



Flexible business application platform.

Webauthor helps businesses organize, manage, and grow with a single platform by building reusable cloud app modules with Adobe ColdFusion.



"We rely on Adobe ColdFusion to help us deliver custom client solutions and improve our flagship portal components with both the speed and flexibility that our clients value."

Mario Rodrigues, CEO and Co-founder, Webauthor

SOLUTION

Adobe ColdFusion Enterprise

RESULTS

- ★ Helps customers manage **MULTIPLE** business functions using an **ALL-IN-ONE** application platform
- 2x **FASTER** custom application development with more **MODULAR DESIGN** than starting from scratch
-  **RAPIDLY** responds to changing **CUSTOMER NEEDS** with a small development team
-  Large collection of reusable content helps deliver greater **VALUE** with **LESS EFFORT**



Webauthor

Established: 1995

Employees: 9

Royal Palm Beach, Florida

www.webauthor.com

CHALLENGES

- Create an optimum business application platform
- Support anywhere, anytime, any device access
- Customize applications according to client needs

Unlocking business potential

Midsized to large businesses across industries continually face challenges related to managing costs while still fueling growth. In many cases, these companies install point solutions on an ad hoc basis for a variety of business activities including blogging, customer relationship management (CRM), document and forms management, web content management (WCM), and e-commerce. While point solutions address the acute business issues for which they are designed, multiple disconnected functional systems can inadvertently create process bottlenecks and reduce employee productivity.

Webauthor helps customers avoid such obstacles through its all-in-one approach to software solutions. The company's integrated, cloud-based applications provide anywhere, anytime access to tools for streamlining and automating essential business functions. Webauthor also distinguishes itself from competitors through rapid application prototyping, development, and customization powered by Adobe ColdFusion.

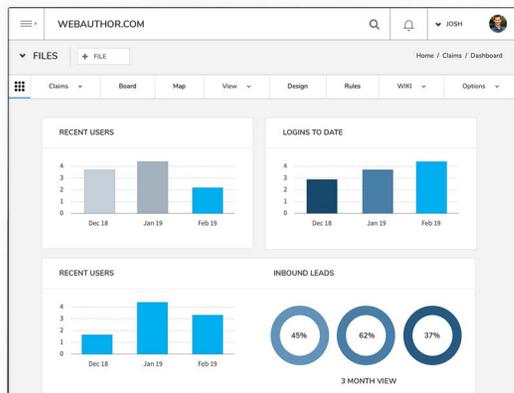
"Webauthor excels in rapidly building prototypes—at no cost to customers—that show them a live, working system," says Mario Rodrigues, Webauthor CEO and Co-founder. "That gives our customers the confidence that we understand their needs and can deploy solutions very quickly. We couldn't do that with software other than Adobe ColdFusion."

Founded in 1995 to serve companies and organizations seeking comprehensive internet, intranet, and extranet solutions, Webauthor evolved into providing a wide range of integrated business solutions. Modular applications built with ColdFusion enable customers' success by eliminating application silos, supporting real-time enterprise visibility, enabling collaboration, and minimizing IT cost and complexity.

"Webauthor has built an expansive platform that customers use to organize, manage, and grow their businesses," says Rodrigues. "We rapidly develop and upgrade solutions for everything from CRM and time tracking to blogging and dynamic form creation. We rely on Adobe ColdFusion to help us deliver custom client solutions and improve our flagship portal components with both the speed and flexibility that our clients value."

Easy to use, quick to adapt

Webauthor adopted Adobe ColdFusion as its rapid application development platform in 1996 because it was one of only a small number of solutions available at the time that let Webauthor make changes to pages on-the-fly, without having to stop the web application for updates. However, between its ease of use and its continued evolution, Adobe ColdFusion has remained Webauthor's preferred platform.



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Mario Rodrigues, President and Co-founder, Webauthor

“Over the years, we’ve been asked, ‘Why ColdFusion?’ Our answer has always been, ‘Because ColdFusion works,’” says Rodrigues. “Adobe ColdFusion continues to give us everything we need. Each new release provides Webauthor with tools to rapidly develop scalable web applications. We have yet to meet a challenge that ColdFusion can’t handle.”

Some of the latest Adobe ColdFusion features used by Webauthor include asynchronous programming and integrations with Amazon Web Services (AWS) Lambda. Asynchronous programming in ColdFusion lets Webauthor reduce application response times by offloading resource-heavy code segments, such as I/O- or database-intensive tasks, into secondary threads. Using integrations with AWS Lambda serverless computing, Webauthor simply uploads ColdFusion code and Lambda then automatically manages and scales computing resources according to code requirements.

The current Webauthor product set includes tools for CRM, WCM, employee onboarding, online community engagement, digital marketing, e-commerce, and webinars and online learning. Webauthor’s in-house developers have tackled rapid application development challenges with Adobe ColdFusion for over 20 years. In fact, the first solution Webauthor built with ColdFusion, an intranet for the company Spherion, received a 1998 Computerworld Smithsonian Award for visionary use of information technology.

Although many of Webauthor’s staff have decades of ColdFusion experience, the solution doesn’t require users to have extensive application development skills. For instance, Webauthor’s newest developer was a business analyst with no programming experience. Because Adobe ColdFusion is so easy to use, she learned how to build applications on the job.

“Unlike other web development platforms like PHP and JSP, Adobe ColdFusion doesn’t require rigorous coding,” Rodrigues says. “Reusable functionality is a major part of our platform and we rely heavily on Adobe ColdFusion features like CFCs, custom tags, and includable files to make rapid development easy for any skill level.”

Responding quickly to customer needs

Using ColdFusion, the company templated modules that allow both Webauthor and clients to create and customize pages and fields, such as digital forms for collecting data, on the fly. Each versatile, user-friendly module can have unlimited numbers of elements including fields, sections, or content blocks. Webauthor allows developers with modest technical experience to use these flexible modules to add customizable triggers, functions, filters, and rules. The modules also enable customers to easily generate reports from real-time data.

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Webauthor*

SOLUTION AT A GLANCE

Adobe ColdFusion Enterprise

Webauthor leveraged its platform's modular design capabilities to automate grants management for the Children's Trust, a not-for-profit organization that funds strategic investments to improve the lives of children and families in Miami-Dade County, Florida. Modules included operations management, client management, and business intelligence for the entire process of publishing requests for grant proposals, awarding grants, and generating contracts online. In only two months, Webauthor added CRM capabilities that let users manage all data related to the Children's Trust's funded agencies, contacts, activities, and communications from a single application.

Similarly, Webauthor used modules based on Adobe ColdFusion to build the Children's Services Council of Palm Beach County intranet, which supports a variety of back-office activities. It includes web-based apps for tasks including timesheets, travel requests, employee performance measurement and management, CRM, and dynamic forms generation. The modular site design lets the council assign secure access to apps at the user level. It also enables Webauthor to remotely and dynamically update apps, sometimes within minutes of receiving a change request from the client.

“Modules built with Adobe ColdFusion save innumerable hours of development by letting Webauthor use the same development platform for our apps without having to worry about each client's back-end systems,” Rodrigues says. “For instance, CRM tools we built for the Children's Trust would have taken up to five months to develop and write from scratch. They took Webauthor only two months to build and have ready for testing and deployment using Adobe ColdFusion. We provide greater value in less time with less effort.”

For more information

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



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