Business Activity Monitoring: Calm Before the Storm

David W. McCoy

Business activity monitoring, the next logical step for application integration vendors and enterprises, will grow rapidly this year. BAM is not just an application integration story — the cross-vendor activity will be loud and furious.

ANALYSIS

"Business activity monitoring" (BAM) is Gartner's term defining how we can provide real-time access to critical business performance indicators to improve the speed and effectiveness of business operations. Unlike traditional real-time monitoring, BAM draws its information from multiple application systems and other internal and external (interenterprise) sources, enabling a broader and richer view of business activities. As such, BAM will be a natural extension of the investments that enterprises are making in application integration.

So far, BAM is a small part of the total application integration story. We estimate that, at most, 3 percent of integration broker revenue can be said to be BAM-related in 2002. Many integration vendors are without BAM strategies. This almost sounds like the business process management (BPM) story of late 1999 — calm before the storm. BPM rapidly went from obscurity to become a mainstay of application integration, driving mergers, acquisitions and new development in the process. BAM will do likewise. By 2004, BAM will grow to become the major force driving application integration's deployment and benefits. Vendors will depend on BAM for survival, and enterprises will tout BAM for its competitive advantage. BAM is the next big thing that application integration vendors want and need.

This Spotlight features research that examines the world of BAM in detail. As you read, you will see that BAM is not just application integration. BAM also encompasses business intelligence, network and systems management, and related areas. BAM is also heavily weighted toward the business side of the enterprise — BAM is not just a new technology toy. Each of the following research articles synthesizes a larger base of research pieces to give a total picture of BAM's "market," BAM's technology and BAM's application.

- In "BAM Architecture: More Building Blocks Than You Think," AV-15-5070, Milind Govekar and Roy Schulte take a look at the technology behind BAM. This is a "must read" for application-integration-focused enterprises.

- In "BAM: A Composite Market Changing the Way Enterprises Work," AV-15-5008, Joanne Correia examines a composite market view of BAM, discussing BAM's impact and the skills and services that will be required.

- In "How BAM Can Turn a Business Into a Real-Time Enterprise," AV-15-4650, Frank Buytendijk and David Flint consider the role that BAM will play in your enterprise and what benefits and pitfalls await.

This research is a holistic look that draws on Gartner analysts across a variety of disciplines. Likewise, your involvement with BAM, whether as a vendor or as a consumer, will also require a span of expertise and a wide variety of disciplines. BAM is the next great goal for IT investment. The calm will pass. Be prepared for the storm.

David McCoy

Editor in Chief

Application Integration and Middleware

spotlight.feedback@gartner.com

Gartner

REGIONAL HEADQUARTERS

Corporate Headquarters
56 Top Gallant Road
Stamford, CT 06902-7700
U.S.A.
+1 203 964 0096

European Headquarters
Tamesis
The Glanty
Egham
Surrey, TW20 9AW
UNITED KINGDOM
+44 1784 431611

Asia/Pacific Headquarters
Level 7, 40 Miller Street
North Sydney
New South Wales 2060
AUSTRALIA
+61 2 9459 4600

Latin America Headquarters
Av. das Nações Unidas 12.551
9 andar—WTC
04578-903 São Paulo SP
BRAZIL
+55 11 3443 1509

Gartner