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# REPLACING COMMERCIAL MIDDLEWARE WITH ACTIVEMQ

## CAMEL ONE 2012

# Agenda

- Background

- Use cases

- Common business drivers

- Lessons learned

- Q&A

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# Background

- ◘ Introduced to Open Source in the late 1990's
- ◘ Participated in Open Source projects since 1996
  - ▪ Founded, participated and contributed
- ◘ Utilized Open Source in the Enterprise since 1999
- ◘ Experience with commercial middleware stacks
- ◘ Consulting on Apache Integration implementations

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# Use case: Telecom B2B
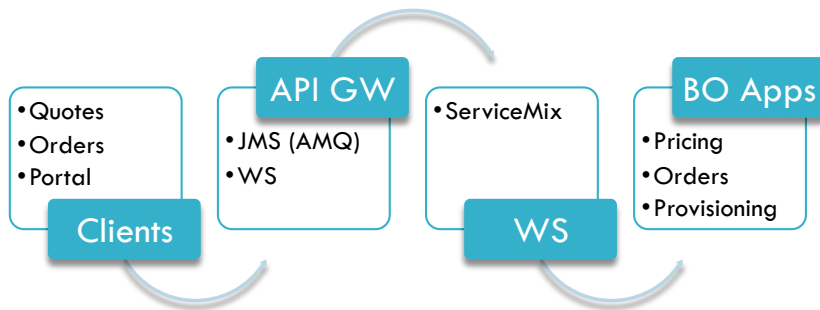
E-bonding and Portal access to Telco back office

- ☐ JMS, HTTP and SOAP service endpoints
- ☐ ServiceMix and Camel

**API GW**

**Quotes**
**Orders**
**Portal**

**Clients**

- JMS (AMQ)
- WS

- ServiceMix

**WS**

**BO Apps**

- Pricing
- Orders
- Provisioning

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# Use case: Telecom B2B
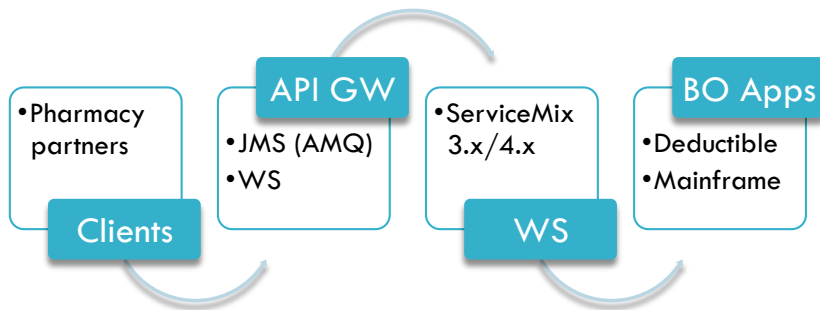
- ❑ Requirements
  - ▪ Commercial platform had sub-par SOAP performance
  - ▪ $0 left in budget
  - ▪ Needed to support up to 3M messages per day
  - ▪ SOA architecture desired
- ❑ ActiveMQ as backend
  - ▪ ServiceMix, and CXF SOAP services

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# Use case: Health care B2B

**Pharmacy partners**

**Clients**

**API GW**
- JMS (AMQ)
- WS

**ServiceMix 3.x/4.x**

**WS**

**BO Apps**
- Deductible
- Mainframe

## Replacing IBM MQ Series

- ☐ Major cost savings

- ☐ Modernize technology stack

- ☐ Millions in monthly revenue

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# Use case: Health care B2B

◻ Requirements

  ▪ IBM MQ Series cost reduction

  ▪ Scaling difficulties

  ▪ Support frequent changes

◻ ActiveMQ, ServiceMix and Camel

  ▪ Support multiple versions of services

  ▪ Support the life cycle of e-bonding clients

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# Business driver: Hard costs

- Commercial licensing costs
  - Performance
    - Less servers required for the task
  - Serious scalability issues
- Initial implementation
  - Open Source provides more open forum for users to share experiences
- Supportability
  - Integration has unique development cycle

