Upside Research

PRODUCT BRIEF
E2E Bridge

COMPANY OVERVIEW

E2E is a relatively new entrant in the enterprise integration product space, but the company brings with it deep roots in enterprise model-driven integration. Founded more than 10 years ago as a systems integrator in Switzerland, the company quickly built its reputation as a provider of integration services for UBS. As the company continued to support critical enterprise integration projects, it decided in late 2005 to offer the product it had developed for its customer projects to the global market. In January 2006, the company made the switch to a pure product company and since then has been building traction in the model-driven integration market worldwide. With more than 12 customers today, many of them multi-billion dollar enterprises, E2E is bringing its solution, the E2E Bridge, to the global market. The E2E Bridge is a UML-based enterprise service bus (ESB) that provides code-free, model-driven integration with a company's existing back-end systems. The E2E Bridge supports service-oriented architectures (SOA) and is fairly lightweight because of its UML virtual machine, which does not require a Java application server.

COMPANY STRATEGY

- Educate the market about the success of bringing model-driven integration to enterprise-level SOA initiatives.

- Expand global presence beyond Europe and Asia into the North American market.

- Continue to provide customers with integration adaptors as they demand, beyond the more than forty that are available today

- Build out extensive partner network to sell through the channel predominantly, especially boutique system integrators.

IMPLEMENTATION STRATEGY

Customers usually begin with a paid-for proof of concept that tackles a part of the larger project that the customer wants to solve. This takes 1-2 days and results in a usable solution that can be added to the final project if the customer chooses to purchase the E2E Bridge solution. Once a customer has purchased the product and has been aligned with a partner, E2E will assist with the first project and then hand off the subsequent projects to its partner. The software solution itself has an extremely small server footprint and can be installed in as little as 10 minutes. Average implementation time for a first project is between three weeks and a few months.

E2E offers a variety of education and training support. In many cases, the product is sold through a partner, either a systems integrator or software OEM. These partners have been extensively trained on the E2E Bridge and can assist customers with their implementation. In addition, E2E offers a four-day, comprehensive self-study training to customers with a library of more than 400 integration patterns that are ready to use and directly executable, representing the key patterns that customers can adapt to their specific environment.

CRITICAL SUCCESS FACTORS

- Build references to convince the market that model-driven integration is viable for the enterprise market.
- Continue to develop business-focused message to appeal to target buyers.
- Continue to win partners and use them to scale the business up. Long term, this will be important for service, sales and support.
- Demonstrate capability for handling extreme (and/or very high levels of) transactions.

UPSIDE ANALYSIS

E2E is adding new life to a saturated market - enterprise integration. The company has the background and credentials to stand up as an expert in the space, and Upside Research believes that the creative use of a UML virtual machine and XML-based technology for an enterprise service bus is unique and sets E2E apart from other solutions. The largest hurdle that the company faces from a technology perspective is convincing the existing integration teams, often full of expert developers, that it is possible to achieve enterprise integration without extensive coding, instead using a purely model-driven approach. If E2E can use its customer references to exhibit the success of this new approach to an ESB, then it stands to build its customer base.

From an execution standpoint, E2E needs to continue to build momentum in the North American market with some lighthouse customer wins and strong success stories. In addition, the company needs to continue to build out its channel with regional, vertically-focused ISVs and OEMs to expand its geographic reach and market share. Continuing to develop technology partnerships with other enterprise software vendors will also assist E2E in its efforts to build a presence in the North American market.