

On the Radar: Liaison Technologies

dPaaS-based managed services for complex integration and data management requirements

Publication Date: 16 Jun 2015 | Product code: IT0022-000386

Saurabh Sharma



Summary

Catalyst

Liaison Alloy Platform, positioned as a data platform-as-a-service (dPaaS) offering, builds on Liaison's expertise in application-to-application (A2A), B2B, and cloud integration services to offer a cloud-based agile and holistic approach to various complex integration and data management scenarios.

Key messages

- The key features of Liaison Alloy Platform include micro services architecture, comprehensive data orchestration and automated mapping capabilities, cloud-based business activity monitoring, and API governance for data access and federation.
- Liaison's Contivo Map Intuition technology reduces the effort involved in integration map development, conversion, and execution.
- Liaison's dPaaS extends key attributes of integration PaaS (iPaaS) to the data layer.
- The platform exploits open source as well as other technologies from partners for distributed data processing, storage, and management to offer greater scalability.

Ovum view

Liaison's dPaaS approach breaks down silos between integration and data management disciplines to help improve operational efficiency and deliver real-time, actionable insights. It builds on the rich heritage of Liaison Cloud Integration Platform and offers a new "data-centric" approach to help enterprises tackle increasing volume and variety of data that needs to be integrated, secured, and governed to realize mission-critical functionality, processes, and insights. Liaison Alloy Platform fills the gap between traditional, heavyweight integration approaches and emerging iPaaS solutions to offer a comprehensive and agile solution to complex data integration and management issues. Liaison continues to differentiate itself from competitors with the range of capabilities offered by its dPaaS, as well as its ability to play the role of a multi-tier cloud services broker (including as an integration brokerage provider), which extends beyond the realms of service provisioning and governance. Liaison Alloy Platform is well placed to achieve significant growth in adoption in the large enterprise segment.

Recommendations for enterprises

Why put Liaison Alloy Platform on your radar?

Liaison Technologies has the right combination of managed services and the underlying Liaison Alloy Platform to meet complex integration and data management requirements of large enterprises. The value proposition of Liaison Alloy Platform as a dPaaS is attractive for enterprises interested in outsourcing complex hybrid integration projects to an experienced managed service provider to allow internal resources to focus on more business-critical initiatives. It caters for a range of requirements, including B2B integration, on-premise and SaaS application and data integration, master data

management (MDM), and big data enablement. Liaison's dPaaS allows enterprises to realize a single view of truth and extract more value out of their data assets.

Highlights

Background

Liaison Technologies is a privately held company headquartered in Alpharetta, Georgia, and has other US offices in Illinois, California, Oregon, Utah, and Washington. Its European headquarters is in Tampere, Finland, and other regional offices are located in the UK, the Netherlands, and Sweden. Liaison Technologies was founded in 2000 as a cloud service provider in the A2A and B2B integration space.

Over the last few years, Liaison has acquired several vendors to add specific capabilities to its integration solutions and services portfolio. In this context, the acquisition of HubSpan in August 2012 was particularly important. HubSpan, a specialized cloud-based B2B integration service provider, provided a strategic fit with Liaison's rapidly evolving cloud integration services portfolio. The HubSpan acquisition strengthened Liaison's footprint in financial services and biotechnology verticals. Another key acquisition was that of Contivo, an automated data transformation software vendor, in 2008, which enabled Liaison to offer automated integration map development, conversion, and execution capabilities across a range of integration scenarios. In Q1, 2013, Liaison acquired Ignis Systems to expand its solutions and services portfolio in the area of health information exchange (HIE).

Current position

Liaison has a good foothold in the large enterprise segment, which accounts for about 60% of its existing customer base. Liaison has more than 7,000 customers, including large manufacturers, financial services companies, telecommunications service providers, healthcare and life sciences firms, and retailers and distributors in North America and Europe. The cloud services brokerage business accounted for about two-thirds of the overall revenue growth.

