

ZAPTHINK ZAPNOTE™

WESTGLOBAL *MANAGING THE BUSINESS FUNCTIONALITY OF WEB SERVICES*

Briefing Date: June 26, 2002

Analyst: Jason Bloomberg

Abstract

Many vendors approach the problem of managing Web Services from the technology perspective. After all, Web Services expose IT resources in an IT infrastructure. WestGlobal, however, takes the perspective of the business user. Their view is that Web Services expose business functionality that serves the needs of the enterprise's lines of business. Therefore, WestGlobal's management platform enables business managers to control how well an enterprise's Web Services infrastructure is meeting business requirements such as customer satisfaction, revenue generation, and cost savings. After all, the business should drive the technology, not the other way around.

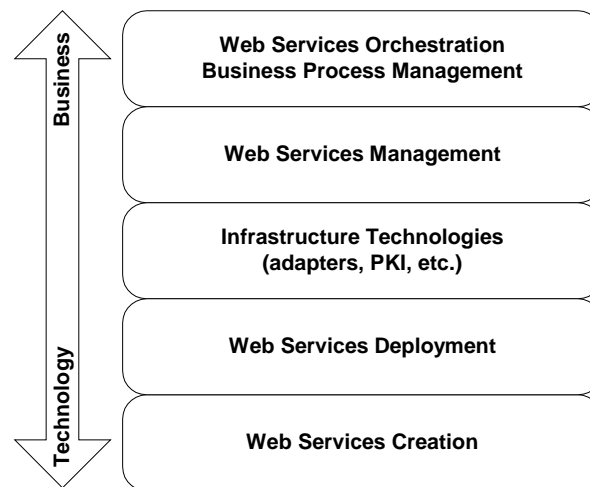
All Contents Copyright © 2002 ZapThink, LLC. All rights reserved. Reproduction of this publication in any form without prior written permission is forbidden. The information contained herein has been obtained from sources believed to be reliable. ZapThink disclaims all warranties as to the accuracy, 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.



Web Services Management at the Business Layer

Any enterprise that implements Web Services as part of their business-critical IT infrastructure must be able to manage those Web Services. As a result, many vendors are throwing their hat into the Web Services management ring, offering a broad range of solutions for managing Web Services as technical resources. WestGlobal, however, approaches the problem of Web Services management from a different perspective. WestGlobal understands that Web Services provide business functionality, and therefore business managers must have an understanding of how their IT systems are supporting business processes. In addition, they also need business-oriented control of the Web Services they deploy.

WestGlobal divides enterprise Web Services infrastructure into five layers, as shown in the following figure.



Source: Copyright © 2002 ZapThink LLC

The bottom three layers in this figure represent the technology layers, while the top two represent the business layers. WestGlobal concentrates their solution, WestGlobal mScape, solely on the Web Services Management layer. mScape provides information about IT systems as business resources, giving users the ability to take action in real time to optimize Web Services behavior. mScape provides a centralized management, policy implementation and authorization control center for broadly distributed Web Services, independently of the applications and other technologies the enterprise uses to produce and deliver the Web

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 WESTBIZ. 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.

Services. In addition, WestGlobal's solution intelligently prioritizes and routes Web Services requests based upon business requirements.

Because of WestGlobal's narrow focus on Web Services management of business resources, they aren't offering a complete Web Services platform. Rather, WestGlobal has chosen to partner with vendors including Iona, Systinet, Novell, IBM, MetaMatrix, and Sun Microsystems, providing the management layer on top of those vendors' Web Services creation, deployment, and infrastructure technologies layers. Furthermore, WestGlobal is also leaving Web Services orchestration functionality to other vendors as well.

WestGlobal mScope

The *WestGlobal mScope* Web Services Management platform offers enterprise users a single point of control for all their Web Service-enabled resources, allowing them to manage Web Services as business resources, and to make their managed Web Services available for use within their business processes. mScope manages each service according to the relevant business requirements, instead of focusing on the underlying technologies and infrastructure as do other Web Services management platforms. This business-level focus means that enterprise users have access to real-time business information as well as proactive management tools.

