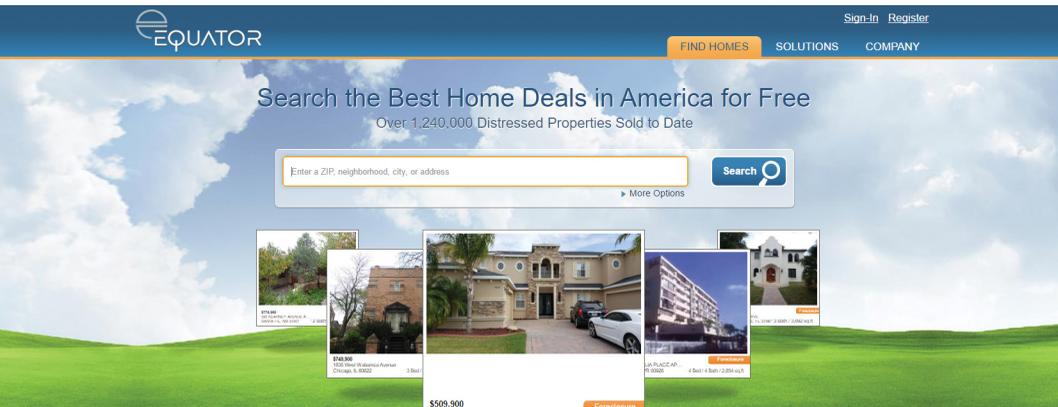# EQUATOR BUSINESS SOLUTIONS
A COLDBOX™ SUCCESS STORY

How EQUATOR BUSINESS SOLUTIONS was able to use ColdBox™ to power a scalable and reliable SaaS platform for the Real Estate Market.

Thanks to **Adrian Moreno**,
Senior Application Architect

ABOUT **Equator**

Equator provides fully compliant, easy to use SaaS workflow software, e-commerce solutions and marketing opportunities to automate and connect the Financial Services and Real Estate industries.

Their software automates a client's daily processes, facilitating efficiency, transparency and compliance. Their e-commerce solutions enable people to work together through a safe and secure online environment. Their Real Estate Agent marketing opportunities provide effective solutions to help an Agent's business grow.

corporate.equator.com

THE CHALLENGE

To develop a scalable and robust web based multi-tenant platform to provide customers the appropriate content and features according to their user type: lenders, borrowers, vendors, buyers, etc.

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1.888.557.8057
info@ortussolutions.com
www.ortussolutions.com

THE SOLUTION

With ColdBox™, Equator implemented a multi-tenant platform that provides custom services, data and presentation code based on criteria related to each individual request. Their platform has multiple portals which are targeted to different type of users: lenders, real estate agents, vendors, borrowers and consumers.

Equator has extended their application using ColdBox™ so that each URL can show different content based on incoming parameters. So for example, if the URL was **help.contact**, the lender portal is going to see a contact page and you'll see a different contact page on the agent and vendor contact. Behind the scenes, they are actually overriding handlers or presentation or even services, just based on some contextual information that comes from a request. This brought flexibilty as the application could now show either global or standardized content based on their client's requirements.

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

"Quite honestly, I've worked with a number of other ColdFusion™ and Java™ frameworks and I don't know that we would be able to do what we do with anything other than ColdBox™ right now." --Adrian Moreno

THE RESULTS

Equator leveraged the modular capabilities in ColdBox™ to bring a standardized methodology to their development team. The event-driven engine allowed them to customize the requests for any portal user in an object oriented and flexible approach.

Equator's clients are among the top lenders in the country. The platform has now around 1.5 million active users, and annually processes around 1.6 billion tasks across all portals.

ColdBox™ brought the Equator platform stability and performance, in order to sustain their high traffic and operational volumes.