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# Business drivers: Soft costs

- ❑ Need for simplified integration stack
  - ■ *Development needs to be the "short straw"*

- ❑ Enter ServiceMix and Camel
  - ■ Patterns
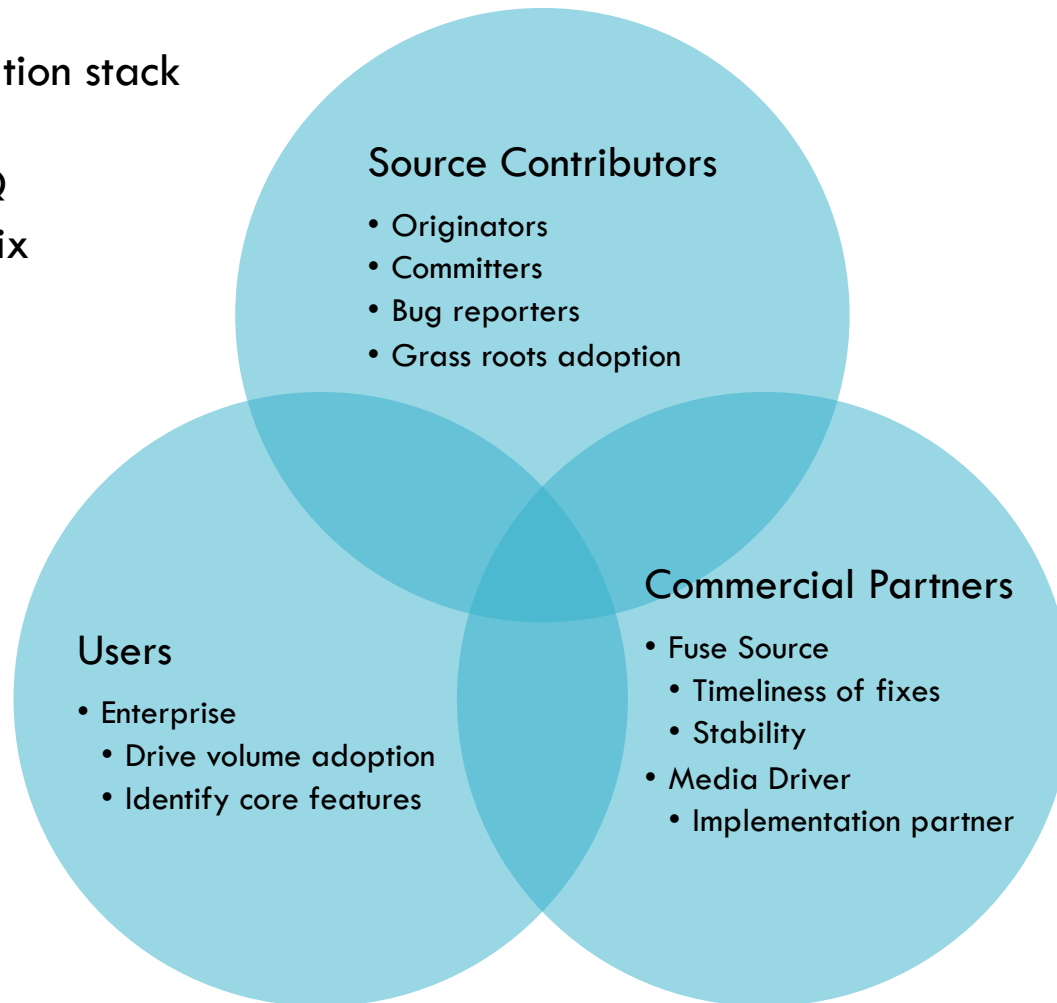  - ■ Re-use of most complicated technical pieces

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# Lessons learned

- ActiveMQ as starting point
  - Tackle project in smaller chunks
  - ServiceMix, and Camel arrive shortly
- Talent shortage available to the Enterprise
  - Explosion of mobile and gaming
- Value of Enterprise in the community as a user
  - Driving adoptions

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Apache Integration stack
Community
- ActiveMQ
- ServiceMix
- Camel
- CXF

