

JBoss Enterprise SOA Platform and JBoss Enterprise Data Services Platform

Value Proposition and Differentiation

Service-oriented architecture (SOA) gives enterprises the ability to identify and respond to opportunities and threats as early as possible, enabling accelerated business execution and higher quality and customer satisfaction. And by integrating and automating the value chain, SOA enables you to drive your business vision to successful delivery.

Despite the significant progress made with open standards in the industry, most SOA platforms are delivered with proprietary, closed extensions that focus on customer lock-in more than automation of the value chain. For example, many proprietary data formats and extensions to standards could have been part of the standard. Unfortunately, in many of these cases, vendors refuse to open their SOA stacks, resulting in numerous, closed, expensive SOA platforms and enterprise deployments. Red Hat believes there is a better way¹, redefining SOA as simple, open, and affordable. Many customers² are already realizing the benefits of JBoss® Enterprise Middleware, part of the Red Hat open source portfolio for SOA.

Red Hat lets Java and SOA innovation develop and mature more quickly by making it easier for the JBoss Community to rapidly innovate without the worry of product cycles. JBoss Enterprise Middleware packages that innovation in platforms and frameworks designed to meet developer, ISV (independent software vendor), and enterprise SOA challenges. These products lay the foundation for even greater Red Hat support excellence, positive customer deployment experiences, and satisfaction. And that's why Red Hat has been named one of the leading enterprise software vendors for value for the last seven years by *CIO Insight* magazine's vendor value survey³.

¹ http://www.redhat.com/why_red_hat/

² <http://customers.press.redhat.com/category/solutions/jboss/jboss-enterprise-soa-platform/>

³ <http://www.redhat.com/promo/vendor/>

JBoss Enterprise SOA Platform

In February 2008, Red Hat launched JBoss Enterprise SOA Platform, based on a next-generation enterprise service bus (ESB) that delivers SOA service integration, application integration, and a process orchestration platform. This addition to JBoss Enterprise Middleware is bringing even more value to existing SOA deployments by combining the benefits of an open source subscription with sophisticated SOA and business process automation deployments. The additional value is delivered through new SOA and integration approaches (event-driven architecture, or EDA) that enable the enterprise to respond to and manage business events more effectively. JBoss Enterprise SOA Platform helps customers with their SOA deployment challenges in a simple, open, and affordable manner.

JBoss Enterprise SOA Platform enables the integration and orchestration of services, applications, and data in order to automate business processes in an SOA. It integrates an enterprise service bus (ESB), rules engine, business process automation, and JBoss Enterprise Application Platform into a single distribution.

JBoss Enterprise Data Services Platform

In March 2011, Red Hat launched the JBoss Enterprise Data Services Platform, building on JBoss Enterprise SOA Platform and bringing data virtualization and integration capabilities to enterprises looking for a holistic integration solution.

JBoss Enterprise Data Services Platform is a powerful set of tools and runtime components that make it easy for your applications and business processes to integrate and use data from many sources. JBoss Enterprise Data Services Platform includes tools for creating data views that are accessible through standard protocols, a repository for storing metadata, and a robust runtime environment that provides enterprise-class performance, data integrity, and security. By simultaneously accessing multiple sources

