

## Pier integrates:

business strategy, interactive design,  
and application development services for  
the changing enterprise.

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# Presentation Overview

- Adobe AIR and ColdFusion Integration
  - The basics of AIR and why it matters to us as Web Developers
  - The different ways AIR and CF can complement each other
- The Business Case for AIR
  - When and why should AIR be considered
  - Examples of where AIR is providing real business value

# Adobe AIR and ColdFusion Integration

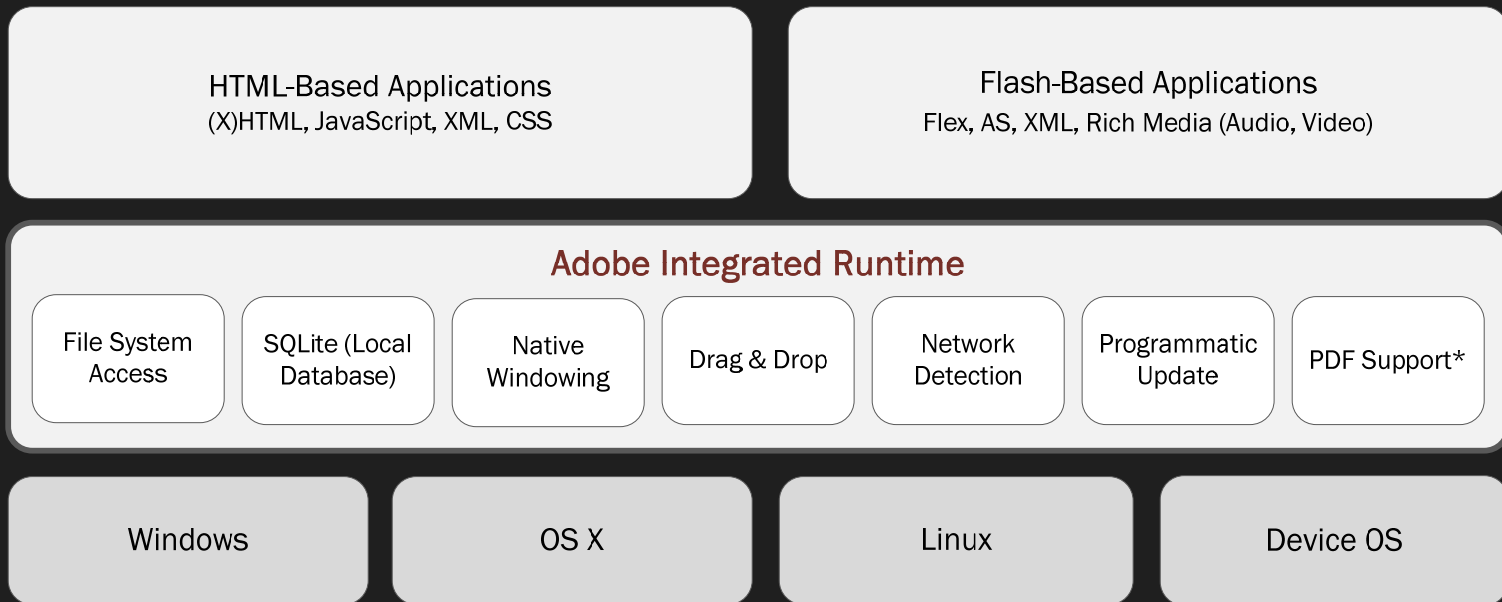
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## Why and How

# Adobe Integrated Runtime – The Basics

- Adobe® Integrated Runtime (AIR) is a cross-operating system runtime that allows web application developers to use their existing web development skills (HTML, JavaScript, Flash®, Flex™, Ajax) to build and deploy rich Internet applications to the desktop.
- Descendant of Macromedia Central, which was introduced back in 2002 but failed primarily because it represented just another container that developers had no control over when it came to branding. The technology and ideas behind Central evolved to become Apollo, which is now AIR.

