



**Customer:** SOA Software

**Website:** [www.soa.com](http://www.soa.com)

**Country or Region:** United States

**Industry:** Manufacturing—Software

#### Customer Profile

SOA Software is a global provider of service-oriented architecture (SOA) and cloud service governance automation products that help companies develop enterprise services with optimal security, manageability, mediation, reliability, and performance.

#### Software and Services

- Microsoft Visual Studio
  - Microsoft Visual Studio 2010 Professional
- Technologies
  - Microsoft .NET Framework 4
  - Windows Communication Foundation 4

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## SOA Solution Provider Improves Multiplatform Support and Extends Reach

“With the Windows Communication Foundation 4 Routing Service, we can address customer challenges surrounding interplatform message routing for Microsoft solutions—challenges that were difficult or impossible before.”

Andrew Slivker, Director of .NET Development, SOA Software

With more enterprise customers adding Microsoft service-oriented architecture (SOA) technologies to their environments, SOA Software needed a better way to support interplatform message routing for Microsoft solutions with its SOA governance products. By using the Windows Communication Foundation 4 Routing Service, SOA Software can provide interoperability between Microsoft and other platforms, boosting its value to customers and expanding its market reach.

#### Business Needs

Headquartered in Los Angeles, SOA Software is a leading provider of unified service-oriented architecture (SOA) and cloud service governance automation products for organizations that are planning, building, and running enterprise services in an SOA environment. As a Microsoft Gold Certified Partner, the company offers software designed specifically for use with Microsoft SOA technologies—including the Microsoft Application Platform, .NET Framework, and

System Center Operations Manager—in mixed environments where services are shared among multiple SOA platforms.

For SOA Software, one of the biggest challenges of mixed SOA environments is interplatform message routing, which is required by customers that are compiling applications on one platform and running them on one or more other platforms. These customers must be able to embed a single runtime component in applications that are running simultaneously on

different platforms, and to do this, they need effective interplatform routing and supporting intermediary technologies.

According to Andrew Slivker, Director of .NET Development at SOA Software, the company has supported interplatform message routing through intermediaries since its inception, but in the past found it challenging to do so for customers running services natively on Microsoft SOA technologies. "This became a problem for us as more and more customers began standardizing on a Microsoft SOA platform and needed intermediary routing support for a mixed environment," Slivker says. "The problem grew as the enterprise-level SOA market began moving away from components based exclusively or largely on Java and toward an approach based on Microsoft SOA technologies."

Slivker's thoughts are echoed by his colleague, Roberto Medrano, Executive Vice President at SOA Software. "In the past, we saw extensive use of Microsoft SOA technologies mostly at the departmental level," he says. "Now we are seeing customers adopting Microsoft SOA technologies at the enterprise level, and serving these customers is critical for us."

The central challenge for SOA Software was that, until recently, the company had to use Java components to provide intermediary routing for a Microsoft .NET Framework-based environment. Because every such component had to be custom-made for the customer's scenario, this added time and cost to the development process.

## Solution

Today, SOA Software is addressing the challenge of interplatform routing with the help of the Windows Communication Foundation 4 Routing Service, part of the Microsoft .NET Framework that ships with

the Microsoft Visual Studio 2010 development system. SOA Software is using the Windows Communication Foundation Routing Service to build intermediaries for customers that are adopting Microsoft SOA technologies while continuing to need interplatform routing. SOA Software is using two Routing Service capabilities in particular: protocol bridging, to support the seamless routing of messages across different transports and versions of Simple Object Access Protocol (SOAP), and impersonation, to support client identity-based identification.

"With the Windows Communication Foundation 4 Routing Service, we can now address customer challenges surrounding interplatform message routing for Microsoft solutions—challenges that were difficult or impossible before," Slivker says. "These challenges included support for noninterruptible Microsoft-specific transports like Message Queuing, and infrastructure use cases related to Windows-specific security models like the Kerberos and NTLM protocols. Such use cases are common among customers running SOA solutions on Microsoft technologies, so addressing them successfully is important for us."

## Benefits

By providing improved interplatform routing, SOA Software is helping customers take full advantage of their Microsoft SOA technologies in developing and running SOA environments. As a result, the company is expanding its value to existing and prospective customers and developing opportunities in new markets.

For example, SOA Software now is better positioned to support the growing number of customers standardizing on Microsoft SOA technologies, resulting in opportu-

nities for more business. "Now that we no longer have to spend the time and resources building intermediary routing components for Microsoft platforms, we can provide SOA governance for a Microsoft or mixed environment at a lower cost," Slivker says. "This enables our existing customers to expedite budget approval and development, making SOA Software more attractive to them as a supplier. Being able to offer a lower-cost solution for interplatform routing also makes us more attractive to prospective customers."

According to Medrano, some of those prospective customers are among the growing number of organizations that are adopting Microsoft SOA enterprise technologies. "The release of Microsoft .NET Framework 4 and Visual Studio 2010 is motivating many organizations, particularly in the United States and throughout the Americas, Europe, Africa, and Asia, to look closer at the Microsoft platform for SOA," he says. "Our customer base is growing rapidly, and we are seeing growing interest in Microsoft technologies."

For Medrano, the release of Visual Studio 2010 itself opens doors to new business beyond the intermediary routing capabilities that SOA Software can now offer. "Visual Studio 2010 provides an extended experience from the perspective of developers—that is, our customers," Medrano says. "When they are building their services, they are using Visual Studio 2010 as their main design-time and development-stage environment, and then they need portfolio management, enterprise repository, and runtime governance, all of which we do. These customers are thinking about SOA governance from design to operations, and this is good for SOA Software."