



# ZapForum Webcast “The Great Debate: ESBs, Fabrics, or Something Else”

May 4, 2005

Take Credit Code: ZFMAYESB

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## How to Use Spiderphone

- First: Turn off any pop-up blockers!
- If you have a question, raise your hand – we will call on you to speak using your telephone!
- Want to chat or be introduced to other attendees? Let us know!



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## Pop-Up Test #1



**You should see this slide!**

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## Pop-Up Test #2



**And this one, too!**

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## Controlling the Presentation Size



- Click on the zoom buttons to control the display size of the presentation

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## How to use Q&A



- To ask a question, first, go to your Conference Control, and click "Q&A" in the left-hand corner.

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## Today's Agenda

- Sponsors: Sonic Software & Blue Titan
- ZapThink Analysts: "Plumbing Your SOA"
  - Call in with your questions or comments!
- Guest Expert: Gordon van Huizen, Sonic Software
  - Ask the expert your Questions!
- Guest Expert: Frank Martinez, Blue Titan
  - Call in with your Comments
- Open Forum Q&A
- Giveaway: Microsoft Xbox!
- Open mike discussion

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## Now, your Hosts



Jason Bloomberg  
jbloomberg@zapthink.com



Ronald Schmelzer  
rschmelzer@zapthink.com

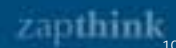
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## Plumbing your SOA

May 2005 ZapForum Webcast  
Jason Bloomberg & Ronald Schmelzer

Delivered on May 4, 2005

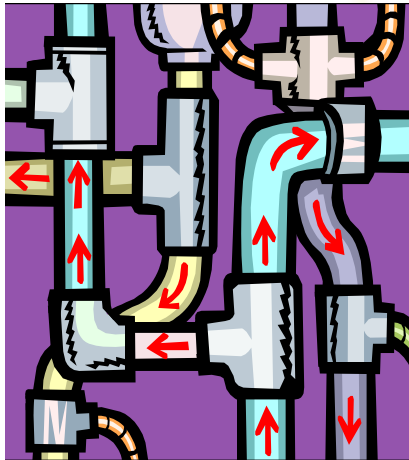


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## SOA Abstracts the Plumbing



- Goal is reusable, composable business Services
- But what kind of infrastructure enables loosely coupled, composable, asynchronous Services?
- Many different approaches to implementation

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## Don't Get Lost in the Terminology

ESB? SOA Infrastructure? EAI?  
 Abstraction?  
 Service Network? EDA?  
 Service Grid? SOA?  
 Fabric?

- There are many styles for SOA implementation
- Focus on your goals: Reuse? Governance? Reduced integration cost? Agility?

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## SOA's Little Secret



- You can build SOA with whatever software you already have (for the most part)
- When considering purchasing software for your SOA initiative, look to fill the functionality gaps in your current portfolio
- Don't just add middleware for your middleware!

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## Your Questions!



- Raise your hand, enter a question, and we'll call on you!

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## Guest Expert: Gordon van Huizen



- Gordon van Huizen, CTO, Sonic Software
- 25 years of software industry experience
- Brought world's first ESB to market
- Former Director of Engineering for BEA WebLogic Server
- Has lead development of Internet applications, application servers and middleware since 1996
- Named to 2004 "InfoWorld CTO 25"

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CONNECT EVERYTHING. ACHIEVE ANYTHING.™



## Connect, Mediate and Control

*The Role of an ESB in SOA*

**Gordon Van Huizen**  
CTO, Sonic Software  
4 May 2005

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## Sonic Software

### Inventor and Leading Provider of the Enterprise Service Bus (ESB)

**Recognized:** Inventor of the ESB – infrastructure for SOA  
Enterprise messaging  
Standards Contributor/Influencer

**Established:** 1000+ customers  
Extensive SBOEMISV Partner Support  
Independent Operating company of Progress Software (NASDAQ: PRGS)  
– \$363M sales, over \$180M in cash  
– Consistent double digit revenue and profit growth  
Distribution in 65 countries  
24x7 world-wide support

**Experienced:** Enterprise projects deployed in:  
– Finance  
– Telco  
– Retail  
– Government  
– Transportation and Logistics



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## SOA scope drives architectural considerations

### SOA infrastructure requirements

#### Heterogeneity

Span new service-enabled applications as well as existing applications

#### Scalability

Provide the performance expected of enterprise systems while easily accommodating changes in demand

#### Availability

Isolate applications from faults resulting from server and communication failures

#### Distribution

Processes will interact with services spread across an organization, and between organizations

#### Flexibility

Allow the organization to change processes, rules, data mapping and relationships between applications with minimal effort and disruption

#### Visibility and control

Manage and monitor the infrastructure as well as the processes and services deployed within it

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## Connect IT resources as services

