



SPANNING JAVA & .NET

Fashion Retailer Merges Multiple JMS Servers with BizTalk Using the JNBridge JMS Adapter

Ulla Popken GmbH

BizTalk Server

JNbridgeadapter

JMS

Business Challenge

Take three different JMS-based enterprise applications, each running on a different Java EE platform — IBM WebSphere, Progress SonicMQ, and open source GlassFish — and integrate them into an infrastructure centered around Microsoft BizTalk Server.

Solution

Use the JNBridge JMS Adapter for BizTalk Server to quickly configure BizTalk transports for each application's JMS implementation, simplifying interoperability and allowing developers to concentrate on automating business processes.

“The JNBridge JMS Adapter for BizTalk Server simplified the complex task of BizTalk integration with all three JMS implementations — WebSphere, SonicMQ, and GlassFish — eliminating an otherwise potentially long and costly internal development effort.”

*Ralf Quebbemann,
Technology Consultant,
Ulla Popken GmbH*

Situation

Ulla Popken fashion allows all women today the opportunity to develop their own style — regardless of size. With the theme “fashion that suits me,” the Ulla Popken label presents its customers with a changing collection every month. As a multi-channel business, Ulla Popken sells in over 300 stores, by mail order and Internet, and with the help of selected franchise partners in Europe and non-European countries, and also with shop-in-shop partners.

To integrate applications, automate business processes, and improve business responsiveness and agility, Ulla Popken GmbH made a strategic decision to focus its IT development efforts on Java Platform, Enterprise Edition (Java EE) applications that rely on Java Message Service (JMS). Central to the company's IT infrastructure is Microsoft BizTalk Server, which supports enterprise application integration services, business process management, and interoperability between Java EE and .NET applications. To deploy Java EE applications that expose functionality and services via JMS messaging, IT developers needed a way to implement reliable communications with BizTalk Server.

Challenge

Within the company's application portfolio, several core business applications required specific Java EE and JMS servers — each with its own JMS implementation. For example, the mail order system relied on IBM WebSphere. In addition, other applications used Progress SonicMQ and GlassFish (an open source application server) as the JMS provider.

Ulla Popken therefore needed a way to facilitate durable asynchronous messaging from Microsoft BizTalk Server to three different JMS implementations — WebSphere, SonicMQ, and GlassFish. “We needed a way to integrate these JMS technologies and intercommunicate with BizTalk Server,” recalled Ralf Quebbemann, Technology Consultant at Ulla Popken GmbH. Developing a solution internally seemed like an overwhelming task. “If we tried to do this ourselves, it would have been a significant development effort that would have taken months — if not years — to complete.” Looking for a solution that involved less cost and resulted in faster deployment, developers researched available Java and .NET interoperability solutions and learned about the JNBridge JMS Adapter for BizTalk Server. Since the adapter is designed to work with any JMS implementation, it was, as Quebbemann described, “perfect for our needs.”

About Ulla Popken GmbH:

With over 20 years in the retail apparel industry, Ulla Popken GmbH offers fashions that allow women of all sizes to create a look and style that they enjoy.

Ulla Popken

Ulla Popken GmbH
Am Waldrand 19
26180 Rastede
Germany
Tel: +49(0) 4402 7990

<http://www.ullapopken.de/>



JNBridge, LLC
3024 Jefferson St.
Boulder, CO 80304 USA
Tel: (+1) 303.545.9371
info@jnbridge.com
www.jnbridge.com

JNBridge provides Java and .NET interoperability tools that simplify joining any type of program element together across the platform boundary. The JNBridge JMS Adapter for BizTalk Server provides seamless integration of JMS capabilities into Microsoft BizTalk Server 2006, BizTalk Server 2006 R2, or BizTalk Server 2009. JNBridge has over 400 unique customers in 40 countries using JNBridge solutions in a wide variety of applications, including financial services, insurance, media, healthcare and manufacturing.

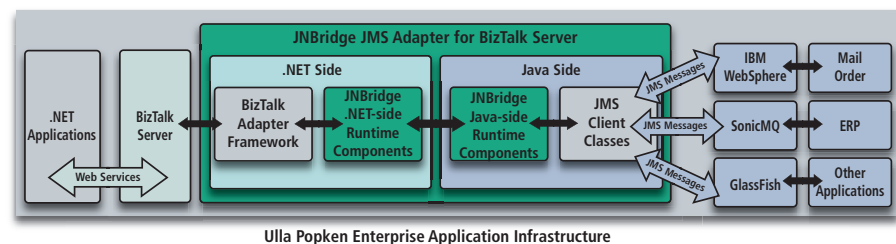
Copyright © 2010 JNBridge, LLC. All rights reserved. JNBridge and JNBridgePro are trademarks of JNBridge, LLC. All other products are the trademarks or registered trademarks of their respective owners.

Solution

The JNBridge JMS Adapter for BizTalk Server encapsulates JMS client capabilities into a standard BizTalk Server adapter. For each different JMS implementation that Ulla Popken employs, the adapter is configured as endpoints specifically bound to send and receive ports, allowing a BizTalk orchestration to produce and consume messages to and from JMS queues and topics.

After learning about the product, developers at Ulla Popken downloaded a trial evaluation copy of the adapter from www.jnbridge.com. They first approached the task of integrating the mail order application and configured a standard BizTalk Server adapter for IBM WebSphere. “The documentation walked us step-by-step through the process, so it was easy to get started,” said Quebbemann.

Subsequently, they configured BizTalk adapters for both SonicMQ and GlassFish to integrate other enterprise applications.



Ulla Popken Enterprise Application Infrastructure

Benefits

Ulla Popken experienced these benefits in using the adapter:

- **Flexibility.** With a single product from JNBridge, developers integrated all three JMS implementations with BizTalk and quickly solved the challenge of intercommunication.
- **Simplicity, ease-of-use, and full support.** Developers were able to easily configure the adapter for each JMS server. When they encountered problems that they couldn't resolve on their own, JNBridge engineers were quick to respond.
- **Fast integration.** Since Ulla Popken developers selected JNBridge's commercially available JMS Adapter for BizTalk Server, they were able to move into production rapidly, without the time and cost associated with internal development.
- **Throughput and stability.** In production the adapter supported solid performance and reliable messaging. “The adapter worked just as we expected,” Quebbemann remarked. “The product was very stable, provided good throughput, and delivered reliable messaging for our full spectrum of JMS applications.”

Get Started

To streamline BizTalk and JMS integration in your business and simplify Java and .NET application communication, download a free trial copy of the JNBridge JMS Adapter for BizTalk Server from www.jnbridge.com.