



Covast & BizTalk Server versus SAP XI Competitive Analysis

Microsoft
BizTalk Server 2004

Feature	Microsoft BizTalk Server 2004 with Covast	SAP XI with Seeburger
Offers application-to-application (A2A) integration capabilities	■	■
Offers business-to-business (B2B) integration capabilities, including EDI integration	■	■
Provides A2A and B2B integration in a <i>single platform environment</i>	■	
Low maintenance and total cost of ownership	■	
Supports open standards such as XML and uses advanced web services	■	■
Provides <i>seamless</i> integration with non-SAP applications, including .NET and non-XML applications	■	
Provides powerful Business Process Management and Business Activity Monitoring	■	
Offers ease of use by enabling users to easily add new trading partners, documents and definitions to the solution	■	
Enables automated migration from other B2B environments such as Sterling Gentran, Mercator, WebMethods and others	■	

Overview

Enterprise integration is reaching new heights as companies demand their IT systems be fully integrated. This means not only integration at the application level (A2A), but at the trading partner (B2B) level as well. The goal is to integrate technology with business processes to achieve a business environment where all technologies, processes, productivity levels and costs can be monitored and management from a single platform.

Unfortunately, for many competing solutions, primary B2B functions such as EDI have traditionally been difficult to integrate into a single platform environment. As a result, companies are unable to achieve total enterprise integration and monitor critical business activities relating to customers, suppliers and partners.

Enter the Covast-Microsoft BizTalk Server 2004 partnership. Together, Covast and Microsoft provide a single integration platform that integrates both applications and business processes, including EDI. In recent months, other single integration platform providers such as Sterling and WebMethods have begun offering competing solutions to help businesses achieve full enterprise integration. One of the newest providers is SAP. With its SAP Exchange Infrastructure (XI), SAP is now able to improve upon the integration capabilities of single integration platforms like Microsoft BizTalk Server and IBM WebSphere. In the U.S. market, SAP XI does not have an EDI partner of choice. However, in the EMEA market, SAP XI has teamed with German-based Seeburger to handle integration. Unfortunately, even the SAP XI-Seeburger solution still lacks the ability to integrate critical EDI functions onto its platform.

Covast-BizTalk Server Sales Strategy

The Covast-BizTalk Server solution is superior to the competing SAP XI solution in several aspects – with its B2B integration capabilities being foremost. To increase market share, Covast uses the following sales strategy targeted against SAP XI for its domestic and international operations:

1. **Educate prospects on the benefits of Covast-BizTalk, the shortcomings of SAP XI and how Covast-BizTalk Server can either co-exist or replace SAP XI.**
 - **The Covast-BizTalk Server solution provides A2A and B2B integration capabilities in a single platform environment:** Unlike SAP XI, Covast-BizTalk Server allows companies to fully integrate their IT systems and business processes onto the Microsoft BizTalk Server 2004 single integration platform. SAP XI does not allow customers to integrate EDI functions onto the platform, thereby only providing a “halfway there” solution. Because the Covast-BizTalk Server Solution is specifically designed for B2B integration, this solution can coexist with SAP XI. In these instances, the Covast-BizTalk Server will handle B2B integration leaving the A2A inter-enterprise integration to SAP XI.



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- **The Covast-BizTalk Server solution provides seamless integration with non-SAP applications, including .NET and non-XML applications:** The Covast-BizTalk Server solution integrates easily with other .NET and non-XML-based applications. This means that companies using SAP solutions can easily integrate these applications onto the BizTalk Server platform, while maximizing B2B integration capabilities. On the flipside, SAP Netweaver and SAP XI do not easily integrate to non-SAP applications.
 - **Covast's B2B integration solutions reduce total cost of ownership:** SAP's products support programming models which require more time and custom coding for integration. The Covast-BizTalk Server solution uses more commonly-used programming languages. This reduces internal staffing, training and consulting costs and lowers maintenance fees.
 - **The Covast-BizTalk Server solution provides powerful Business Process Management and Business Activity Monitoring capabilities:** Only the Covast-BizTalk Server solution achieves full cross-enterprise integration on a single platform. This enables companies to gain a clear understanding of their operations and IT systems through a single view. As a result, companies can better monitor business activity, manage business processes and optimize productivity throughout their operations.
2. **Target new SAP implementations while focusing on the strength of the Covast-BizTalk Server solution's integration capabilities.** SAP's strong suit lies in its enterprise applications, not in its integration capabilities. Covast will position itself and Microsoft as the only integration solution on the market that fully encompasses both A2A and B2B. Additionally, Covast will position its solution as one that can co-exist with SAP XI. This will be done by identifying cross-enterprise integration opportunities that uncover SAP XI's inability to fully integrate EDI functions across multiple enterprises.
 3. **Position the Covast-BizTalk Server solution as the EDI integration solution of choice against Seeburger for EMEA-based clients.** In the US, SAP XI does not have a "partner of choice" that handles EDI integration. This uncovers a major weakness in the SAP XI solution as evidenced in our strength/weakness analysis. However, SAP XI has a strong partnership with Seeburger to handle EDI integration for EMEA-based clients, despite the fact that the solution still falls short of providing full migration of EDI functions to a single platform environment. In these instances, it is recommended that the Microsoft-Covast sales

team pursue EDI integration opportunities first. Following this success, additional integration possibilities should be pursued.

4. **Leverage the Covast Map Accelerator to significantly reduce total cost of ownership.** The Covast Map Accelerator greatly reduces the cost and time to migrate legacy EDI systems, such as Sterling, Inovis and WebMethods, to the BizTalk Server single platform environment.

Customer Implementations

Briggs & Stratton: A fast-growth acquisition business model required power equipment leader, Briggs & Stratton, to replace its current Sterling Commerce solution with a new B2B solution that was flexible and fast enough to handle a growing supply chain. The company needed a cost-effective solution that supported traditional EDI standards, web services and manageable workflow to and from SAP. Microsoft and Covast worked with Briggs & Stratton to implement a layered platform solution via BizTalk that could handle complex sales pricing workflows and EDI integration, while offering superior flexibility and reuse capabilities.

Intel: With an excess of \$34 billion in sales, Intel is the single largest semiconductor maker in the world. Approximately 75% of all computers contain the company's renowned Celeron and Pentium processors. As a large SAP user, Intel had previously used the Sterling Gentran mainframe solution for B2B integration. The company soon realized the need to integrate its B2B and A2A applications onto a single integration platform. The Covast-BizTalk Server solution was selected over SAP XI for its ability to quickly and easily integrate both A2A and B2B functions – regardless of programming language.

ModusLink: A multi billion-dollar enterprise with locations in 13 countries, ModusLink is a global leader in supply chain management, serving large enterprise customers such as Sun Microsystems and Hewlett-Packard. The company needed to consolidate its multiple B2B systems, including WebMethods, Mercator and Sterling Gentran, onto a single integration platform. This would allow for faster integration with other critical SAP enterprise applications, thereby enabling real-time visibility of trading partner data and an up-to-the-minute view of enterprise operations. At a significantly lower total cost of ownership than competing solutions, the company used the Covast's EDI integrations tools to move ModusLink's multiple EDI systems onto a single messaging platform capable of supporting nearly five million EDI transactions per day.

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