

VERSION CONTROL

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INETCO Insight

Hits The Bull's Eye With BTM



Stacy Gorkoff, Director of Strategic Marketing at INETCO, describes how flexible and intelligent business transaction management (BTM) software simplifies transaction monitoring and reduces costs related to transaction performance issues by up to 70%. INETCO Systems Limited provides BTM and communications gateway software for a variety of application architectures built within physical, hosted, virtual and cloud-based environments. These include electronic transaction processing, SOA, middleware, mobile and web-based applications.



Please describe INETCO's path to success on transaction processing market?

Our flagship product, INETCO Insight, has become the de facto standard for monitoring within payment processing, financial transaction and banking environments. It is built on top of an extensible business transaction management platform that can recognize and analyze any enterprise application transaction.

Harnessing over 25 years of transaction management experience, INETCO started designing communications gateway products for high reliability, high performance transaction networks in 1984, providing connectivity of dial-up POS and ATM terminals, leased-line ATMs and legacy network protocols to TCP/IP networks, transaction hosts/switches, and third party EFT processors. These early products, such as POSway and BankLink, helped INETCO build a reputation for its rich protocol expertise in the banking and payment processing industries.

In 2003, this expertise led to the conception of INETCO Insight – an innovative product for monitoring complex transaction systems. First released to market in 2008, INETCO Insight is now deployed around the world in a variety of payment processing and high volume financial transaction environments.

What is the clientele of INETCO?

INETCO's customer base includes over 150 payment processors, banks, credit unions, merchant acquirers, EFT/card network providers, large retailers, independent ATM deployers, alternative payment solution providers, and telecommunications customers spread over 50 countries. This list includes global leaders such as First Data, Fidelity National Information Services (FIS), Moneris, Open Solutions, TNS, Jack Henry & Associates, Nokia-Siemens, Diebold, Telecom New Zealand and Travelex. INETCO has established a strong, global community of partners such as Alaric and Stratus Technologies, that recommend INETCO products and services to customers that are managing high volume transaction environments and needing a transaction management tool to compliment their existing component monitoring solutions.

It'll be interesting to hear about potential of INETCO Insight package for payment processing and ATM networks?

INETCO INSIGHT is the next generation of application performance management software (APM) software for holistically monitoring complex transaction environments. INETCO has a product on top of the INETCO Insight platform that is designed to monitor complex payments transactions and quickly isolate performance issues affecting:



INETCO Insight is the only out-of-the-box transaction monitoring solution that supports Advanced Message Queuing Protocol



- Credit and debit card authorizations
- ATM transactions
- Online banking transactions
- Bill payment transactions

Used as a precursor to “deep dive” diagnostic tools, INETCO Insight gives a holistic, systems-wide view into the end-to-end performance of all applications running in your physical, virtual and cloud-based payment environments.

What makes INETCO Insight differ from other transaction processing solutions?

INETCO Insight is different than other transaction monitoring and application performance management software in three major ways:

- INETCO Insight monitors the transaction flow through your environment, not just the individual components. This information is independently captured directly from your network.
- INETCO Insight provides a real-time database of correlated transaction information. This single data-store correlates transaction requests with the corresponding authorization responses, along with the network to application level information.
- INETCO Insight monitors complex transaction flows without the need to deploy intrusive agents. You do not have to monitor the transaction host database to see application-level activity, or modify any of the underlying applications. The software’s agentless architecture makes it a simple-to-deploy solution for application performance optimization within physical, virtual and cloud-based environments.

How do you charge for INETCO Insight?

INETCO Insight’s licensing model is most often based on peak monthly transaction volumes, as opposed to nodes or components. This is a one-time perpetual license investment.

What strategy does INETCO follow to stay abreast of industry trends?

INETCO continues to evolve its payments transaction management product to provide ongoing support for its payment processing, retail, telecommunications and other financial industry customers. INETCO is also extending INETCO Insight’s protocol support and transaction message decoding capabilities to other complex transaction environments such as middleware software interoperability, e-commerce, healthcare and insurance.

