



Strategic Thinking

New Business Models for Tech Success

Hubspan Addresses Growing Cross-Entity Integration Challenges in the On-Demand World

Company's On-Demand Solution Facilitates Advanced Cross-Enterprise Data Flows and Enables B2B Information Exchange

Opening Thoughts

As Software-as-a-Service (SaaS) gains greater acceptance among large-scale enterprises, a myriad of data integration issues are arising. Many of these issues are associated with exchanging data from legacy applications and databases to the newer SaaS solutions and hosting facilities.

However, there is also an increasing need for data integration solutions aimed at facilitating transactions and data flows between business entities inside and outside of the enterprise.

This challenge is being driven by a growing number of enterprises that are adopting a variety of SaaS solutions to support their internal processes and external interactions. SaaS is not only being used within enterprises to facilitate various internal functions, it is also enabling companies of all sizes to finally realize the promise of 'extranets' and capitalize on a broader array of ecommerce opportunities.

THINKstrategies' SaaS Showplace (www.saas-showplace.com) is a clear barometer of these integration challenges. The online directory includes over 700 companies offering more than 3000 SaaS solutions across 80 applications, industries and enabling technology categories.

The explosive growth of the SaaS market is generating greater concerns about the integration capabilities of key SaaS solutions across various market segments.

In response, enterprises are increasingly making their SaaS procurement decisions based on the integration capabilities of the vendor. In addition to seeking integration solutions that are easy-to-use and cost-effective, they are also selecting vendors that can offer the most versatile and reliable integration capabilities.

This profile examines how Hubspan (www.hubspan.com) is addressing these requirements for an impressive list of large-scale enterprise customers including Boeing, Barnes & Noble, and CNET, as well as many other leading companies.

Hubspan's Cross-Entity Integration Solution

Hubspan is a privately held Seattle-based company founded in 2000. Since its inception, the company has built its operation on the key tenants of SaaS and delivers its integration solution in an on-demand fashion via the Web.

Hubspan offers a multi-tenant integration platform which extends beyond basic mapping and simple translation capabilities within corporate departments to address the growing challenges of integrating on-demand applications across and between enterprises.

Hubspan's integration platform can handle all major enterprise applications, transports, and data formats, as well as core business processes such as procurement, logistics, payments, and human capital management. The company's integration platform can also enable unique real-time business processes, special handling requests, bi-directional information flows, and exceptions to meet specific customer requirements.

Hubspan offers a multi-tenant integration platform to address the growing challenges of integrating on-demand applications across and between enterprises.

Hubspan has targeted the more complex cross-entity integration challenges. Its integration platform removes the manual processing or ad hoc point-to-point integration requirements that can prevent companies from achieving their corporate objectives.

Hubspan's key differentiator is its focus on automating the unique processes that exist between entities. Hubspan's technology provides sophisticated data transformation that allows each system to get the exact information it needs to complete a business transaction without manual intervention. This approach not only delivers greater accuracy with information exchange, but also speeds up completion of the business processes. With the rising importance of service level agreements (SLAs) between entities, speed and accuracy are critical factors for effective interaction.

Companies can utilize Hubspan's integration platform to connect their applications, customers, or suppliers regardless of data models, existing EAI technologies, and without worrying about compromising security. Hubspan provides a single, transparent connection to link enterprises internally or externally, without forcing them to change their systems or processes. Hubspan's integration platform mediates various data formats, validation methodologies, security protocols, routing, and SLAs. As a result, true business connections are created that enable a deeper level of integration between applications, business entities, or trading partners.

Hubspan's integration platform is composed of a set of Core Services that include the following foundational components:

- *Integration Engine* - The rules and process engine that provides connectivity between disparate systems
- *Transport, Translation, & Mapping* - The essential building blocks of integration and creating connections among disparate systems.
- *Data Validation* - Confirming sent/received data is in the proper format and quality along with exception handling actions.
- *Choreography & Correlation* - Logic and actions to manage the flow of information based on business rules, sequences, and process requirements.
- *Multi-party Routing* - Coordinating information exchange between various partners such as buyers, sellers, logistics providers, and financial institutions.
- *Activity Monitoring* - Provides both system and business process visibility with pre-defined as well as configurable event monitoring including summary as well as drill-down detailed views of connection information flows .

In addition to the versatile technology platform, Hubspan provides a full suite of professional services, and leverages over 10,000 existing connections with companies in over thirty countries. Hubspan applies a 'best practice' methodology to activities like on-boarding and change management.

Strategic Thoughts

THINKstrategies' research and consulting work has found growing interest in SaaS only tempered by customer concerns regarding potential integration issues associated with combining multiple on-demand solutions with various legacy applications. These concerns are compounded when it comes to inter-entity or inter-enterprise transactions.

A variety of integration vendors are addressing these issues within enterprise environments. Hubspan has targeted the more complex cross-entity integration challenges. Its integration platform removes the manual processing or ad hoc point-to-point integration requirements that can prevent companies from achieving their corporate objectives.

About THINKstrategies, Inc.

THINKstrategies is a strategic consulting services firm that helps enterprise IT and business decision-makers with their sourcing strategies, IT solutions providers with their marketing strategies, and venture capital firms with their investment strategies. It also hosts the SaaS Showplace (www.saas-showplace), an online directory and resource center. For more information, visit www.thinkstrategies.com, or contact Jeffrey Kaplan, Managing Director, at 781-431-2690 or jkaplan@thinkstrategies.com.