Retarus Enterprise Service BUS

The Big Picture

Enterprise Service BUS is a software architecture model used for designing and implementting communication between mutually interactiving applications in a service-oriented architecture. The core concept behind the ESB is to integrate different applications by putting a communication platform between them which enables each application to talk to the BUS. Since point to point integrations become difficult and costly to manage over time (lack of common code, no central monitoring, no simplifed troubleshooting), many Fortune 500 organizations have already moved or are moving to a BUS strategy to increase organizational flexibility, control and monitor communication, reduce complexity and increase scalability.

With that, an inherent need for these organizations is a messaging component that ties into the ESB, such as Retarus. A multi-modal cloud messaging platform, such as Retarus, provides the same benefits to the BUS system, like complete scalability, simplifed troubleshooting and greater streamlined reporting. Implementing a cloud messaging vendor into the BUS eliminates the need to manage several disperate systems and servers connected to the BUS: Fax, E-mail, Voice, and SMS. This raises the question, what is the organizations messaging strategy related to their ESB?

BUS Category

Messaging (Fax, E-Mail, Voice, SMS)

Retarus Benefits

- Multi-modal IaaS private cloud platform enables simplification of existing messaging environment
- Complete scalability on platform enables organization to reduce time on implementing new initiatives and applications
- Replaces existing hardware / software responsible for the delivery of corporate messaging
- No hardware or software required – completely cloud. Eliminates capital expenditure and other common expenses related to the maintenance and upkeep / upgrades of hardware and software
- Provides an easier to manage service, with a single window into the deliverability and transparency of all messaging
- Simple and straightforward integration into ESB. Multiple integration options enable seamless transition from existing environment
- Increased deliverability and reliability of messaging due to Never Busy Technology and Retarus' globally redundant messaging platform architecture
- Retarus' global data centers enable for complete business continuity and complete reduction in message downtime

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