



## NEW ZEALAND TOYOTA USES FIORANOMQ AS ITS MESSAGING BACKBONE FOR ITS REAL-TIME AUCTION PROCESS

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**Jonathon Ross**  
Project Manager,  
IS Australia

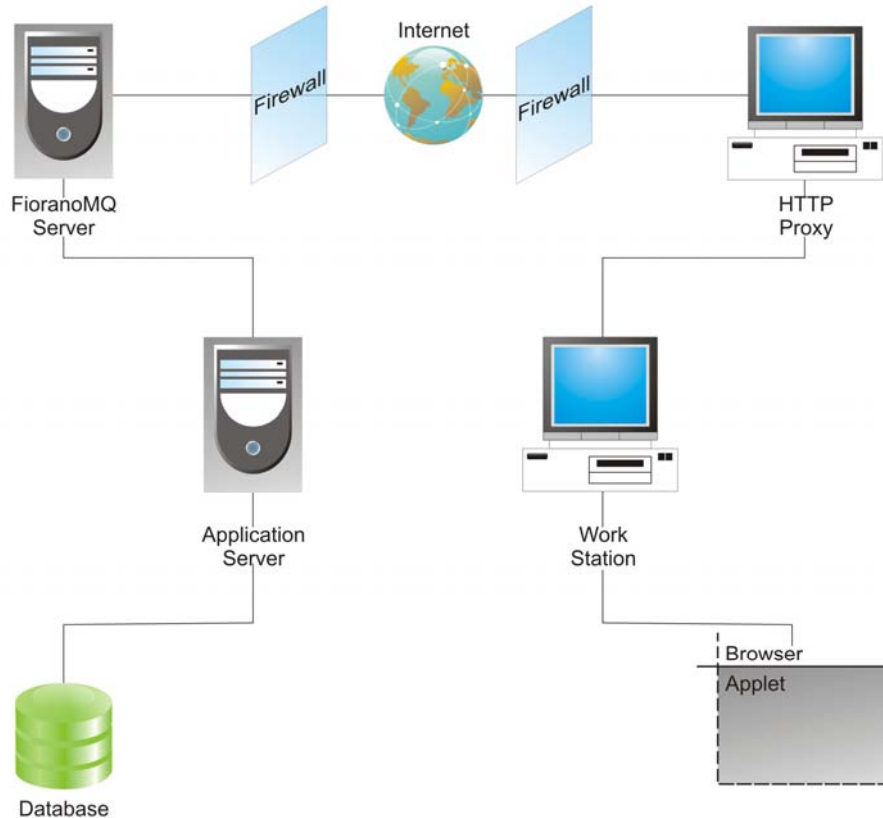
### BUSINESS PROBLEM

In today's Business environment, IS Australia's customers were increasingly feeling the need for becoming e-enabled. A key requirement was to develop a real-time auction system for New Zealand Toyota, enabling them to streamline their auction process - taking it from the physical world to an online world. From a technical standpoint, the system was to be developed using a J2EE architecture and business rules were to be defined in the session beans of the application server. The data is retrieved via a combination of entity bean methods and direct access to the database. A message server was required for publish/subscribe purposes. The clients bidding on the auction will subscribe and the server will publish bids and lot data dynamically.

“From a technology standpoint, the main problem we faced was the use of an applet in a browser. As many corporate clients are connecting from behind firewalls and proxies, we needed to specify the proxy in the client connection and tunnel the JMS messages through HTTP/HTTPS,” says Jonathon Ross, Project Manager at IS Australia. “We needed a message server where the client connection properties can be dynamically configured.”

### SOLUTION

“FioranoMQ worked for us because it was reliable and actually worked in the target environment involving a complex network involving numerous interconnected corporate and ISP proxies, with users accessing the system from a variety of different networks.” said Jonathon Ross, Project Manager at IS-Australia. FioranoMQ is the fastest Java Messaging Server on the market. Only FioranoMQ uses a file based data store to deliver guaranteed messages 10-15 times faster than any other JMS implementation. FioranoMQ significantly increases development productivity, which enables businesses to market applications faster by isolating developers and applications from low-level network programming details like sockets and network addresses.



## BENEFITS

IS Australia was developing a real-time auction system for Toyota, one of the largest motor vehicle companies in New Zealand, enabling them to streamline their auction processes. Before this auction system was developed the dealers had to fly in for auctions resulting in significant increase in the costs involved (average 17% increase). This highly dynamic, interactive, real-time auction process developed by IS Australia using FioranoMQ as the messaging backbone not only reduced these costs but also led to significant productivity gains for the customer.

## WHY FIORANO

IS Australia extensively tested and evaluated 5 Messaging Server products before choosing FioranoMQ. "Out of the five servers tested, FioranoMQ was the only server that would allow the client to specify the proxy at run time. This allowed us to gather all necessary connection information from the browser without the user having to set up any properties or manually configure the applet," said Jonathon Ross, Project Manager at IS Australia.

Performance was another important reason why IS Australia chose FioranoMQ. As pointed out by Jonathon "Message throughput was also very critical as the system is real-time. FioranoMQ significantly outperformed the other tested servers from a performance standpoint and also remained stable for the entire testing period. We were able to process and publish 50+ bids per second with 200 connected clients."

As pointed out by Jonathon, "Fiorano's responsive technical support team made FioranoMQ a logical choice. Reliability, performance, Scalability and dynamic connection configuration were some of the other important parameters in which FioranoMQ scored high over competitive offerings."

## ABOUT FIORANO SOFTWARE

Fiorano Software ([www.fiorano.com](http://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.

To find out more about how Fiorano can help you meet your enterprise integration objectives, visit [www.fiorano.com](http://www.fiorano.com) or e-mail [sales@fiorano.com](mailto:sales@fiorano.com)