



*AMQP Business Messaging
for Predictable, Scalable, Available SOA
Alexis Richardson*

Microsoft Architects Insight Conference 2008

Agenda

- 🎤 The business problem facing SOA - 'more of everything'
- 🎤 Focus on a key aspect: using messaging to scale predictably
- 🎤 A solution: a new wire level open business messaging protocol - AMQP
- 🎤 The AMQP Working Group
- 🎤 Using AMQP at CohesiveFT

Three definitions of SOA

An approach to business/IT alignment: driven by business instead of technology, relying on strong governance and implemented using any technology.

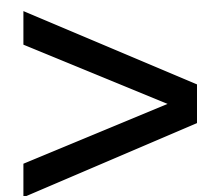
A technical architecture: service oriented with clearly defined interfaces, and could be technology-independent.

Web Services: business data as XML messages implemented using WS-* stack.

SOA is part of a larger problem

Trends

	<i>Traditional</i>	<i>Emerging</i>
<i>Vendor</i>	Single Source	Many Suppliers, including Open Source
<i>Standards</i>	Proprietary	Open Standards
<i>Application Architecture</i>	Monolithic Apps	SOA
<i>Application Stack</i>	Single Vendor Middleware Stack	Service Oriented Infrastructure (SOI)
<i>Deployment</i>	Static/Physical	Dynamic/Virtual



Impact

“EVEN MORE OF EVERYTHING”
PROBLEM

MUCH MORE INTEGRATION NEEDED

Tivoli
 Unicenter
 OpenView
 Nagios
 Open NMS
 FlexLM
 Software Licensing
 LDAP
 Active Directory
 Enterprise Backup
 SAN's
 Secure Sign-On
 XenMotion
 VMWare V13
 More...

Management

Products
 Community
 Certified Community
 Open Source
 ISV /Commercial
 IBM
 .NET
 Tibco
 BEA, Oracle
 More..
 and more ...
 Customer Proprietary
 Vertical Industry
 More....

Components

.NET

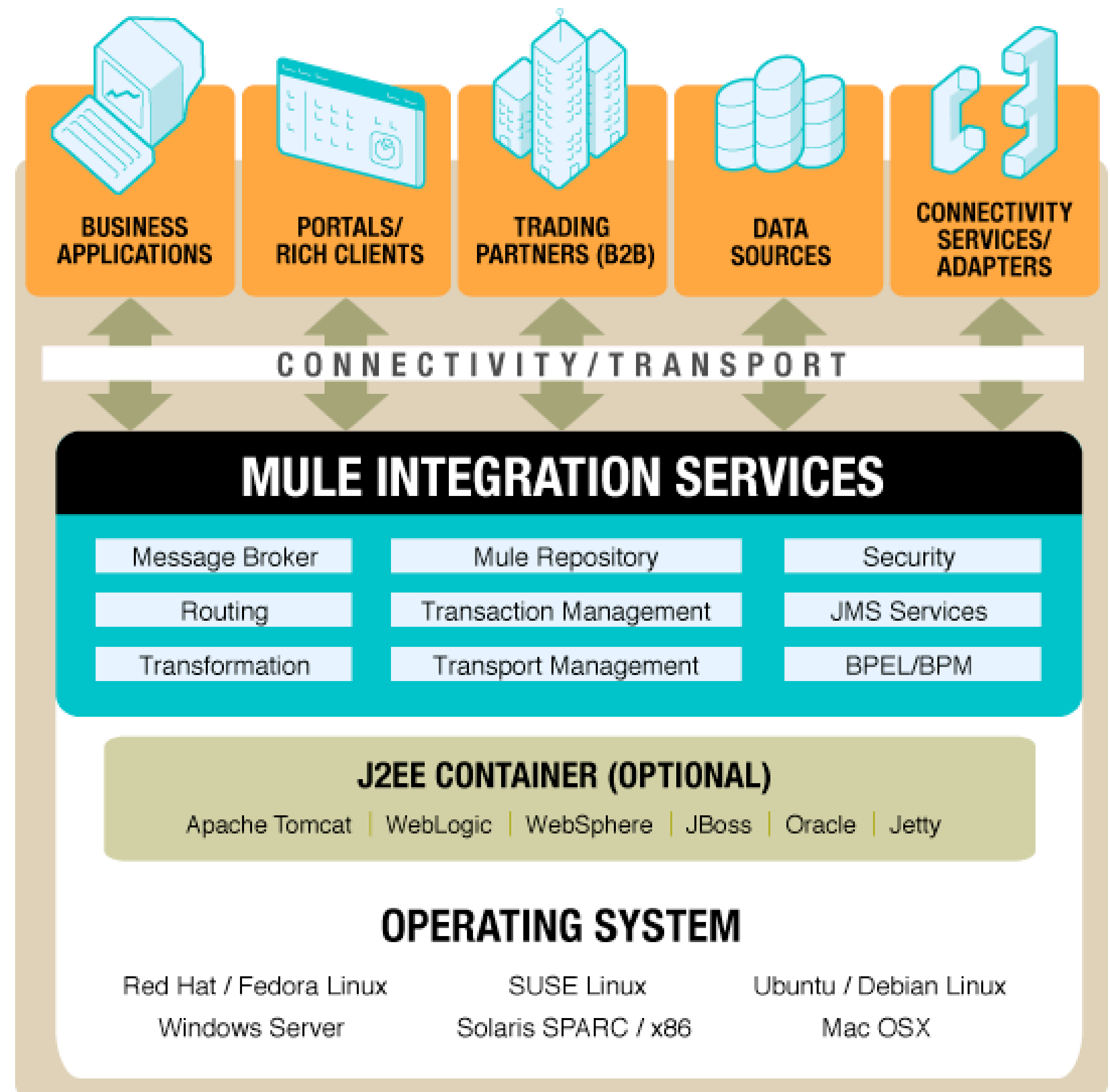
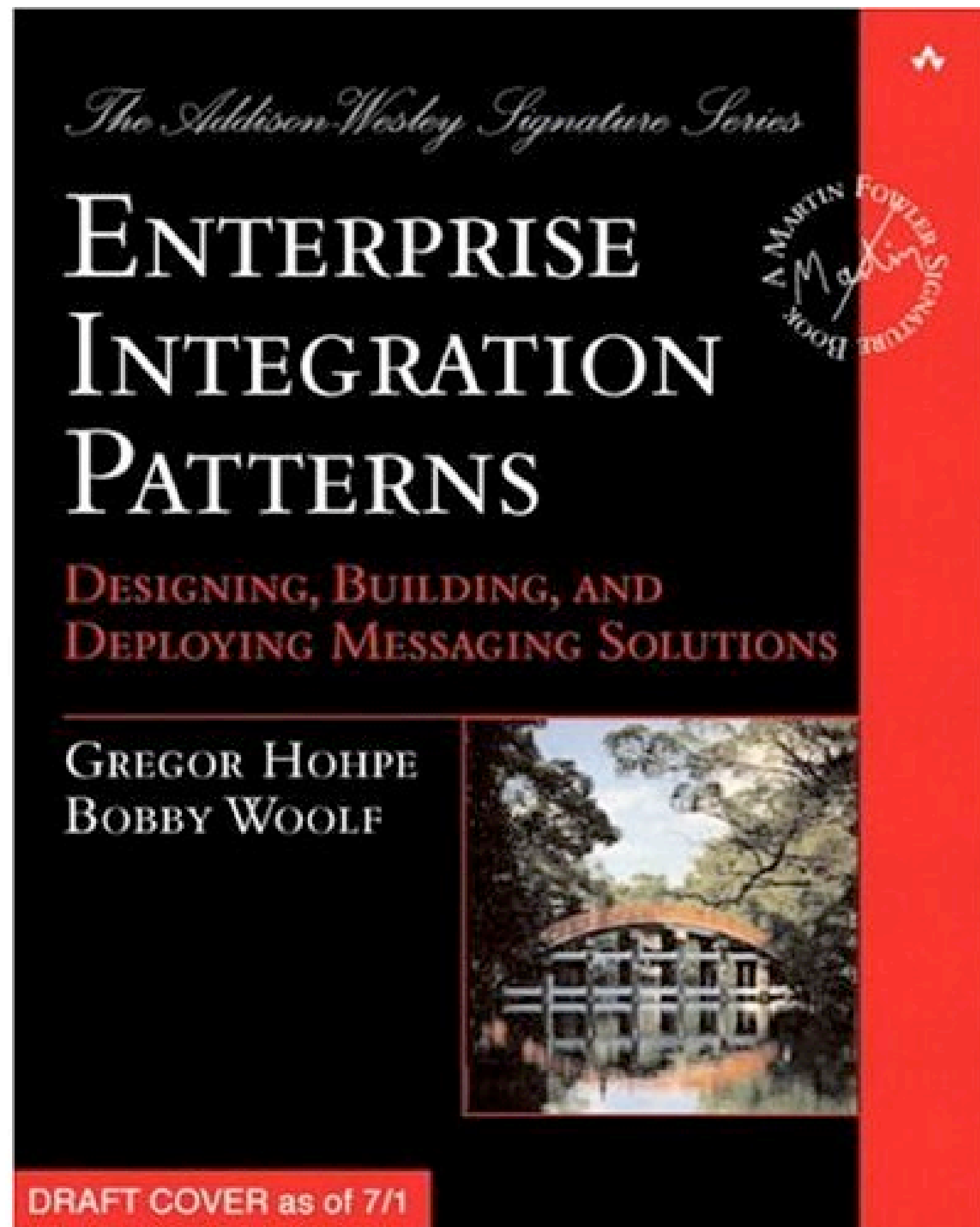
Operating Systems

Debian
 Free Ubuntu
 Canonical JEOS
 Canonical Ubuntu
 Fedora
 RedHat
 RedHat AOS
 BEA WLS OS Shim
 openSUSE
 SUSE Enterprise
 Windows Server
 Red Flag Linux
 CentOS
 Gentoo
 Mac OS X Server
 More...

