

## ZAPTHINK ZAPNOTE™

### SEEBEYOND HARBINGER OF WEB SERVICES

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*Analyst: Jason Bloomberg*

#### Abstract

SeeBeyond offers robust, enterprise-class "eBusiness Application Integration" solutions, which encompass traditional Enterprise Application Integration and Business-to-Business Integration capabilities. SeeBeyond's framework offers many of the same features that Web Services-based Service-Oriented Integration solutions will need to offer in the future. Therefore, SeeBeyond is well positioned to lead the Service-Oriented Integration industry, if it leverages its deep expertise in this area.

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## Home-Grown eBusiness Application Integration

SeeBeyond is one of the leading vendors in the eBusiness Application Integration (eAI) space, which SeeBeyond defines as application integration both within the enterprise and among partner enterprises. eAI, therefore, is a combination of Enterprise Application Integration (EAI) and Business-to-Business Integration (B2Bi) technologies. Their solutions span several vertical markets and business areas, but generally fall into two primary domains: Supply Chain Management (SCM) integration and Customer Relationship Management (CRM) integration. SCM integration provides the infrastructure required to enable collaborative supply chains by providing real time, global access to information. CRM Integration, on the other hand, focuses on improving a firm's ROI by identifying, acquiring and retaining the most valuable customers through a combination of customer insight, sales and marketing programs and customer support activities.

SeeBeyond's products manage business process flows from enterprise applications to remote trading partners. By leveraging their distributed integration framework, SeeBeyond supports various business-to-business scenarios, including browser-based partner portals and eMarketplace connectivity., SeeBeyond also supports several all major eBusiness protocols, including RosettaNet, SOAP, EDI, and PKI X.509.

In particular, SeeBeyond's product suite offers the following benefits:

- *Scalability.* SeeBeyond's framework is able to offer more than ten billion transactions per day on a single Unix host, taking advantage of SeeBeyond's distributed component based architecture.
- *Security.* SeeBeyond security solutions include robust encryption, secure transport and digital certificates.
- *Open standards.* SeeBeyond ensures compliance and interoperability through open messaging, open queuing, development adapters and data standards across all major platforms.
- *Rapid Deployment.* The company provides a unified graphical environment for business process modeling, trading partner profile configuration, transformation logic, and integration business rules for systems and trading partners.
- *Manageability.* SeeBeyond centrally manages the entire integration platform natively or through third-party management consoles.

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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).

- *High Availability.* The SeeBeyond platform is built for high availability environments and includes automatic failover, dynamic load balancing and guaranteed delivery.
- *Integrity.* SeeBeyond assures the integrity of long or short-lived processes and guarantees successful data delivery with exception handling.

SeeBeyond has been building its eAI platform since 1989, and has developed every component in-house, without the need to incorporate technology acquired from other companies. As a result, their software is mature, and well architected.

## The Keys to SeeBeyond's Success

ZapThink has identified six key features of SeeBeyond's integration platform:

- *Distributed architecture.* While many other EAI vendors provide a hub and spoke or bus architecture, SeeBeyond has distributed its nodes, offering its customers flexibility and scalability in real-world, global installations.
- *Sophisticated support for asynchronous processes.* Instead of the traditional store and forward approach to asynchronous messaging, SeeBeyond takes a more sophisticated, intelligent approach. SeeBeyond's Event Linking and Sequencing technology enables high-volume messaging infrastructures to process incomplete pieces of data that are received out of sequence.
- *Robust Business Process Management (BPM).* Once the SeeBeyond platform is up and running, enterprise business analysts use SeeBeyond's visual BPM tools to create and manage business processes on a high level, optimizing the use of the available underlying systems. In addition, SeeBeyond unifies disparate, distributed data sources seamlessly, offering business users a single customer view.
- *Use of a centralized registry for management of component code.* SeeBeyond's centralized registry stores component code for all platforms, allowing administrators to deploy the appropriate adapters to local or remote sites along with all the relevant configuration information. This registry communicates with a control broker that runs on each machine in the SeeBeyond framework, which controls all changes to systems within the SeeBeyond infrastructure.
- *Recursive clustering and scalability.* SeeBeyond's flexible deployment options support industry accepted architecture best practices, including load balancing and failover for smaller deployment configurations, which scale indefinitely by combining into larger clusters of fault tolerant configurations.
- *Broad transaction management.* The SeeBeyond integration suite provides both simultaneous collaboration and parallel processing services, in addition to sophisticated transaction management capabilities that assure ACID (atomicity, consistency, isolation, and durability) compliance for all transactions, including those involving multiple heterogeneous systems and asynchronous processes. Therefore, SeeBeyond guarantees data integrity without impacting the overall scalability of the architecture.