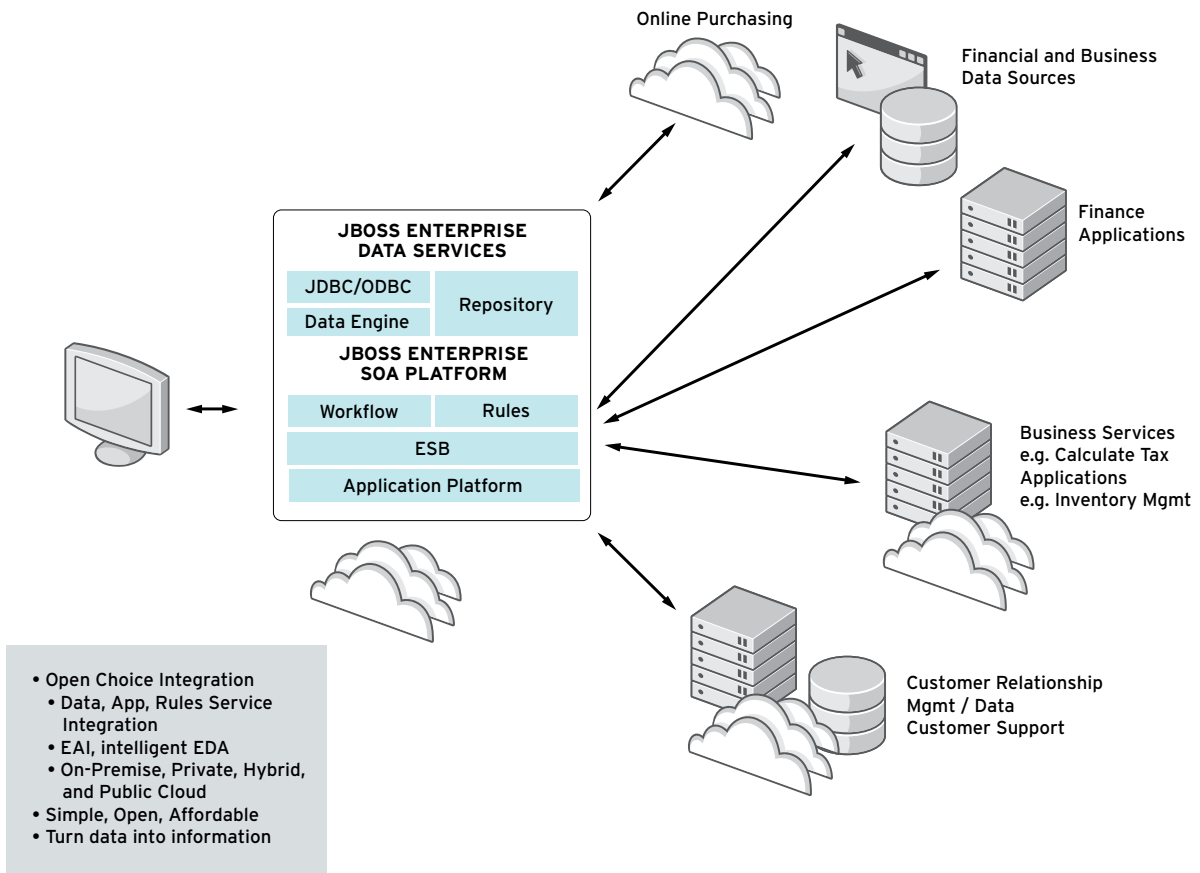
of data (databases, files, applications, services) and presenting the data in unified views, JBoss Enterprise Data Services Platform insulates applications from the underlying data source details.

With JBoss Enterprise Data Services Platform, data is accessed in realtime, without the need to copy or move it to a new location. Data may be accessed through JDBC, ODBC, or may be published as services through the UDDI registry that makes the data service known through the

ESB. JBoss Enterprise Data Services Platform helps customers rapidly and effectively leverage their data assets and maximize return on their information assets (ROA).

The diagram below illustrates JBoss Enterprise SOA Platform and JBoss Enterprise Data Services Platform in action. These flexible platforms enable a wide range of deployments, from small, footprint, and embedded scenarios to full-scale enterprise SOA integration deployments, including integrated, virtualized data services.

JBoss Enterprise SOA and EDS Platform in Action



JBoss Enterprise SOA Platform: The leaner, faster, more flexible way to integrate applications, services, and data

- Eliminate manual pain points from your business processes
- Reduce business process execution error
- Create better customer experiences that lead to higher customer satisfaction
- Accelerate business execution and improve business performance
- Increase return on existing IT investment
- Achieve simple, open, and affordable SOA integration and process automation

JBoss Enterprise Data Services Platform: Turn the data you have into the information you need

- Increase ROA
- Achieve greater agility and faster time-to-solution
- Improve organizational performance
- Gain better control of information

Technical Differentiators

Both JBoss Enterprise SOA Platform and JBoss Enterprise Data Services Platform encourage an incremental approach to building and deploying SOA-based applications. You do not need to understand the entire stack for basic applications and services. You do not need to be a domain expert to see value from JBoss Enterprise SOA Platform from day one. And service development can be incremental, growing with the customer's needs. Services can be deployed with endpoints that are relevant now and changed dynamically as the requirements change. For example, you may need JMS today, but JMS and FTP tomorrow, or JMS, FTP, TCP, HTTP, and SFTP in the more-distant future. Additionally, easy-to-use visual tools help integration and application developers map out transformations, process flow, rules for content-based routing, and virtualized data views and services.