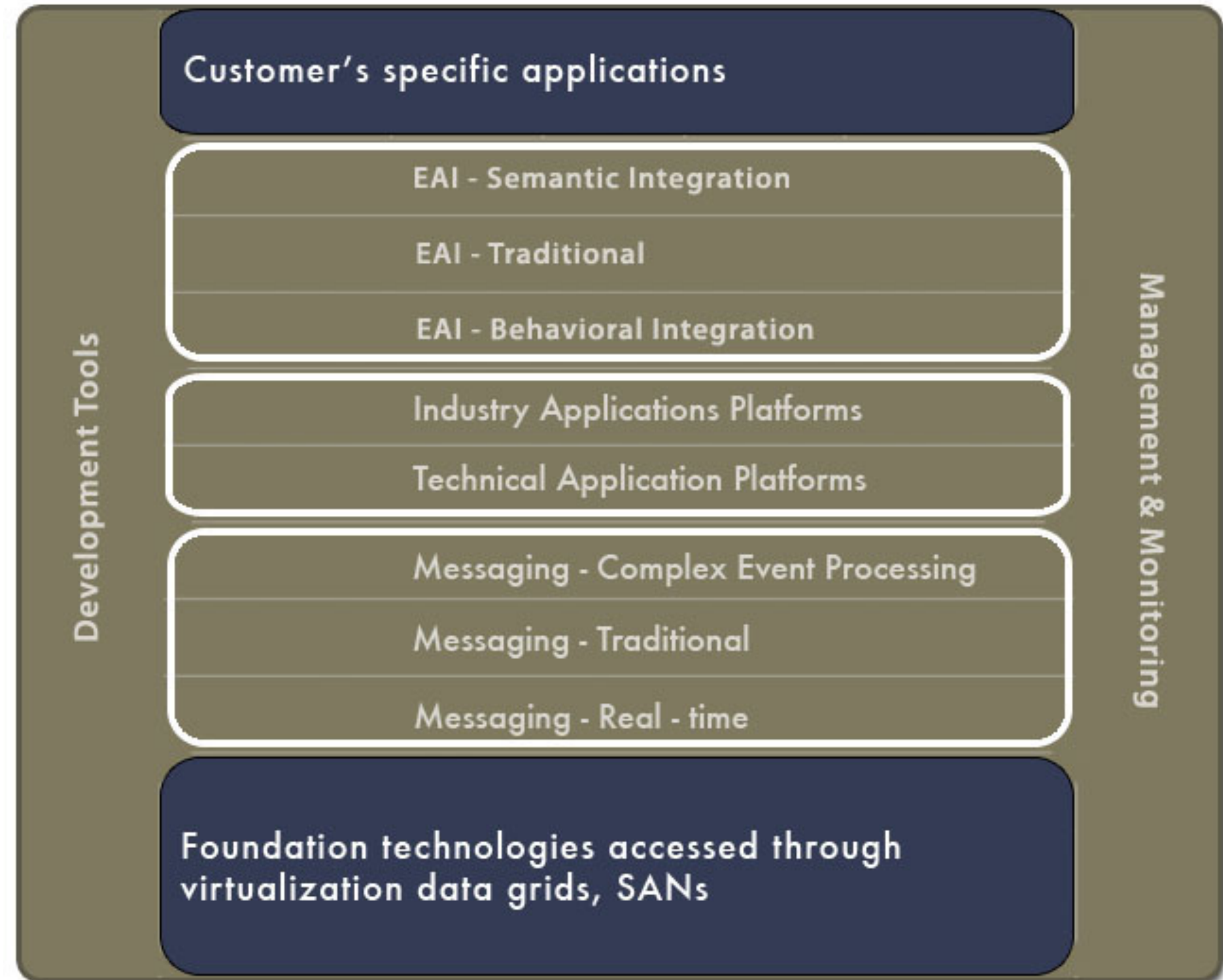
Virtualization Formats

VMware GSX
 VMware WS
 VMware ESX
 XenSource Xen
 Virtual Iron Xen
 Amazon Xen
 SWsoft Virtuozzo
 SWsoft Parallels WS
 SWsoft Parallels Server
 IBM PAVE
 Linux Kernel KVM
 Solaris Containers
 Windows Virtual Server
 Phoenix HyperSpace
 More...

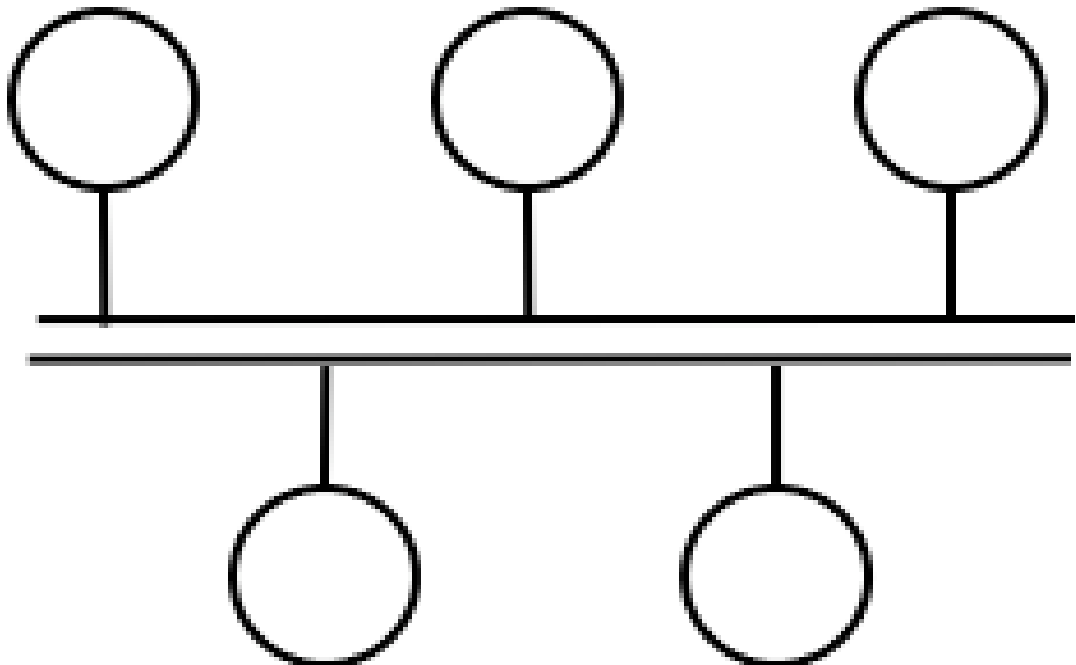
MANY PATTERNS - MANY PLATFORMS



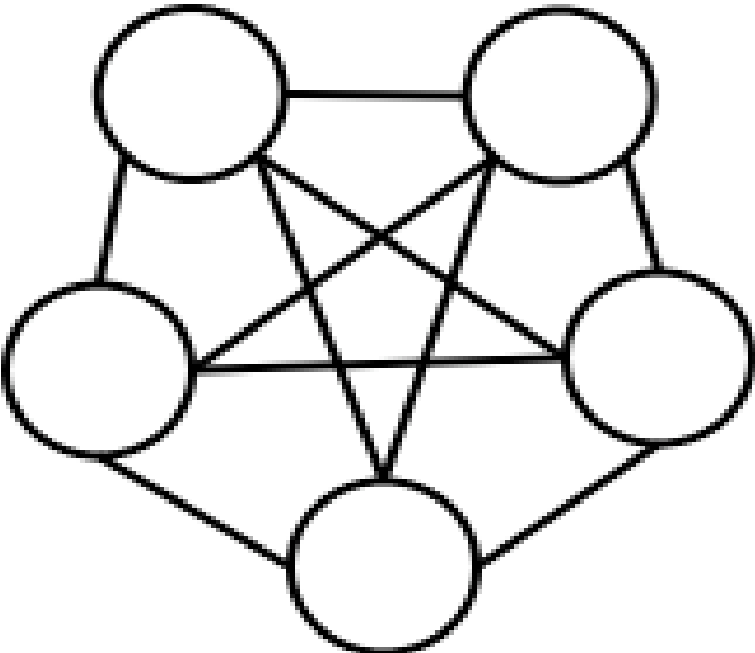
NO 'ONE STACK'- PATTERNS ARE 'FAMILIES'



