

Market Development

Adaptivity leverages Wachovia experience in CIO playbook for adaptive enterprise

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Sector: Enterprise Software
Date: 17 Jul 2008

Event summary

Adaptivity founders Tony Bishop and Jim Houghton bring to market their experience and insight from having built Wachovia's SOA and utility computing deployment – 'building the adaptive enterprise' is Adaptivity's tagline.

The young company characterizes its approach as the IT analog of a McKinsey-type corporate assessment – something along the lines of 'here's where you are now, here's where you want to get to and here's how you can get there.'

A key benchmark for success will be Adaptivity's ability to win business outside of its financial services industry (FSI) heartland to demonstrate that its skills, and its approach, are transferable to other sectors.

The 451 take

The 451 Group's IT evolution model shows how grid computing has been useful for improving performance and resource sharing, virtualization for efficiency, utility for billing and recharge discipline, and service-oriented architecture for reusability and business process alignment. But getting these elements tuned and working together is the key to achieving a flexible, adaptive infrastructure, which is essentially what Tony Bishop and Jim Houghton demonstrated at Wachovia. Commercializing their experience as Adaptivity was a logical step – Wachovia's implementation is a poster child reference for many suppliers and the media alike – and in late 2007, Adaptivity was founded.

Details

To deliver on its tagline – building the adaptive enterprise – Adaptivity has created an ADIOS (align, design, implement, operate and sustain) Methodology, a Fit-for-Purpose Design model and a Quality of Experience Maturity Model. It has wrapped two- and three-day service-oriented IT strategy and transformation consulting programs around these new creations, which are designed to get clients going in datacenter redesign, optimization and changing platforms.

Adaptivity has no licensed product as of yet, it's all consulting services at this point, although there are methodologies and pre-defined templates to follow. In the early stages, the revenue drivers are likely to be what is paid by clients to retain expert help, some end-user engagements and the founders' own contact networks. Some 60% of its work is in FSI, and it is already extending its work to London, Madrid and Tokyo.

It's no surprise that many of the suppliers that were featured in the Wachovia deployment are those which Adaptivity will work with or take into engagements: Scalent Systems, Azul Systems, Verari Systems, DataSynapse, Cisco, Intel, Oracle Coherence and VMware. It has a set of second-tier suppliers in its tool box as well, including OpTier, Tideway Systems and Netuitive. Grid and cloud computing are just a couple of the deployment models.

Competitive landscape

Adaptivity's aim is to write the playbook for CIOs seeking to create next-generation IT systems that play a leadership role in driving enterprise strategy – rather than just keeping the lights on. This means full-service shops, including IBM, HP/EDS, Accenture, Capgemini, Atos Origin and CSC, will be its high-order competition. Adaptivity has good relationships with a raft of technology partners that its principals have used in operational roles. Those that don't make the cut in Adaptivity's portfolio of preferred suppliers for each activity will find themselves competing in FSI with those that did make the team – whether in grid computing, instrumentation, application mapping and discovery, transaction, infrastructure or supply management. Boutique operations focused on adaptive infrastructure include Locuz (India) and Opitz Consulting (Germany).



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