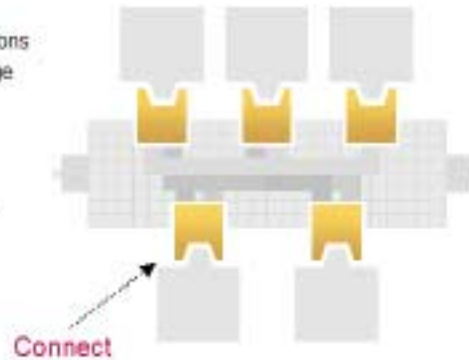
### Bind into a uniform service model

- Connect old and new

- Hundreds of packaged applications
- J2EE, .NET, Progress OpenEdge applications
- Web services
- Relational data sources

- Provide uniform service model

- Event-driven
- Message-based



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## Mediate service interactions

### Flexibly combine and enrich business services

- Move data with configurable qualities of service

- Guaranteed message delivery
- Once-and-only once semantics
- Secure communication channels

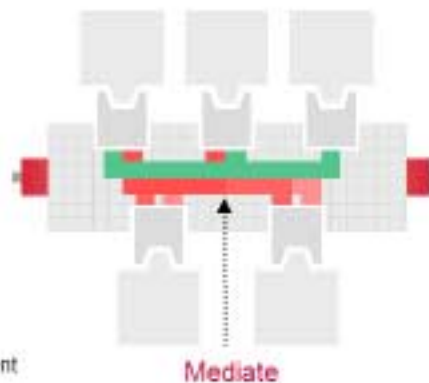
- Pluggable authentication, authorization, cipher suites

- Flexibly configure routing and process flow

- Point-to-point or pub-sub
- Content-based routing, itineraries
- Support stateful process management

- Transform and enrich data

- Map between data formats
- Split, aggregate and enrich data



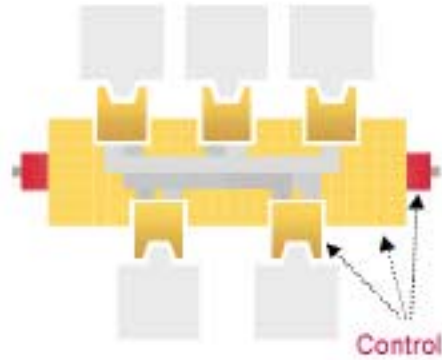
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## Control services and infrastructure

From any point on the network

- Service configurations and relationships are stored in a globally-accessible repository
- Dynamically configure, deploy and scale hosted services and communication backbone
- Define and alter process flows, routing, quality of service
- Track services and their interactions to gain visibility and control

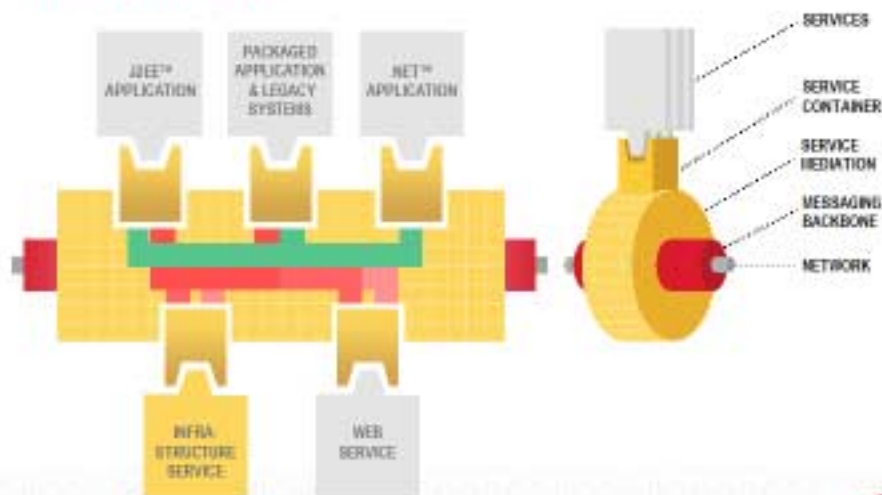


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## How it works

Inside the ESB



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# Thank you!

**For more information:**

[http://www.sonicsoftware.com/solutions/learning\\_center](http://www.sonicsoftware.com/solutions/learning_center)

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## Your Questions!



