

Business Activity Monitoring

In support of the Zero Latency, Real-time Enterprise

Position Statement



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Background

Many organizations have invested heavily in recent years in enterprise applications and other technologies with the goal of having the information available at the right time to make the right decisions. As a result, many enterprises have installed Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), Supply Chain Automation (SCA), Business Intelligence (BI) as well as Internet, EAI (Enterprise Application Integration) and other technologies. While the investment in these technologies have resulted in considerable information processing efficiencies for the enterprise, there is still a significant delay in the time required for mission critical information to be delivered in a form that is usable to managers and staff.

Business Activity Monitoring (BAM) is a term The Gartner Group has created that defines the *concept* of providing real time access to critical business performance indicators to improve the speed and effectiveness of business operations.

Event Management and Alerting (EM&A) is an integral part in support of the concepts articulated for BAM. EM&A enables real time monitoring, measurement, notification, response and collaboration of performance issues across disparate data sources and applications. These disparate data sources and applications will be both within (intra-enterprise) and external (inter-enterprise) to the company.

At the highest level, BAM brings together Business Intelligence, which is focused on post-event analysis with application integration, which focuses on data-to-data connections to deliver information to people. The concept of BAM drives to the zero latency, real time organization. EM&A is the “glue” that bridges BI and EAI.



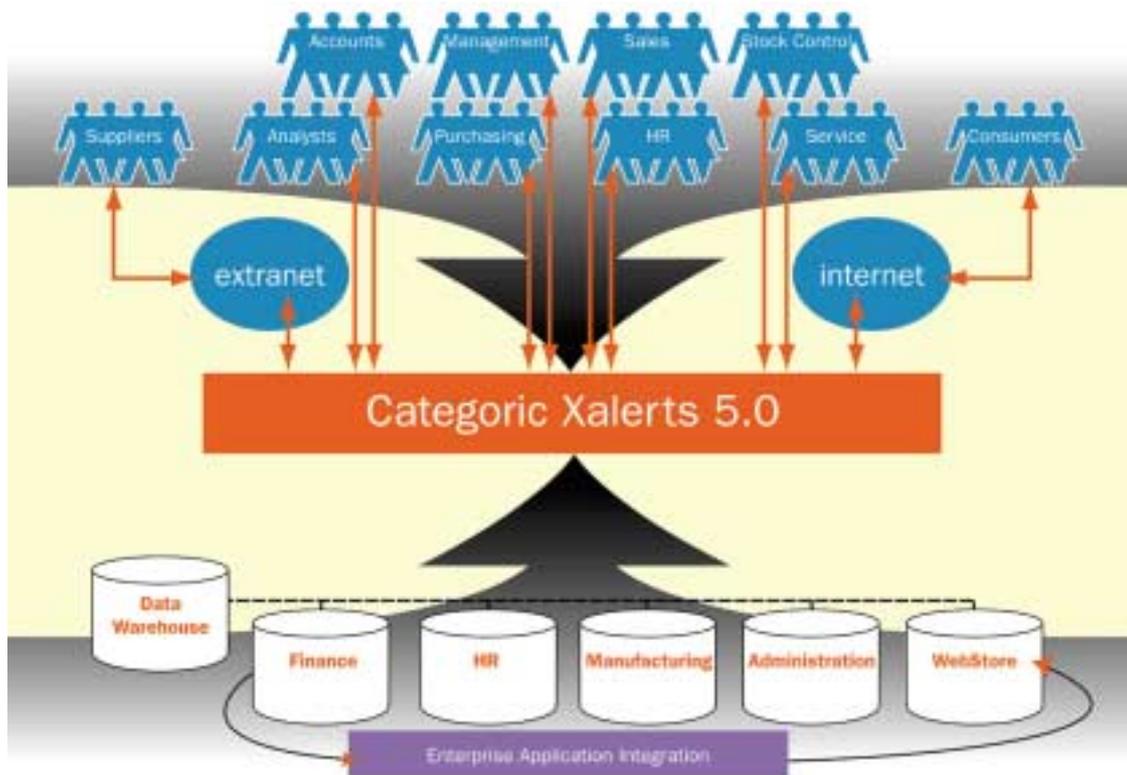
Joined up business: the universal monitoring layer

Prior to the availability of business event detection and notification technology, the "information silos" that exist within and between corporations in disparate applications and data sources created a major obstacle to the implementation of the concepts that BAM embraces. Even companies that have purchased enterprise suites will find these suites offer varying support for the concepts of BAM. Typically, enterprise suites do not support BAM when interaction with applications and data sources outside the confines of the enterprise suites is required. This interaction is critical in today's business climate

Recently introduced Enterprise Application Integration (EAI) platforms are designed to improve implementation efficiency and economy. Such systems are paramount for corporations with multiple disparate applications requiring bi-directional information exchange and update. EAI and BI technologies are a key part of the concept of BAM and can be thought of as the "plumbing" that enables BAM. In this context the easiest way to understand Xalerts' role is as a universal monitoring layer which watches all data sources, including those within the firm that are linked by EAI and, those that are external and not necessarily part of the enterprise data infrastructure. Information on key events is delivered as an alert that correlates conditions across multiple databases, perhaps, for example, sending an alert only when condition A in the parts database coincides with condition B in the order-taking database. Managers do not have to go in search of data. They subscribe to alerts for the events or conditions they wish to monitor and the data finds them. There is no requirement to learn a new application since alerts are delivered to the device of their choice.



How Xalerts supports the concepts of BAM



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Instant knowledge, immediate competitive edge

Despite the time and money invested in business intelligence, application integration and business collaboration systems, companies today frequently do not have the early visibility into business operations required to prevent business exceptions from becoming problems or crises. Business Activity Monitoring is the concept of having operational visibility across the enterprise.

Event management and alerting technology eliminates the delay between when events happen and when the right people find out about them. By compressing timeframes associated with traditional reporting and notification cycles, it enhances productivity through improved internal awareness of business operations, more responsive management-by-exception practices, and reduced cycle times—all leading to cost savings through greater efficiency. By extending this technology to customers, partners and suppliers, companies can increase competitiveness and streamline performance throughout their operations.

Via alerts information finds the people who need it via familiar channels, such as email, SMS, Web etc, rather than the people having to learn a new application and search for information themselves.

In short, the mechanism of event management and alerting can be quickly and powerfully applied to improve the predictability and efficiency of any organization, paving the way for BAM to become an integral part of the business.



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