Does INETCO encourage the use of any open technology standards?

INETCO has been working very closely with a number of banks and vendors, including Bank of America, JPMorgan Chase, Deutsche Borse Systems, Barclays, Credit Suisse, Goldman Sachs, Microsoft, Redhat, and VMware to advance an open-sourced middle-ware messaging standard called the Advanced Message Queuing Protocol (AMQP). AMQP has the potential to greatly expand the messaging middleware market and serve as the accepted communications protocol for cloud-enabled applications. INETCO has scheduled the release of INETCO Insight 5.1 in October 2011 to monitor transactions executed using AMQP.

What competitive functional advantages does INETCO offer in the POSway and BankLink products?

POSway is communications gateway software that optimizes TCP/IP protocol conversions for dial-up POS and ATM terminals. POSway allows companies to migrate dial-up ATMs and POS terminals to connect over standard telecommunication networks without risk of service disruption to end customers. Banks, Credit Unions, Transaction Processors, Financial Service and Telecommunications Providers use POSway communications gateway software to:

- Lower operational costs by utilizing dial-up terminals instead of costly full-service terminals
- Reduce transaction costs, such as per-transaction fees, that are paid out to third-party transaction network services
- Increase transaction volume and revenue generation opportunities through reliable connection to a wider range of dial-up POS terminals and ATMs
- Better manage communications risks such as transaction failures, protocol issues and service disruptions
- Reduce operating costs by running a dial-up POS and ATM transaction network on a existing IP backbone network

BankLink is communications gateway software that connects leased-line ATMS to TCP/IP networks. Providing a TCP/IP interface to a large suite of legacy protocols that are used on ATM networks, such as SNA/SDLC, X.25, and 3270 BSC, BankLink resolves issues relating to connectivity of leased-line ATMs and legacy network protocols to TCP/IP networks, transaction hosts/switches, and third-party EFT processors.

Independent ATM deployers, Banks, Credit Unions, Transaction Processors, and Financial Service Providers use BankLink communications gateway software to:

- Manage the communications risks associated with technology upgrades, server migrations, customer base expansion and integration of diverse ATMs
- Reduce project upgrade costs by connecting a new transaction switch to existing non-TCP/IP ATMs
- Reduce project upgrade costs by connecting new TCP/IP based ATMs to existing legacy transaction switches
- Allow for gradual migration off SNA networks by connecting new TCP/IP based ATMs to existing SNA, SDLC, DLC, and X.25 QLLC transaction switches
- Enable migration to a more cost-effective network infrastructure by replacing an X.25, SNA, BSC, NCR X3.28, or other network infrastructure with a TCP/IP or GPRS network
- Eliminate per transaction charges by replacing telecommunications provided X.25 networks such as the Datapac 3201 service
- Allow retention of existing ATMs as the telecommunications providers close down their X.25 networks
- Provide ATM connectivity over a GPRS network as a low cost network alternative or a back-up network in case of primary network failure.

What is driving complexity within IT infrastructures and application environments?

- Increasing adoption of the cloud, especially heavily virtualized and automated private cloud technologies
- More complex service oriented architectures and distributed network architectures
- A new breed of modular, web-based applications, enhanced application functionality (ie: ATMs and POS terminals), and more customer service and loyalty options to support
- Higher volumes of electronic transactions, transaction message types and protocols
- Legacy migrations, application upgrades, new service roll-outs, mergers and acquisition activities that are resulting in fragmented intelligence and greater risk of service disruption
- Compliancy and increasing security regulations within the financial and payments industries

How does INETCO outperform its major competitors?

Oracle (who acquired Amberpoint) is one of our principal rivals on the market. But Oracle Amberpoint requires extensive system training and can't trace transactions that execute outside middleware environments. Another vendor is Optier. Optier

CoreFirst requires extensive instrumentation and code changes to deploy and can't trace how transactions traverse the network or execute within 3rd party environments. Also we vie with home grown/custom solutions that were built to monitor specific protocols and transaction message types.