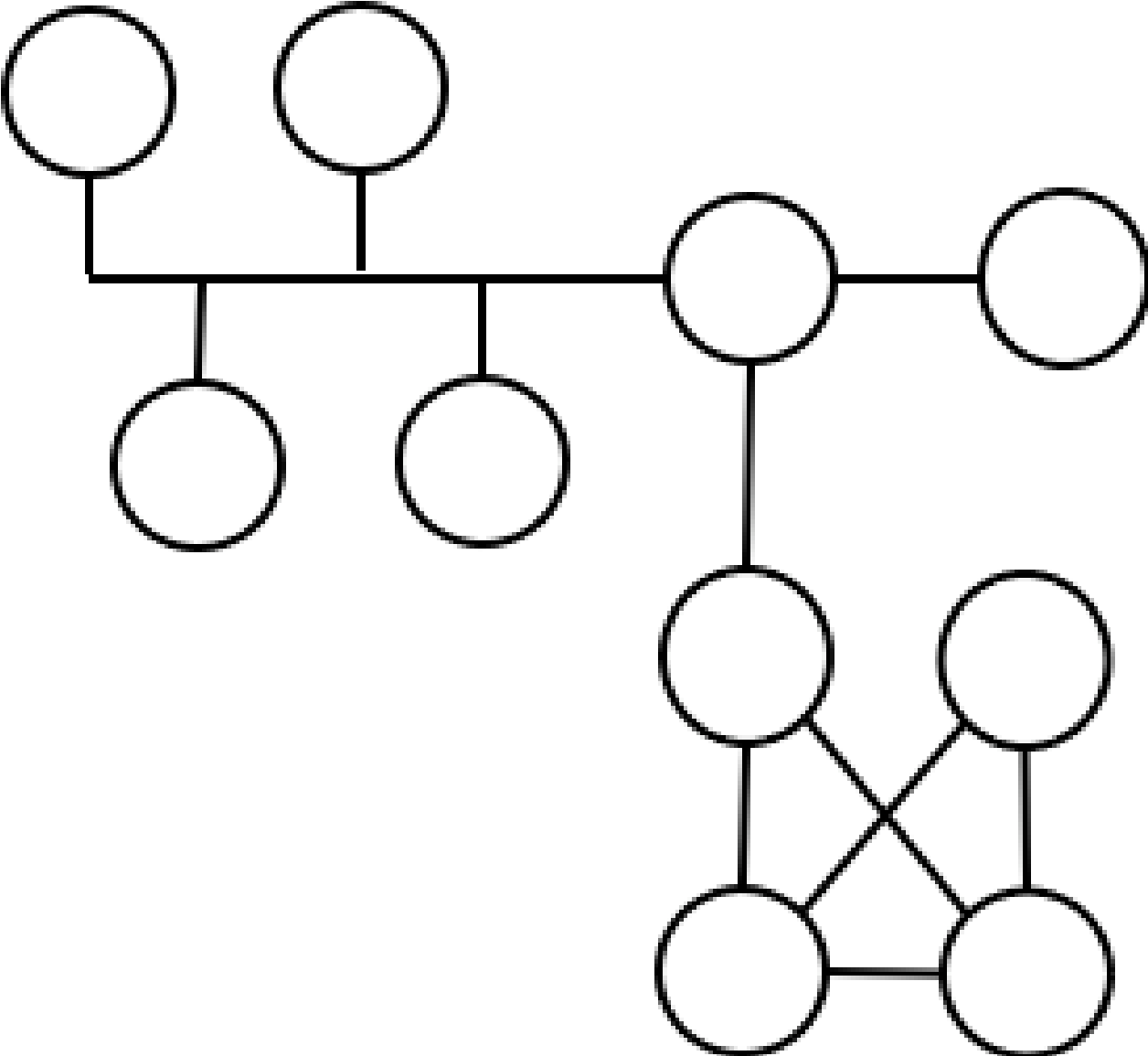
MANY TOPOLOGIES



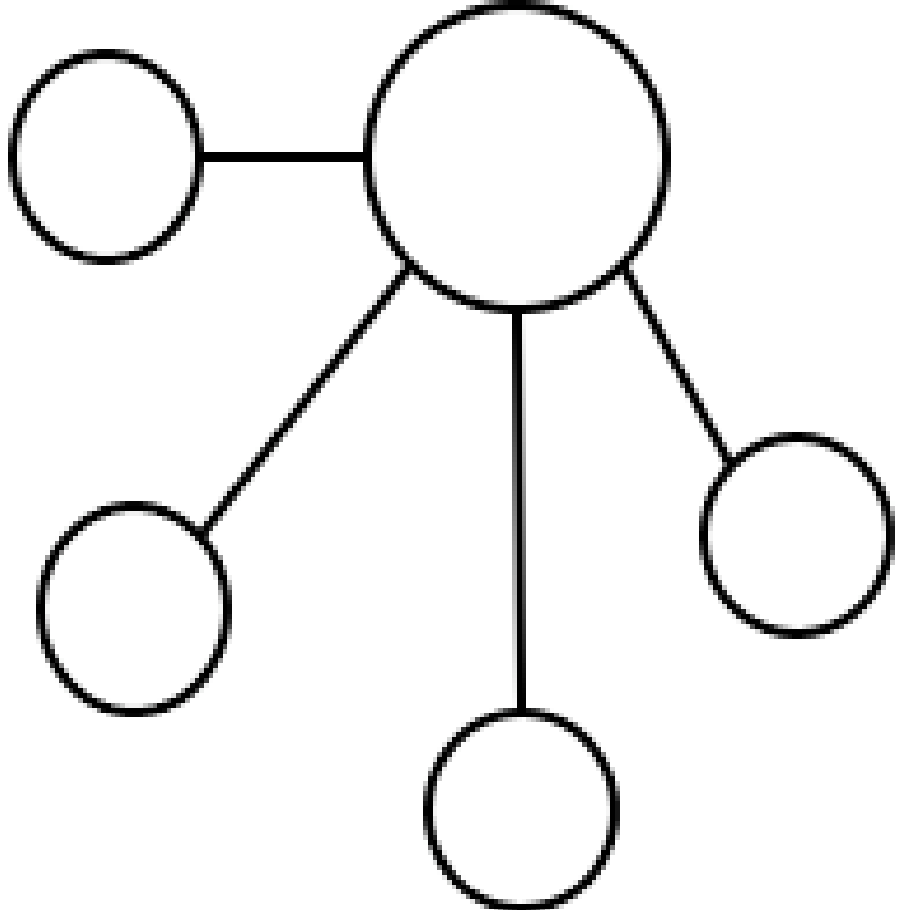
Enterprise Service Bus



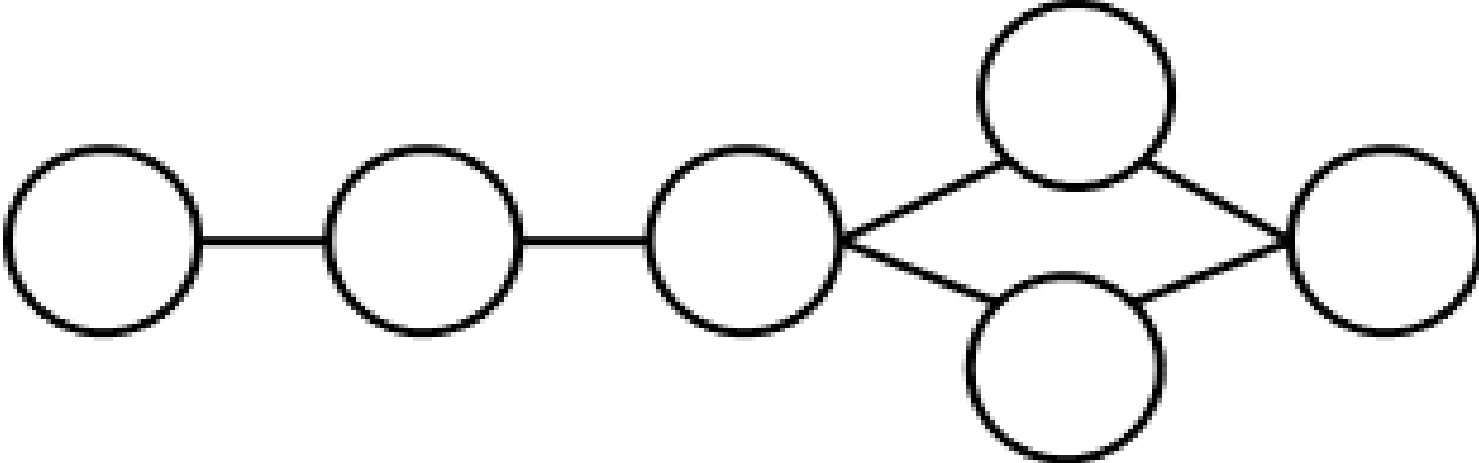
Peer Network



Enterprise Service Network



Client/Server and Hub n' Spoke



Pipeline

Impact on scalability

- 🔊 More complex
- 🔊 Harder to integrate
- 🔊 Too much custom tuning
- 🔊 Local dependencies make it harder to scale uniformly
- 🔊 Not ready for the new world - eg of 'the cloud', virtualization, mesh, ..

SOLUTION REQUIREMENTS

Solution requirements

- 🔊 Very simple - low level - preferably wire level
- 🔊 Integration is based on interoperability - like TCP - not like portable APIs
- 🔊 Underlying fabric is itself reliable, available, scalable, performant
- 🔊 Can be embedded with the technology you already use
- 🔊 Not just LAN - must be WAN, virtualization, Cloud and Mesh 'ready'

Messaging

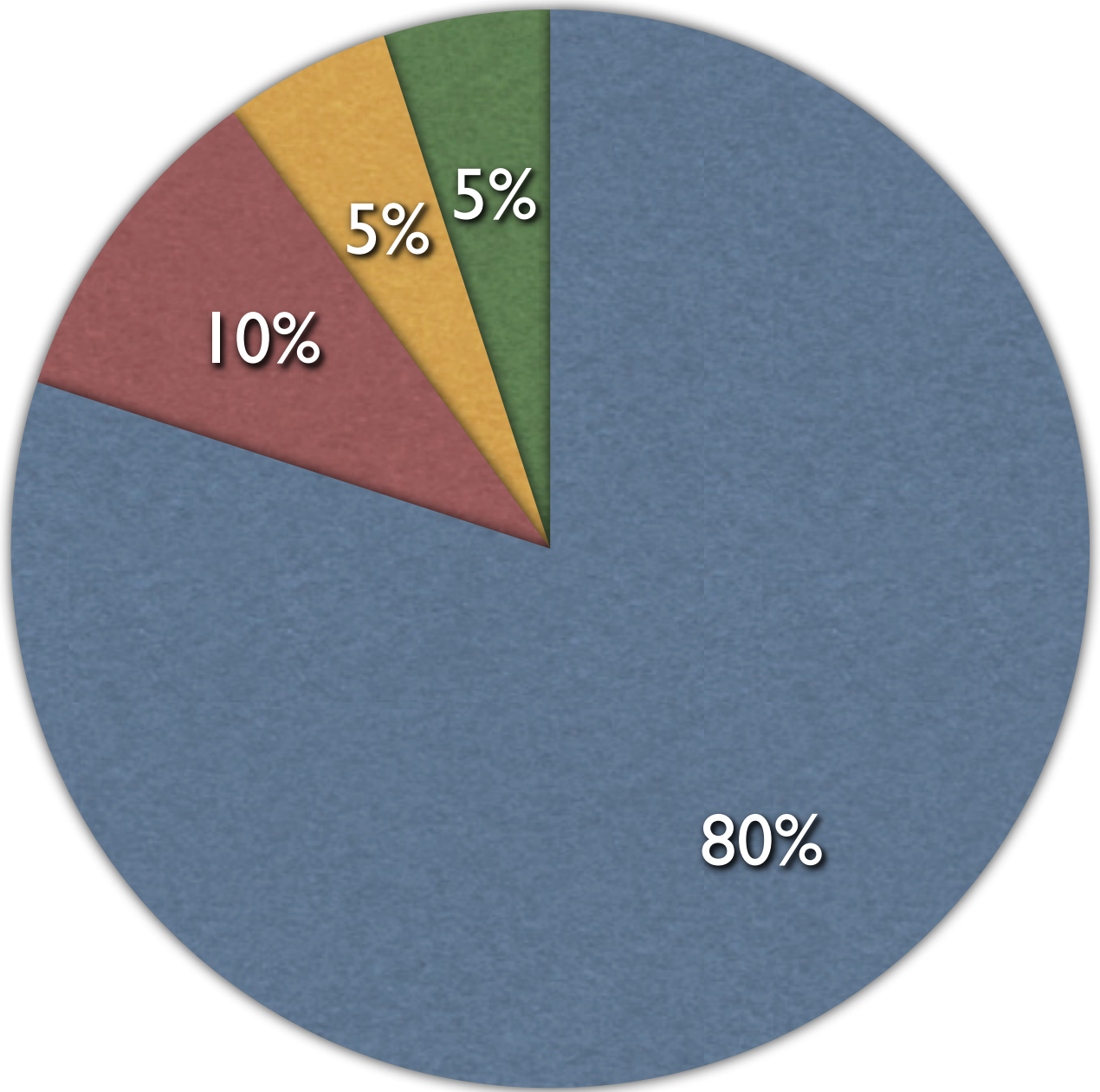
- Asynchronous
- Not language bound as such
- Well understood model - predictable project outcomes
- Proven to scale - can be made reliable, available
- Lots of solution patterns, works with .NET WCF, and Mule, (and, and, and...)
- Is not LAN-bound or silo-bound - can be 'cloud ready' (licensing aside..)

WHY MESSAGING AS WE KNOW IT IS NOT ENOUGH

A long time ago, in a market far far away



Message oriented middleware products = \$2.5bn-3bn



- IBM
- Tibco
- SonicMQ
- Other

Middleware versus protocols

- 🎤 Middleware = complex, proprietary, requires installation and customisation, integration services from consultants with knowledge of many platforms or languages, then maintenance is done by the customer, which is then followed by system aging, bloat, and eventual heat death.
- 🎤 TCP, SCTP, HTTP, SMTP = simple, standard, ubiquitous and no customisation needed, no integration required from consultants, maintenance is done by the vendor, and is proven to outlast the lifetime of the average software company (and as we now see, some banks)

Protocols vs Products

Products have APIs

- installed - requires consultants
- customised / integrated
- maintained by customer
- proprietary, or 'language bound'
- complex, ..

Protocols guarantee behaviours (and interop.)

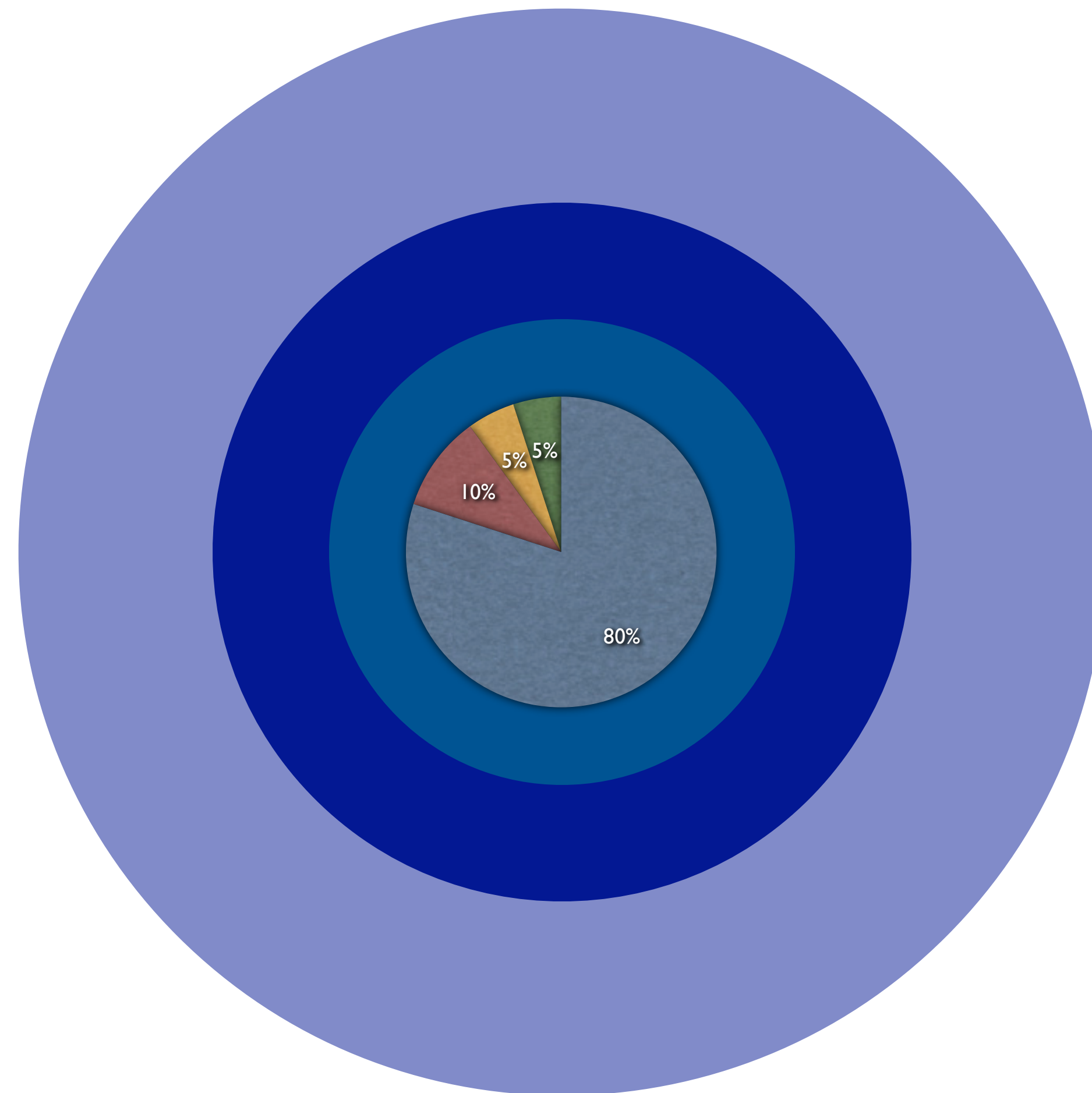
- ubiquitous - preinstalled everywhere - and anywhere
- deliver integration for free instead of needing to be integrated
- maintained as part of larger product or solution
- standard and open
- simple - plug and play - language neutral

