



IBM and Corente Offer SaS-based On Demand Application Delivery

Marco Polo delivers global cross-border trading solutions in real time with Corente



In expanding globally, Marco Polo Network and Barnes Aerospace used Corente to seamlessly extend their networks to locations in Singapore.

The network as Utility

In 1999, a group of engineers got together with the idea to leverage the public Internet and develop a secure, SaS-based application delivery platform for use by companies worldwide. They were keenly aware of the amount of time and resources companies devote to building and managing their business networks and wanted to offer a solution alternative that provided investment protection, lower total cost of ownership and easy implementation.

Today, the company that grew out of that effort, Corente, offers a complete on demand application delivery environment that is secure, scalable, reliable and highly available.

“We look at ourselves as enablers of revenue-critical processes that companies need to stay competitive and profitable,” says Veronica Mathieson, vice president of channel management at Corente.

Mathieson explains that any business or branch office with broadband access to the Internet

Overview

■ **The Challenge**

Deliver applications securely across an enterprise with the high performance and high availability of private line services, but without the cost, delay and support issues

■ **The Solution**

Corente’s Software as Services-based on demand application delivery

■ **The Benefit**

On demand enablement of mission-critical processes at a lower Total Cost of Ownership (TCO)

Coherent by design

What happens when you take an emerging software paradigm and use it to attack the ongoing problems associated with implementing and running a network infrastructure?

You get an innovative approach to application delivery that provides businesses with on demand solution deployment at a lower cost and independent software vendors (ISVs) with new opportunities for market penetration and growth.

The paradigm referred to is “Software as Services,” or SaS, and its benefits are becoming increasingly apparent in a world where business success and on demand technologies are inextricably linked.



Corente's solution provides opportunities to enhance customer service, improve efficiency and promote business transparency.

Software as Services

At its core, the SaS concept is simple: deliver business functionality as a standardized, discrete service; price the solution based on usage; and, provide all-inclusive licensing costs, hosting, application management and service delivery.

What customers receive from a SaS business model are:

- Rapid application deployment and time to value;
- Reduced risk and complexity;
- Lower upfront costs and consistent, usage-based billing;
- Flexibility and scalability with less reliance on internal IT resources.

Among the candidates for SaS are ERP, CRM, POS and supply chain solutions, as well as converged VoIP and video.

While all sizes of companies benefit from SaS, small and midsize businesses, with their limited IT resources, gain the most—finally having access to revenue-enabling solutions and technologies they previously could not afford.

can easily install a Corente gateway and get end-to-end application delivery and management capabilities—integrated security, certificate and session management, SLA audit trails, quality of service, access and policy controls—all delivered at a monthly recurring charge per location. Also built into the network are automated service upgrades, as well as self-configuring, self-healing, self-optimizing and self-protecting autonomic computing capabilities.

“It’s on demand application delivery structured and priced like a utility,” Mathieson says. “In effect, the Internet provides the wiring, and we meter, measure and monitor.” All of that allows Corente the ability to provide big-company IT infrastructure at small-company prices.

That’s especially good news to small and mid-market firms that can now deploy infrastructure, distributed applications and business capabilities at a much lower cost of entry, and scale those services as needed. Corente also allows larger companies to expand their existing network capabilities to meet emerging business demands, extending their return on investment.

Marco Polo Network and Barnes Aerospace are two companies that have benefited greatly from Corente’s SaS-based solution.

Reaching emerging markets

Frustrated by the lack of an automated solution to increase liquidity and transact cross-border trading of securities in emerging markets, a group of Wall Street capital market specialists founded Marco Polo Network (MPN) in 2000 to facilitate that service. Not being technologists, the group also sought to leverage the expertise of industry-leading technology providers to innovatively package their offering.

One of their foremost challenges: to provide on demand, secure access to less-traveled parts of the globe—in Asia, Latin America and Eastern Europe. Emerging markets represent a small portion of the total global trading activity, which means there is little incentive for banks or investment houses to build network connectivity to brokers in those regions. Phone or fax communications are common.

The only ubiquitous network available in emerging markets is the Internet. “With Corente, we can cost-effectively reach those areas, securely handle our clients’ trading requirements and provide continuous monitoring,” says Steven Sales, MPN’s chief information officer. “There are no upfront costs for us. We just pay Corente a fixed monthly fee for each connection.”

Today, to bring on a new broker, MPN simply ships out two gateway servers, one for failover, which then easily install into the local IT infrastructure.

Deployment on demand

Increasing available bandwidth to quickly deploy new internal applications and backing up an existing frame-relay network were the primary reasons Barnes Aerospace turned to Corente. "Our network ties together our sales force, engineering teams and customers worldwide," says Peter Gottschalk, director of IT. "We need speed and reliability, without any downtime."

Headquartered in Connecticut, Barnes Aerospace produces machine and fabricated components and assemblies for aircraft engine and airframe builders. The company also overhauls and repairs components for most of the world's major commercial airlines and the military.

Corente gives Gottschalk a complete network solution that has all of the features, functions and automated operational support Barnes Aerospace needs. "Other alternatives were either more expensive or would have required my team to install, configure and operate separate services," he says. "This is turnkey."

Go further with a team you trust

As its customer base expanded, Corente realized that its continued growth and success would depend on business partners that could provide complementary technology and software, business and IT consulting, go-to-market support, as well as hosting and delivery capabilities. And so it turned to IBM—the one company that could do it all.

Every segment of IBM's technology and services portfolio has been integrated into Corente's offering. IBM @server® xSeries® and BladeCenter™ servers, for example, can be installed as application gateways, delivering outstanding price/performance. Tivoli® software extends monitoring capability to local area networks. Corente's use of IBM e-business Hosting™ services supports 24/7 network reliability and availability.

"We can offer customers one-stop shopping with IBM," says Mathieson, who also sees the IBM-Corente relationship as an opportunity for other ISVs to expand their market opportunity. She points out that ISVs sometimes fail to win over customers due to the infrastructure costs needed to get their solution up and running.

Mathieson adds, "IBM and Corente can help ISVs deliver solutions as on demand, 'pay-by-the-drink' utilities—lowering the total cost of ownership. Once customers understand how to leverage the solution's value, they can then make a full-fledged investment decision."

About Corente

Corente is a privately owned company headquartered in New York with offices in Boston, Chicago, Dallas, Denver, Los Angeles and Washington, D.C. Its software and services are built on award-winning, patented technology and implement a scalable, automated, converged design for distributed applications delivery and performance management.

Corente's customers include many of the world's leading brands whose profitability depends on the quality, availability and performance of their networks.

Corente is an IBM Advanced Business Partner and participates in the IBM PartnerWorld® Industry Networks for ISVs, which provides business insight resources, enablement blueprints, technical support, networking and collaboration opportunities and marketing and sales support.

Learn more

Through the IBM Managed Hosting – application enablement program (AEP), IBM works with leading independent software vendors to assess, transform and deploy their software in on demand business environments. The AEP offers a step-by-step guided approach to traditional hosting as well as assistance in delivering software as services.

Since the program's launch in 2002, IBM has engaged with more than 60 leading ISVs worldwide, helping them react to competitive offerings, expand customer reach, extend existing portfolios and offer new business models.

“IBM and Corente can help ISVs deliver solutions as on demand, ‘pay-by-the-drink’ utilities.”

Veronica Mathieson
Vice President
Corente

For more information

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This ISV case study is based on information provided by Corente, and illustrates how one ISV has achieved success working with IBM. Many factors have contributed to the results and benefits described. IBM does not guarantee comparable results elsewhere.

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