What is your opinion about online and internet banking? Whose future is dimmer from your point of view?

Online and internet banking are here to stay, and due to convenience and the fast emergence of new alternative payment methods, will continue to grow. This will make customer service differentiation challenging for traditional banks and credit unions. Loyalty will be equated to the reliability of transaction performance and convenience. Alternative payment providers will take a share of traditional banking customers, as well. You can read the following article for more information on this (<http://www.inetco.com/newsletter/2011/may.php#main>)

How do you think if there are any gaps in the online transaction regulation (credit card security etc.)?

People within the payments industry are being forced to rely on tools that make transaction intelligence easily accessible. New compliance and security regulations require processors and issuing banks to produce in-depth transaction audit trails, real-time alerting capabilities, and optimized transaction routing costs (See our paper on the Durbin Amendment). Without the proper end-to-end visibility into complex transaction environments, this is nearly impossible to achieve.

What data security standards does INETCO maintain?

The INETCO Insight solution has been designed to meet PCI-DSS requirements 3.2, 3.3, 3.4, and 4.1 concerning storage and display of sensitive cardholder information. This means that Track 1 and 2 information is either discarded (or masked where appropriate) in the normal operation of the INETCO Insight system.

The INETCO Insight Event Collector component, which monitors network traffic and passes it onto the INETCO Insight Event Processor over an SSL encrypted data link, does not store data. For further security, the INETCO Insight Event Collector and INETCO Insight Event Processor may reside on the same physical machine if so desired.

The INETCO Insight Event Processor decodes the data elements and, within the same module, discards or masks security related information such as the PIN and PAN. No logging is done and no display capability is provided until after this deletion and masking is done. Users access the INETCO Insight solution over a web link. This link, like the collectors or processor link, is encrypted via SSL.

Exploring New Correlation and Data Extraction Techniques with Business Transaction Management (BTM)

Webinar from INETCO

Marc Borbas, INETCO's VP of Products, met with industry specialists, journalists and INETCO followers in the special webinar devoted to the pitfalls of Business Transaction Management. Among the industry pressures that were discussed during the online meeting were:

- Lack of system and platform unity.
- Numerous IT staff lost in the chaos of complex technological work
- Lack of consistent approach
- Weak visibility into the transaction performance & monitoring due to the scattered tools & platforms

Richness and flexibility of INETCO Insight helped leading financial firms to reduce costs and reach success in their BTM goals.

FIS had the problems of information dissemination across dozens of desperate tools and teams. Insight helped FIS to consolidate the view of information.

Moneris suffered from the limited access to transaction performance data from the outsourced processing partner. Insight provided Moneris with instant access to the performance metrics and ameliorated customer responsiveness.

Blind spots within service provider were the challenge of Transaction Network Services. Selection of Insight reduced TNS' transaction costs by up 70% and delivered an end-to-end, hop-by-hop transaction performance picture.

Delayed resource – intensive mechanisms for accessing transaction data was the headache of Jack Henry & Associates. Insight quickly resolved the problem with the unified cross-platform view of all transactions.

[Click here to get more Insight into successful BTM](#)

Interesting facts about Advanced Message Queuing Protocol

The Advanced Message Queuing Protocol (AMQP) is an open source transport layer protocol that is positioned for widespread support across financial banking and trading industries. AMQP replaces costly dependencies on any one proprietary transaction message protocol format, meaning cheaper and easier middleware technology integration and business-to-business interoperability. It is also a free alternative to building expensive messaging system infrastructures, and has been architected to support both synchronous and asynchronous messaging, and broker messages and queue data updates simultaneously received from 100's of different data points.

AMQP is also being primed for universal adoption, and can be utilized by ANYONE looking for ways to improve the efficiency of moving around object oriented data in high mobility infrastructures. Files and data streams maintain their object nature enabling the exchange of serialized objects and the exchange of metadata descriptions.

