



Reaching new milestones at ProActive Software.

Software developer rapidly updates scalable project management solutions that keep customers on track.



ProWorkflow

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SOLUTION

Adobe ColdFusion

RESULTS



Solid **FOUNDATION** for online project management tools



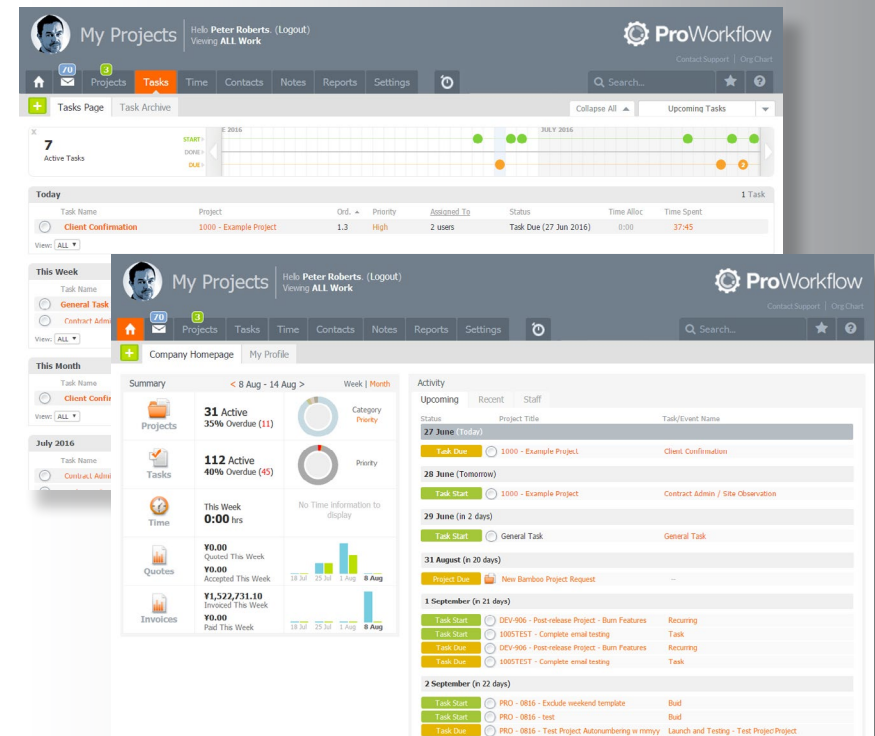
Supports **LONG-TERM** development plans



RAPIDLY roll out new features



MOBILE capabilities added easily



ProActive Software Ltd.

Established in 2002

Employees: 15

Auckland, New Zealand

www.proworkflow.com

CHALLENGES

- Supporting ongoing product updates to keep pace with customer needs
- Maintaining reliable back-end technology for stable, long-term product development
- Rapidly developing mobile versions of its project management software

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Work simplified

The modern workplace is increasingly web-based and collaborative, demanding that teams inside and outside a company have real-time access to essential information and services. ProWorkflow, developed by ProActive Software Ltd., gives thousands of users worldwide access to tools and project details to reliably manage tasks, time tracking, and contacts in the cloud from desktop and mobile devices.

Initially developed in 2002, ProWorkflow evolved from a downloadable application to a browser-based software-as-a-service (SaaS) offering. By expanding access through browser delivery, ProWorkflow sets a standard for fully featured SaaS project management, workflow, and time management.

"Adobe ColdFusion was our first choice for building applications," says Vishal Nath, CIO, ProActive Software. "ColdFusion gave us the confidence that key solutions in the ProWorkflow tech stack would be adaptable, scalable, and around for a long time."