 Imagine if we had no TCP and had to use 'IBM NetSphere'

 Imagine if we had no HTTP and had to use 'Microsoft Home Network'

 Imagine if we had no SMTP and had to pay per message like SWIFT

But market potential is MUCH larger for the right technology



\$70-80bn?

**Business Messaging
= like email or IM
but you can send
money over it**

A protocol for business messaging?

async	SMTP	?
sync	HTTP	IIOP
	unreliable	reliable

What goes in here
will clean up if it is
**OPEN,
UBIQUITOUS,
& ADAPTABLE**

Introducing Advanced Message Queue Protocol

Everyone uses email without thinking, so then why is commercial business messaging so hard?

→ need an ***Open Standard Protocol*** for *Message Oriented Middleware*

**AMQP aims to become
THE standard for business messaging**

Made to satisfy real needs:

- created by users and technologists working together (www.amqp.org)
- in development for 3+ years, went public with AMQP 0-8 June 20th 2006
- AMQP 0-10 adds reliable delivery “what goes in, must come out”

“business dialtone”

Business messaging - why a protocol is new technology

- 🎤 Transport level - just above TCP, UDP, .. just below SOA tools and WS-*
- 🎤 “As easy as email” but wire level, binary, for business messages
- 🎤 Push ‘hard’ requirements down to standard wide-area fabric
 - “A reliable and scalable mesh for SOA”
- 🎤 Technical specifics
 - Fidelity - “what goes in must come out” - can cope with failure
 - Security - transactions - “you can send money over it”
 - Many to many conversations, long running streams
 - Management, entitlements, addressing
 - Relays - addressing, smart routing, federation
 - Essentially - an intermediated protocol

Who stands to gain from this? YOU

🎤 JPMorgan

🎤 Goldman

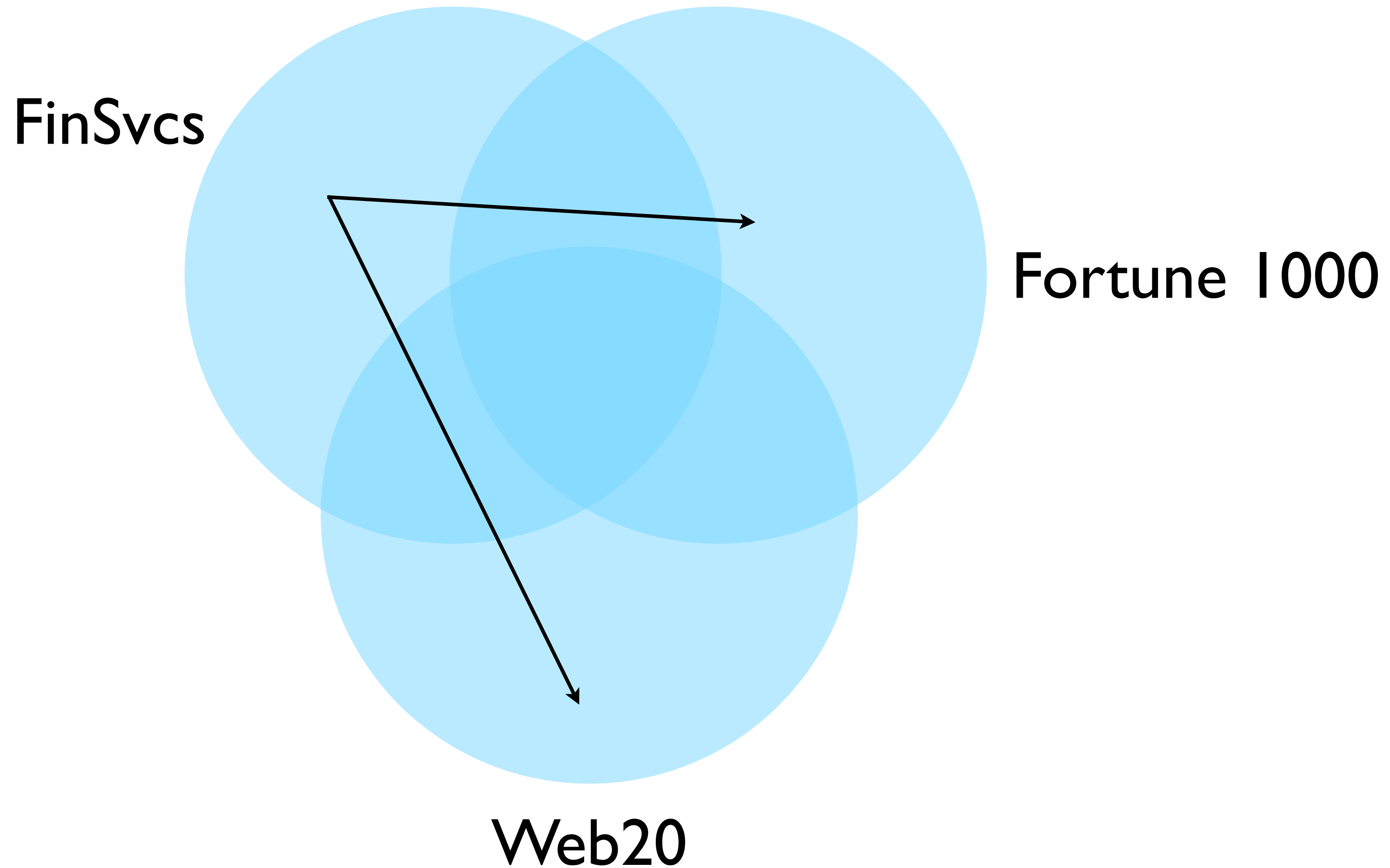
🎤 Credit Suisse

🎤 Deutsche Boerse all have 'put up' rather than 'shut up'

🎤 WHY?

🎤 Integration that scales - made cheaper by a standard interoperable protocol

Who might use this?



Protocol design

Comparison with other protocols

- 🔊 SMTP – unreliable, slow
- 🔊 HTTP – synchronous, unreliable, no routing
- 🔊 XMPP – not binary, no delivery fidelity, no pubsub or routing, no queue management
- 🔊 FTP – point to point, transient, does not work well with NAT/SSL
- 🔊 MQ – exactly once, proprietary, non-interoperating even when portable
- 🔊 TCP – at least once, reliable but short lived, no app level state mgmt
- 🔊 UDP – fast but has no delivery guarantees

AMQP can do all of the above as ‘use cases’
... and switch between them

Intermediation - delegation - a trusted brokered model

- 🔊 On the one hand we want wire level interoperability - like TCP - it just works
- 🔊 Unlike TCP and HTTP, delivers true MESSAGING

This requires intermediation - a 'protocol for brokers'

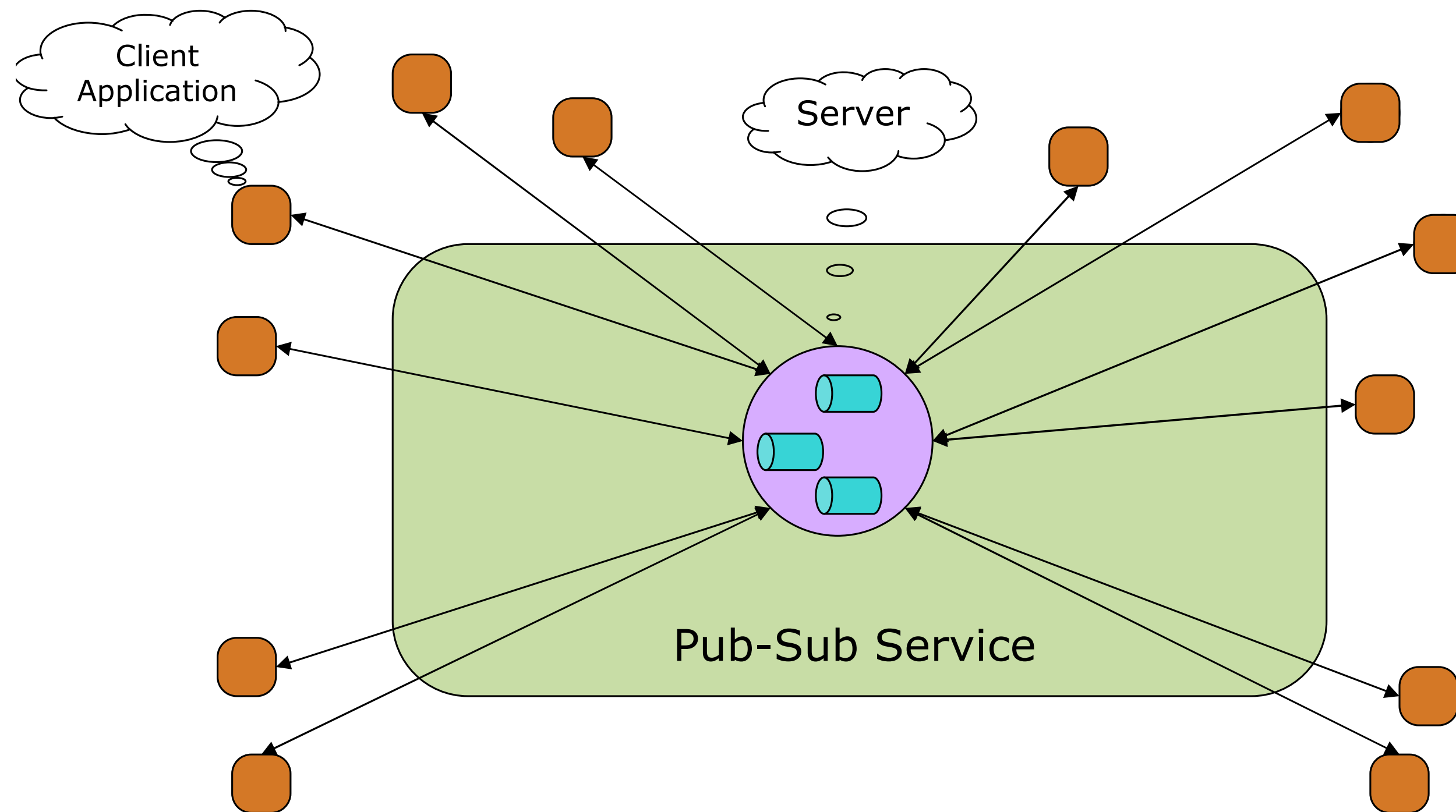
- Routing and addressing - "to:phil@cohesiveft.com"
- Smart routing - "buy.ibm.100"
- Delegation - trusted delivery
 - Think: "give this to ..."
 - Or: "what goes in must come out"
- Delegation = the concept of a middleman
- Brings security, reliability, guaranteed delivery, translation, ...

