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FIORANO SOFTWARE, INC.
DELIVERING ON THE PROMISE OF
PROCESS-DRIVEN, SERVICE-ORIENTED INTEGRATION

Analyst: Ronald Schmelzer

Abstract

While there has been much attention played to early Web Services entrants and vendors of products that enable Service-Oriented Architectures, there have been few companies to pull together all the requisite components required to meet the needs of enterprise architects looking to build SOAs that deliver on the promise of business agility. Fiorano Software may be one of the first vendors to do so. The company has leveraged their early visibility and dominance in JMS-compliant messaging to deliver a feature-rich, powerful solution for process-driven, Service-Oriented Integration. In addition to a robust messaging platform, the company has recently unveiled an integration solution that combines visual, process-driven development of composite applications with an SOA-based integration core that can meet the needs of enterprise architects searching for an SOA solution.

Simplifying Integration through Service-Oriented Process

Fiorano Software has been providing standards-based enterprise integration, business process management and distributed workflow solutions since their launch in 1995. Emerging from its roots as a provider of Java Messaging Server (JMS)-compliant messaging technologies, the company has since built a platform for deploying integration solutions based on visually defined business processes and systems components. Specifically, Fiorano Software is pursuing a process-driven, Service-Oriented vision of integration. In this vision, the company sees their role as providing a reliable messaging framework, on top of which rests an integration platform that connects systems through Service interfaces, rather than via adapters or other connection logic. On top of the Service-oriented messaging platform (an "Enterprise Service Bus"), the company has built a visual tool for creating complex, composite applications that are composed of Services accessible to or created by the Fiorano platform.

As described in detail below, the Fiorano product line consists of three major product lines:

➢ *Fiorano Business Integration Suite* – A feature-rich integration suite that aims to simplify the composition, deployment, modification and debugging of business processes through visual process design and distributed service execution. Components of the suite include

➢ *Fiorano Enterprise Service Bus (ESB)* -- FioranoESB is an Enterprise Service Bus that provides a comprehensive standards-based solution for event-based distributed computing and integration through asynchronous messaging.

➢ *FioranoMQ* -- FioranoMQ is Fiorano's flagship product that provides highly scalable, secure, and fast JMS-based messaging for companies requiring massively scalable, high-performance, and reliable distributed computing solutions.

Fiorano Software, Inc. Products

Fiorano Business Integration Suite	Availability: Current

Overview:
Fiorano Business Integration Suite, rebranded from the former "Tifosi" product line, is a comprehensive Enterprise Integration Broker Suite that aims to simplify the composition, deployment, modification and debugging of business processes. The Tifosi platform can be used to provide integration solutions in replacement of traditional Enterprise Application Integration (EAI), Business Process Management (BPM) and Distributed Workflow solutions. Tifosi works in conjunction with existing J2EE, .NET, UNIX and legacy infrastructure, while supporting industry standards including SOAP, Web Services, JMS and XML. Components of the suite include:
  ➢ FioranoESB – standards based Enterprise Service Bus
  ➢ FioranoMQ – Fastest, most scalable, reliable and secure JMS Server
  ➢ Fiorano Business Service Composer – Composite Application Composition
  ➢ Fiorano BPM – BPEL compliant Business Process Management
  ➢ Fiorano Monitoring and Management Tools- Graphical User Interface based Tools
  ➢ Fiorano Adapters
Key Features:
  ➢ Visual process definition and composite application development through a business-analyst oriented interactive user interface.
  ➢ Ability to remotely deploy and provision Services on Service

producer end-points
➢ Service management capabilities
➢ Out-of-the box integration adapters and tools.
➢ Reliability through distributed peer servers

Key Value Propositions:
➢ Service-oriented process and Service reusability through business-oriented Service definition
➢ Accelerated time to market for Service development
➢ Lower total cost of ownership for integration solutions

FioranoESB	Availability: Current

Overview:
FioranoESB provides a standards-based solution for event-based distributed computing. FioranoESB allows users to integrate disparate applications seamlessly through an asynchronous connectivity backbone. The system allows users to integrate a variety of disparate application servers simultaneously, abstracting their interfaces through messaging.

Key Features:
➢ Fiorano Tifosi Enterprise Integrator is based on the FioranoESB product, and as a result, inherits its reliable, Service-based infrastructure.
➢ FioranoESB is based on a brokered, Peer-to-Peer (P2P) architecture – Data flow directly between peers, but utilize a centralized event broker for monitoring and control of Services.
➢ Configurable load-balancing
➢ Role-based, distributed security model
➢ Distributed debugging – system allows breakpoints to be set between Services running on distributed nodes

Key Value Propositions:
➢ Services-enabled, but does not require a Service-oriented architecture, and as such enables SOI as well as non-SOI integration needs.
➢ Highly reliable, low cost integration reduces TCO
➢ Reduces time to market for integration solutions

FioranoMQ	Availability: Current

Overview:
FioranoMQ is one of the most scalable, secure, and fastest Java Messaging Servers (JMS). FioranoMQ uses a Scalable Connection Management Module (SCM) to achieve scalability levels at a lower cost and higher availability than their competitors (namely, IBM, TIBCO, and Sonic Software).