**Source Contributors**
- Originators
- Committers
- Bug reporters
- Grass roots adoption

**Users**
- Enterprise
  - Drive volume adoption
  - Identify core features

**Commercial Partners**
- Fuse Source
  - Timeliness of fixes
  - Stability
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  - Implementation partner

# Lessons learned: Value of support partners

- Allows large enterprises to commit major IT initiatives to the Apache Integration stack
  - Critical for organizations to have professional support
  - Massively lower learning curve
- Enterprise "readiness"
  - Community is healthy and continues to grow
  - Maturity of the platform

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# Lessons learned: Managing resources

- ❑ Start with a small team
  - ◼ Work out desired SDLC flow
  - ◼ Build core competency
- ❑ Establish governance and review teams
  - ◼ Limit implementation variations
  - ◼ Architecture as output, not always input
- ❑ Incremental success to drive business acceptance
  - ◼ Develop criteria to measure success

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# Lessons learned: Risks?

- ❑ Open Source community divides
  - ▪ Commercial success can lead to divides in the community
  - ▪ Technical direction
  - ▪ Fork of code base
- ❑ Mitigation factors
  - ▪ Enterprise adoption
  - ▪ Apache license
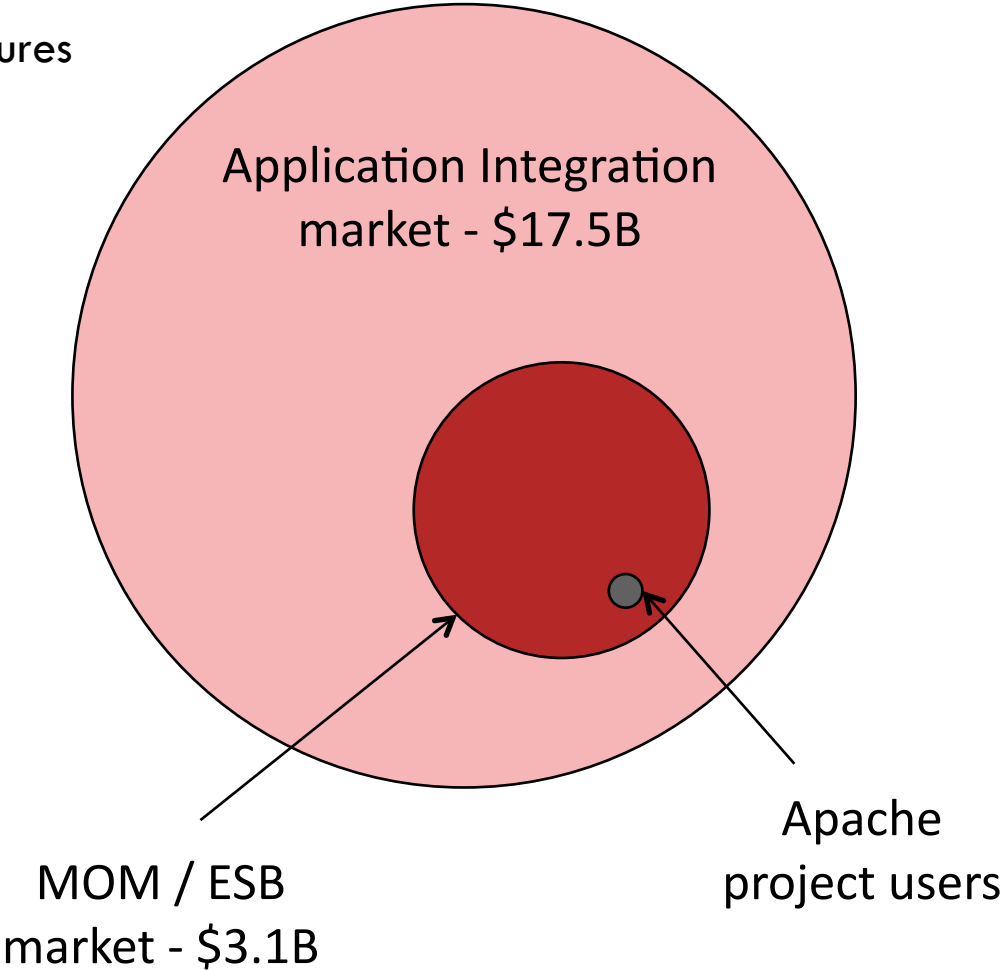  - ▪ Strong community leadership