AMQP also offers a safer, easier approach to passing messages within cloud and SOA environments. Many of the newer web transactions are conducted by doing things XML over HTTP and other proprietary formats were never architected to do. The AMQP transport layer is designed for enterprise messaging, offering developers a cheaper, easier alternative to "bending" existing messaging formats to meet the emerging needs of new message-based applications, including those in the web and the cloud. AMQP was also designed with the security and reliability many developers currently add on top of XML/HTTP. It is easy for standard security devices such as firewalls to inspect AMQP traffic because it is an open, documented standard.

In July 2011 the AMQP Working Group has transitioned to OASIS AMQP, an independent Member Section under the aegis of the OASIS international standards consortium.

Currently, INETCO Insight is the only out-of-the-box transaction monitoring solution that supports this protocol.

Freshest News from INETCO

- INETCO Analyses Impact of the Durbin Amendment on the Payments Eco-System. INETCO introduced [the recorded version of its webinar](#) devoted to deeper 'Understanding the Technology Impact of Durbin.' The Federal Reserve has committed to having the new rules for debit card interchange fees and transaction routing options finalized by July 21st, 2011. The pending Durbin Amendment has already impacted the entire payments eco-system. [More](#)
- Travelex Purchases Inetco Insight Business Transaction Management Software. Travelex has been experiencing exponential growth in their payment processing environment, with the addition of new services such as the Travelex Visa Money Transfer service launched in Australia last February. This service taps into Visa's global network, which connects more than 1.7 billion cards, and provides a convenient, cost-effective and secure way for consumers to send funds directly to recipients' Visa cards, both domestically and internationally. [More](#)
- INETCO Releases INETCO Insight 4.7. INETCO Insight 4.7 makes it possible to integrate detailed transaction intelligence within ATM monitoring solutions such as NCR Gasper Vantage™ and NCR APTRA™ Vision, providing users with a powerful, holistic view into the performance of their entire ATM network infrastructures. Customers using Gasper Vantage or APTRA Vision can now monitor key performance indicators to proactively identify network outages, payment switch delays or individual ATM performance issues before impacting transaction completion times and approval rates. [More](#)
- Understand how the network operations department and support staff at Customers ATM use the INETCO Insight business transaction management solution to:
 - Holistically monitor the performance of their payments switch, the ATM network, and all the individual ATMs
 - Provide value added services by reporting on the performance of payment transactions at a customer-level
 - Confidently move payment processing services in-house for better quality control.

[More](#)

Events on the Edge

TradeTech Russia

27 - 29 September, 2011/ Renaissance Moscow Hotel, Moscow

Opportunities are aplenty for market participants to share in the wealth of a rapidly developing market, where return could indeed be very high. Opportunities however come together with an equal number of challenges for all market participants, both domestic and international, as they grapple with a capital market still on a quest for efficiency in the trading environment but also for a rationalisation of the post-trading processes.

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2nd Annual Cloud Computing World Forum – Asia

30th November - 1st December 2011/ The Mira, Hong Kong

Taking place on the 30th November to 1st December 2011, the Free-to-attend event will feature all of the key players within the Cloud Computing and SaaS market providing an introduction, discussion and look into the future for the ICT industry. Register Free today and get inspiration on how to address your latest issues, advice from real-life end-user case studies and practical examples.

Booking Hotline - +44 (0) 845 519 1230

Cloud Computing World Forum Latin America

28 September 2011 / The Braston Hotel, Sao Paulo

Taking place on the 28th September 2011, the Cloud Computing World Forum Latin America is a Free-to-attend event and will feature all of the key players within the Cloud Computing and SaaS market providing an introduction, discussion and look into the future for the ICT industry.

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WHITEPAPER

EXPLORING the TECHNOLOGY IMPACTS of the DURBIN AMENDMENT

A Whitepaper by Stacy Gorkoff

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April 7, 2011

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