

WRECKING BALL STUDIO + LABS

A COLDBOX™ SUCCESS STORY

How WRECKING BALL uses ColdBox™ to successfully deliver custom web development projects to their customers.



Thanks to **Alexander Sante**,
Senior Software Architect,
and **Rene Ramos**,
Software Engineer

ABOUT Wrecking Ball Studio + Labs

Founded in 1996, Wrecking Ball is a company that specializes in web and mobile sites, social marketing campaigns, and digital experiences.

They are a passionate group of designers, developers, strategists, technologists, storytellers, and educators. They are both old and new school, applying key learnings from the founding fathers of advertising and mashing it in the digital age.



WRECKING BALL

STUDIO + LABS

www.getwrecked.com

THE CHALLENGE

Create incredible digital experiences, pushing boundaries with digital media through the perfection of the art and science of captivating audiences with bold innovative solutions.

THE SOLUTION

ColdBox™ MVC design allows Wrecking Ball to organize their code in an efficient way, which is also easier to maintain. Coldbox™ as a whole provides a solid framework that they use to build applications of various sizes and that can be scalable. They can bring new engineers that are familiar with an MVC framework. The newcomers can just jump on a project and hit the ground running really fast. ColdBox™ makes all of that very easy.

With Dependency Injection, they are able to just pull in code and pull in components that they need for the job. ColdBox™ makes this so easy. As a bonus, the way it is implemented gives them self documentation. Anyone coming in behind can easily figure out what is going on in the project.



ColdBox™ is a conventions-based professional open source MVC framework that is the de-facto standard for Enterprise ColdFusion™ (CFML) application development.

“It’s hard to pick just one favorite feature, but if I have to choose one, I would say *Dependency Injection*.” --Alexander Sante

THE RESULT

One of the first projects that Wrecking Ball developed with ColdBox™ was a reverse auction website. Other projects that they have rolled out with ColdBox™ ranged from a Learning Management System (LMS) to various CMS’s, Educational Websites, and various Intranets.

They have also created high availability applications like Adobe TV (tv.adobe.com) and the Adobe Education Exchange (edex.adobe.com). The exchange application provides education professionals the ability to share with others in the same field, various content and resources; It enhances their professional lives. This application currently has over 300,000 users with a projection to 1 million users.

“I am looking forward to what’s next for ColdBox™, how far is ColdBox™ going to take the CFML community, because we need ColdBox™ to do that.”