software AG

MESSAGING MIDDLEWARE
MARKET POINT OF VIEW

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In recent years, messaging has increasingly become a vital component of enterprise infrastructure, delivering on its promise to connect applications whilst allowing organisations to swap out old applications for new without having to make material changes to the underlying infrastructure that moves the events and messages between the points of interaction and acts as a translator to unify communication across multiple enterprise applications.

We are seeing a shift in the way messaging is viewed. Where once the IT department was a key stakeholder for projects that used the messaging backbone, this is no longer the case. Open Source and Cloud messaging implementations have enabled independent departments to build their own messaging infrastructure. This brings both opportunity and risk. Opportunity to explore new messaging paradigms, such as message streams enabling real time analytics, or the early adoption of nascent standards aimed at the emerging IoT and mobile markets; but also risks in that open source communities come and go, which can land you with an implementation that is going nowhere or with a standard that never quite becomes mainstream.

At some point in the evolution of any departmental messaging infrastructure the IT department will be asked to support it. This is crunch time – if the solution has a commercial equivalent and/or has made it into the mainstream, you are in luck. With a bit of negotiation you can find your local solution rolled into the organisation's infrastructure. If, on the other hand, you now find you have a unique but marginalised solution, you are in for some tough negotiations around budget and the costs of product evaluation, design, development and support.

Software AG Universal Messaging and Digital Event Services provide the messaging and event routing infrastructure for the Software AG Digital Business Platform (DBP). These two products allow the routing of events and messages through the platform, with a focus on integration within the platform. This has benefits and downsides. The benefit is that a lot of effort is expended on making the platform behave as a single entity with seamless integration and monitoring. The downside to this concentration of investment is that some capabilities may be provided less quickly than they might be for pure-play messaging products.

Universal Messaging has its roots in the Financial Services sector where low latency and high throughput are paramount. These capabilities will once again play a key role in the way Universal Messaging enables the connectivity of devices and stream messaging for the IoT. As larger organisations start to shift their on-premise messaging infrastructure to the Cloud, Software AG will accelerate this process by providing the ability to leverage existing assets in the Software AG Cloud. Organisations can take advantage of the change in license and pricing metrics with a minimum of effort.

Over the coming years we shall see Universal Messaging continue to play a pivotal role in both on-premise integration as well as the Cloud.