

# M43

## Introduction to Business Integration & Message Brokers

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# Objectives & Agenda

## Integration: Combination into a whole

### Objectives:

- Provide an introduction to Business Integration and explain the "why and how" of message brokers
- Survey analyst and customer views on business integration and the march towards e-business

### Agenda:

- An introduction to integration... application integration
- Integration matures... brokered integration
- Integration gets sophisticated... new technologies
- The wide wide world of business integration... enabling the world of e-Business

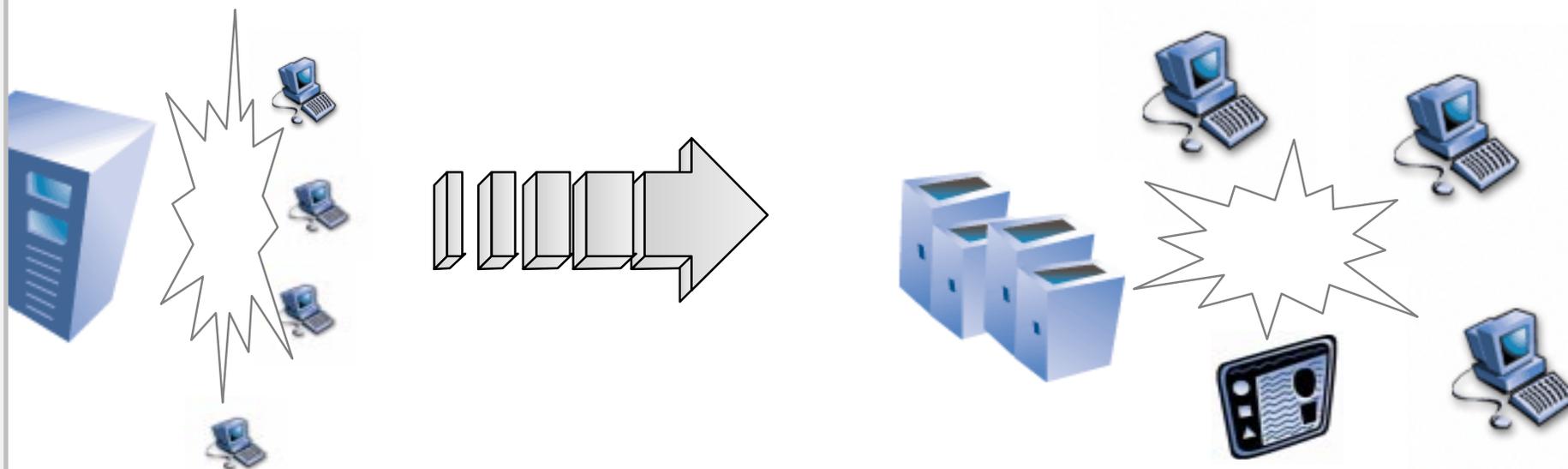


# The Application Environment: *History*

The application environment has changed through the '90s:

- ▶ Away from centralised, monolithic...
- ▶ To distributed, modular, client/server applications
- ▶ Increasing use of packaged applications
- ▶ New e-business applications - B2B & B2C

Source: Gartner Group AI Study, March 2000



# Application Integration: *History*

Integration requirements have changed and evolved:

- ▶ Initially middleware was a means to tie new systems into legacy applications
  - Bridge the gap between disparate systems
- ▶ As adoption of ERP increased, middleware connected subsystems from different vendors
- ▶ As ERP extends into supply chain and CRM - often through acquisition - middleware is used inside systems
- ▶ e-business drives the need for front to back-end integration
  - Integration across the supply chain
  - Zero latency is the goal

ce: Gartner Group AI Study, March 2000



# Application Integration: *Quotes from Analysts*

## Enterprise Application Integration

- ▶ Enterprise Application Integration as important as the introduction of databases in the 80s and ERP systems in the 90s (Computer Business Review, 11/98)
- ▶ 30% of entire IT budget is spent on building, maintaining & supporting application integration (Forrester)
- ▶ 35% of application deployment is dealing with spaghetti" (Gartner)

## ERP

- ▶ For every \$1 spent on software, \$9 is spent to integrate it (Fortune magazine)
- ▶ 90+% of applications to be integrated are not ERP's (Gartner)
- ▶ ERP offers only 30% of function needed (Gartner)
- ▶ 90% of ERP implementations end up late or over budget (Standish)

## Message Brokers (Gartner)

- ▶ The market is beyond the Type A (innovative) customers ...Type C (wait-&-see, conservative) are being forced...by merger & acquisition
- ▶ By 2001, message brokers will be involved in >25% of all Web-based integration solutions
- ▶ By 2001, 50% of Type A enterprises will use message brokers



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