

Avada Software: The Agile Approach to Middleware Management



Agile being the buzzword of today, any new technology has to easily adapt to the changing market conditions, while being cost-effective, easy to use, scale, and install quickly. “When Avada started out, most of the solutions in the middleware management space were anything but agile and took months to deploy,” points out Pete D'Agosta, product manager and co-founder of Avada Software. Founded on the premise of simplicity, Avada

Software’s flagship product, Infrared360® is offered as an integrated web management portal that provides total administration, monitoring, testing, auditing, and statistical reporting for enterprise middleware environments. Avada Software is architecting a transformation in the management of WebSphere MQ® and TIBCO EMS®, WebSphere DataPower, Web Services, Application Servers, and other transactional environments, among others.

According to D'Agosta, most of the middleware management products available in the market require months deploy and configure. Avada’s greatest differentiator is its agility factor, which enables their clients to roll out the product to a massive number of endpoints in less than an hour. The portal provides an elegant way to monitor and manage all the devices and applications while presenting a comprehensive view of important information. Infrared360® has full lightweight directory access protocol and active directory support and dynamically responds to events within the middleware space and alerts clients of any impending failures.

Traditionally, applications and systems are managed by an IT infrastructure group where the access to various endpoints is heavily

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Headquarters
Rockaway, NJ

Management
Pete D’Agosta, Product Manager and
Co-Founder x

Description
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restricted. Avada leverages a unique visibility and permission model that empowers individual business units with privileged access and provides visibility into target environments. “We wanted to ensure that any department can have access to an enterprise type tool and not just the infrastructure group,” says Rob Sordillo, co-founder and CTO of Avada Software. “Leveraging scores of users for the middleware environment in a trusted space, results in the delegation of administration, secure collaboration, and substantial productivity improvements.”

D'Agosta also touches upon on the aspect of compliance. Since the Avada system is a conduit for the management of all endpoints, the solution monitors what every user can view and do and also maintains a log of activities when a person creates, deletes, or modifies something. The collected data resources are converted to a feasible format and can be plugged into the IBM analytical engine.

Though the Avada solution is made for every industry, a sizeable percentage of the target market includes the largest financial companies with their esteemed clientele spread across travel, utility, life sciences, and manufacturing sectors.

D'Agosta cites a particular instance of a client that planned for a merger and acquisition (M&A) and was concerned about managing the scaled-up environment. Prior to the M&A, an 18-member team managed 800 endpoints and their plan was to add 18 more people to manage the projected 2400 endpoints. However, after implementing Avada's solution, they could manage with just a 16-member team with two of the resources being shifted to another department. The ease-of-use factor in the deployments made it a lot simpler. Not only did they save money by not going ahead with recruiting an additional 18 resources but also got the ROI in less than a year.

For the road ahead, D'Agosta says, “When our clients start moving more of their endpoints to the cloud, our capabilities will follow suit into the cloud infrastructure.” Avada is also looking forward to stronger partnerships with IBM and other partner representatives in Europe and the U.S. to help their customers derive the benefits from Infrared360®—the total solution for enterprise middleware.