Centralised broker pub-sub service, store and forward service

One central server materializes all middleware entities

All traffic flows via server

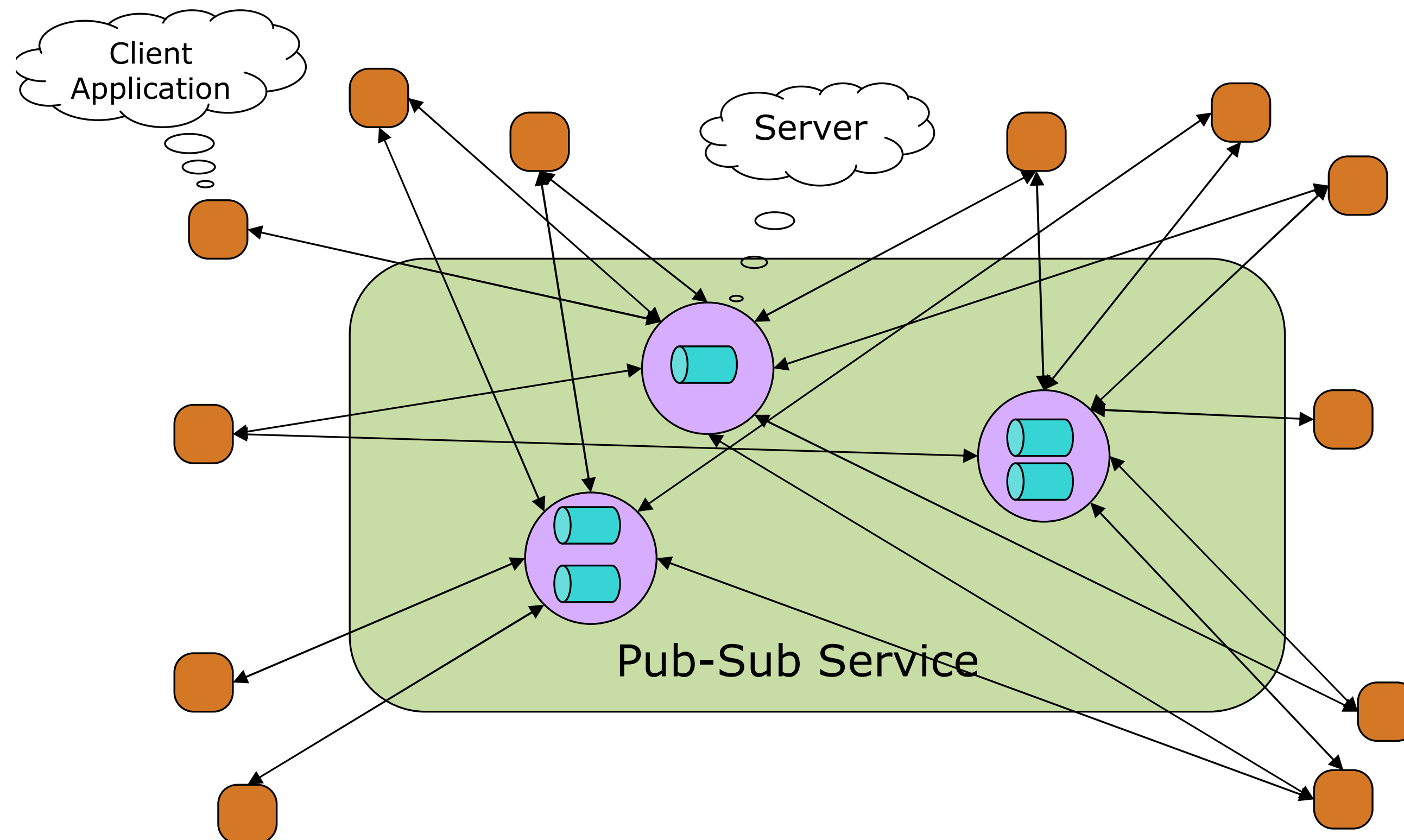
E.g. "naïve" implementations of JMS, CORBA Notification, etc.



Centralised multi-broker service

Each Queue/Topic Can be placed on a different Server

E.g. Better implementations of JMS, CORBA Notification, etc.

