REPLACING COMMERCIAL MIDDLEWARE WITH ACTIVEMQ
CAMEL ONE 2012
Agenda

- Background
- Use cases
- Common business drivers
- Lessons learned
- Q&A
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
Use case: Telecom B2B

- E-bonding and Portal access to Telco back office
  - JMS, HTTP and SOAP service endpoints
  - ServiceMix and Camel
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
Use case: Health care B2B

Replacing IBM MQ Series
- Major cost savings
- Modernize technology stack
- Millions in monthly revenue
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
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
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
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
Apache Integration stack

Community
- ActiveMQ
- ServiceMix
- Camel
- CXF

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

Commercial Partners
- Fuse Source
- Timeliness of fixes
- Stability
- Media Driver
- Implementation partner

Users
- Enterprise
- Drive volume adoption
- Identify core features
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
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
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
Community life cycle

Open Source Project maturity

Large enterprise adoption

Community interest

Commercial support partners

Small organization adoption
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
  - Commercial middleware cost becomes highly visible as companies continue moving to Linux and Intel based servers

- Market shift towards delivery as goal post
  - Enterprises deploying their financial resources for implementation over license fees
Questions?

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