

## ZAPTHINK ZAPNOTE™

### BEEMASTER ICT: PLATFORM-AS-A-SERVICE FROM THE GROUND UP

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#### Abstract

There's a battle brewing in the Cloud Computing marketplace. Cloud Computing has the platform vendors running scared, because Cloud Computing may eventually replace the need to own enterprise software assets altogether. To deal with this threat, middleware vendors are scrambling to assemble Platform-as-a-Service (PaaS) offerings. PaaS is essentially the delivery of a computing platform and/or solution stack as a service.

While established middleware vendors are planning to provide software to the Cloud providers themselves, the vendors are struggling with existing middleware offerings that are not well-suited to the Cloud environment. To fill this void, Beemaster ICT offers their BeeBox Enterprise Service Bus, a lightweight, Service-oriented integration platform that supports Cloud capabilities as part of its core design, including multitenancy, dynamic provisioning, and support for Virtual Desktop Integration. Beemaster ICT is well-positioned to take on the incumbent middleware vendors with a more innovative, agile offering that promises to meet PaaS challenges more effectively than traditional middleware-based approaches.

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## The Problem with Platform-as-a-Service

Wikipedia defines Platform as a Service (PaaS) as “the delivery of a computing platform and/or solution stack as a service, often consuming cloud infrastructure and sustaining cloud applications. It facilitates deployment of applications without the cost and complexity of buying and managing the underlying hardware and software layers.” Of all the emerging segments of the burgeoning Cloud Computing marketplace, PaaS is perhaps the most active, because it gives the large middleware “platform” vendors a new way to sell their software. The problem with this approach, however, is that the vendors originally developed and assembled these platform offerings with no intention of offering them via a Cloud model, and now they are scrambling to retrofit these packages to serve as PaaS offerings, often with poor results.

This lack of nimbleness on the part of the big platform players gives innovative startups like Beemaster ICT a significant market opportunity. Beemaster ICT originally developed their BeeBox Enterprise Service Bus (ESB) to support a Cloud-based educational portal application. Since they leveraged open standards and SOA architectural principles, they found that the underlying platform would support a variety of other Cloud-based, Software-as-a-Service (SaaS) applications, so they shifted their focus to the BeeBox product itself.

While some enterprise customers may be interested in the BeeBox software, Beemaster ICT’s primary customer base are the Cloud providers (formerly known as Internet Service Providers, or ISPs). BeeBox forms the underlying integration and provisioning platform for such providers’ SaaS offerings. Beemaster ICT is focusing primarily on Europe for 2010, with a plan to target global Cloud providers in 2011. They also have a nascent solution provider channel in the works, following their model of the educational portal to other solutions in other verticals.

## BeeBox: ESB with Multitenancy and Dynamic Provisioning Built In

BeeBox leverages a Java-based messaging framework and loosely coupled Service interfaces for data exchange between the connected software and ICT platforms. It is inherently multitenanted, and supports user, desktop, storage, and application provisioning in Cloud Computing and Virtual Desktop Integration (VDI) environments. In fact, their support for VDI environments like those from Citrix offer both an opportunity and challenge for Beemaster ICT. On the one hand, the VDI players offer a partnership opportunity, and the possibility of an eventual acquisition, but are also competitive with Beemaster ICT to a certain extent, as the VDI vendors seek to build their Cloud Computing capabilities.

## Beemaster ICT Features

### Beemaster ICT

#### Overview:

Beemaster ICT offers a Service-oriented integration platform for Cloud Providers that delivers loosely coupled Services in a multitenant environment that supports dynamic provisioning.

#### Features:

- **Identity Management** – Delivered as infrastructure Services for the Cloud environment
- **Integration Services** – Cloud, SaaS, on premise, application integration
- **Desktop Management** – Both local and remote



- **On Demand Delivery** – On demand provisioning of computing resources and pay as you go pricing and billing.

**Value Proposition:**

- Dynamic provisioning enables straightforward deployment of Cloud-based applications and platforms that adjust to the capacity needs of the customer
- SOA approach combined with flexible security and licensing options facilitate third-party application development on the Beebox platform
- Support for Virtual Desktop Integration enables VDI customers to leverage Cloud-based resources

## The ZapThink Take

Beemaster ICT is well-positioned to beat the incumbent middleware vendors at their own game as they move to PaaS offerings, because BeeBox is inherently more flexible than heavyweight middleware offerings, and is also essentially built from the ground up for Cloud Computing. Beemaster ICT's business strategy to target Cloud providers is also a shrewd move, as this approach will get their software into the hands of a large number of end customers rather quickly.

Perhaps Beemaster ICT's greatest challenge, however, is branding and marketing. Their name is awkward, and they don't own the beemaster.com domain name. Furthermore, BeeBox as well is the name of a German consulting firm, so a comprehensive rework of their branding is in order. These issues won't significantly impede their progress in the short term, but as they branch out beyond Europe and beyond the Cloud provider market, their branding had better be rock solid.

Profile: Beemaster ICT	April 2010
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## Related Research

- *Why Cloud Computing Scares the Platform Vendors* ZapFlash
- *Does Cloud Computing Hold Water?* ZapFlash

## About ZapThink, LLC

Information Technology (IT) entrepreneurs require market insight, practical advice, and hands-on assistance with the essential tasks of growing new businesses. However, existing market-oriented providers such as public relations firms, industry analysts, and consulting firms lack critical experience with the unique requirements of IT startups. This is the gap that ZapThink fills. ZapThink illuminates the market for emerging companies that are the engine of innovation in IT.

ZapThink provides visibility, advisory, and marketing services for IT startups. ZapThink has over a decade of experience in the enterprise IT marketplace, and brings its practical advice and market presence to today's IT startups. As recognized, global thought leaders in XML, Web Services and SOA, ZapThink has helped over 130 startups in the markets, most of whom were acquired or are still going concerns.

ZapThink's offerings include business plan advisory, go-to-market strategy development, and tactics for working with investors, industry analysts, partners, customers, and the press. ZapThink also offers a range of marketing services for startups, including one-page ZapTakes, longer ZapNotes, White Papers, Podcasts, Webinars, and more. Let ZapThink leverage its visibility and market credibility to help you gain a foothold in a highly competitive and fast-paced market.

ZapThink is uniquely positioned to help its customers identify, qualify, and engage with new customers by leveraging its existing relationships with over 20,000 IT executives, architects, and other professionals who have long respected ZapThink's insight into the complex problems of enterprise IT. ZapThink's successful track record with IT startups proves that ZapThink can help any IT entrepreneur navigate pitfalls and achieve a successful outcome.

Ronald Schmelzer and Jason Bloomberg, ZapThink's Managing Partners, are experienced and well-regarded in the IT startup world. Ronald Schmelzer is a mentor in the TechStars mentorship-driven seed stage investment program, and has been an investor in the TechStars fund since 2009. In addition, he has started a number of successful IT companies including VirtuMall, ChannelWave, and ZapThink, and he sat on the working group committees for standards bodies such as RosettaNet, UDDI, and ebXML.

Jason Bloomberg rode the dot.com startup wave in the 1990s and architected the incubation process at eHatchery in Atlanta, GA. He had leadership positions in eBusiness consulting firms including marchFIRST and WaveBend Solutions (now Hitachi Consulting), and was a senior analyst at IDC.

ZapThink's Managing Partners are widely regarded as go-to advisors by IT vendors, end-users, and the press. Respected for their candid, insightful opinions, they are in great demand as speakers, and have presented at conferences and industry events around the world. They are among the most quoted experts in the IT industry. ZapThink was founded in 2000 and is headquartered in Baltimore, Maryland.

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