

ZAPTHINK ZAPNOTE™

GENIANT

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.



Geniant

URL: www.geniant.com	Headquarters : Dallas, TX
Founded: 1998	Funding: NA

Services Summary

Geniant provides enterprise integration services as well as management consulting. They have specialist practices focused on application development and integration, enterprise infrastructure, data architecture & monitoring, and skills transfer. Their consulting approach begins with the problems facing the business, which leads to an understanding of business processes, and *business process realization* engagements. Their SOA work then augments their business process work, allowing them to instantiate processes on an abstracted infrastructure.

Key Differentiator

- Business-focused approach to IT consulting

ZapThink Take

Geniant's business-oriented approach to IT solutions makes sense, in particular for customers who ask for a particular technology solution—Geniant won't let them put the cart before the horse. When customers ask for EAI, for example, Geniant steers them toward SOAs. By taking a business process-centric approach, the solutions Geniant is likely to recommend will tend to efficiently meet customer needs at a reasonable price, as well.

Related Research

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

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 and enter the code GENBPR. 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.

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

