

## ZAPTHINK ZAPNOTE™

### AVANADE

*Analyst: Jason Bloomberg*

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## Avanade

URL: <a href="http://www.avanade.com">www.avanade.com</a>	Headquarters : Seattle, WA
Founded: 2000	Funding: Accenture and Microsoft

## Services Summary

Avanade is a joint venture between Accenture and Microsoft. Avanade intends to be the leading Microsoft-only enterprise PSO, and is the bridge between the Accenture and Microsoft organizations. Their technologists are Microsoft Certified System Developers with a strong command of the .NET solution lifecycle. Avanade specializes in:

- .NET Application Development – building .NET solutions using Web Services where appropriate.
- Application Management– managing upgrades, migrating solutions to the .NET platform, and technical support for customers' existing custom and packaged applications.
- Enterprise Integration – integration solutions based on the BizTalk Server and Web Services.

Avanade offers their own .NET-based architecture called Avanade Connected Architectures for .NET (ACA.NET), which offers a number of Services not currently included in the .NET framework, including logging, security, and messaging. However, while Avanade takes advantage of the Web Services capabilities of .NET, they do not currently build SOAs; instead, they focus on traditional (typically n-tier) architectures in a .NET environment.

## Key Differentiator

- Exclusive Microsoft technology focus

## ZapThink Take

Microsoft wants desperately to capture the enterprise market, and to do that, they need to be able to offer deep professional services capabilities, which Accenture is able to offer. The goal of Avanade is therefore to achieve penetration of Microsoft software, .NET in particular, into the enterprise. Because Avanade's goal is not to help companies embrace heterogeneity or

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obtain more value out of legacy systems, SOAs are typically not the approach that Avanade recommends.

## Related Research

- *Service-Oriented Architecture Consulting Report (ZTR-WS109)*

## 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.

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