

## GLU.Ware for Business Solution Providers

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Business Solution Providers: Businesses with best in breed product offerings e.g. Core Banking Systems, SmartApps, Aggregation Platforms, Remittance offerings, etc.

These Providers solutions can't offer value in isolation, they have to be connected (integrated) into their Clients' ecosystems to deliver their value. Integration is thus key to time to market, the ability to expand within existing markets and to grow to new markets.

Many such Providers have out of necessity addressed the integration of their offering by building point-to-point connections, writing small pieces of integration code to do so. Where such offerings have very few such connections, such an approach can seem to work as there are very few such integration components to manage.

### The mathematical problem ...

The problem arises when the number of point-to-point connections starts to grow within a system. Metcalf's Law can be applied to any point-to-point network - it says that says that "the value (complexity) of a network is proportional to the square of the number of its users (nodes)" or mathematically stated:

*Complexity Factor =  $n*(n-1)/2$  ... So for a network with 5 nodes, CF = 10 ... but if there are 8 node, CF = 28.*

Even an offering that has a low number of connection dependencies will face similar challenges when the number of deployments starts to scale. All these point-to-point pieces of code have to not only be built but more so they need to be maintained. Any change in any node will result in some impact on all pieces of code interacting with that node. It becomes extremely complex very quickly and with that the ability to make such changes becomes expensive and slow.

Many Business Solution Providers are thus looking for a solution to these integration challenges to improve their time to market, their speed of market expansion, and overall profitability.

Such Providers recognise too that their core product development teams are often burdened with the responsibility of integrating the Product into Client ecosystems. The problems with this being that:

- Dev 'stars' are often pulled into resolving complex integration problems.
- Dev capacity is pulled away from the core Product roadmap.
- A quasi-integration product (code) emerges that has to be maintained and evolved, separately from the core Product; often multiple versions have to be supported.
- Maintenance and evolution of the coded integration layer becomes ever more expensive.
- The delineation between the core Product and the Integration layer can become blurred, leading to business logic being built into the integration layer and product boundaries being compromised.

GLU.Ware is able to help Business Solution Providers across-industry verticals (FinTech, AgriTech, EduTech, MediTech etc.) to address all these problems.

GLU.Ware empowers Business Solution Providers with the ability to:

- **Reduce the complexity** of building integrations.
- **Fast-track the time to market** and as a result, improve market competitiveness.
- **Reduce project risk** and inevitable cost overruns.
- **Keep Dev teams focused on core Product innovation** without the distraction of integration complexities.
- Since Providers' teams are trained to self-serve on GLU.Ware, the **profitability of their Integration Services business improves** (and Providers can be more commercially competitive).