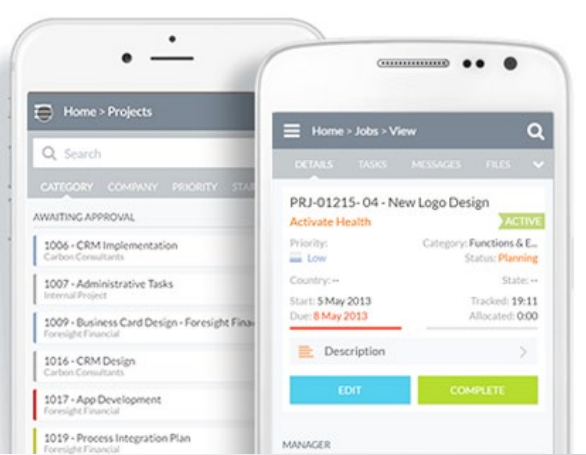
Speed and stability

The ProActive team was drawn to Adobe ColdFusion for its support for rapid development, especially in light of the rapid pace of hardware and software changes in the industry. The team knew they needed an integrated development environment and associated scripting language to quickly design and create web applications. Unlike other platforms, Adobe ColdFusion doesn't require users to have extensive knowledge of server-side technology, which enabled ProWorkflow to take ideas quickly from concept to release.

"Product iteration was fast using Adobe ColdFusion," says Nath. "As our customer base grew and our product matured, we had to create application program interfaces (APIs) for customers so they could create apps and reports with their own data. We did that quickly with ColdFusion."

ProWorkflow also developed an internal customer relationship management (CRM) tool with Adobe ColdFusion. Since no off-the-shelf CRM products could do everything ProWorkflow needed, the team built it on their own. Before long, ColdFusion was integral to the ProWorkflow technology stack, leading to ProActive's longer-term respect and vision for Adobe ColdFusion to benefit the company.

"Adobe ColdFusion saves us time and effort because we can mix ColdFusion code with Java classes to create a variety of applications with existing Java libraries," Nath says. "As a back-end tool, ColdFusion also gives us powerful administration capabilities to easily manage resources such as infrastructure, memory, logs, and caching."



SOLUTION AT A GLANCE

- Adobe ColdFusion
- Adobe Creative Cloud for teams. Apps used include:
 - Adobe InDesign CC
 - Adobe Dreamweaver CC
 - Adobe Illustrator CC
 - Adobe Acrobat Pro DC
- Services used include:
 - Adobe Stock
 - Adobe Typekit

For more information

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

www.adobe.com/creativecloud.html

Enhancing mobile app development

Over the past 14 years, the makers of ProWorkflow evaluated other development platforms, but always stayed with ColdFusion because of Adobe's commitment to ongoing solution development. Additionally, ProActive Software can engage Adobe consultants at any time to help with upgrades and to leverage solution enhancements.

Today, the company uses Adobe ColdFusion Enterprise on multiple redundant dedicated servers with Microsoft SQL databases to manage various systems including the core product, trial-account management, APIs, the product website, billing, and other systems. The new ProWorkflow Mobile service extends the solution to customers' smartphones and tablet computers. As well as standard features, such as time tracking and task management, users can download files and keep colleagues updated with built-in messaging via mobile.

"Our mobile app has a front-end framework that talks to our API, which was developed in Adobe ColdFusion," says Nath. "We develop all of our back-end systems in ColdFusion, so going with ColdFusion to develop our API was a no-brainer."

ProActive Software continues looking for ways to leverage Adobe ColdFusion, including evaluating how it can support a new data and reporting project. The company is also experimenting with Adobe Creative Cloud for teams and the new Adobe Stock service to expand and improve design elements within ProActive Software solutions.

As development and design merge, ProActive Software is excited about its recent Creative Cloud update so developers can try new apps, such as Adobe InDesign CC, Illustrator CC, and Dreamweaver CC and incorporate them into product development. In addition, the company is looking into Adobe Typekit for typographic inspiration through access to thousands of fonts in one library for quick browsing and access.

"After 14 years, it's difficult to fully quantify the value we've realized from Adobe," Nath says. "However, we know how other developers and development companies operate and compared to them we know we're saving development time and costs with ColdFusion. We're incredibly efficient by comparison."

