

Case Study #2: Enterprise Application Integration (EAI)

Do Your Users Have to go to Multiple Applications to Get the Data They Need?

Organizations continue to struggle with the proliferation of applications. Users are forced to go to multiple applications to get the information they need, input the same data into different applications and end users require additional time and effort to pull useful data from all the various applications. If there was only a way to seamlessly integrate these applications so users wouldn't have to think about which application to log into to get what they want.

IT Architects has been hired over the years to integrate stand-alone applications. The problem is that business processes typically follow a sequential order, but yet each process relies on a different application. Thus, users are continuously logging into multiple systems to complete various transactions. This slows down the overall business process, which crosses business areas, and requires users to have multiple screens open while going back and forth between applications to complete their work. Furthermore, business processes are not standardized and are performed inconsistently using different applications, sometimes achieving different results.

IT Architects has successfully integrated applications and has developed a workflow capability by introducing Enterprise Application Integration (EAI) middleware brokers. By leveraging EAI technology, an organization can seamlessly integrate their applications. The applications and integrations required to support business processes are further optimized by a workflow layer that ensures an organization's business processes are automated, and have the ability to handle various business scenarios and recover from errors. In a nutshell, EAI is a technology that allows organizations to orchestrate end-to-end process execution across its application landscape.

The following are 4 main benefits of EAI within an organization:

- **Information Sharing** – EAI enables the flow of information between applications within a company, as well as from outside the company's application portfolio.
- **Process Automation** – EAI streamlines business process execution that include data or activities performed in multiple applications. For example, data from a CRM can be integrated with an e-mail marketing platform to deliver targeted messages to customers.
- **Reduced IT Complexity** – EAI streamlines business processes by combining information and functionality of several applications into a single, easy-to-use interface – thus behaving like a single application.
- **Increased Agility** – EAI allows organizations to recognize and respond to opportunities more quickly. It can help address shifts in the market, reputation management issues, supply chain disruptions and more – all from a single interface.

EAI bridges the gap between an organization's disparate applications/systems and promotes data sharing between applications. It enables information exchange and provides an interface through which this exchange can be managed. When implemented correctly, EAI allows organizations to realize the true value of their investment in technology by automating its end-to-end business processes.