

Leading Companies Deploy Red Hat JBoss Fuse to Become More Agile and Competitive

JUN 23, 2015

Complex distributed IT environments fueling greater need for application, data, and services integration capabilities

BOSTON--(BUSINESS WIRE)-- RED HAT SUMMIT 2015 - Red Hat, Inc. (NYSE: RHT), the world's leading provider of open source solutions, today announced that leading global companies, including AMD, American Product Distributors, Avianca, Color Line, and Telegraph Media Group, have deployed Red Hat's open source integration technology to become more agile and competitive in the fast-paced digital marketplace.

Today's IT environments are more distributed and complex than ever before, presenting unique and difficult challenges for integration professionals. Applications, data, and services spread across multiple footprints and formats must be connected.

To help address these challenges, several leading organizations have recently deployed Red Hat's open source integration technologies to help revitalize and transform their business—from cutting costs and the time it takes to bring new innovations to market, to increasing agility and competitiveness, including:

AMD: Advanced Micro Devices (AMD) is no stranger to speed. From increasing the processing speed of the chips it designs to accelerating the time-to-market for new products, the semiconductor company is always looking for ways to achieve even greater results. Faced with a growing need for faster and more accurate data transmission between applications used in engineering facilities around the world, AMD turned to Red Hat for help, deploying JBoss Fuse on its existing Red Hat Enterprise Linux platform. By migrating AMD's data transfers to JBoss Fuse, the company has improved the accuracy and speed of delivery of critical information to facilities anywhere in the world, enabling the company to bring products to market even faster.

American Product Distributors: Customization is a way of life for American Product Distributors (APD). Not only does the company provide custom build procurement solutions to its clients on a regular basis, but when it came time to replace its e-commerce platform with a more scalable and cost-effective alternative, the company wanted to create something that could not easily be replicated in the marketplace. The company built its eLink Gateway solution on Red Hat JBoss Middleware, using JBoss Fuse to integrate internal environments and customer systems alike. In addition to JBoss Fuse, APD took advantage of several other enterprise-grade open source offerings from Red Hat to build a truly automated system for its electronic product catalog and order fulfillment business, reducing the time to onboard new customers as well as its time to market.

Avianca: Long-term planning has helped Latin America's oldest airline remain competitive. With an eye toward supporting business objectives, Avianca revamped its integration environment using JBoss Fuse to support four main critical business applications and provide fully standardized services to its customers, regardless of location or airline, and integrate new airlines into the group more quickly and efficiently. As a result, the company expects to reduce the time and effort required to integrate and standardize a new airline company into the group by 50 percent.

Color Line: Frustrated by a lack of flexibility and being locked into an uncertain future with its existing integration platform, European cruise and transport leader Color Line turned to Red Hat for relief. The company migrated to JBoss Fuse, implementing the open standards-based integration platform enterprise-wide, and as a result, gained the flexibility it sought to make integration a more strategic part of its overall IT landscape and to achieve visibility into its many data systems/applications, to reduce overall risk.

Telegraph Media Group: With the advent of digital communications, news and media companies have reinvented themselves to remain competitive and reach their customers on a variety of platforms. U.K.-based Telegraph Media Group (TMG), one of the world's most respected media companies, moved to a digital-first strategy that makes the creation and dissemination of digital content its first priority. Using JBoss Fuse, TMG has created an integration platform that makes it easier to introduce compelling new digital content to its audiences, quickly and cost-effectively, enabling the company to respond to the global news agenda and give its readers new insights into unfolding situations in content formats that are easy to consume and interact with.

Supporting Quotes

Mike Piech, vice president, Middleware, Red Hat

"Having an IT environment that is fast, efficient, and flexible—regardless of where applications and systems are deployed—can make all the difference when it comes to quickly responding to changing market demands, expanding business needs, and pressure from competitors. Red Hat provides the integration capabilities that enable this, and the success of each of these customers is a testament to the power of technologies like JBoss Fuse to ignite enterprise integration initiatives."

Randy Higginbotham, senior manager of IT architecture, AMD

"In our industry, it's all about getting to market fast so we can put our industry-leading technology into the hands of our customers. We can't have our engineers waiting around for data to show up. The ability of JBoss Fuse to virtually eliminate batch delays helps us accomplish just that."

Cy Kennedy, chief executive officer, American Product Distributors

"The transition to the new eLink Gateway system significantly diminished the amount of time it takes for us to onboard a new customer, which is a great benefit to the company. Our goal was to create an innovative model that couldn't be replicated in the marketplace, and

the Red Hat solution met that challenge."

Juliana Ceballos, architecture and development director, Avianca

"JBoss Fuse was astonishing from the presentation stage, but it was during the pilot test when we truly realized the capacity of the tool and the technology. JBoss Fuse was 10 times faster than any of its competitors we evaluated, and we only needed a laptop to run it on."

Gade Gorbitz, chief information officer, Color Line

"We are not only able to save money as a result of migrating from our previous proprietary solution to Red Hat JBoss Fuse, but we've gained a trusted partner who understands our business and is willing to work alongside us throughout the process to help make our integration initiatives successful."

Toby Wright, chief technology officer, Telegraph Media Group

"The challenge for TMG was how to bite the bullet on an extensive program of rewiring system integrations, while at the same time continuing to deliver new revenue-generating products at the right cost."

Additional Resources

Read about these customers and others by visiting [Red Hat's customer success page](#).

Ignite your own integration initiatives by becoming a member of the JBoss Developer community and [downloading JBoss Fuse](#) today.

Learn more about [Red Hat's enterprise-grade open source integration technologies](#).

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