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Message Driven SOA -- Enterprise Service Oriented Architecture

Reducing the Cost of SOA Integration

The Message-Driven ESB Effect

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REDUCING THE COST OF SOA INTEGRATION

The Message-Driven ESB Effect

Executive Summary

Information is a critical asset to any business, and the ability to dynamically assimilate, analyze and modify this asset dictates an enterprise's chances of success. In a fiercely competitive and volatile market, all the stakeholders in an enterprise need to be connected to a global information fabric. While networking infrastructures have evolved into ubiquitous and affordable distributed connectivity, the applications riding this infrastructure are still bound into a complex and inflexible 'legacy' SOA/EAI deployment.

Injecting a message-driven Enterprise Service Bus (ESB) into an enterprise application fabric unleashes the true power of your applications. While distributed architectures and business components at the networking and applications layers have become the holy-grail in defining the next generation of computing, a message-driven ESB platform the only proven solution today that has achieved these milestones for real-time enterprises.

The Message-driven ESB effect radically improves the value-to-cost metrics of SOA integration solutions.

Table 1: Myths versus Realities with a Message-Driven ESB

Myths endorsed by current process-driven Integration solutions	Reality: The Message-Driven ESB Effect
Adding a new service takes 2-4 weeks	Zero-latency service modifications enabled by re-usability of message-driven Services
'Certified Delivery' of messages consumes valuable networking bandwidth	Peer-to-peer data transport obviates any penalties of networking bandwidth
Process changes necessitate service downtime and hence lost productivity	Dynamic service replacements without downtimes – no productivity disruptions
typically tied to particular platforms - Java or Microsoft's .NET	Standards-based, interoperable with either Java or .NET platforms
Expensive solutions, often over \$1,000,000	Equivalent benefits at a fractional cost, typically less than \$200,000

Business Analysts responsible for business processes seldom have the time or the inclination to compose their processes at the fine-grained, programmer-level detail required by most process-driven SOA approaches. They need the drag-and-drop simplicity of creating and modifying their processes with pre-built Services with a single view for composition, deployment and monitoring. IT developers, on the other hand, need the fine-grained visibility into SOA infrastructures in order to install, monitor and debug the high-level business Services as needed. Increasingly, developers also need the ability to perform their job from remote locations with no performance, security or reliability penalties. Enterprise partners need a standards-based SOA infrastructure that allows easy interoperability with their application environments.

CIOs catering to these diverse requirements of coarse and fine-grained visibility, remote and secure access and compliance with standards have additional directives while evaluating the best SOA integration platform alternatives for their enterprise – scalability, extensibility to wireless devices, maximizing leverage out of existing EAI/SOA infrastructure investments and increasingly the key decision criteria – *affordability*.

Extending the legacy enterprise process-driven SOA back-end to address the dynamically changing requirements at the edges – by throwing more code at the problem – only raises the overall costs and complexity without addressing the fundamental limitations of current solutions.

Fiorano Software has worked towards a clear vision of addressing these problems. With feedback from hundreds of customers over several years, and diligent attention to detail, Fiorano has developed the world's only Message-Driven SOA platform deployed on a peer-to-peer ESB to help CIOs solve their highly constrained and demanding SOA Integration problems.

The Message-Driven ESB effect is summarized in the following tables:

Table 2: Benefits for integration consultants delivering SOA Integration solutions

Benefits for Integration Partners	Features
Economies of skill	Move up the value chain of services
Economies of scale	Build a knowledge-base of reusable components to lower deployment risks, cost
Migrate to a “trusted advisor” status	Power of a “Business Services Library” ensures deeper account penetration and control
Differentiated service offerings	Focus on value-added services for industry verticals as strategic differentiators
Low risk deployments	Standards-based, proven interoperability
Lower monitoring and debugging costs	Remote and secure access possible
High-margin engagements	<i>Fixed-cost</i> consulting revenues at lower costs
Expansion possibilities beyond Integration	Any distributed-business process opportunity including B2B

Table 3: Benefits for Enterprise application consumers

Benefits for End-Users	Features
Performance	No control or data bottlenecks and a linear scalability of performance
Reliability	Built-in failover mechanism at all levels
Easy migration from current SOA	Pre-built business services and third-party tools
Proven Interoperability with current SOA and EAI back-end infrastructures	Built-in interoperability with IBM, J2EE, .NET, others
Inherent scalability	No additional platform costs while adding more users, nodes or services
Insurance against obsolescence	P2P infrastructure is the evolutionary next-step in distributed SOA Integration architectures
Dynamic Process Changes	Runtime modifications easily performed with Business Service Architecture and tools
24x7, affordable support possible	Remote debugging, monitoring and deployment
Low risk deployments	Standards-based, no vendor lock-in for adapters or tools

Fiorano Software welcomes you to discuss your SOA Integration needs with our team and partners - Before you commit to an expensive multi-million dollar investment in either extending or buying traditional process-driven SOA integration systems.

About Fiorano Software

Fiorano Software (www.fiorano.com) is a leading provider of enterprise class business process integration and messaging infrastructure technology. Fiorano's network-centric solutions set a new paradigm in ROI, performance, interoperability and scalability. Global leaders including Fortune 500 companies such as Boeing, British Telecom, Credit Agricole Titres, Lockheed Martin, NASA, POSCO, Qwest Communications, Schlumberger and Vodafone among others have used Fiorano technology to deploy their enterprise nervous systems.