

Applications that drive revenue.

Market America|SHOP.COM ventures into new e-commerce territory by monitoring, measuring, and monetizing APIs.

marketamerica

Built on Product. Powered by People.

“Upgrading to the latest version of Adobe ColdFusion allows Market America|SHOP.COM to optimize revenue-generating applications for speed, high availability, and responsive design for any device.”

Kent Shelton, Senior Director of Architecture and Engineering, Market America|SHOP.COM

SOLUTION

Adobe ColdFusion Enterprise

RESULTS

\$35K Annual **SAVINGS** in API management

25% **INCREASE** in development productivity due to ease of use

750 Applications **DEPLOYED** yearly

87% API latency **REDUCTION**



Market America

Established in 1992

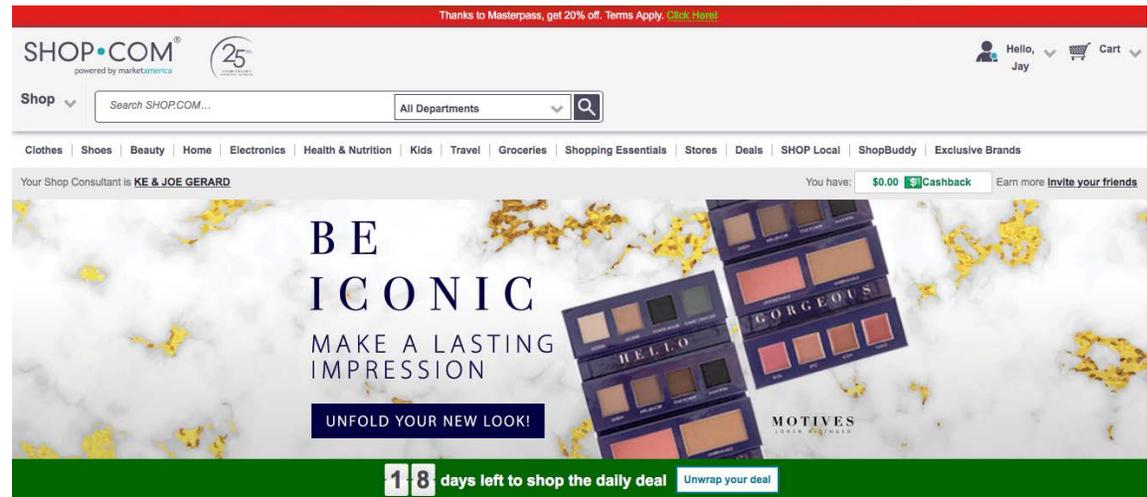
Preferred Customers: 3 million

Greensboro, North Carolina

www.marketamerica.com

CHALLENGES

- Accelerating application development to meet customer demands
- Reducing API management cost and complexity
- Improving application performance by decreasing internal latencies



The future of shopping

Market America|SHOP.COM wants to change the way people shop by providing the ultimate online destination for the products they need. The company, along with its executive team, also wants to empower individuals to create wealth.

The company's unique business model helps independent distributors (or shop consultants) build their own enterprises with a business framework and supporting technologies, including one-to-one marketing tools and personalized websites. SHOP.COM allows customers access to thousands of name brand and private label products in categories such as health and nutrition, home and garden care, pet care, automotive care, cosmetics, skincare, and jewelry.

Market America|SHOP.COM independent shop consultants can receive cash back on select purchases they make. Additionally, they receive retail profits and commissions on Market America-branded products purchased by their customers, and they can receive a percentage of cash back on select items purchased by the customers they refer to SHOP.COM.

To help these independent shop consultants grow their current customer base and attract new business, Market America|SHOP.COM technologists have developed internet marketing services. Such services include websites, social media platforms, social media marketing, search engine marketing (SEM), e-mail tools, web analytics, and e-commerce support for its operations in the United States, Canada, Mexico, Taiwan, Hong Kong, Singapore, Australia, United Kingdom, and Spain. In total, Market America|SHOP.COM does business in over 200 countries and territories. For more than 12 years, Adobe ColdFusion has been the foundation for Market America|SHOP.COM's web applications.