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## Guest Expert: Frank Martinez



- Frank Martinez, CTO, Chairman & Founder, Blue Titan
- Frank is a recognized expert in the area of distributed, enterprise application and infrastructure platforms
- Frank was recently named an InfoWorld Innovator by InfoWorld magazine and has also been named one of 25 leading IT innovators by CRN

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Blue Titan

## SOA Fabrics and Services Networking

Frank Martinez, CTO

May 2005

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## Blue Titan Introduction

**We Promise**

To create integrated, scalable services networks that inexpensively adapt to business needs at enterprise speed

**We Provide**

A service-oriented infrastructure that helps enterprise architects control, share and scale SOA applications

**We Deliver**

A unique, distributed networking approach to SOA, focused on governing runtime service interactions, regardless of the intelligence of the endpoint

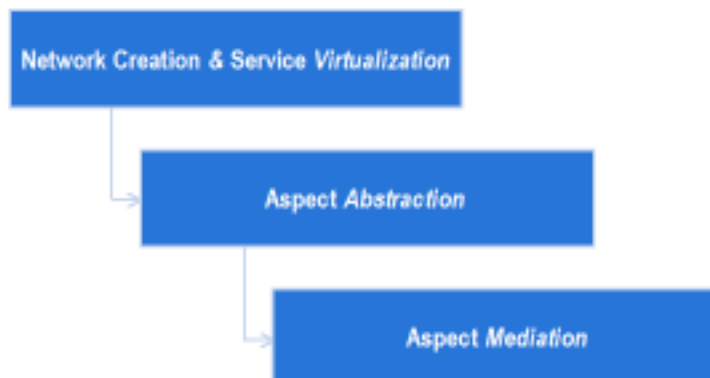


Blue Titan is the Foundation of Some of the World's Most Sophisticated SOA Deployments

## Use an SOA Fabric to Create a Services Network

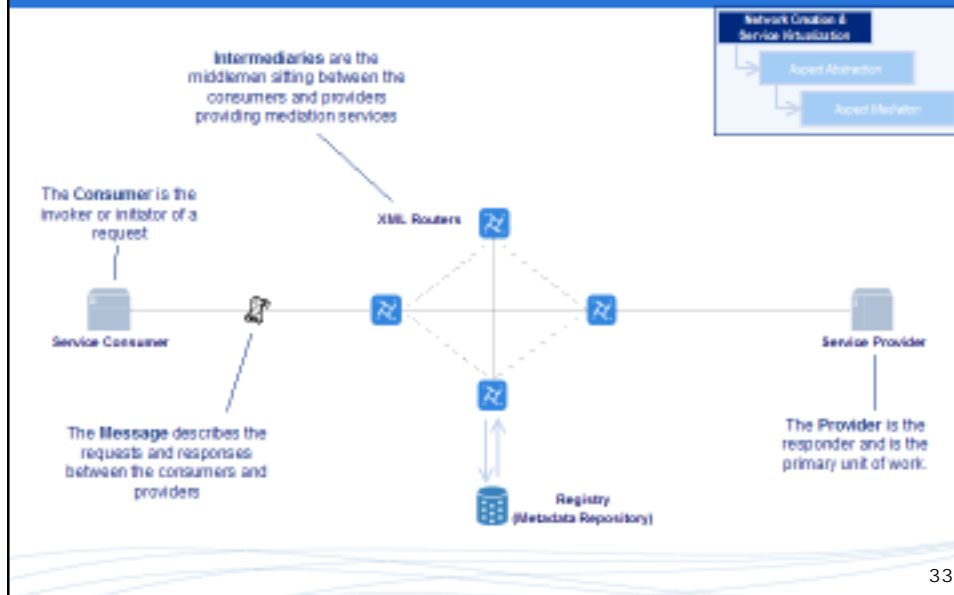
An Enterprise SOA Fabric is a immersively service-oriented middleware architecture supporting the creation of *Services Networks*

Enterprise SOA Fabrics Provide:

