

## **BizTalk 2004 Boosts Microsoft's Integration Suite, E-Business Platform**

**The forthcoming BizTalk Server 2004 will deliver significant enhancements to Microsoft's integration strategy. It also represents an important advance in a multiyear, multiproduct strategy for the Jupiter e-business platform.**

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**Event:** On 2 June 2003, Microsoft announced that BizTalk Server (BTS) 2004 will become generally available in 4Q03. BTS 2004, the newest version of Microsoft's integration broker suite, also forms the core around which Microsoft will develop the Jupiter e-business platform.

**First Take:** Assess Microsoft's announcement from two angles: its effect on the BizTalk product line and its further implications as phase I of Jupiter.

**BizTalk Server 2004:** Since its release in late 2000, BTS has captured 2,300 customers, 60 percent of which have deployed it. However, BTS has needed improvements in key areas. BTS 2004 adds:

- Human-based workflow
- Rules engine
- Business process management (BPM) integration with Visual Studio .NET
- BPM-centric business activity monitoring (BAM)
- Improved support for Web services
- Office integration

The BPM and rules extension of Visual Studio .NET will improve the process development experience significantly. However, BTS 2004 will likely contain more improvements to the server side and fewer to the look and feel of the "business analyst" experience. Nevertheless, BTS 2004 is much stronger, and Microsoft appears finally to understand BPM.

**Jupiter:** Microsoft originally announced its e-business vision, code-named Jupiter, in October 2002. Until now, this vision lacked products. The BTS 2004 announcement brings the first phase of Jupiter closer to reality. Microsoft will use BTS 2004 as Jupiter phase I to rationalize its server software products by consolidating shared services (for example, rules engine support). Microsoft's Jupiter phase II will attack the suite markets — specifically the application platform suite and smart enterprise suite markets — by creating a "super suite" that encompasses Microsoft's Commerce Server, Content Management Server and portal services. Microsoft can then aggressively price the suite and lead with a desktop/server

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marketing combination (such as tighter integration to Office). Critical to the next step is Jupiter's impact on Microsoft's portal strategy, which still relies on SharePoint technology and which trails the enterprise portal market in functions and scalability.

## Recommendations

The full details of Jupiter will remain unresolved through 2003. Clearly, BTS 2004 is a Microsoft-centric stack and will become more so as Jupiter evolves.

- If you are considering BTS or if you have bought but not yet deployed BTS, consider the BTS 2004 beta, where practical.
- If you already use BTS, wait until the full release to upgrade. BTS 2004 is now a .NET-managed application, and Microsoft must state any incompatibilities.

**Analytical Sources:** David McCoy, Jess Thompson and David Smith, Gartner Research

## Recommended Reading and Related Research

- "Magic Quadrant for Application Integration Vendors, 2Q03" — The 2Q03 Magic Quadrant for integration broker suites summarizes 23 vendors' vision and ability to execute in the application integration market. **By Jess Thompson, Frank Kenney, Benoit Lheureux and others**
- "Microsoft Pushes Integration With Jupiter Project" — Microsoft's Jupiter will integrate functions from e-business, content management and application integration. **By Jess Thompson**

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