Business activity monitoring (BAM) using Enkay PRO

Enkay PRO is a software-as-a-service (SaaS) offering to developers of integration solutions so that their customers can use Enkay PRO portal to get better visibility into, for example, orders, shipments etc. flowing through their Logic Apps workflows. Enkay PRO target market are the thousands of Azure integration developers who are using Azure Logic Apps in mission critical applications for business-to-business (B2B), electronic data interchange (EDI/AS2), XML or CSV based application integrations using SFTP, HTTP, or other connectors. For example, they could use Logic Apps to connect their customers' CargoWise One system (CW1) or Microsoft Dynamics 365 Customer Relationship Management (CRM) system with their customers' shippers, and distributors.

With improved visibility to their data, Enkay PRO helps their customers' get started quickly on Azure and over time, extend their use of Azure as their business grows and more integrations are requested, thereby increasing developers' revenue. By allowing customers to continuously monitor their mission critical business workflows, reduce down-time, and react quickly to failures, they can improve return on investment and see the value of their investment in Azure. When B2B and EDI/AS2 integrations slow down or fail, business is impacted, for example:

a.   orders do not get submitted to their CRM system (e.g., Microsoft Dynamics 365 CRM).
b.   shippers cannot be notified to pick up completed orders from the warehouse.
c.   the warehouse management system doesn't have data, so the warehouse isn't able to ship orders quickly since labels are not being generated.

Developers can now offer their customers Enkay PRO as an easy-to-use portal to search data by key words, view message counts, and check for errors. The portal also provides an easy way to resubmit failed messages so that they can get reprocessed by the Logic App. In addition to improving customers' experience, this tool can help detect performance issues, or determine if too many (or too few) messages are being sent to or from a particular system so that their customers' can take appropriate action.

Since Enkay PRO users can quickly search for tracked values within messages, detect errors, track, and resolve performance issues, Service Level Agreements (SLA) can be monitored and met.

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