



CLABBY ANALYTICS

# Research Report

## **INETCO: Expanding into New Markets with Cloud-ready Application Monitoring**

Clabby Analytics has been following the field of Application Performance Management (APM) and Business Transaction Management (BTM) closely for almost two years — and we have posted numerous reports on our findings at [www.ClabbyAnalytics.com](http://www.ClabbyAnalytics.com) (Look for reports on IBM ITCAM, CA Technologies' CA APM and Nimsoft Unified Manager, as well as reports on smaller vendors including OpTier, CorrelSense, Nastel, INETCO and Netuitive). The reason we track these tools so closely is that we see APM/BTM as a core necessity for tracking application behavior and monitoring transactions in distributed cloud architectures. That said, the lines between APM and BTM are becoming increasingly blurred as APM vendors add transaction tracking capabilities and as BTM vendors offer better ways to monitor application performance.

Recently, one of these vendors, INETCO—originally a niche BTM player focused on payment processing—made some noteworthy announcements that show us that the company is ready to compete with the big vendors in this space. These include:

1. Support for Advanced Message Queuing Protocol (AMQP), a standard for interoperable business messaging
2. New routes to market — including a partnership with NCR to pursue additional opportunities in financial services, as well as other applications with self-service characteristics (retail POS, entertainment kiosks, airline check-in, etc.).

### ***A Closer Look at INETCO's Latest Announcements***

- On October 12, 2011, INETCO announced support for Advanced Message Queuing Protocol (AMQP) —an open, interoperable standard for managing the flow of messages across business systems. The AMQP Working Group (members include VMware, Bank of America, JPMorgan Chase, Microsoft, Red Hat, INETCO and others) has created a standard for middleware messaging that will provide interoperability within middleware, mobile and cloud-based environments. Support for AMQP will enable applications and cloud-based services to easily communicate with each other, regardless of the underlying platform. Although early applications have been in financial services trading systems (such as Deutsche Borse Systems), other industries have also developed AMQP solutions. One example is in off-shore drilling where an application was developed to collect sensor data across multiple systems.

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INETCO will be supporting AMQP in their next product release, INETCO Insight 5.0, due for release in December. This will enable INETCO Insight to monitor AMQP-based applications within multi-vendor, distributed, mobile, cloud, and SOA environments.

- On October 11, 2011, INETCO announced a partnership with NCR Corporation, a global leader in payments, assisted and self-service solutions for financial services, retail, travel and healthcare. Under the terms of the agreement, NCR will resell INETCO Insight through license resale or as a managed service and will offer a suite of associated consulting services. By integrating INETCO Insight with NCR's APTRA Vision, transaction and application performance can be monitored across complex ATM infrastructures that span heterogeneous cloud, web-based and mobile environments. Correlating this transaction data with the operational statistics and analytics of APTRA Vision enables the health and performance of individual ATMs to be monitored from a unified web-based interface.

While the NCR/INETCO partnership will initially focus on the financial services market, the technology can easily be transferred to other markets that employ self-service solutions such as retail, travel, entertainment and healthcare.

### **Summary Observations**

INETCO's partnership with NCR is a "win-win", as NCR will now have a broader, deeper range of critical performance data to offer their financial service customers; while INETCO will get more "feet-on-the-street" (more direct sales representatives to help sell its products). NCR's global presence fits nicely with INETCO's goal to expand geographically, and NCR's leadership in self-service will help INETCO penetrate industry segments beyond financial services. Flexible licensing will also allow customers to purchase these tools as a cloud service, making the offering available to smaller businesses that want to avoid a large up-front investment. This agreement also provides a template for INETCO to pursue other management console vendor partnerships.

Support for AMQP is significant both to INETCO and to the market in general. With the backing of technology companies like Microsoft, VMware and Red Hat—as well as industry leaders Bank of America and JPMorgan Chase—the AMQP standard will likely foster a new generation of mobile and cloud-based applications and services that will provide customers enhanced levels of customer service, collaboration, convenience and performance. INETCO Insight will have the ability to monitor these applications regardless of where the application resides or the underlying infrastructure – which will clearly differentiate them in the growing BTM/APM market.

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November, 2011

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