In particular, mScope offers the following functionality:

- *Business activity monitoring* – monitoring of both real-time and historical Web Services activity, combined with visualization tools. Business activity monitoring helps users to plan IT requirements and expenditure, thereby reducing costs, avoiding downtime and improving the quality of the business services the enterprise provides to its customers and partners.
- *Web Service prioritization* – allowing users to prioritize Web Service requests based upon business requirements. Web Service prioritization prevents lower priority users from hogging constrained IT resources and focuses application availability on the enterprise's relevant sources of revenue.
- *Dynamic service routing* – enabling users to route Web Service requests to the most appropriate Service provider. When the enterprise's Web Services framework reaches capacity, the IT organization can intelligently route service requests to the most appropriate service provider, instead of writing new code or adding new hardware.
- *Web Services performance management* – monitoring of Service Level Agreement (SLA) compliance and Quality of Service (QoS). mScope measures QoS by comparing actual service performance with preconfigured SLAs. SLAs help enterprise manage resources, define the measurement of service levels, and outline the penalties that will result if the Web Services do not provide adequate levels of service. mScope also generates alerts, both directly via email or pager, or indirectly by notifying existing enterprise monitoring systems. mScope also integrates with major enterprise monitoring solutions like CA Unicenter and IBM Tivoli.
- *Revenue management* – monitoring the rating and billing of Web Services, including the allocation and tracking of both costs and revenue. Revenue management enhances the business focus and accountability of IT departments, allowing their users to understand the cost and revenue generation impact of the Web Services they manage. It also enables IT business managers to apply costs to Services the enterprise deploys both within the organization as well as externally.

- *Version management* – enabling users to provide different versions of Web Services to different requesters. Version management gives IT managers the ability to provide enhanced security, effective testing of Web Services, and optimal use of the existing IT infrastructure.
- *Authorization* – managing the ability to secure access to individual Services so that only authorized users can access them. mScape is in the best position to provide access control and authorization to an enterprise's Web Services, because it is the first point in the infrastructure to interpret the business context of the incoming requests. mScape integrates with access control mechanisms built on standards including LDAP and SAML.

The ZapThink Take

As Web Services become more prevalent in the enterprise, ZapThink believes that enterprises will begin to view all of their IT resources as providing Services to their lines of business. It is in this Service-oriented view of the enterprise that WestGlobal's product strategy makes the most sense. Today, however, mScape offers an immediate value proposition to enterprises who are looking to manage their existing IT architectures, whether they be service-oriented architectures based on technologies like CORBA or message-oriented architectures based on products like IBM WebSphere MQ. mScape is therefore more than a Web Services management platform, because enterprises are just beginning to Web Service-enable their IT infrastructures. As time goes on, Web Services' role in the enterprise will become so ubiquitous that it will fade from the center of attention. At that point, WestGlobal will simply be in the business systems management business.

WestGlobal's forward-looking vision of Web Services in the enterprise is therefore more of a strength than a weakness. In the short term, enterprises will struggle with the bottom technology layers of the Web Services infrastructure as shown in the figure above. Many of those companies may not feel that they are ready for the fourth layer, where WestGlobal focuses. Nevertheless, WestGlobal's business-oriented approach to Web Services management also provides value to companies struggling with older technologies.

-- continued --



Profile: WestGlobal	(July 2002)
Date Founded: 2000	
Funding: Private	
CEO: Paul Acton	
Employees: 20	
Products:	
• WestGlobal mScape	
Address:	
9 Exchange Place	
International Financial Services Centre	
Dublin 1	
Ireland	
URL: http://www.westglobal.com	
Main Phone: +353 1 611-5100 (Europe), 925-299-1231 (US)	
Contacts: Michael Duffy at mduffy@westglobal.com	

Related Research

- *Service-Oriented Management* Report (ZTR-WS106)
- *Web Services Technologies and Trends* Report (ZT-WEBSRV)
- *XML and Web Services Security* Report (ZTR-WS104)
- *Web Services Testing* Report (ZTR-WS105)
- *AmberPoint* ZapNote (ZTZN-0608)
- *Cape Clear* ZapNote (ZTZN-0120)
- *Flamenco Networks* ZapNote (ZTZN-0150)
- *Infravio* ZapNote (ZTZN-0226)
- *IONA* ZapNote (ZTZN-0140)

-- continued --



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