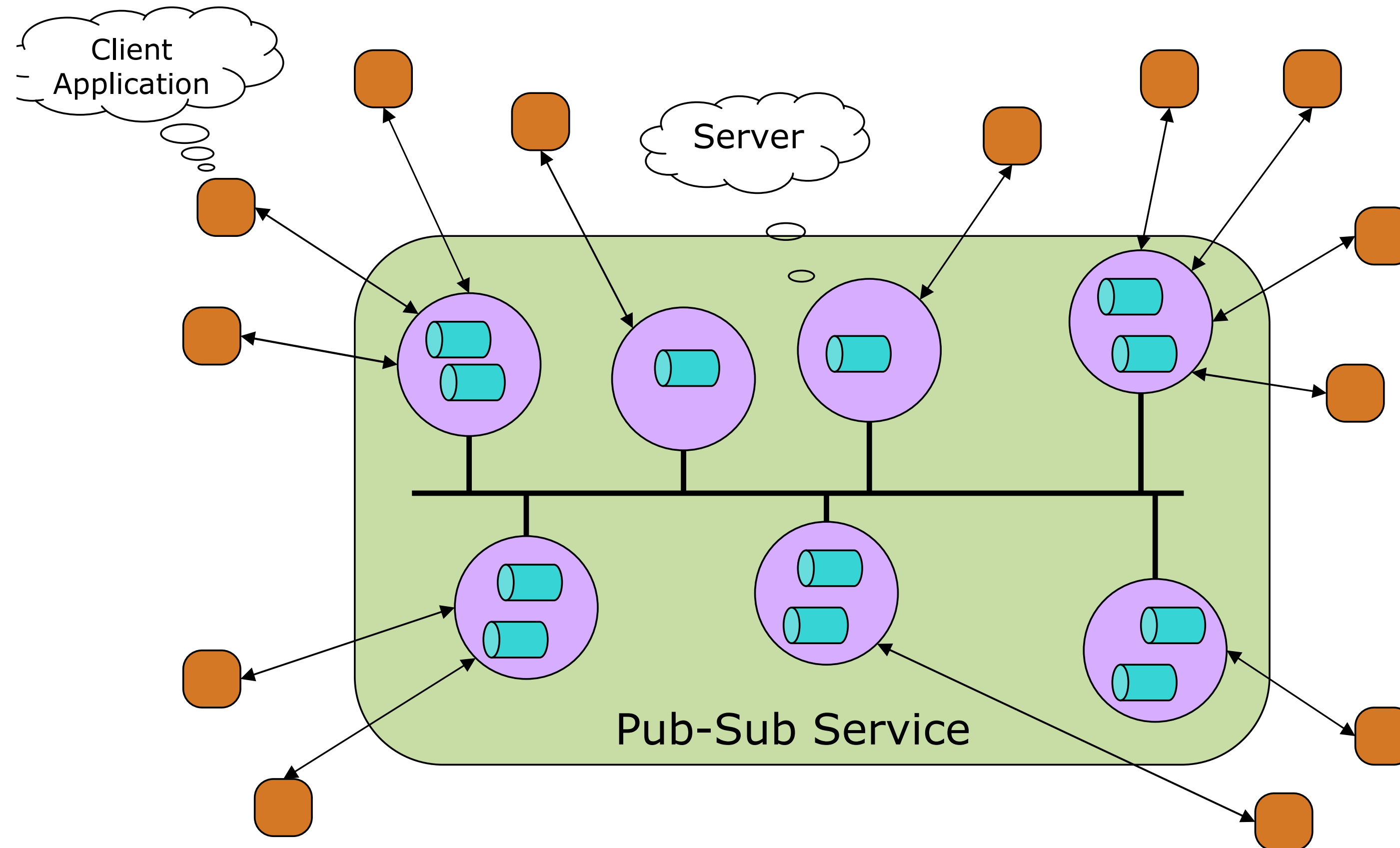


Decentralised multi-brokered service

App uses messaging or RMI to interact with Service Access points

Pub-Sub Service distributes messages internally between servers

Internally PS-Service can be peer-to-peer, hub-and-spoke, multicast

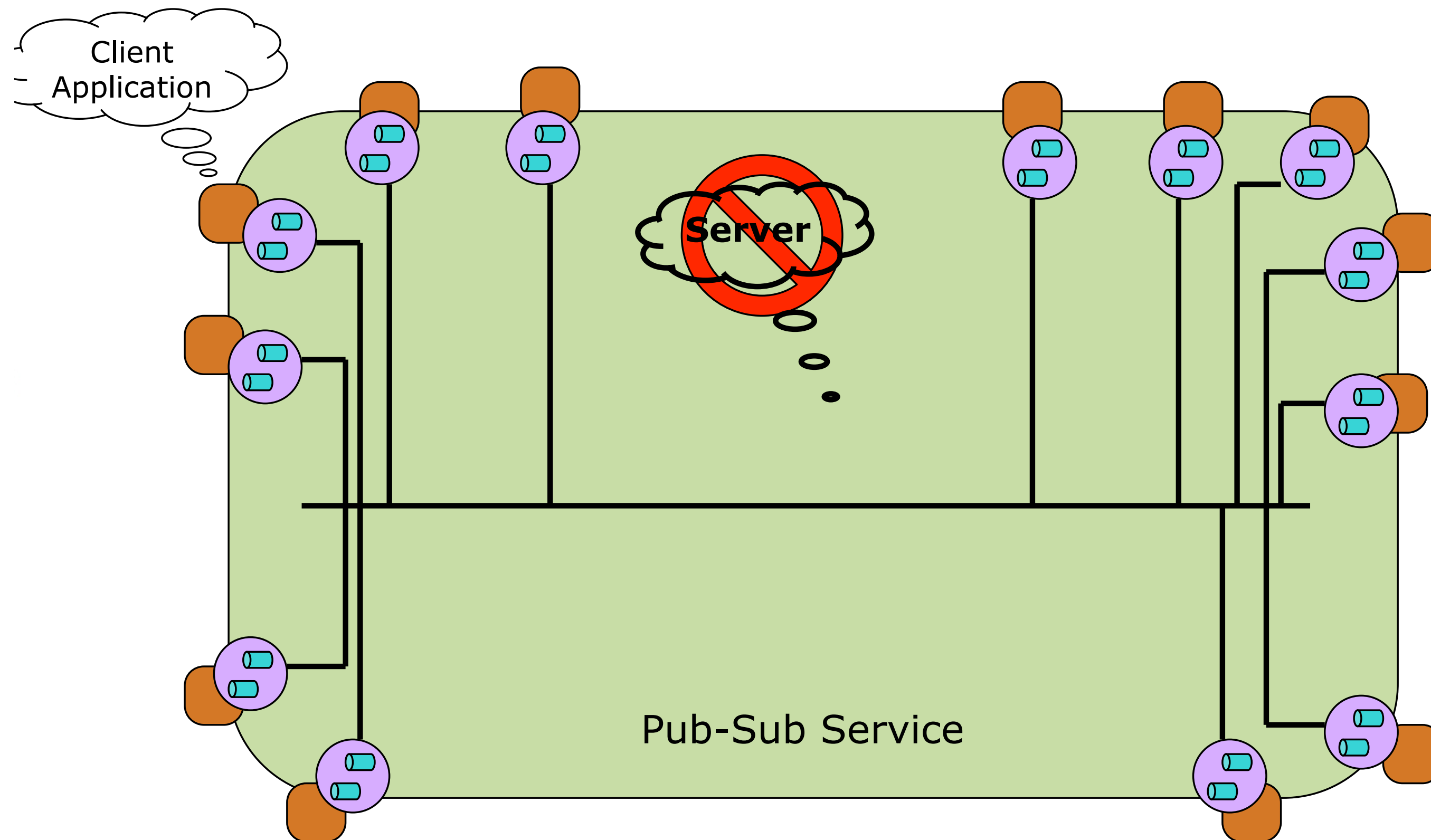


Decentralised 'unbrokered' - push multiple brokers to nodes

App links (binds) directly with the Pub-Sub service

Queuing occurs locally on each client

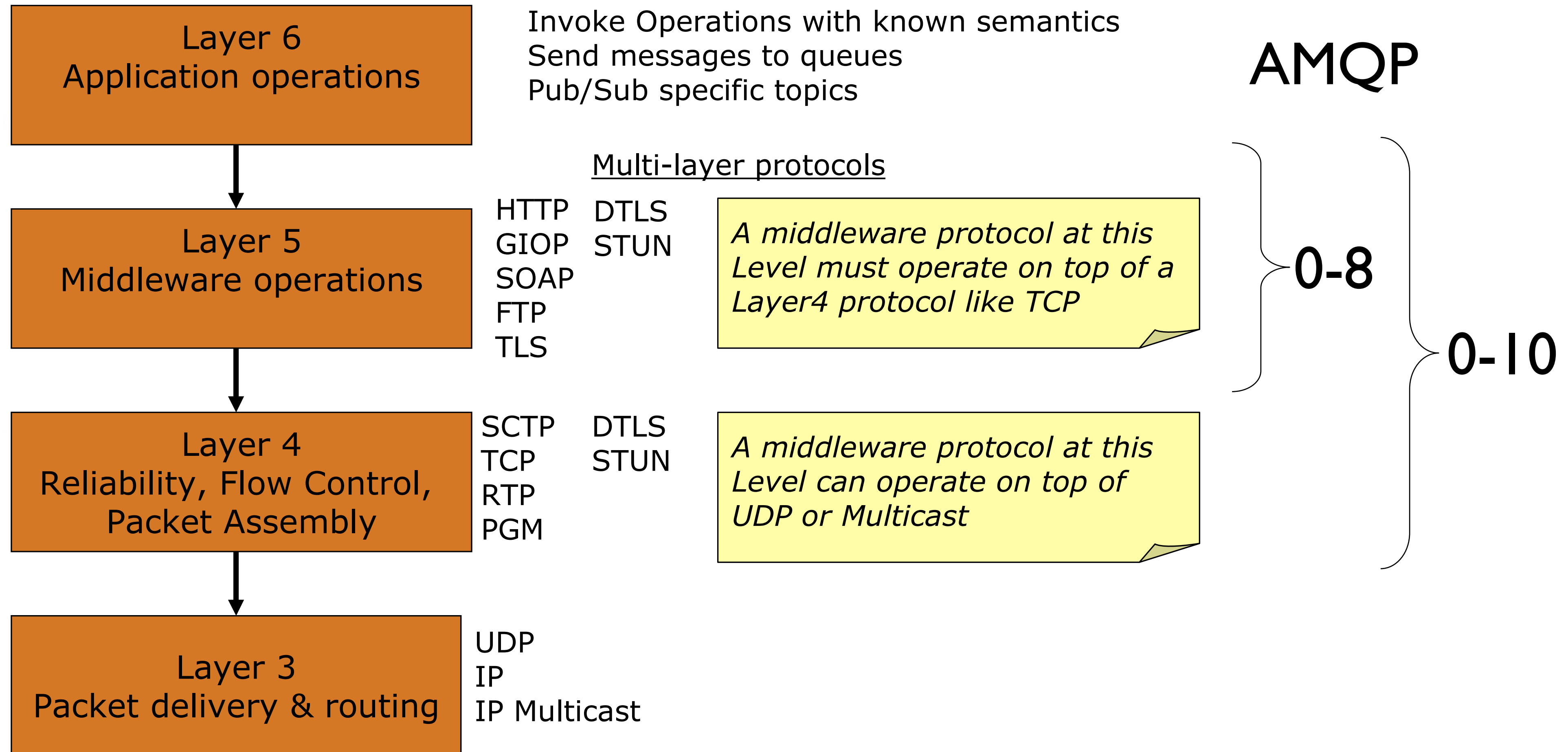
Clients communicate peer-to-peer



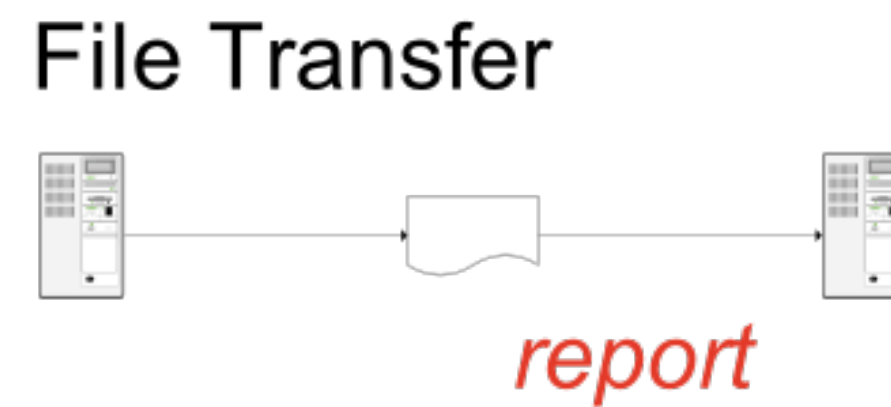
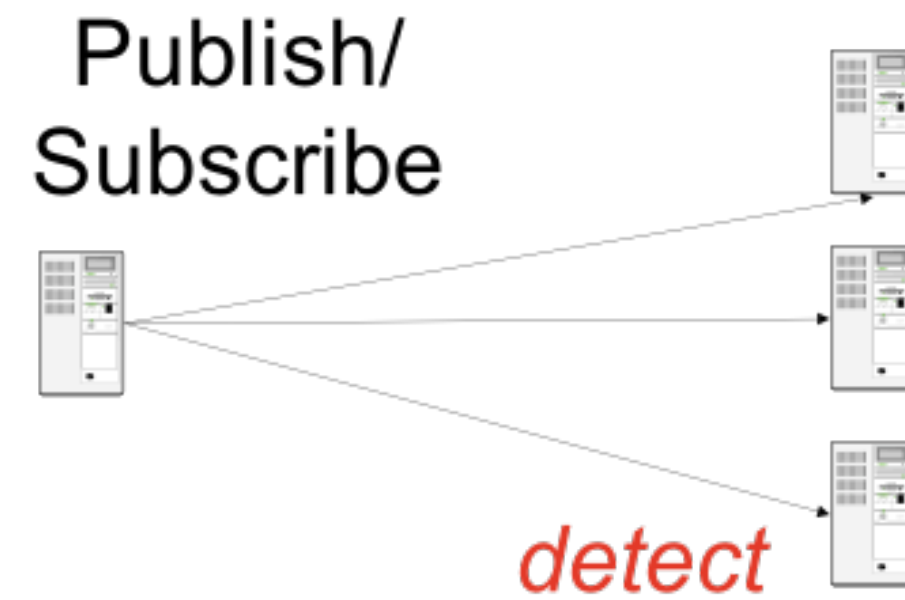
Service model architecture examples before AMQP

<i>Model</i>	<i>Examples</i>
<i>Centralized Brokered</i>	Typical JMS implementations
<i>Centralized Multi-Brokered</i>	Better JMS implementations CORBA event & notification service
<i>De-centralized Brokered</i>	TIBCO RendezVous TIBCO SmartSockets IBM WebSphere MQ (MQSeries) using client connection
<i>De-centralized Un-brokered (Peer-to-peer)</i>	Most DDS implementations: RTI DDS, OpenSplice, Tao-DDS IBM WebSphere MQ (MQSeries) using Binding connection

Middleware and protocol layering



Let's break this down...



.. and put it back together ...

- Provide **event notification, messaging, file transfer**
 - Deals with business transaction processing
 - Technology agnostic (there is more than Java)
- Meet **real-world requirements**
of **mission-critical** systems
- Be **Trustworthy**
 - Robust, available, scalable, secure, resilient
 - Stable - like TCP interoperating better than JMS
- Provide a **common infrastructure** for the enterprise



Into one protocol (to rule them all?)

Providing a **common infrastructure** for the enterprise

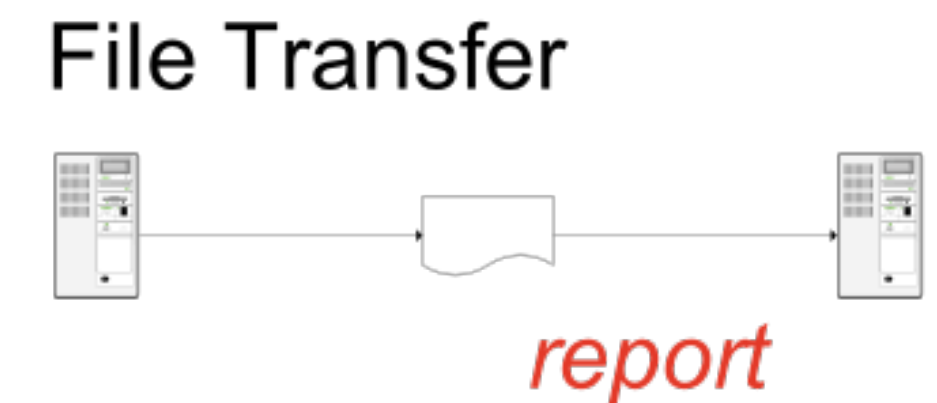
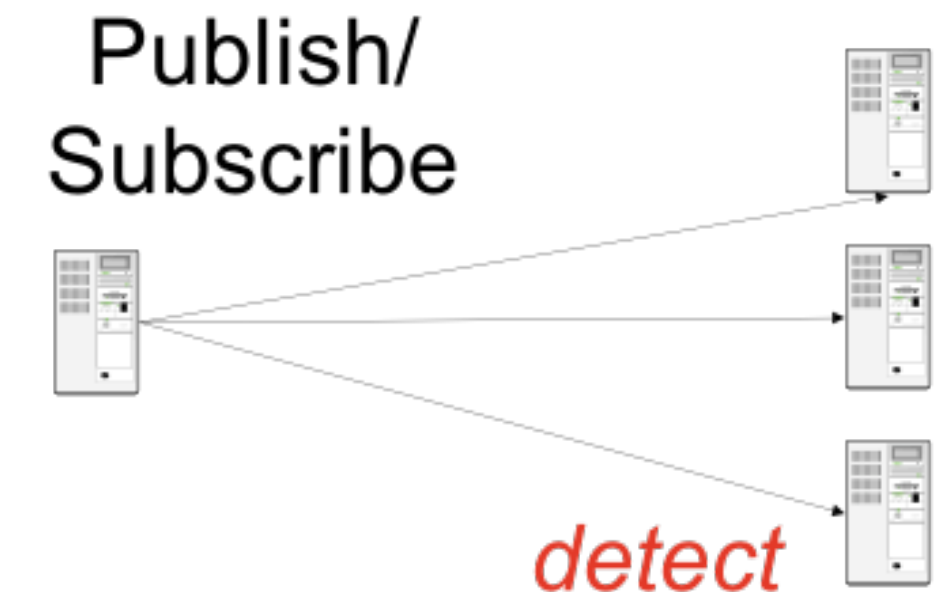
Covering the use cases we described and new ones too

