

Merger Mania and Nervous Developers

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Now that Adobe and Macromedia are one big happy family the wave of anxiety is cresting once more toward the shores of our tranquil Coldfusion Island. Contrary to what the uninitiated might think, technology people are quite passionate and they invest a great deal of themselves in their work. When it comes to passion, we Coldfusion developers are the Rudolph Valentino of the IT world - second only to hard core open source Linux fanatics. Our favorite spokesman, Ben Forta, is officially titled an "evangelist" - one who spreads the "good news". It pains us to think that something we care about might be diminished in some way by a corporate conglomerate with no thought other than the bottom line.

Take a Deep Breath

Let's think about that "big view" shall we? It's true that Adobe VIP's probably couldn't tell Coldfusion from a Ham Sandwich. Is it a language? Is it an Ap server? The nuances are probably lost on them. The biggest fear that Coldfusion developers have is that Coldfusion will be "phased out". We have invested time and energy in learning Coldfusion skills. We want to remain marketable. That's not unreasonable. The fear, however, is almost always overblown. It crops up during a merger, during releases, when bugs are found and (especially) when *other* products get attention. When Macromedia does a press release or Breeze presentation on Flex or Flash, Coldfusion developers monitor it closely and invariably ask "why no mention of Coldfusion?".

Here's my take. Coldfusion is ubiquitous enough to have a life of it's own. There are nearly half a million CF developers out there by some estimates. There are many thousands of Coldfusion servers of all varieties. There are entire companies (like mine) invested in Coldfusion technology. It's not likely with all that meat in the pot that Coldfusion will be "phased out". Don't forget that it cuts both ways. A merger always means a blending of 2 business cultures. The folks at MM will influence the direction of Adobe, just like the folks at Allaire influenced the direction of MM. Take a seat and watch the process unfold.