

Partner Case Study

## Software AG

**Software AG's crossvision Suite Helps Customers Service-enable and Reuse Applications to Achieve High-value Business Integration**

### Applications

Service Orchestrator  
Application Composer

### Products

ActiveBPEL® Designer  
ActiveBPEL Enterprise for  
Apache Tomcat  
ActiveBPEL Enterprise for  
JBoss Application Server  
ActiveBPEL Enterprise for  
WebLogic Server  
ActiveBPEL Enterprise for  
IBM WebSphere

### Industry

High Technology

### Country

Germany

### Business Profile

Software AG, headquartered in Darmstadt, Germany, provides a full range of products and services to deliver an IT infrastructure for service-oriented architectures (SOAs) based on over 35 years of experience in high-performance databases, application development tools and integration technologies. Software AG's solutions enable process-driven integration through modernization of legacy systems as well as a uniform view of strategic business information in real time.

### Applications

- crossvision Service Orchestrator
- crossvision Application Composer

### Benefits

- Faster time-to-market
- Recognition for product vision from customers and industry analysts for incorporating best-in-class BPEL solutions
- Platform neutrality, customer portability across key enterprise SOA platforms
- Standards compliance
- High performance and high availability for mission-critical SOA applications
- Partner model flexibility to meet changing market needs

### Business Challenges

- Define a SOA product strategy and roadmap
- Quickly incorporate BPEL into emerging crossvision products
- Validate SOA leadership with industry analysts and other influencers
- Deliver compelling value to customers

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## Introduction

Software AG is a global technology company that offers a broad range of solutions to commercial enterprises and public sector organizations. Throughout its 35+ year history, Software AG has earned a reputation for technology excellence, with solutions that range from the desktop to the data center. The Company is widely acknowledged as a leader in data management, application development and transaction processing solutions. Software AG is now positioned as a leader in the fast-growing SOA market.

Software AG supports mission-critical systems for more than 3,000 customers. The Company is represented in more than 70 countries with more than 2,700 employees.

## The Complete SOA Vision - crossvision

After having built mission-critical systems for 30 years, Software AG faced the market demand for technologies that unlock application and data silos to deliver new applications based on open standards. Therefore, in 2000, Software AG began to refocus its product strategy around SOA. The result of these endeavors is crossvision, a SOA suite that allows users to rapidly and cost effectively create, manage and govern new business processes.

The crossvision suite today consists of:

- *Information Integrator* – a semantic data modeling and integration solution that integrates disparate data in a single view
- *Master Data Manager* – a way to unify, manage and provide consistent, comprehensive reference data across the entire data landscape
- *Legacy Integrator* – a bidirectional solution for wrapping legacy application transactions as modular services for reuse in new composite applications
- *Service Orchestrator* – a powerful enterprise service bus (ESB) solution for creating high-value business services
- *Business Process Manager* – a new class of software to model, optimize, automate, integrate and manage business processes
- *Application Composer* – a model-driven environment for creating Web 2.0 business applications that fully leverage AJAX
- *CentraSite™* – a powerful, open and standards-based SOA registry and repository that allows customers to manage and govern their SOA environment

*"We believe that enterprises require a comprehensive suite of solutions for implementing SOA effectively."*

"We believe enterprises require a standards based suite of products for implementing SOA effectively," said Dr. Stefan Ried, Vice President of crossvision Product Management. "The crossvision product family delivers all the capabilities needed for SOA success. Using crossvision, organizations leverage the value of their existing business systems, build adaptable process-driven applications quickly, and effectively manage their expanding SOA infrastructures."



The crossvision product family delivers all the capabilities needed for SOA success

### **ActiveBPEL™ – A crossvision Cornerstone**

In 2005, when core crossvision technologies were being developed, Software AG also began investigating SOA orchestration to complement its existing ESB product offering. "We were certainly aware of the BPEL4WS 1.1 specification and the industry activities being undertaken to create a BPEL standard," explained Dr. Ried. "But orchestration was becoming an integral crossvision requirement, so we conducted a rigorous evaluation of the leading orchestration alternatives."

*“We quickly realized that the time-to-market benefits of integrating ActiveBPEL Enterprise products would be hugely valuable to us.”*

Software AG’s research led them to the ActiveBPEL engine, an open source BPEL project sponsored by Active Endpoints. The initial product evaluation focused on integrating BPEL with Software AG’s existing ESB solution. “Combining the ESB’s routing, transformation and delivery backbone with BPEL orchestration seemed like a natural fit for us,” said Andreas Goermer, crossvision Product Manager. “However, we needed to prove that our theory was aligned with reality.”