Doing the difficult or 'fiddly' bits for you

Pub/sub, reliable messaging?

we now do all these in ONE protocol - AMQP

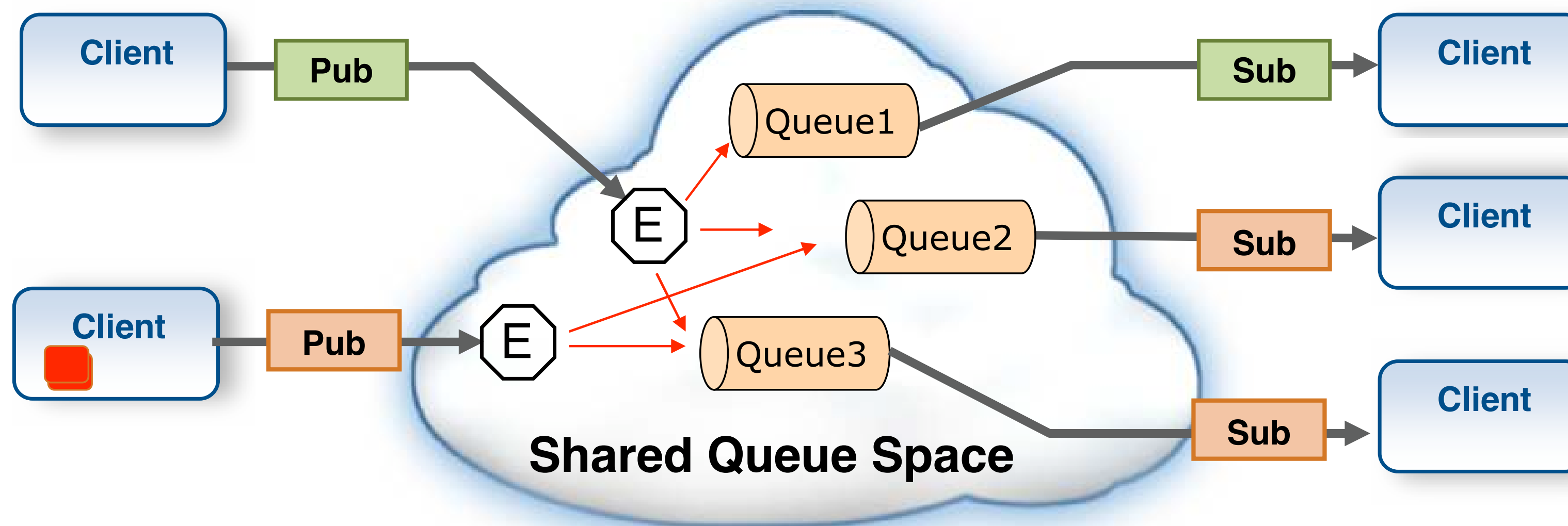
- Usually provided by 3 different proprietary products
- One solution reduces costs, increases efficiency and simplifies management



AMQP Communication model

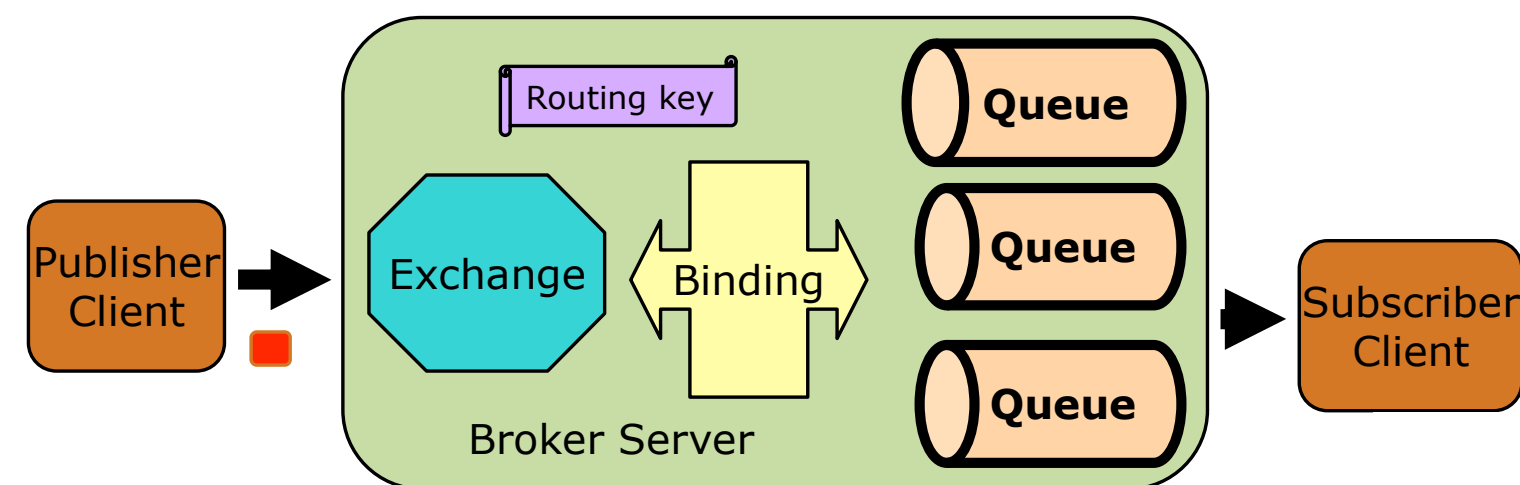
Provides a “**Shared Queue Space**” that is accessible to all interested applications.

- **Message** are sent to an **Exchange**
- Each message has an associated **Routing Key**
- **Brokers** forward messages to one or more **Queues** based on the **Routing Key**
- Subscriber get messages from **named Queues**
- Only **one subscriber** can get a given message from each **Queue**



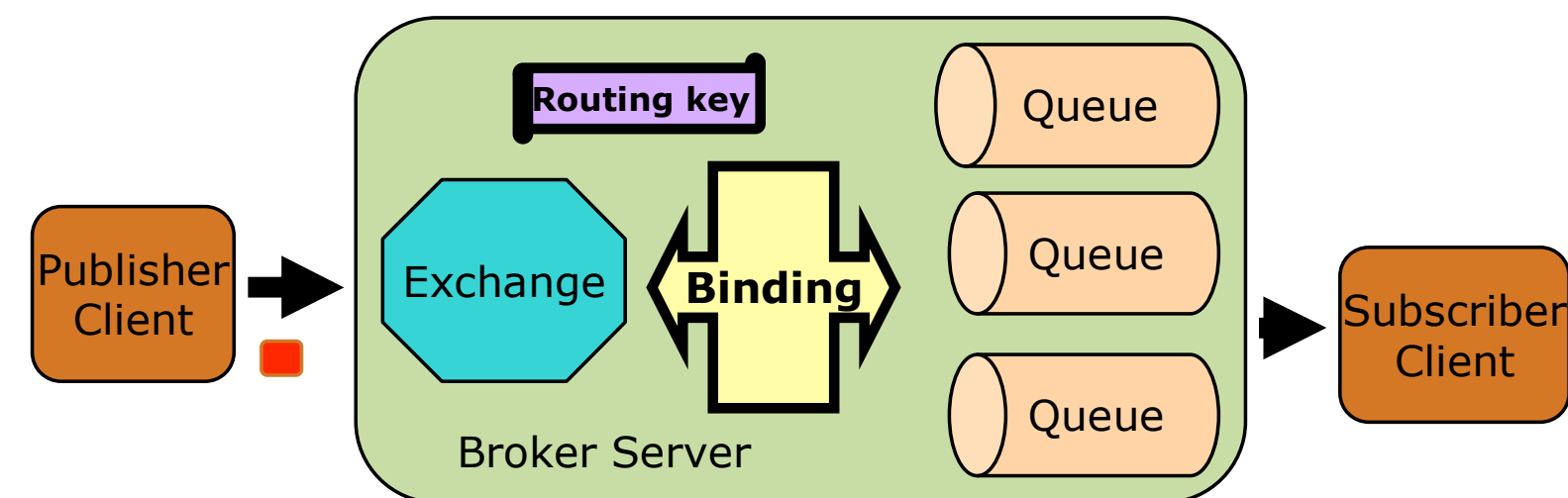
Queues are smart buffers

- Stores and distributes messages
- Each message delivered to a single client consumer
- Properties (on creation):
 - Name
 - Client Named or Server Named
 - Durable
 - Durable remains present after re-start
 - But may lose non-persistent messages
 - Auto-delete
 - Will auto-delete when all clients have finished using it
 - Private (Exclusive)/Shared
 - Private (Exclusive) ⇔ read by a single consumer



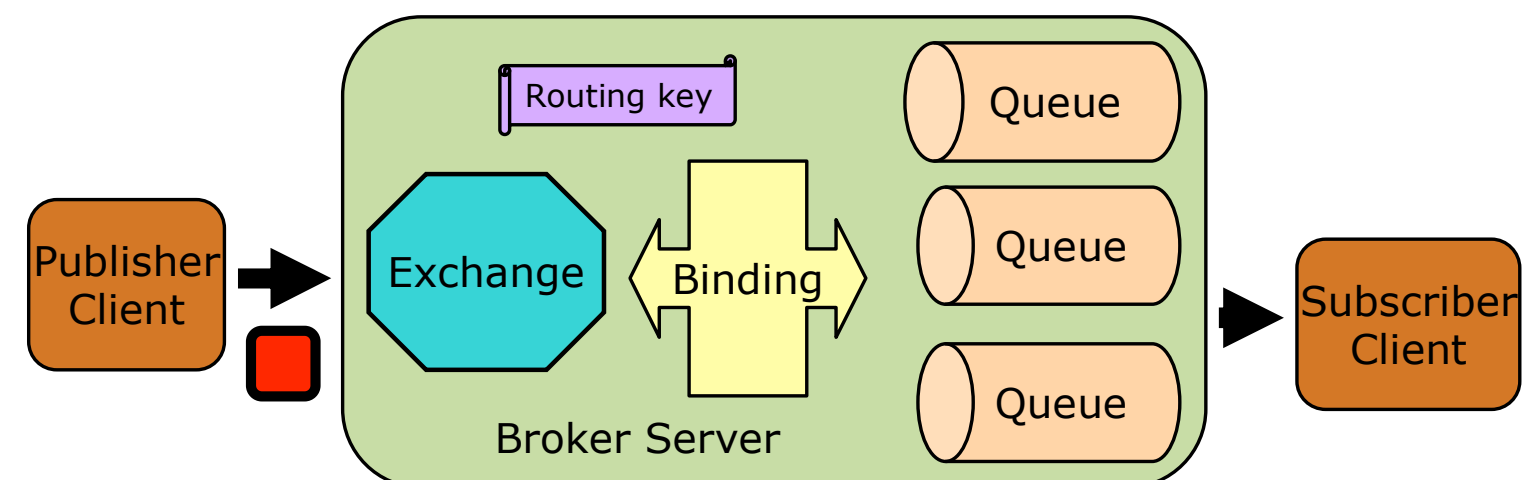
Exchanges do routing based on keys

- Binding
 - Tells exchange how to route messages:
Queue.Bind <queue> TO <exchange> WHERE <condition>
- The <condition> can involve:
 - Message Properties
 - Header fields
 - Content
 - In most cases uses a single field: the “routing key”
- Routing key = virtual address used in the binding
 - For Point2point routing-key = name of msgQ
 - For Topic PubSub routing-key = topic hierarchy value
 - In other cases routing-key may be combined with msg header and content

