



ON THE RADAR

On the Radar: Fiorano

Simplifying integration through a peer-to-peer architectural approach

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SUMMARY

Catalyst

Fiorano Cloud Platform combines the capabilities of traditional and cloud-based integration approaches in the form of a hybrid integration infrastructure. The platform is a simple and efficient solution to the various complex integration issues that organizations are facing in the current business environment. While its prominent use case is on-premise to cloud integration, it is also capable of fulfilling the requirements of cloud to cloud, intra-cloud, and B2B integrations. One of the differentiating features of this platform is the underlying peer-to-peer architecture that ensures a more efficient and flexible realtime integration by providing centralized control and greater data access flexibility.

Key messages

- Fiorano Cloud Platform is a one-stop solution for a wide range of integration requirements: on-premise to cloud, cloud to cloud, intra-cloud, and B2B integration. It covers a wide range of cloud deployment models, namely public, private, and hybrid clouds.
- Fiorano Cloud Platform comes with pre-built connectors for major categories of enterprise applications, including CRM and ERP, and offers access to an extensive library of pre-built integration processes.



- Fiorano Cloud Platform is available on a monthly-subscription basis. It does not require any additional platform software to run.
- Fiorano Cloud Platform ensures faster time to benefit by allowing rapid development through a graphical-interface approach that does not require any additional coding.

Ovum view

Given the preference for integration platforms that are easy to implement and maintain, small and medium-sized enterprises (SMEs) are expected to be the major adopters of the Fiorano Cloud Platform. In the near term, Fiorano's continued focus on effective governance and feature enhancements, along with its peer-to-peer architectural approach, are expected to pave the way for significant growth in the adoption of this platform.

RECOMMENDATIONS FOR ENTERPRISES

Why put Fiorano on your radar?

Many enterprises find that traditional integration approaches, including internal hosting of integration middleware for integration of on-premise and cloud-based applications, are ill-suited to the requirements of cloud to cloud or intra-cloud integrations. Such approaches provide less flexibility of data source access and fail to deliver an efficient messaging and queuing capability. Others who pursue cloud service integration by following the integration-as-a-service approach often realize that it is only effective in cloud to cloud integration scenarios and fails to meet the requirements of on-premise to on-premise integrations. One major disadvantage of this approach is the limitation of interfaces that can be exposed as web services. Consequently, at times, integration of crucial functionality is not possible. Such limitations call for a new approach to cloud service integration that is capable of meeting the requirements of traditional B2B and on-premise to on-premise application integrations. Fiorano Cloud Platform fits the bill for such integration needs.

Fiorano Cloud Platform has a peer-to-peer architecture which includes a stateless application layer; state is not stored at a central location and data seamlessly flows between peers. Nevertheless, a centralized control is possible from any on-premise or cloud location. One of the key advantages of this hybrid integration approach is the flexibility of accessing data sources through several means: APIs, web services, or messaging capability. Availability of separate peer servers ensures that integration data does not leave the cloud and that an efficient integration is possible in the case of cloud to cloud and intra-cloud integrations.



The platform comes with an in-built messaging and queuing capability that provides data-flow visibility across the network. Given its robust administrative framework, which is quite similar to central-broker architecture, and the in-built governance engine that provides fine-grained control of business processes, this platform is well-suited to integration scenarios that involve private and public cloud deployments. The platform allows organizations to deploy a greater number of peer servers on an on-demand basis, reflecting the elasticity of the cloud. Fiorano Cloud Platform is well-suited to the requirements of organizations which need a platform and language-independent solution that caters for a wide range of integration requirements.

HIGHLIGHTS

Background

Fiorano, a privately-held company based in Palo Alto, California, was founded in 1995. The company has been shipping commercial middleware since October 1998 and claims to be the first vendor to market a Java Message Service (JMS) server. Fiorano has direct sales operations in the US, UK, India, Singapore, and Japan and its channel partner network further extends its reach to prospective customers, covering most European countries and the major economies of the Asia Pacific, including China, Japan, Australia, and India. Fiorano has evolved from being a provider of elementary integration products, like message bus, to its current position as an enterprise middleware vendor that offers integration platforms for a wide range of integration requirements: application-to-application, B2B, and cloud service integration.

Fiorano targets both small and large organizations, with a focus on organizations with sales of \$100 million to \$1 billion. The company has a large customer base in the US and Europe, which are its primary markets. Fiorano claims a number of leading companies amongst its clients, including ABN Amro, Boeing, BT, Nasa, Posco Steel, Schlumberger, Lockheed Martin, and the Chicago Mercantile Exchange Group.

Current position

Fiorano has an extensive set of integration offerings ranging from FioranoMQ (a JMS compliant enterprise messaging platform) and Fiorano ESB (a JMS messaging-based ESB), to the Fiorano Cloud Platform, a unique integration platform based on a peer-to-peer architectural approach. Fiorano has grown its business both in terms of customer base and revenue, and currently has customers across several vertical industries, including government, financial services, healthcare, logistics, retail, utilities, and ICT. Fiorano's current strategy is to focus on the Asia-Pacific, Middle



East and Africa regions as well as increase penetration in its primary markets, the US and Europe. The company claims that its business in Asia-Pacific and the Middle East is growing at a fast pace and will overtake its business in the US and Europe in the next three to four years.

Fiorano Cloud Platform was launched in October 2010 as an integration platform aimed at overcoming the limitations of traditional integration approaches and contemporary integration-as-a-service offerings, by providing a centralized control and the efficiency of a peer-to-peer architecture. Fiorano announced feature enhancements to this platform in September 2011; the updated version included new application connectors, template integration processes, and enhanced development and monitoring tools. Fiorano is expected to add comprehensive B2B integration capabilities to its cloud platform in June 2012 as an attempt to increase the range of complex integration scenarios it can support. Fiorano claims that its proof-of-concept (POC) approach has helped it to compete against much larger and well-established players such as IBM and Tibco. Fiorano expects this approach to yield similar results when applied to the emerging cloud service integration marketplace.



DATA SHEET

Key facts

Table 1: Data sheet			
Product name	Fiorano Cloud Platform	Product classification	Integration platform
Version number	9.4	Release date	October 2010
Industries covered	Public sector (government, healthcare and education) financial services, utilities, ICT, logistics, and retail.	Geographies covered	Europe, U.S, Asia-Pacific, Middle-East and Africa
Relevant company sizes	Large enterprises and small and medium-sized enterprises	Licensing options	Subscription
URL	www.fiorano.com/products/ESB-enterprise-service-bus/Fiorano-Cloud-Platform.php	Route(s) to market	Marketing by Fiorano's marketing team, at times with partners. Offered by Fiorano or one of its system integration, OEM, VAS, and technology partners.
Company headquarters	Palo Alto, California	Number of employees	150
Source: Ovum			OVUM

APPENDIX

"On the Radar"

"On the Radar" is part of Ovum's series of research notes that highlights up-and-coming vendors that bring innovative ideas, products, or business models to their markets. Although "On the Radar" vendors are not always ready for prime time, they bear watching for their impact on markets and could be suitable for certain enterprise and public sector IT organizations.

Further reading

The increasing complexity of application integration calls for new approaches (Feb 2012)



Integration: the often neglected aspect of SaaS economics (April 2012)

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