

# INTEGRAT

Ensures Delivery of Mission-Critical Messages with RabbitMQ

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## SPRINGSOURCE RESULTS

RabbitMQ delivers the following business results to Integrat:

- Guaranteed Message Delivery
- High Speed Messaging
- Greater Scalability
- Improved Customer Satisfaction
- Meeting Market Demand for HTTP
- Development Flexibility

## TESTIMONIAL

*“RabbitMQ guarantees that messages are delivered to the WASPs. This is a critical part of the business because Integrat’s revenue depends on the messages, which generate revenue for them. So losing messages means losing money...The success of this system is in large part due to RabbitMQ.”*

*“The RabbitMQ team is one of the most responsive open source teams in terms of answering questions and generally serving the community ... The people at RabbitMQ give me better service than many of the paid services I have used.”*

*“Scalability – the ability to handle more queues, more messages, more customers – is one of the reasons I chose RabbitMQ. In terms of performance and the number of concurrent queues that can be running, we have not seemed to hit any limitation.”*

## Integrat

Integrat, based in South Africa, is an international Wireless Application Service Provider (WASP) Aggregator that supports Value Added Services for the Mobile Telecommunications Industry. The leading WASP aggregator on the African continent, Integrat serves WASPs on all of South Africa’s major cellular networks, as well as on more than 500 international networks. The Integrat solution provides connectivity to mobile operators to support products such as SMS.

### Challenge

WASPs offer consumers opportunities to take part in promotions and contests using SMS text messages. The cell phone user is encouraged to send a text message to win a prize, for example, and this message is routed through Integrat. In addition, Integrat sends the WASP status and delivery notifications about the texts sent back to the consumers. So a very large number of messages are going to the WASPs from Integrat.

One of the communication options Integrat offers the WASPs is XML over HTTP, which is a very popular protocol worldwide. Integrat posts the text messages on the WASP websites using XML over HTTP.

“SMS is wildly popular in Africa, which is the fastest growing cell phone market in the world,” explains Edwin Fine, President of Fine Computer Consultants, engaged by Integrat to build the XML over HTTP gateway. “Millions of SMS notifications are posted to WASP websites every day, but the Internet infrastructure in Africa is often slow and unreliable, and the WASP websites are not always able to cope with the volume. So the messages and notifications that are going to the WASPs often have to wait because a website is busy, down or unresponsive.”

Integrat used a previous system to deliver these messages, but it had many problems. For example, WASPs would not get messages in a reasonable amount of time because the output was clogged up. The old system simply could not push the required volume of messages out over HTTP.

### Solution

Fine built a new messaging system for Integrat, including a XML over HTTP gateway using RabbitMQ, a complete and highly reliable enterprise messaging system based on the emerging AMQP standard. RabbitMQ handles the delivery of all the XML over HTTP status and delivery notifications to the WASPs and all messages from consumers to the WASPs that use XML over HTTP. Integrat’s South African operation alone sends about 2 million SMS messages and status notifications per day, and up to half of these are sent to WASPs via RabbitMQ.

## Service

“The RabbitMQ team is one of the most responsive open source teams in terms of answering questions and generally serving the community,” Fine says. “I have had experience with other open source projects where developers have been unable to give that level of support. The people at RabbitMQ give me better service than many of the paid services I have used. They have all been incredibly helpful and responsive to me and everyone who has written to them. That is absolute gold. They are just great. I am a big fan.”

## Benefits

### RABBITMQ DELIVERS THE FOLLOWING BUSINESS RESULTS TO INTEGRAT:

#### Reliable Message Delivery

“RabbitMQ is a highly reliable, high volume delivery subsystem for messages and notifications,” says Fine. “RabbitMQ’s persistent messaging ensures that no messages are lost en route to the WASPs. This is a critical part of the business because Integrat’s revenue depends on the messages, which generate revenue for them. Losing messages means losing money.”

“Integrat’s customer base and revenue stream also depend on delivering this information in a timely and reliable manner,” he adds. “I can honestly say that RabbitMQ is a large part of that. The success of this system is in large part due to RabbitMQ.”

According to Fine, RabbitMQ’s ability to handle a large number of multiple message queues and keep resending text messages and notifications to all WASP websites in parallel is the key to reliable message delivery.

“RabbitMQ has been phenomenal, both in performance and reliability,” Fine says. “RabbitMQ’s ability to handle large numbers of multiple queues with very little difficulty is a huge benefit. RabbitMQ is very lightweight and very reliable. We are talking about a system that is 24/7. There is no scheduled downtime for a system like this. It is completely mission-critical. So RabbitMQ’s reliability is vital.”

#### High Speed Messaging

The speed at which RabbitMQ can accept messages from the backend – Integrat’s main aggregation system – is a significant advantage. Fine says RabbitMQ can take whatever the backend sends, as fast as it can send it.

#### Greater Scalability

RabbitMQ is very efficient with resources, allowing the system to send out more messages to the WASPs in parallel, so it can post to multiple HTTP sites effectively all at the same time. This allows many more messages to be delivered.

“RabbitMQ was the best queuing solution to do that task at the time,” Fine asserts. “I am still not sure it has any competition in the open source world. Scalability – the ability to handle more queues, more messages, more customers – is one of the reasons I chose RabbitMQ. In terms of performance and the number of concurrent

queues that can be running, we have not seemed to hit any limitation.”

#### Improved Customer Satisfaction

“RabbitMQ helps improve Integrat’s customer satisfaction,” explains Fine. “If many messages are lost going back to the WASPs, they wouldn’t be very happy. If it happened often enough, Integrat could lose the customer. So RabbitMQ is has a large positive effect on the customer relationship.”

#### Development Flexibility

Because RabbitMQ is open source, Fine was able to easily understand the code and create custom interfaces.

“I have used quite a few different open source products, and I think the RabbitMQ code is very well written,” Fine concludes. “It is high quality code. I was able to understand what they were doing quite easily, which is not true of many open source projects.”

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## About SpringSource

SpringSource builds Java infrastructure software which eliminates the complexity of enterprise Java. SpringSource created Spring, the de facto standard platform to build, run and manage enterprise Java applications. SpringSource also employs the leading committers for Apache Tomcat and is the leading Tomcat support provider. Nearly half of the Global 2000, including many world’s leading retail, financial services, manufacturing, healthcare, technology and public sector clients are SpringSource customers. For more information please visit [springsource.com](http://springsource.com).



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