

## Event Routing Software From KnowNow

### Message Routing Middleware for Internet-Based Application Integration

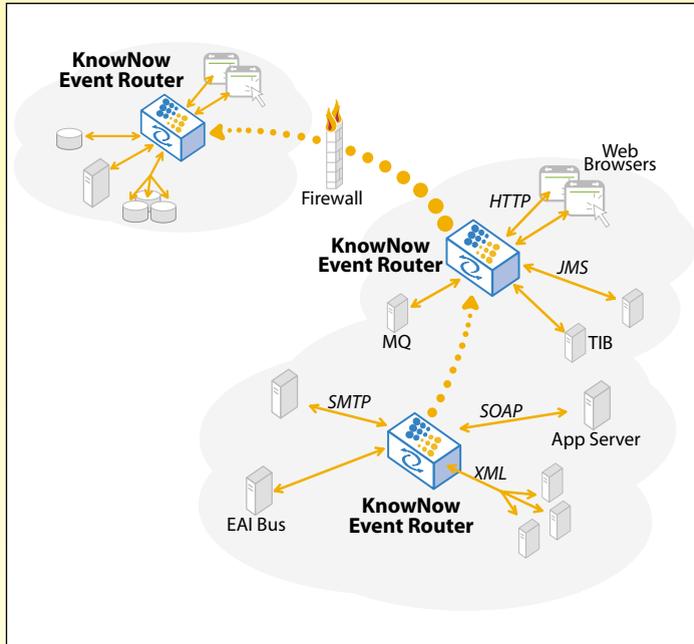
Business responsiveness requires integration among applications, processes, and people — quickly and cost-effectively. Since many business processes now span multiple organizations, and more and more Net-connected applications serve outside firms, it is often difficult to integrate these applications effectively and flexibly. KnowNow may be the solution to this problem.

KnowNow delivers a new type of infrastructure software that integrates highly decentralized applications and processes over the Internet. KnowNow combines multiple architectural

concepts to produce an integration solution specifically tailored to this emerging problem. As a result, KnowNow makes it possible and practical to connect the many bits of logic and processes that are required to operate in a decentralized and networked world.

#### Flexible Architecture to Connect Decentralized Apps and Processes

KnowNow's architecture provides real-time, loosely coupled communications across distributed systems. It combines publish/subscribe messaging with Internet-style routing, at the application level. Publish/subscribe allows applications to transmit events (e.g., new order received, inventory change, customer update, etc.), so that subscribing apps or people can receive them. Extending this to the Internet, where multiple networks and user domains are the rule, enables a large new pool of possible applications. Combining this with routing allows apps to publish and receive data and participate in a very loosely coupled way. A publisher need only know how to get an event to the next "hop"; the rest



of the event path will be determined as it is routed. This combination of asynchronous messaging and application-level routing allows for integration across the Internet, connecting a federated system of decentralized applications and networks that are controlled by multiple entities.

The KnowNow architecture is built around event routers, lightweight software servers that manage events, topics, publishers, and subscribers. These look like HTTP Web servers, and are managed in a similar way. KnowNow topics are actually URLs, and a "publish" is simply an HTTP POST to a topic URL. The result of this simple concept is that any application that can perform an HTTP POST can publish messages into a KnowNow system, without special adapter or modification, allowing faster and less intrusive application integration.

Pre-built or custom-written router modules plug into the event routers, and provide additional functionality. Typical uses for modules include dynamic, content-based, event filtering or dynamic transformation between formats. Modules enable content-based routing, ensur-

ing accurate data delivery to the proper applications.

Microservers are optional, client-side software components that manage bi-directional connections between apps and event routers. Microservers enable persistent, asynchronous, two-way communications over HTTP, and also allow desktop apps to connect to operational systems via KnowNow. Finally, gateways connect KnowNow to other middleware systems. For example, a company might want to connect the EAI bus in one division with a message queuing system in another, and then connect both of these to a partner's

own EAI bus. Through the components described above, KnowNow can do this, acting as "middleware for middleware" — a standards-based, vendor-neutral connection and integration platform.

#### Key Features of Event Routing Software

KnowNow event routing software provides a dynamic platform for integrating decentralized applications, services, and people over the Internet. Companies reviewing messaging infrastructure or XML integration technologies should consider KnowNow for connecting internal and external systems. Key strengths include: XML content routing, dynamic data filtering and transformation, HTTP-native communications, cross-platform integration between legacy, Microsoft, and J2EE, and the ability to integrate desktop applications with back- and front-office systems.

KnowNow event routing software is available from KnowNow Inc., 100 View St., Suite 101, Mountain View, CA 94041. Voice: 650-641-8500; Fax: 650-641-8501; Website: [www.knownow.com](http://www.knownow.com). 

— Ellen Silverman