

EnterpriseWeb grows business with its enterprise- and cloud-friendly application layer

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26 Jun, 2014

EnterpriseWeb sells a platform built from scratch over the past five years to address the needs of enterprise-grade applications that are often deployed on cloud topologies. With its application layer plus compliance and governance, the company is gaining some traction in the Internet of Things (IoT) and telecom sectors, and has reported growth in bookings since we last talked.

The 451 Take

In the context of our devops coverage, we often speak about the ongoing need for new application development (appdev) approaches caused by emerging drivers such as mobile, social and cloud platforms. Cloud-native apps beg for different architectures than the classic, on-premises three-tiered approach, while the need to integrate with more services than ever has been charging along since the days of mashups-cum-composite applications. In short, companies are always seeking new ways to write and deploy apps, especially in the enterprise space, where complete greenfield opportunities are not as plentiful as they are in the consumer segment. Enterprise systems often have numerous legacy data stores and business processes that must be integrated, all with enterprise-grade governance, risk, and compliance (GRC).

As we noted when we initiated coverage of EnterpriseWeb last year, the company has an ambitious proposal to address many of these concerns with its 'everything platform.' Marketing an all-inclusive platform like this can be difficult, especially with so many contenders in the space. However, the company reported bookings of about \$2m for 2012

and says it is now closing deals of \$500,000-2m.

Context

Founded in 2009, EnterpriseWeb was originally named Consilience International, and rebranded in 2013. Its two founders, Dave Duggal and Bill Malyk, focused on building an application platform to take advantage of cloud platforms for agility and API advances such as using REST over Web services, while at the same time ensuring that that enterprise needs for compliance and audit are built into the system, not to mention stability and scaling.

The company reported five employees in May 2013, and has remained at that count, including the two founders. EnterpriseWeb has been boosting sales staffing through partners and also says it expects to add more personnel soon. It hasn't received any venture funding to date.

Product suite

EnterpriseWeb is best thought of as an uber-platform that coordinates, runs and helps build applications used by its customers. As such, while it may be more of a square peg jammed into a round hole, one can consider EnterpriseWeb sort of an appdev PaaS with Swiss Army-like utility knife options that can help integrate, orchestrate and run services and applications.

For any given application, the platform performs four functions:

- Specifying a model of the overall application architecture and its subcomponents, including integration processes for getting data in and out of the model.
- Orchestrating the application to execute jobs, scale up and scale down nodes in the application cluster (or 'cloud,' if you prefer), and otherwise orchestrate the ongoing execution of the app, including provisioning and configuration management.
- By nature of the modeling data and processes in the application, EnterpriseWeb 'instruments' the entire application and can provide RESTful APIs to each service in the app (whether provided by a third-party app or not) and UI-driven composition of the different services into composite applications. This instrumenting, along with the modeling, is a large part of what enables the UI-led creation of apps in the platform.

- With everything modeled and instrumented, the company has precise knowledge of what processes are executed when and authorized by who, giving the raw information needed to enable enterprise GRC functionality.

With these four pieces of functionality, EnterpriseWeb can deliver on the four major subcomponents of its platform: a unified repository of data and code, operational analytics and management, an application development framework for extending and building apps, and a Web toolkit that supports traditional desktop and mobile browsers.

The platform is designed to operate in various deployments - virtual or cloud - with the company starting to demonstrate use in the telecom space for network functionality virtualization (NFV). Pricing is done via enterprise license agreements, with the entry-level deployment in the \$500,000-2m range; the company says deals can reach up to about \$2m.

Customers and partners

Recently, EnterpriseWeb has seen rising interest from IoT and telecom customers. The IoT industry is, effectively, building a new, highly networked platform and is a greenfield opportunity for appdev platforms, especially those built like EnterpriseWeb's. Similarly, as telcos look to convert their traditional, black-box gear over to virtualized systems (NFV), opportunities for appdev platforms are being created. One of the industry consortiums, CloudNFV (of which EnterpriseWeb is a member), is using the company's technology for its policy-driven 'smart networking' - members of the consortium include Sprint, AT&T, BT and Orange, among others. CloudNFV recently received recognition in the form of an award at TM Forum 2014. As an example of how the platform would be used in telecom, EnterpriseWeb demonstrated deploying an open source VoIP system.

The company says it is approaching 20 customers. Including the CloudNFV consortium, EnterpriseWeb is engaged with six partners that are helping with indirect sales. We covered three of the named references - Icahn School of Medicine at Mount Sinai, Utopia Global and independent enterprise architect Roger Sessions - in our previous report on the company, which summarizes how these customers deploy EnterpriseWeb.

Competition

As middleware and application development platforms converge with cloud delivery methods, many companies are pursuing the same ambitions as EnterpriseWeb. The classic middleware suites with ancestral lines to Java Enterprise Edition at IBM, Oracle, Red Hat and SAP are circling these same

problem sets, as are smaller firms like WSO2 and 'generic PaaS' vendors like ActiveState and CloudBees that are seeking to provide more general solutions. API management providers present another set of rivals. As we noted when we initiated coverage of EnterpriseWeb, BPM and integration companies and product suites are operating in this area as well. From yet a different angle, vendors like Concurrent, Pivotal Labs and WibiData are looking to offer an appdev and runtime framework on top of 'big data' systems such as Hadoop.

Overall, EnterpriseWeb is one of the more ambitious of this lot, aiming to provide a full suite of all of these capabilities, plus the appdev toolkit and cloud runtime orchestration. Differentiating in this space with an everything platform can be very difficult, which explains why players of EnterpriseWeb's size tend to focus on more tactical concerns, such as queues or enterprise service buses.

SWOT Analysis

Strengths

Its unified everything platform gives EnterpriseWeb reach in a wide variety of segments and, if it delivers on its promises of agility, can demonstrate value to prospects, making it a valuable part of customers' mission-critical appdev pipelines.

Opportunities

As EnterpriseWeb has found, the telecom (specifically, NFV buildout) and IoT sectors are on the prowl for new appdev frameworks to populate these greenfield platforms with applications. Existing enterprises, especially as they want to more rapidly integrate the growing pool of data, are also always looking for efficient ways to build apps.

Weaknesses

While a broad platform means the company can attempt to satisfy many needs, players of EnterpriseWeb's size often find it difficult to market outside of specific, point-solution use cases. Much attention and resources will be needed to effectively market such a platform if it wants to avoid the 'niche sell.'

Threats

The insight that businesses are eager for new methods of developing and running applications is far from unique, with many new and incumbent, small and large vendors pursuing the same opportunity as EnterpriseWeb.

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