## Web Services: Opportunity and Challenge for SeeBeyond

SeeBeyond has provided a SOAP-based Web Services interface for its eAI framework since July 2001, making it an early supporter of the technology. However, Web Services offer little more than one more integration interface for the SeeBeyond platform, and in fact, SeeBeyond is currently using its SOAP

interface primarily for synchronous, remote procedure call (RPC) applications. Therefore, while SeeBeyond is an early adopter of Web Services, so far they have not positioned themselves as a leader in the application of Web Services technologies for integration.

ZapThink believes, however, that SeeBeyond's Web Services opportunity goes far beyond providing a synchronous SOAP interface to its platform. Fundamentally, the keys to SeeBeyond's success listed in the section above are also the keys to Web Services-based integration as well. The primary use for Web Services in the next 12 months is for standards-based integration, and SeeBeyond currently offers this capability. In the medium to long term, however, ZapThink predicts that Service-Oriented Integration (SOI) vendors will offer fully distributed Service-oriented architectures based upon asynchronous processes. UDDI registries will form a critical part of the Service-oriented environment, and Web Services will also offer robust transaction management, as well as recursive Web services orchestration. Every one of these features of a Web Services-based Service oriented environment is reflected in SeeBeyond's current product suite. Therefore, SeeBeyond is uniquely positioned to leverage its deep experience in each of these areas to be a leader in the nascent SOI space.

With opportunities, however, come challenges. The greatest challenge for SeeBeyond, ZapThink believes, is complacency. Should SeeBeyond take the perspective that its current technology is good enough, and that they will incorporate Web Service-oriented techniques once they become prevalent, then SeeBeyond will find itself following the market, instead of leading it. Such an error might be catastrophic for a company the size of SeeBeyond. Therefore, ZapThink recommends that SeeBeyond continue to be willing to rework its existing technology to leverage the potential of Web Services, in advance of the market, in order to remain a significant player in the emerging Service-Oriented Integration industry.

| Profile: SeeBeyond  | (May 2002) |
|---|------------|
| Date Founded: 1989  |            |
| Funding: Publicly traded. NASDAQ: SBYN.                                   |            |
| CEO / President: James Demetriades  |            |
| Employees: 718 (in 2001)  |            |
| Products:   |            |
| The SeeBeyond eBusiness Integration Suite includes:                       |            |
| ➤ e*Gate Integrator   |            |
| ➤ e*Way Intelligent Adapters  |            |
| ➤ Intelligent Bridge Connectors   |            |
| ➤ e*Xchange Partner Manager   |            |
| ➤ e*Insight Business Process Manager                                      |            |
| ➤ e*Index Global Identifier.  |            |
| Address:  |            |
| 404 E. Huntington Dr.   |            |
| Monrovia, CA 91016  |            |
| URL: <a href="http://www.seebeyond.com">http://www.seebeyond.com</a>      |            |
| Main Phone: 626-471-6000  |            |
| Contact: <a href="mailto:support@seebeyond.com">support@seebeyond.com</a> |            |

## Related Research

- *Web Services Technologies and Trends* Report (ZT-WEBSRV)
- *Service-Oriented Integration* Report (ZTR-WS101)

## 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)

