# The real superglue

Want to know how the platforms, systems, solutions and offerings seamlessly stick together? It's all in the integration...



**Juan Paul Araujo,** CEO, ProSolutions

The terms 'middleware', 'integration' and 'enterprise service bus' hardly shake the earth, or the office. But when you place them into the enterprise context and watch the technology connect the dots, it's nothing short of genius. It's middleware that glues together the essential components of the organisation, ensuring seamless performance and streamlined communication.

"Every enterprise needs a central location to administer the different systems and route all the traffic around the business in the most efficient way possible and this forms the core of what middleware can do," says Juan Paul Araujo, CEO, ProSolutions. "Today, organisations are increasingly aware of its importance in enhancing business and process as it allows for greater flexibility and adaptability. In a world where disruption comes standard, integration is the key to a quick pivot and long-term profitability."

ProSolutions recently emerged as a standalone entity – currently it is 50% owned by the ProSol Group – focusing on providing enterprises with a dynamic integration solution, i-Con. The product certainly isn't new – it's a stalwart of the South African IT scene with a history that extends as far back as the 1990s.

"The first incarnation of i-Con was developed in the late 1990s, then a new version was developed in 2003," says Araujo. "Since then, it has steadily evolved, with new components and features being introduced as time and trends demand. i-Con is entirely component-based, with each one performing a specific activity with drag-and-drop and configure capabilities. Thanks to its automatic integration functionality, we can significantly reduce project cycles and costs."

i-Con's ability to comfortably slip into any corporate space radically transforms speed to market and deployment. The corporate can say goodbye to 18-month deployment times and hello to a greatly reduced time-frame of three months. In fact, ProSolutions has managed to take a proof of concept to production in only three weeks.

"We realised very early on that the traditional integration solution was too complex and time-consuming and developed i-Con to redefine the platform and the process," says Araujo.

ProSolutions not only brings its long-term integration expertise to the table, but helps the enterprise consume less when it comes to costs and time. The single once-off upfront cost and professional services going forward reduces OPEX and admin, while the singularly efficient integration capabilities cut time to market and ensure greater flexibility and functionality.

"We have also introduced features that are vital to the long-term sustainability of the business," says Araujo. "i-Con sits in the middle of systems and, by its nature, collects data. This has allowed for us to offer predictive modelling and data analysis that provides clients with business intelligence insights into customer behaviour and the business as a whole."

ProSolutions has rounded off i-Con's personality with tools that are both relevant and necessary. Support Analytics helps the business address issues in turnaround times for support queries and dramatically improves customer engagement, while Test Harness reduces testing cycles and time to market. Each component introduces a functionality that can transform business capability and sustainability while i-Con remains the glue that holds the value, functionality and flexibility together.

"We deliver superior integration capabilities that are supported by more than 30 years of expertise," concludes Araujo. "We simplify business processes to transform efficacy, agility and flexibility, so the enterprise can focus on its core business and becoming the disruptor of tomorrow." ∎

i-con

ProSolutions
think smarter integration