The two platforms, JBoss Enterprise SOA Platform and JBoss Enterprise Data Services Platform, are differentiated from other vendors' solutions by many factors:

- They are protocol and service endpoint agnostic—for example, they are not web-services specific
- The orchestration engine for both solutions uses declarative service flow and human task management
- A RETE-based rules engine provides content-based routing, event filtering, and event-based data manipulation in the form of business rules services
- Built-in clustering JMS 1.1 certified broker
- Built-in, fragment-based transformation solution
- Built-in UDDI-based registry (with auto-registration)
- Built-in JAX-WS certified web service stack
- Based on the JMX Microkernel—with plug and play services
- Federated monitoring/management architecture
- Service-level load balancing and failover
- In the Data Services extension, data transformation tools, data virtualization, data services, and governance tools are built-in

JBoss Enterprise SOA Platform and JBoss Enterprise Data Services Platform Customers

Enterprise customers are increasingly deploying SOA and data integration implementations on JBoss Enterprise Middleware. These customers are tired of architecting their SOAs around expensive, proprietary-licensed products. They look to open source portfolios like JBoss Enterprise Middleware to relieve financial and technical pain associated with monolithic super-platforms.

<http://customers.redhat.com/category/red-hat-jboss-solutions/jboss-enterprise-middleware/jboss-enterprise-platforms/jboss-enterprise-soa-platform/>

<http://customers.redhat.com/category/red-hat-jboss-solutions/jboss-enterprise-middleware/jboss-enterprise-platforms/metamatrix-data-services/>

ESB AND SOA INTEGRATION COMPETITION

	JBOSS ENTERPRISE SOA PLATFORM	IBM WEBSHERE ESB	ORACLE SERVICE BUS	TIBCO ACTIVEMATRIX (AMX) SERVICE BUS
Web Services/JEE standards support	✓	✓	✓	✓
Compete SOA platform (ESB, workflow/orchestration, rules, registry, partners)	✓	✓ (need WebSphere Process Server)	✓ (need Oracle SOA Suite)	✓ (need additional products)
Open source (license, not just parts)	✓			
Easily consumable subscription	✓			
Enterprise-quality support	✓	✓	✓	✓
Modular architecture (customizable footprint, minimal overhead)	✓			
Simple and robust (install and configure in minutes – not hours, days, or weeks)	✓	1/2 (robust, but not simple)	1/2 (robust, but not as simple)	1/2 (robust but not as simple)
Business event-driven architecture (EDA)	✓	WebSphere Business Events	Oracle EDA Suite	✓ (need additional products)
Complex event processing (CEP)	(CEP) BRMS	WebSphere Business Events	Oracle EDA Suite CEP product	✓ (need additional products)
BPEL engine	✓	✓ (need WebSphere Process Server)	✓ (need Oracle SOA Suite)	✓ (need additional products)
SOA governance	Registry + JON; Partners: SOA software and HP	✓ (need additional products)	✓ (need additional products)	✓ (need additional products)
Cloud support	Today – Services engagement for public or private deployment; Coming – Cloud Foundations extension			Tibco Silver
Price (approximate for competitors)	\$29,000 annual subscription 16 cores, Premium SLA	\$280,000 16 cores + \$56,000 annual maintenance	\$384,000 16 cores + \$84,480 annual maintenance	\$360,000 16 cores + \$65,200 annual maintenance



DATA SERVICES AND INTEGRATION COMPETITION

	JBOSS ENTERPRISE SOA PLATFORM	IBM FEDERATION SERVER	ORACLE DATA SERVICES INTEGRATOR	COMPOSITE SOFTWARE
Easily consumable subscription	✓			
Easy to extend, customize	✓			
Highly-optimized relational engine	✓			✓
Web services, XML support	✓	limited	✓	✓
ESB	✓	✓ (need WebSphere ESB)	✓ (need Oracle Service Bus)	
Part of complete middleware suite	✓	✓	✓	
Modular architecture (customizable footprint, minimal overhead)	✓		✓	
Open source (license, not just parts)	✓			
Standards-based tooling (Eclipse)	✓	✓		✓
Large, established vendor	✓	✓	✓	
Cloud	Services engagement today for public or private deployment; Cloud Foundations extension in the future			
Price (approximate for competitors)	\$80,000 annual subscription 16 cores, Premium SLA	\$540,000 16 cores + \$108,000 annual maintenance	\$576,000 16 cores + \$126,720 annual maintenance	\$960,000 16 cores + \$192,000 annual maintenance



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