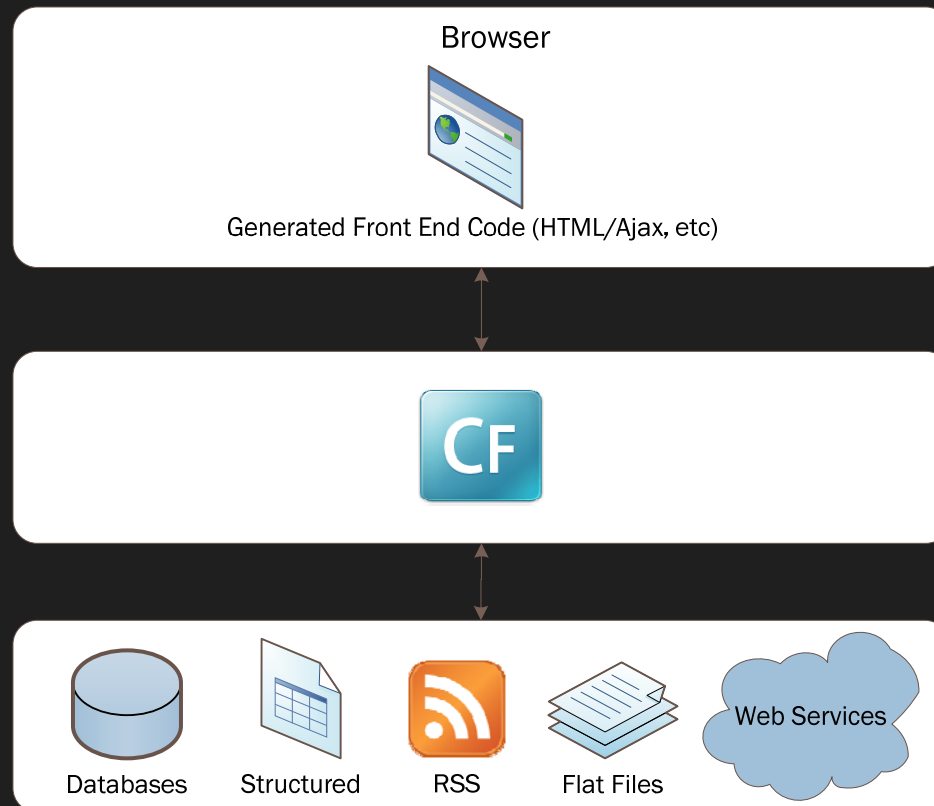
# Adobe Integrated Runtime – The Basics



## What AIR means for Web Developers

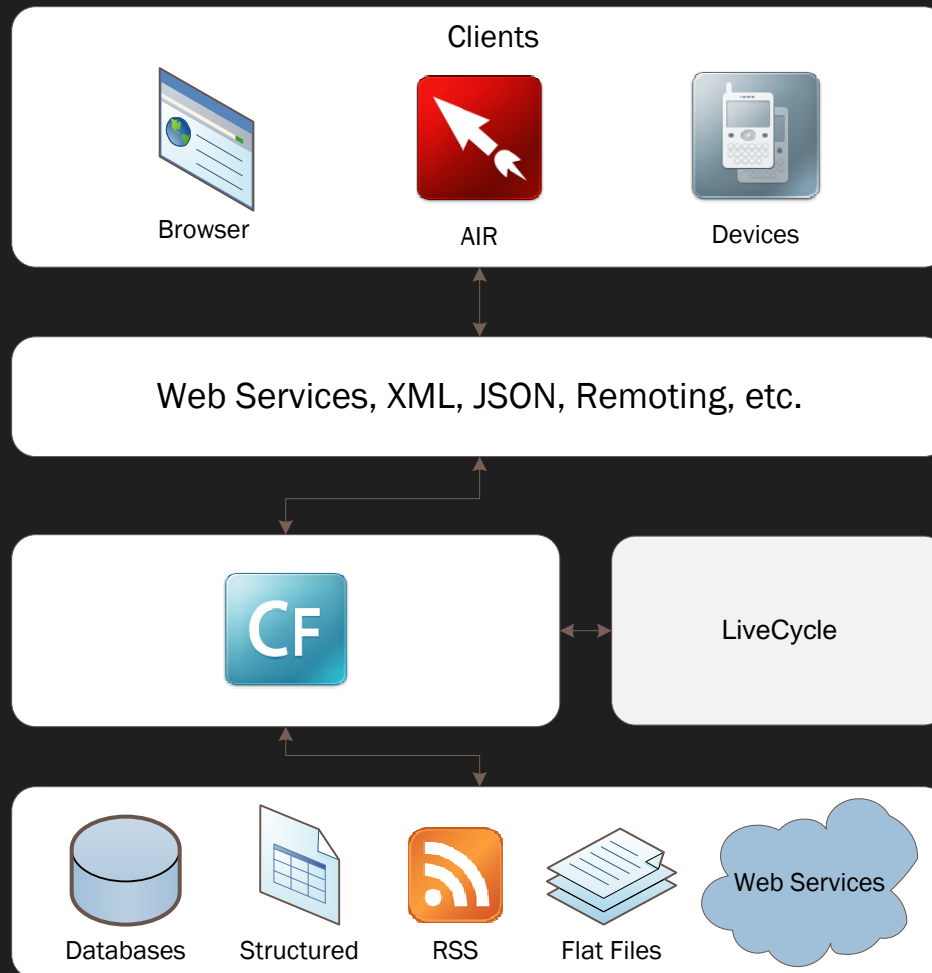
- Another deployment option (when appropriate)
- Installed apps are typically more responsive as they rely on local resources
- No browser dependencies
- Local storage in the form of the file system access and embedded SQLite engine means you could make the local desktop the storage medium of choice for your app instead of traditional options (Oracle, MSSQL, MySQL, etc)
- OS integration means your app will behave like any other desktop app (docking, native windowing, task bar, drag and drop etc.)
- One cross-platform installer
- For flash apps, you have most (if not all) the capabilities of AS3 at your fingertips
- Painless update process for your application and the runtime itself

# Where ColdFusion Stands – UI Provider



# Example AIR Application with ColdFusion Providing UI

# Where ColdFusion Stands – Data Provider



# Example AIR Application with ColdFusion as Data Service Layer

# Strategy when using ColdFusion as Data Service Layer

- Take a service-oriented approach
  - Create a Web Service API whenever possible
    - Good API design comes into play quickly
    - Great examples to learn from include [Salesforce.com](https://salesforce.com), Amazon Web Services
  - SOAP, Flash Remoting /AMF
  - Raw XML, JSON and others

# Strategy when using ColdFusion as Data Service Layer

- When appropriate, if the client needs data not provided by your API, extend your API to support that need by wrapping third party APIs that do
  - In many cases it is easier to manage a single API where you can respond to your client requests in a predictable manner (e.g. if a third party's service is not responding in a timely manner or is down, you can handle those situations and return predefined responses to the client)

# The Business Case for AIR

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When and Why



## Case Study: Avaya Business Value Calculator

Business Needs:

1. Mobility
2. Greater IP Protection
3. Increase ROI of Analysis

Solution:

Pier delivered an Adobe Flex application that was deployed on the desktop using Adobe AIR, and on Avaya's website. The desktop applications also communicated with a licensing server via ColdFusion to manage licenses, application updates, upgrades, etc.



# Case Study: Dakota Software

## Business Needs:

Dakota has web-based software products that it sells in both SaaS models and as internal deployments. When deploying behind the firewall, they needed to deliver companion desktop applications to their web-based offerings.

## Solution:

Adobe AIR offers Dakota the ability to leverage their full web-based application codebase on the desktop.



# Thank You

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