Key Features:
➢ FioranoMQ serves as the underlying messaging platform that provides the reliable, asynchronous interconnection for the company's integration and process products.

Key Value Propositions:

> ➤ Low-cost, high-performance messaging
> ➤ Superior flow control and high availability mean low cost of maintenance.

The ZapThink Take

While there are a number of vendors aiming to provide products that offer different aspects of Service-Oriented Integration, there are few vendors that can provide the breadth of functionality necessary to meet all the integration requirements of the enterprise architect. As summarized in ZapThink's research on this topic, enterprise architects are increasingly demanding architectural solutions to their integration challenges that combine aspects of loose-coupled, coarse-grained, asynchronous integration with visual process definition and runtime process management. Fiorano Software aims to provide the necessary functionality to meet these architects' integration needs. Fiorano's approach is to leverage their robust messaging infrastructure as a platform for building composite applications that interact with applications through Service interfaces. While that approach is not unique, Fiorano's products provide a remarkably simple to use and manage infrastructure that can be utilized by data center administrators, developers, as well as line-of-business users.

In fact, it is this flexibility and broad-applicability that not only gives Fiorano a unique and compelling position in the process-driven SOI market, but also poses its most pressing challenge. Simply put, the Fiorano Enterprise Integrator might be too powerful for some users. Some aspects of the application are intended primarily for Services developers – such as the runtime deployment and Service configuration tools, while others are intended for line-of-business users – for instance, Tifosi's visual, drag-and-drop process definition capabilities. Fiorano might at some point need to consider splitting its potent Integrator product into different versions to meet these different end-user needs. Nevertheless, the product provides such a compelling value proposition that Fiorano Enterprise Integrator should be on any company's shortlist for process-driven, Service-Oriented integration.

While Fiorano counts numerous Fortune 1000 companies as customers including AT&T Wireless, American Express, Motorola, Federal Express, Boeing, Qwest Communications, KPMG, JP Morgan Chase, and Pohang Steel Company (POSCO), the company's primary challenge rests in their relative unfamiliarity as a name brand among customers and their size compared to their rivals. However, the company has proven to be a respectable adversary, competing head-to-head with messaging and integration platforms from firms like TIBCO and Sonic Software. Combined with their flexible and aggressive pricing and quality products and customers, they are giving their rivals, including TIBCO, IBM, and Sonic Software a run for their money.

Profile: Fiorano Software, Inc.	Sep. 2003

Date Founded: 1995
Funding:
       Privately-held, profitable
CEO: Atul Saini
Employees: <100
Products:
       Fiorano Business Integration Suite
       FioranoESB
       FioranoMQ
Address:
       718 University Avenue
       Suite 212
       Los Gatos, CA 95032
       United States
URL: http://www.fiorano.com
Main Phone: +1 408 354 3210
Contact:
       Ankur Gupta - Marketing Manager
       ankur@fiorano.com
       +1 408 354 3210

Related Research

Reports

- ➢ *Service-Oriented Integration* Foundation Report (ZTR-WS103)

- ➢ *Service-Oriented Process* Foundation Report (ZTR-WS108)

ZapNotes

- ➢ *Sonic Software* ZapNote

- ➢ *IONA* ZapNote

- ➢ *IBM* ZapNote

- ➢ *TIBCO* ZapNote

About ZapThink, LLC

ZapThink is an IT market intelligence firm that provides trusted advice and critical insight into XML, Web Services, and Service Orientation. We provide our target audience of IT vendors, service providers and end-users a clear roadmap for standards-based, loosely coupled distributed computing – a vision of IT meeting the needs of the agile business.

ZapThink's role is to help companies understand these IT products and services in the context of SOAs and the vision of Service Orientation. ZapThink provides *market intelligence* to IT vendors who offer XML and Web Services-based products to help them understand their competitive landscape and how to communicate their value proposition to their customers within the context of Service Orientation, and lay out their product roadmaps for the coming wave of Service Orientation. ZapThink also provides *implementation intelligence* to IT users who are seeking guidance and clarity into how to assemble the available products and services into a coherent roadmap to Service Orientation. Finally, ZapThink provides *demand intelligence* to IT vendors and service providers who must understand the needs of IT users as they follow the roadmap to Service Orientation.

ZapThink's senior analysts are widely regarded as the "go to analysts" for XML, Web Services, and SOAs by vendors, end-users, and the press. They are in great demand as speakers, and have presented at conferences and industry events around the world. They are among the most quoted industry analysts in the IT industry.

ZapThink was founded in October 2000 and is headquartered in Waltham, Massachusetts. Its customers include Global 1000 firms, public sector organizations around the world, and many emerging businesses. ZapThink Analysts have years of experience in IT as well as research and analysis. Its analysts have previously been with such firms as IDC and ChannelWave, and have sat on the working group committees for standards bodies such as RosettaNet, UDDI, CPExchange, ebXML, EIDX, and CompTIA.

Call, email, or visit the ZapThink Web site to learn more about how ZapThink can help you to better understand how XML and Web Services impact your business or organization.

ZAPTHINK CONTACT:
ZapThink, LLC
11 Willow Street, Suite 200
Waltham, MA 02453
Phone: +1 (781) 207 0203
Fax: +1 (786) 524 3186
info@zapthink.com
www.zapthink.com