While Liaison's sales and marketing efforts are in the near-term focused on expanding its customer base in the US, the UK, Nordics, and Central Europe, it also plans to expand its footprint in Asia-Pacific region. Partners/resellers in Finland, Sweden, the UK, Netherlands, Norway, France, Spain, and Russia augment Liaison's presence and reach beyond North America, which is its main market.

Liaison has achieved significant success in driving adoption of its dPaaS-based managed services, particularly in healthcare and life sciences verticals. In simpler terms, Liaison offers a managed integration competency center (ICC)/ integration center of excellence (CoE) for complex data integration and management initiatives, while the customer's internal team (customer-side data/integration experts) continue to maintain firm control over and visibility into end-to-end data processes. Customers can use business intelligence and analytics tools of their choice to derive actionable insights from data delivered via Liaison Alloy Platform. Moreover, Liaison mitigates the threat of vendor lock-in by allowing map portability with on-premise and cloud-based integration platforms.

Ovum believes that Liaison’s dPaaS-based managed services offer a unique value proposition that aligns well with the requirements of large enterprises interested in strategic outsourcing services catering for complex, hybrid data integration and management needs. Liaison Alloy Platform represents a novel approach and vision, which combines key attributes of iPaaS, cloud-enabled MDM, and integration brokerage to offer a holistic solution that overcomes the limitations of individual constituents. It marks the emergence of “data-centric” PaaS aimed at complex hybrid integration and data management use cases.

Data sheet

Key facts

Table 1: Data sheet: Liaison Technologies

Product name	Liaison Alloy Platform	Product classification	Integration platform
Version number	n/a	Release date	Q1 2015
Industries covered	All vertical industries	Geographies covered	Americas, Europe, and Asia-Pacific
Relevant company sizes	Midsized to large enterprises	Licensing options	Managed services pricing models
URL	http://www.liaison.com/	Routes to market	Direct sales and with partners
Company headquarters	Alpharetta, Georgia, US	Number of employees	450+

Source: Ovum

Appendix

On the Radar

On the Radar is a series of research notes about vendors bringing innovative ideas, products, or business models to their markets. Although some On the Radar vendors may not be ready for prime time, they bear watching for their potential impact on markets and could be suitable for certain enterprise and public sector IT organizations.

Further reading

2015 Trends to Watch: Integration and Middleware, IT0022-000217 (November 2014)

Author

Saurabh Sharma, Senior Analyst, Software – Infrastructure Solutions

saurabh.sharma@ovum.com

Ovum Consulting

We hope that this analysis will help you make informed and imaginative business decisions. If you have further requirements, Ovum's consulting team may be able to help you. For more information about Ovum's consulting capabilities, please contact us directly at consulting@ovum.com.

Copyright notice and disclaimer

The contents of this product are protected by international copyright laws, database rights and other intellectual property rights. The owner of these rights is Informa Telecoms and Media Limited, our affiliates or other third party licensors. All product and company names and logos contained within or appearing on this product are the trademarks, service marks or trading names of their respective owners, including Informa Telecoms and Media Limited. This product may not be copied, reproduced, distributed or transmitted in any form or by any means without the prior permission of Informa Telecoms and Media Limited.

Whilst reasonable efforts have been made to ensure that the information and content of this product was correct as at the date of first publication, neither Informa Telecoms and Media Limited nor any person engaged or employed by Informa Telecoms and Media Limited accepts any liability for any errors, omissions or other inaccuracies. Readers should independently verify any facts and figures as no liability can be accepted in this regard – readers assume full responsibility and risk accordingly for their use of such information and content.

Any views and/or opinions expressed in this product by individual authors or contributors are their personal views and/or opinions and do not necessarily reflect the views and/or opinions of Informa Telecoms and Media Limited.

CONTACT US

www.ovum.com

analystsupport@ovum.com

INTERNATIONAL OFFICES

Beijing

Dubai

Hong Kong

Hyderabad

Johannesburg

London

Melbourne

New York

San Francisco

Sao Paulo

Tokyo

