



Using OpenSpan to Accelerate the Value of TIBCO to the User Community

**A White Paper by Paolo Pelizzoli, former Chief Technology Officer,
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ABOUT THE AUTHOR

Paolo Pelizzoli was formerly the Chief Technology Officer of TIBCO Software's Finance Division. He has extensive experience in the SOA and Messaging spaces, and has implemented many enterprise-wide solutions for the leading financial firms. Prior to working at TIBCO Paolo worked for Global Integration Technology, New Era of Networks, Merrill Lynch, JP Morgan, UBS (formerly PaineWebber) and Online Software. He has provided thought leadership in many areas pertaining to SOA and the related technologies, and has fostered many strategic partnerships between technology firms with a focus on providing value to the customer base he serves. Paolo graduated from Hofstra University, and has worked in many financial and technology firms in his 24 years of technology experience. He has spoken at numerous conferences on Event Driven architectures, Messaging and BPM, and has provided consulting services to many organizations covering product direction, technology strategy, engineering and due diligence.

INTRODUCTION

The recent announcement of the partnership between OpenSpan and TIBCO reveals an interesting development in the maturation of integration vendors, and provides a very important step to allow for easier adoption and a faster means to realizing the long awaited value of a Service Oriented Architecture (SOA).

The OpenSpan Platform enables TIBCO users to extend their SOA environments to the corporate desktop via the rapid integration of Web services into existing applications. However, with the formalization of the relationship with TIBCO, OpenSpan has been able to focus on an additional strategic and differentiating capability: the ability to message-enable desktop and other legacy applications.

The reasons for this specific focus are quite simple. All of TIBCO's software products are made to work with TIBCO's messaging suite. This extends the concept pioneered by TIBCO that is referred to as the Information Bus and so now with OpenSpan, this concept can be extended to the corporate desktop

TIBCO'S EVOLUTION

TIBCO software has been digitizing Wall Street since the 1980s. It took the concept of the hardware bus in a computer and adapted it to a software bus where instead of peripherals being plugged in, one could do the same with applications. This spawned the ability to have many applications subscribe to messages from a single producer, and was rapidly adopted on the trading floors of the finance industry.

TIBCO tackled some of the prevalent problems faced by companies by adding functionality to the bus architecture. The functionality was grouped into what we know today as the Enterprise Service Bus (ESB), Business Process Management (BPM), Complex Event Processing (CEP) as well as a host of newer offerings like the Service Grid. All of these products extend the vision of the Event Driven Architecture (EDA), which was envisioned by both TIBCO and Roy Schulte of Gartner. This vision allows for all events within an organization to be able to be acted upon in a meaningful way to help shape strategies and potentially capture market conditions and act upon them in real time.

TIBCO has been extremely diligent to ensure that all products that are either built in-house or purchased are message-enabled. This fact now allows OpenSpan to utilize its unique capabilities to send information over a common conduit to all TIBCO products, and respond in kind to any stimuli created by any TIBCO product.

OPENSPAN'S EVOLUTION

OpenSpan was formed following a series of consulting engagements where complex system interactions at the desktop were required to be orchestrated between multiple disparate applications. These solutions helped realize many benefits, including automation of manual processes and reduction in errors due to retyping or copy-and-paste integration.

OpenSpan leveraged this approach to productize a platform that linked systems not previously designed to share information. This breakthrough was critical, and has been unique in enabling OpenSpan developers to unleash the data and business logic from these critical applications without the requirement for APIs or the risks of requiring modifications to source code. These risks are quite large and are being tracked by CIOs across the industry as part of the new “operational risk” profile that needs to be minimized.

With a Global 2000 customer base, OpenSpan realized that it needed to extend the capabilities of its product to fit comfortably into a typical modern Global 2000 enterprise architecture and consume services that were being built by different vendors, and also to expose automations as services that could be used throughout an enterprise.