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Community life cycle
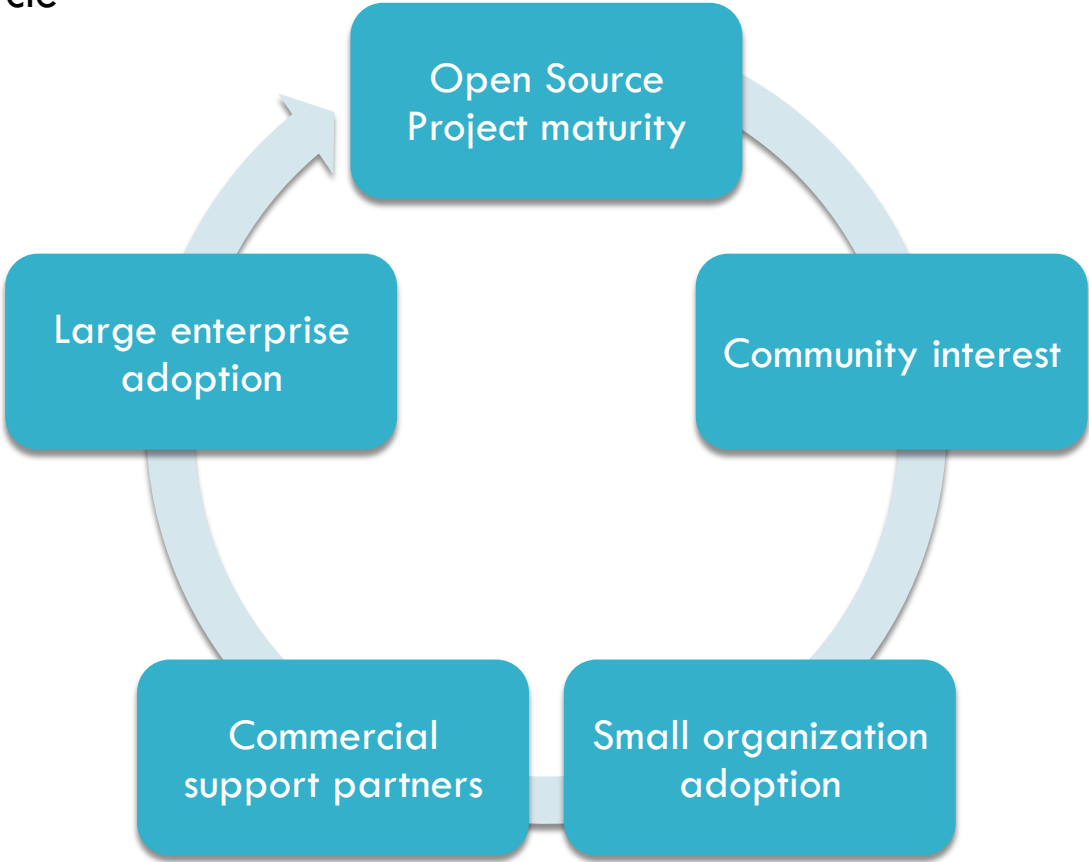
# Lessons Learned: What's next?

□ Tipping point near

  ■ *Commercial platforms no longer thought leaders*

□ Major commercial players to start noticing

  ■ Messaging is a relatively straight forward migration

  ■ <span style="color:red">Commercial middleware cost becomes highly visible as companies continue moving to Linux and Intel based servers</span>

□ Market shift towards delivery as goal post

  ■ Enterprises deploying their financial resources for implementation over license fees

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Current market figures

Application Integration
market - $17.5B

MOM / ESB
market - $3.1B

Apache
project users

# Questions?

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