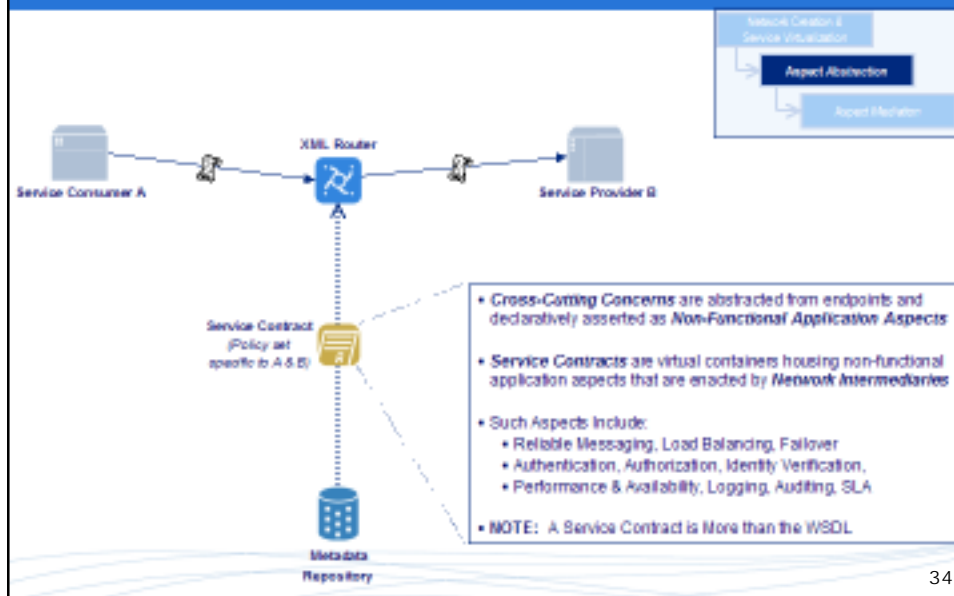




## Services Networking – Network Creation & Service Virtualization



## Services Networking – Aspect Abstraction

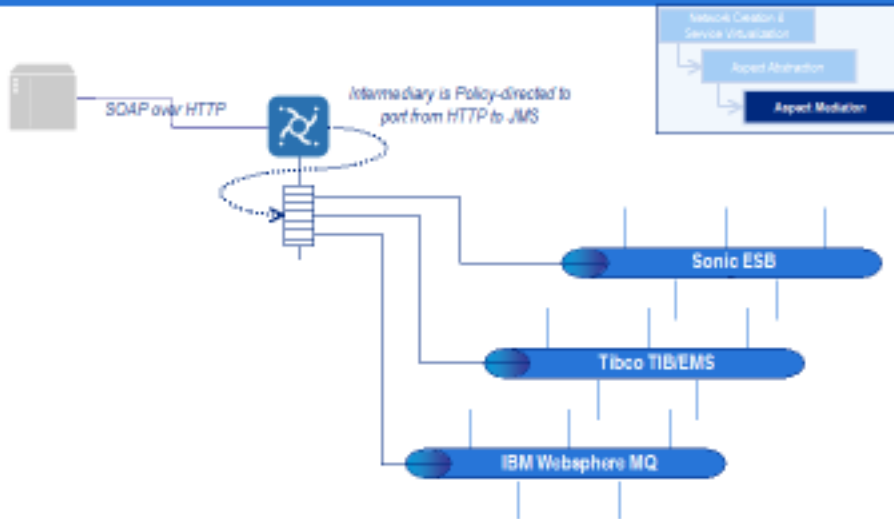


## Services Networking – Aspect Mediation



- **Standards Mediation**
  - Across platforms and time
    - SOAP 1.1 vs. SOAP 1.2 vs. Raw XML
    - Different versions of WS-Addressing, WS-Security, and other WS-\* headers
- **Protocol Switching & Mediation**
  - HTTP vs. JMS vs. SMTP vs. FTP vs. etc.
  - Envelope transformations
- **Invocation Pattern Mediation**
  - Bridging between synchronous and asynchronous

## Aspect Mediation Use Case – JMS Bridging



## So, What is an Enterprise SOA Fabric™?

- An Enterprise SOA Fabric is a immersively service-oriented middleware architecture supporting the creation of Services Networks
  - Services Networks and business integration are mutually exclusive
  - Service Fabrics are fully-connected overlay networking systems with the following characteristics:
    - Aspect-oriented
    - Reflective
    - Scale-free
    - Pervasively intermediable
    - Metadata driven (unified metamodel)
  - Services Networks are concerned with making services:
    - Shareable
      - Abstraction of non-functional application aspects into the network enables rapid on-ramping of new consumers
    - Composable
      - Ability to layer on concerns after the fact to support new service usage scenarios
    - Compatible
      - Network can mediate incompatibilities (e.g. SOAP to Raw-XML, one WS-Security spec to another, etc.)
    - Evolvable
      - Intermediaries can modify message envelopes/headers to insulate existing SOA participants from change

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# Thank You

For case studies and more information, please see: <http://www.bluetitan.com/resources/index.html>

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## Your Questions!



- Raise your hand, enter a question, and we'll call on you!

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## Open Forum!



- Have any pressing SOA issues on your mind?
- Want to question our guest experts?
- Want to express an opinion?
- Have a need?
- Call in and let us know!

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## On the Next ZapForum...

**"End-to-End Metadata Management -  
Registries, Repositories, and Governance"**



**Wednesday, June 8<sup>th</sup>, same time**

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## Giveaway!



- Microsoft Xbox – You must be in attendance to win this prize!

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## THANK YOU!

- This session was recorded and will be made available on our site, as well as those of our sponsors.
- Please visit [www.zapthink.com/zapforum.html](http://www.zapthink.com/zapforum.html) in the next week for download availability

THANK YOU AND SEE YOU ON THE NEXT  
ZAPFORUM WEBCAST!

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## Open Mic!



- Don't put us on hold! Your mic is now live
- Open discussion with panelists and attendees

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