“Market America|SHOP.COM generates \$800 million in revenue annually, and applications we build with Adobe ColdFusion help drive that revenue.”

“We have replaced our Layer 7 API management platform with the Adobe API Manager because when it is used with applications built with Adobe ColdFusion, it helps reduce application latency by nearly 90%. Replacing the high-priced Layer 7 platform also reduces our costs by \$35,000 per year.”

Kent Shelton, Senior Director of Architecture and Engineering, Market America|SHOP.COM

“Market America|SHOP.COM generates \$800 million in revenue annually, and applications we build with Adobe ColdFusion help drive that revenue,” says Kent Shelton, Senior Director of Architecture and Engineering, Market America|SHOP.COM.

Market America|SHOP.COM developers selected Adobe ColdFusion over other web development options such as .NET, PHP, and Java because of its scalability and rapid development support. Today, more than 30 ColdFusion engineers build and deploy 750 applications annually across development, staging, and production environments. As a major user of Adobe ColdFusion, Market America|SHOP.COM technologists pride themselves on the company’s high productivity with a relatively small team.

“We develop web applications with Adobe ColdFusion that support everything from product searches to order placement and everything in between,” Shelton says. “Upgrading to the latest version of Adobe ColdFusion allows America|SHOP.COM to optimize revenue-generating applications for speed, high availability, and responsive design for any device.”

Dramatically reducing application latency

Adobe ColdFusion also now fully integrates with Adobe API Manager, a standalone server component for creating and managing SOAP and REST application program interfaces (APIs). Market America|SHOP.COM now operates one of the largest implementations of Adobe API Manager with Adobe ColdFusion.

“We have replaced our Layer 7 API management platform with the Adobe API Manager because when it is used with applications built with Adobe ColdFusion, it helps reduce application latency by nearly 90%,” says Shelton. “Replacing the high-priced Layer 7 platform also reduces our costs by \$35,000 per year.”

Latency is a major concern for Market America|SHOP.COM leadership due to its effects on the end user experience. Switching from the Layer 7 gateway to the Adobe gateway has cut API call latency from 150 to 200 ms to 15 to 25 ms. Market America|SHOP.COM technologists are confident that the combination of Adobe API Manager and Adobe ColdFusion can easily handle weekly server call increases, which are expected to jump from 5 million to 10 million in the coming months.

The new capabilities and performance improvements have encouraged developers to evaluate opportunities that can monetize Market America|SHOP.COM APIs. With Adobe API Manager, Market America|SHOP.COM can offer data, content, or services via APIs that enable third parties to create powerful new experiences, extending the Market America|SHOP.COM brand. This technology also offers a way to measure, monitor, and charge customers for their use.



SOLUTION AT A GLANCE

Adobe ColdFusion Enterprise (2016 Release)

- API Manager

“As our API platform grows, third parties that would like to consume Market America|SHOP.COM services such as our product/search catalog will be able to select an access plan within the API Manager at signup,” Shelton says. “They will also be able to monitor their APIs through the detailed analytics built into Adobe API Manager.”

Engineering efficiency gains

Market America|SHOP.COM currently runs 48 instances of Adobe ColdFusion Enterprise on a Linux operating system (OS) and Apache web server software. The company manages more than 200 websites in 10 countries and 8 languages and uses application clustering for improved performance and stability. Application servers automatically alternate requests among server instances in a cluster, which balances loads and provides failover capabilities if a server instance stops running.

Adobe API Manager runs on a separate server cluster. The engineering team scales ColdFusion and API Manager easily through Docker containerization. Eight project teams within Market America|SHOP.COM use Adobe ColdFusion and API Manager daily and a team that was dedicated to managing the Layer 7 gateway has been returned to application development.

“With Adobe API Manager, Market America|SHOP.COM's engineers are empowered to manage their own APIs,” says Shelton. “We no longer require a dedicated team to manage our API platform, which has increased our development productivity by over 25%.”

For more information

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



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