



ADVANCED MESSAGE QUEUING PROTOCOL

AMQP 1.0 OASIS Standard

CIO Briefing

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Commercial Context

- At the heart of any modern business is the need for the efficient exchange of information within and between enterprises
- What is needed is a data exchange protocol that directly addresses business requirements
- This capability must be ubiquitous and unencumbered to encourage sustained investment
- A protocol that is based around units-of-work (messages) allows business interactions to be elevated above technical details
- OASIS AMQP 1.0 addresses that need and has strong industry support

'The benefits of the networked organization are real. Senior executives should promote stronger links to customers and vendors, and greater internal integration of technologies, since these factors are associated with higher levels of benefits.'

McKinsey & Company.

Internet Matters, March 2012



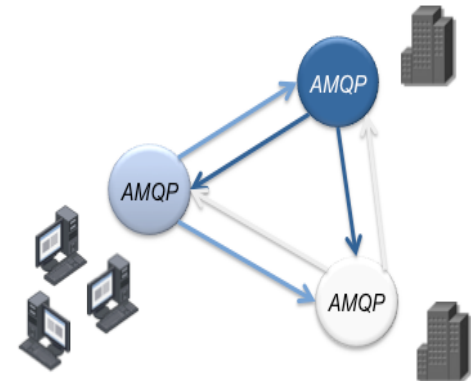
Value Proposition

OASIS AMQP 1.0 consolidates two decades of industry experience in messaging middleware.

In the 1960's the shipping industry was transformed by the standardized container. AMQP provides a containerized transport for e-business transactions, moving them between diverse systems and enterprises while avoiding transport lock-in.

AMQP offers

- Business Opportunity
- Government Opportunity
- Technology Opportunity





Business Opportunity

- OASIS AMQP 1.0 is an efficient, secure, robust means to connect disparate systems and organizations in a standard way
- Early indications are that Standardization will accelerate the delivery of business benefits
- Yielding deep integrations both within your firm and with your business partners that is both secure and robust
- Retain the de-coupling necessary to flexibly choose the most appropriate business partner for the circumstance
- IT infrastructure partners you work with will likely have an AMQP story

'As they shift toward an integrated digital business model, most companies move through four stages: ad-hoc solutions, digital business processes, cohesive digital platform, digital business model.'
Accenture.

How to Transform

the Business Model, 2012



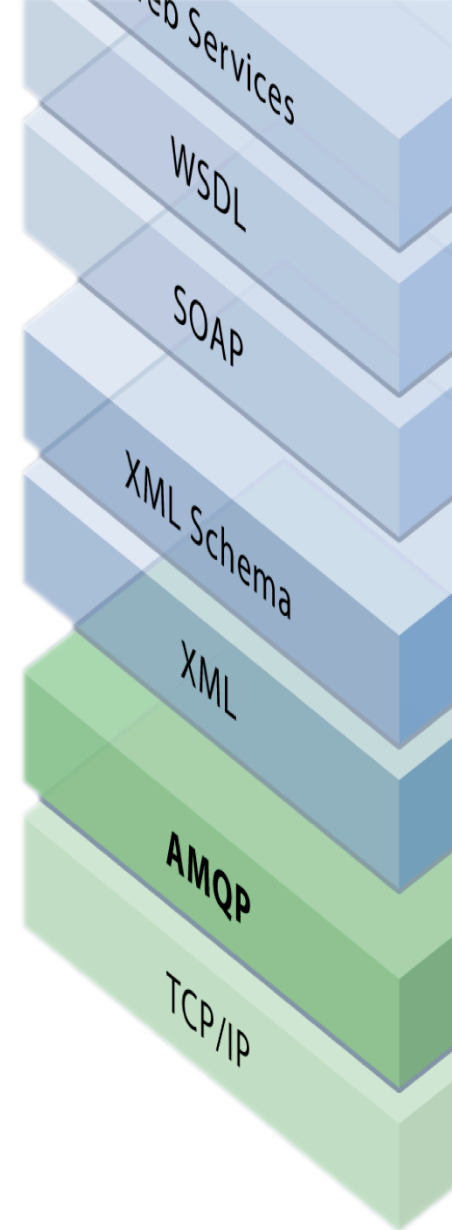
Government Opportunity

- Governments are among the largest consumers of IT products and services, and their citizens demand these are sourced efficiently
- OASIS AMQP 1.0 is an enabler of *Modular Government Services*
 - Effective and flexible sourcing of government services requires long-lived information processing standards
 - Interfaces based on AMQP enable a competitive market for these services
 - AMQP is already used in government sponsored strategic initiatives
- Standardization of AMQP will accelerate its use in critical initiatives
 - Our aspiration for ISO status will further enhance commitment rates
 - Underscore longevity and maturity



Technology Opportunity

- OASIS AMQP 1.0 standardises the *transfer of responsibility* between entities
 - A key building block for layered services
- AMQP innovation – *predicated links*
 - Links control what information flows
 - Links are to messaging as SQL was to databases
 - Enables new kinds of information flow
- These capabilities are the basis for more effective business models on the Internet
 - A foundation for innovation





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Aviation

SITA

Financial Services

Bank of America, N.A.

Barclays Bank Plc

Credit Suisse

Deutsche Börse

Goldman Sachs

JPMorgan Chase Bank, N.A.

Government

US Dept. of Homeland Security

Technology

Axway Software

Cisco Systems

Flame Computing Enterprises

HCL Technologies Ltd

Huawei Technologies

IIT Software GmbH

INETCO Systems Limited

Kaazing Corporation, N.A.

Microsoft Corporation

Mitre Corporation

Primeton Technologies

Progress Software

Red Hat Inc.

Software AG

Solace Systems Inc.

StormMQ Ltd.

Tervela Inc.

Thales e-Security

TWIST Process Innovations

VMware, Inc.

WS02 Inc.