Leveraging ActiveBPEL’s pluggable architecture, Software AG engineers integrated BPEL technology into the existing product to create the comprehensive crossvision Service Orchestrator. The reference implementation was completed within two weeks, and it clearly demonstrated the power of combining ESB and BPEL technologies to deliver a complete SOA orchestration solution. “We were surprised at how easily it all came together,” explained Mr. Goermer. “The ActiveBPEL technology was rock-solid and Active Endpoints’ support organization was highly responsive to our needs. We quickly realized that the time-to-market benefits of integrating ActiveBPEL Enterprise products would be hugely valuable to us.”

### **Best-in-Class Solutions and Compelling Value**

*“In the end, Active Endpoints’ technology focus and thought leadership convinced us that we had found the best partner.”*

Software AG became convinced that crossvision Service Orchestrator, created by combining classic ESB capabilities with ActiveBPEL, would be a market success. However, technology was not the only criterion for selecting a SOA orchestration solution. “We were also seeking a partner with a clear vision and a strong sense of independence,” said Dr. Ried. “Active Endpoints is a leader in the BPEL standards process, and they articulated a clear vision of where BPEL fit within the emerging SOA fabric. In the end, Active Endpoints’ technology focus and thought leadership convinced us that we had found the best partner.”

Software AG transitioned from research to implementation, with the goal of quickly delivering the first BPEL-enabled version of crossvision Service Orchestrator. During the development process, the Company also began to demonstrate crossvision Service Orchestrator to selected customers and industry analysts. In February of 2006, Software AG publicly announced the availability of the crossvision product suite, including crossvision Service Orchestrator.

*“Analysts view crossvision Service Orchestrator, which combines our classic ESB product with ActiveBPEL, as compelling.”*

“Leading analysts like Forrester now rank Software AG as an ESB visionary,” said Dr. Ried. “They recognize the uniqueness of our ESB and SOA governance strategy. By integrating ESB and BPEL capabilities, we provide customers with a complete solution for service enablement and orchestration. Analysts view crossvision Service Orchestrator, which combines our classic ESB product with ActiveBPEL, as compelling.”

In addition to crossvision Service Orchestrator, Software AG also integrates ActiveBPEL with another key product – crossvision Application Composer – a model-driven SOA development environment for building applications based on advanced Web2.0 technology such as AJAX. crossvision Application Composer uses a novel architecture that leverages ActiveBPEL to orchestrate both page flows and larger-grained services.

“In our view, allowing customers to build services from existing systems and orchestrating them into high-value business services is only half of the solution,” explained Mr. Goermer. “The second half is enabling the composition of sophisticated Web applications that consume those high-value business services. By leveraging ActiveBPEL in crossvision Service Orchestrator and crossvision Application Composer, we have provided our customers with a technology foundation to meet both objectives.”

The crossvision product suite has elevated Software AG to a leadership position in the SOA marketplace. In contrast with other SOA “stack” technologies, which typically support a single Java deployment platform, crossvision is platform neutral. In addition, crossvision offers enterprise-class scaling and stability, features that customers have grown to expect from Software AG.

“High availability and scale are absolutely critical,” said Mr. Goermer. “Large customers look for these capabilities long before they begin evaluating product functionality. Active Endpoints has done a superb job in this area, delivering BPEL solutions that mesh perfectly with our enterprise product standards.”

### A Living Partnership

Software AG and Active Endpoints have expanded their relationship to include strategic collaboration that will help organizations successfully progress toward implementing SOA. “We believe that, to gain rapid traction, customers need an ecosystem of SOA partners that can function in a loosely-coupled yet cooperative manner,” explained Dr. Ried. “In concert with Fujitsu, we created the CentraSite Community specifically to give customers a complete SOA lifecycle experience. We were not the least bit surprised when Active Endpoints agreed to become a CentraSite Strategic Sponsor.”

*“Software AG and Active Endpoints are building a partnership that will stand the test of time.”*

As use of SOA evolves, Software AG and Active Endpoints will continue their closely coordinated development activities. “We are very much aligned on key standards and market vision,” said Dr. Ried. “In addition, we both recognize the importance of delivering integrated solutions that provide customers with compelling, quantifiable value. Software AG and Active Endpoints are building a partnership that will stand the test of time.”