



Macromedia[®] Customers Test Applications with PointBase Embedded

Macromedia, Inc. provides an integrated family of tool, server and client technologies to enable the most effective user experiences online. Macromedia JRun™ 4 is the fast, affordable and reliable solution for delivering Java applications. Macromedia ColdFusion™ MX, the rapid server scripting environment for creating Rich Internet Applications, brings the proven ease of use and productivity of ColdFusion to the highly scalable, standards-based Java technology architecture.

Macromedia includes a database with each evaluation copy of Macromedia JRun 4 and ColdFusion MX to enhance customer learning, accelerate deployment and increase customer satisfaction during the software's trial period.

Macromedia selected PointBase Embedded to deliver Java-based portability, a small footprint, comprehensive security and zero administration as part of a complete presentation of JRun evaluation materials.

“PointBase Embedded offers our current and potential customers the opportunity to learn and adopt our products more rapidly.”

- Randy Nielsen, Documentation Manager, Macromedia

Meeting the Challenges of Macromedia JRun

Macromedia met with a number of leading embedded Java database vendors before making its final selection. “PointBase met our stringent criteria and worked to accommodate our requests,” said Randy Nielsen, Documentation Manager, Macromedia. “The project team was cooperative, we weren’t hit with a lot of extra contract requirements and their technical support was very helpful.”

In addition to fulfilling its technical expectations, PointBase Embedded allowed Macromedia to realize a number of high-level business goals, including:

- Establishing a relationship that meets Macromedia product and business needs, without adding database-specific contract obligations
- Controlling costs with a database that lowers the licensing fees and operating expenses
- Providing an easy-to-deploy, multi-database solution for customer evaluations of Macromedia products
- Leveraging Java-based portability across all platforms

“PointBase Embedded is now used by many other leading Java software vendors, which validates that we were ahead of the curve,” Nielsen concluded. “With PointBase, all of our goals have been achieved.”

Optimizing Connectivity to Multiple Databases

Macromedia JRun 4 ships with four PointBase Embedded databases that include tables for two different e-commerce applications (for a travel agency and a music store), a similar database for J2ME™ Smart Ticket application and a separate database storing application tables. All four of these databases launch automatically when the user starts the JRun server, connecting through the Server Option for PointBase Embedded. In the same fashion, Macromedia ColdFusion MX utilizes PointBase to showcase its UNIX application samples.

“Because we have this database capability integrated into our products, we’re able to provide a greater variety of realistic examples,” Nielsen said. “As a documentation manager, I see a special benefit in shifting the customers’ focus from our printed documents to actual software samples – they aren’t just reading the book, but are evaluating our products and code for themselves.”

As an early adopter of PointBase technologies, Macromedia makes it clear that this was the right choice for the company.

Key Benefits to Macromedia:

- Portability across platforms with a streamlined development process
- Shorter sales cycle resulting from improved customer evaluation experience
- Capability to showcase Macromedia products to their full potential
- No database administration for their customers

Macromedia Products Using PointBase:

Macromedia JRun 4
Macromedia ColdFusion MX



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