

## ZAPTHINK ZAPNOTE™

### EXADEL

*Analyst: Jason Bloomberg*

All Contents Copyright © 2003 ZapThink, LLC. All rights reserved. Reproduction of this publication in any form without prior written permission is forbidden. The information contained herein has been obtained from sources believed to be reliable. ZapThink disclaims all warranties as to the accuracy, completeness or adequacy of such information. ZapThink shall have no liability for errors, omissions or inadequacies in the information contained herein or for interpretations thereof. The reader assumes sole responsibility for the selection of these materials to achieve its intended results. The opinions expressed herein are subject to change without notice. All trademarks, service marks, and trade names are trademarked by their respective owners and ZapThink makes no claims to these names.



## Exadel

URL: <a href="http://www.exadel.com">www.exadel.com</a>	Headquarters : Concord, CA
Founded: 1998	Funding: NA

## Product Summary

The *Exadel Application Framework Suite* is a suite of products that extend J2EE application servers for SOA development. The Application Framework suite provides a set of natively Service-centric software toolsets designed to simplify how programmers use J2EE application servers for Web and Web Service-based application development. Exadel's products use a visual design environment that abstracts the complexity of Java Server-Side programming

The Exadel Application Framework Suite contains the following modules:

- Exadel Web Flow Engine – An application design framework for Web applications.
- Exadel Process Orchestrator – An application design framework for Web Services applications.
- Exadel Service Container – An SOA packager for exposing and enhancing functionality within legacy applications for use in Web and Web Services applications.

## ZapThink Take

There is no SOA tools market at this time, but if there were, Exadel would be first in line. Their Application Framework Suite is specifically designed to help companies build and run SOAs. Exadel has several large customers, particularly in the financial services industry, and the Application Framework Suite is the engine behind ABN Amro's renowned [mortgage.com](http://mortgage.com) site.

Exadel's weakness, however, is its marketing. It devotes very few resources to marketing, instead relying upon direct sales to generate business. This weakness will limit its growth, but the strength of its technology and its clear SOA vision make Exadel a prime acquisition candidate.

## Related Research

- *Service-Oriented Architecture Tools & Best Practices Report (ZTR-WS107)*

### TAKE CREDIT FOR READING ZAPTHINK RESEARCH!



Thank you for reading ZapThink research! 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.

Earn rewards for reading ZapThink research! Visit [www.zapthink.com/credit](http://www.zapthink.com/credit) and enter the code EXAFS. We'll reward you with ZapCredits that you can use to obtain free research, ZapGear, and more!

For more information about ZapThink products and services, please call us at +1-781-207-0203, or drop us an email at [info@zapthink.com](mailto:info@zapthink.com).

## 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](mailto:info@zapthink.com)

