiple options for handling user sessions in a load-balanced environment. Currently, each SignUpGenius server sits behind a load balancer and utilizes sticky-sessions so the same server instance handles all of a session's requests. This lightweight method of managing sessions allows SignUpGenius to keep the application and hardware setup very simple and enables them to add additional servers easily when needed. In the future, SignUpGenius hopes to explore the distributed session capabilities of ColdFusion to enable session sharing across all servers and make the process of scaling servers up and down under load even easier.

SignUpGenius built a lightweight RESTful architecture using Adobe ColdFusion that processes a significant amount of the server load. It also uses a proprietary application program interface (API) architecture for application development. However, the company is evaluating the new API Manager in Adobe ColdFusion (2016 release) for improved flexibility and efficiency.

"The new API Manager in ColdFusion could enable SignUpGenius to execute its business strategy more effectively," says Talbert. "As application building blocks, APIs can help reduce maintenance costs, make our production processes more agile, and improve customer engagement and retention."

For more information

www.adobe.com/products/coldfusion-family.html



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