OPENSPAN AND TIBCO – A DESTINED MEETING OF THE MINDS

Although the paths taken by both organizations were quite different, their collision was inevitable. The focus of TIBCO was to build enterprise class tools upon which data could be exchanged and analyzed, while the focus of OpenSpan was the optimization of all processes running on the desktop of a corporate user.

Whereas TIBCO needed to stay focused on the tools they provided, OpenSpan tackled the variability of all applications that could run on the desktop. The linkage of data flowing through the TIBCO infrastructure can now be easily delivered and consumed by applications at the desktop without the traditional “open-heart surgery” approach.

For CIOs, this allows the existing application base to begin to see value from an emerging SOA initiative, or to bring online the newer Risk and Compliance applications and have older applications abide by newer decisions. The value is dramatic given that the adoption can be staged and the eventual replacement of systems does not need to be as traumatic or sudden as it once was. The intelligence hidden in legacy applications can be preserved and nuances can be adopted as the organization matures.

The additional value when moving to an Event Driven Architecture (EDA) is that OpenSpan can capture events and deliver them to TIBCO, thus providing a much richer stream of information upon which decisions or strategies can be made.

THE JOINT VALUE OF AN EVENT-DRIVEN-ENTERPRISE AND AN EVENT-DRIVEN-DESKTOP

The realization of this vision has always been presupposed on the notion of rebuilding applications and creating a new infrastructure to support them. The advent of MOM, EAI, SOA, Web 2.0 and other techniques have gone a long way towards improving application interactions, but provide very little benefit to those applications that pre-dated these offerings. The vast amount of applications built during the preceding years is just too large and daunting a task to consider rewriting, and the risks associated with that endeavor are too great.

Applications critical for the day-to-day functioning of a company can now be naturally extended by using OpenSpan to inject or extract the data in a SOA-friendly manner without the time-consuming and often time-sensitive modifications that we face daily in a fluid enterprise. Applications written 10 or more years ago that provide accounting functions or confirmation processing can be easily made to take advantage of new services and even expose their functions as services without resurrecting the original developer of the system, or trying to decipher the complex embedded logic found in the reams of code.

Another very powerful benefit is the ability for desktop events to be analyzed and interpreted to uncover potential inefficiencies that need to be addressed. Additionally, unwanted or illegal activities can be identified and prevented by automations designed to do so. These desktop events can also be a very valuable source of compliance data points in the advent of that becoming a focus area within the enterprise.

Natural examples of this synergy include cross-selling to customers in real-time regardless of the age of the customer interaction software. Many enterprises are looking at increasingly sophisticated tools to identify potential matches of customer profiles to new offers in order to increase the profitability of that customer to the enterprise in question. These complex tools react to customers' activities at known touch points (such as tellers, Web sites or ATM machines), and then provide the appropriate offer based upon a set of criteria being met. Until today, this has been quite difficult and costly given the variety of touch points and the constant changes at those locations. With OpenSpan and TIBCO, these events can be sourced from the touch points, and subsequently injected back in to the touch point applications without the highly complex integration required in many of today's projects.

Combining OpenSpan's ability to process events from the user world with the existing application set and send them in real-time via TIBCO's messaging platform to TIBCO's BPM and Complex Event Processing engines can make this use case, and many other use cases, a reality in a very short timeframe.

SUMMARY

Rarely do such natural synergies present themselves in the technology integration world. TIBCO accelerates the movement of data within an enterprise, while OpenSpan can both extract data from and place data into heretofore locked applications. The value to an enterprise can be enormous and the method by which this is done is extremely flexible and open.

ABOUT OPENSAN, INC.

OpenSpan is a leading provider of desktop productivity and SOA acceleration products. Global 2000 organizations leverage the OpenSpan Platform to streamline desktop environments in order to enhance customer service, improve productivity and increase up-sell and cross-sell performance by customer-facing staff.

OpenSpan is currently deployed to more than 100,000 enterprise desktops, adding more than 1,000 new desktop deployments every week. The company expects to enhance customer service on more than one billion support calls and save organizations more than \$100 million during 2009.

More information, including demos, white papers, and case studies is available at www.OpenSpan.com.