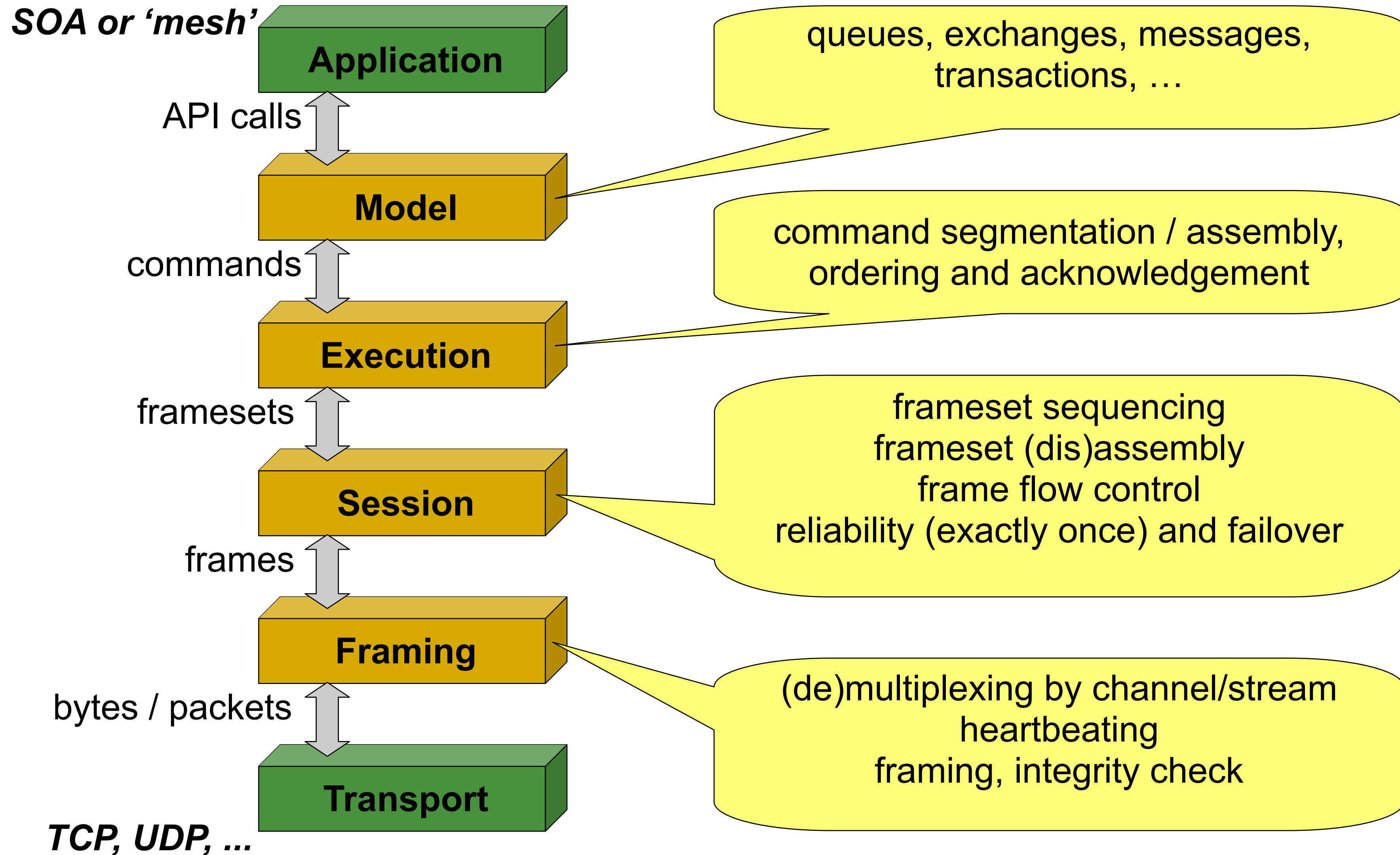


From soup to nuts

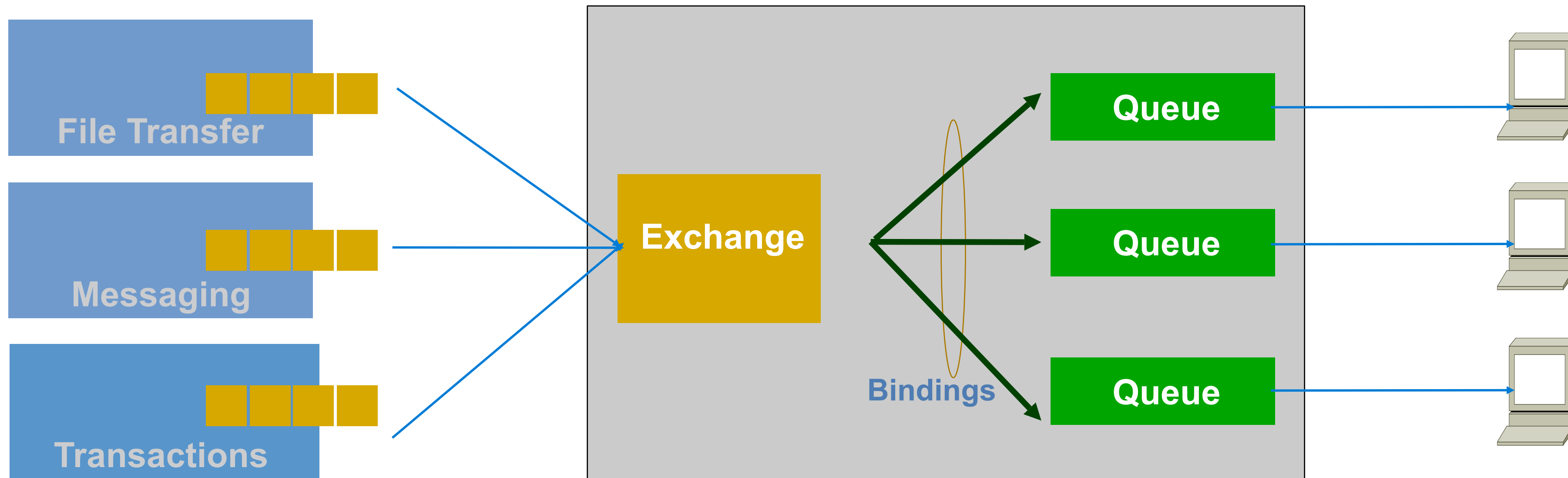
- Client producer creates message
- Producer fill content, properties and routing information
- Producer sends msg to Exchange
- Exchange route msg to set of Queues. Each is treated as a separate copy (no common identifier)
- Queue passes message to a single consumer if present or else buffers it.
 - Upon 'delivery' msg removed from queue.
- 2 kind of acks: Automatic or Explicit
 - Explicit requires app to indicate so for each message



Layered stack gives transport and model independence



“Wouldn't it be great if we had a GOOD messaging solution”



- any language (*C, C++, C#, Python, Java, Javascript, Erlang, Lisp, Ruby, Tcl, PHP, ...*)
- any model (*native, .NET WCF, JMS, Mule, can do Caching*)
- any payload (*binary, XML, SOAP, JSON, ...*)
- any transport (*TCP, SCTP, UDP, HTTP, ...*)
- any scenario (*desktop, router, wan, mobile, mesh, cloud, ...*)

- reliable
- interoperable
- manageable
- performant
- scalable

SUMMARY - another win in the battle vs 'more of everything'

- 🎤 A general solution, learning from and improving messaging, to deliver a way to scale across multiple integration and SOA scenarios with a single protocol
 - VERY simple to use - complexity is hidden in the protocol
 - A straight-forward and complete solution for business messaging
 - SMTP/TCP for business --> cost effective for pervasive deployment
 - Lightweight - interoperates with anything, eg over WAN or 'cloud'
 - Does the hard messaging stuff but as a reliable high speed fabric
 - Introduces reliable intermediation at lowest possible level - wire binary
 - Can be invisible and fast! eg in hardware
 - Does new stuff that people want - routing, wide area, ...

Open Standards - HOWTO

An open specification

Unlike Tibco and MQ, the specification is completely open

Anyone can implement it - all of it, or some of it

Users and vendors working together on real needs since 2006

History:

- 0-8 - routing and reliability (availability)
- 0-10 - guaranteed delivery and transport independence
- Service packs - security, management, addressing
- 1.0 - release

ONE BILLION MESSAGES PER DAY - NOW

AMQP Working Group - end users and vendors

JPMorgan

Deutsche Boerse

Credit Suisse and Goldman Sachs

Cisco and Red Hat and Novell

CohesiveFT - LShift - RabbitMQ

and others from WS-* world too

AMQP Working Group shares your goals

Reduce systems integration costs

- Incumbent vendor charges are high
... for little business value add
- Messaging and integration account for 10-30% of IT costs
- AMQP will boost competition and accelerate commoditization among solution providers

AMQP Working Group shares your goals

Compete on value add

Eliminate vendor lock-in

- Lack of interoperability is a friction cost on your business
- AMQP will let you switch suppliers and spur competition
- UNLIKE - WebsphereMQ vs Tibco EMS
- Value add - eg RabbitMQ for .NET, or eg file streaming

AMQP Working Group shares your goals

“Messaging everywhere”

→ **Remove barriers to a liquid services market to grow it**

- Not interested in ‘rip&replace’ - extend existing investments
- Working to integrate with FIX, FpML in financial services
- Envisage SWIFT-like reliability with the openness of the Web...

AMQP aims to become..

THE standard for business messaging

Using AMQP

Messaging is not just about interoperability

You want it to be ...

🎤 Reliable

🎤 Scalable

🎤 Distributed

🎤 Maintainable

🎤 Highly Available

🎤 Long-Lived

🎤 Portable

🎤 Pluggable

🎤 Manageable

🎤 Certified interoperable

🎤 Pre-integrated with many tools

🎤 Handle diverse, variable workloads

🎤 Secure

🎤

<http://www.rabbitmq.com>

<http://es.cohesiveft.com/site/rabbitmq>

RabbitMQ is an implementation of [AMQP](#), the emerging standard for high performance enterprise messaging.

Features

- › A complete, [conformant](#) and [interoperable](#) implementation of the published AMQP specification
- › Based on a [proven platform](#), offering exceptionally high reliability, availability and scalability
- › Good throughput and latency performance that is predictable and consistent
- › Compact, easily maintainable code base, for rapid customisation and hot deployment
- › Extensive facilities for management, monitoring, control and debugging
- › Licensed under the open source [Mozilla Public License](#)

Distribution

- › RabbitMQ server, written on top of the widely-used [Open Telecom Platform](#)
- › RabbitMQ clients, supporting multiple programming languages, including a [Java client API](#) to AMQP
- › Platform-neutral distribution, plus platform-specific packages and bundles for easy installation
- › Several user-contributed packages that extend the core RabbitMQ functionality
- › Extensive [documentation](#), several [demos and examples](#), and a functional/performance test suite
- › [Download Now!](#)

RabbitMQ is a complete and highly reliable Enterprise Messaging system. The RabbitMQ client libraries and broker daemon can be used together to create an AMQP network, or used individually to bring the benefits of RabbitMQ to established networks.

Packages/installers are available for all major operating systems and platforms. RabbitMQ can also be deployed as a VMWare/Debian virtual appliance.

[Commercial support services](#) are available from Rabbit Technologies, LShift, and CohesiveFT.

For more information about RabbitMQ, [join our mailing list](#), or contact us directly at info@rabbitmq.com.

RabbitMQ is an implementation of AMQP, the emerging standard for high performance enterprise messaging.

Features

› A complete, conformant and interoperable implementation of the published AMQP specification

› “RabbitMQ is a pleasure to use and it just works. Everyday, every time, every message” - Michael Arnoldus, project lead, algo trading firm

› Compact, easily maintainable code base, for rapid customisation and hot deployment

› Extensive facilities for monitoring and debugging

› Licensed under the open source license

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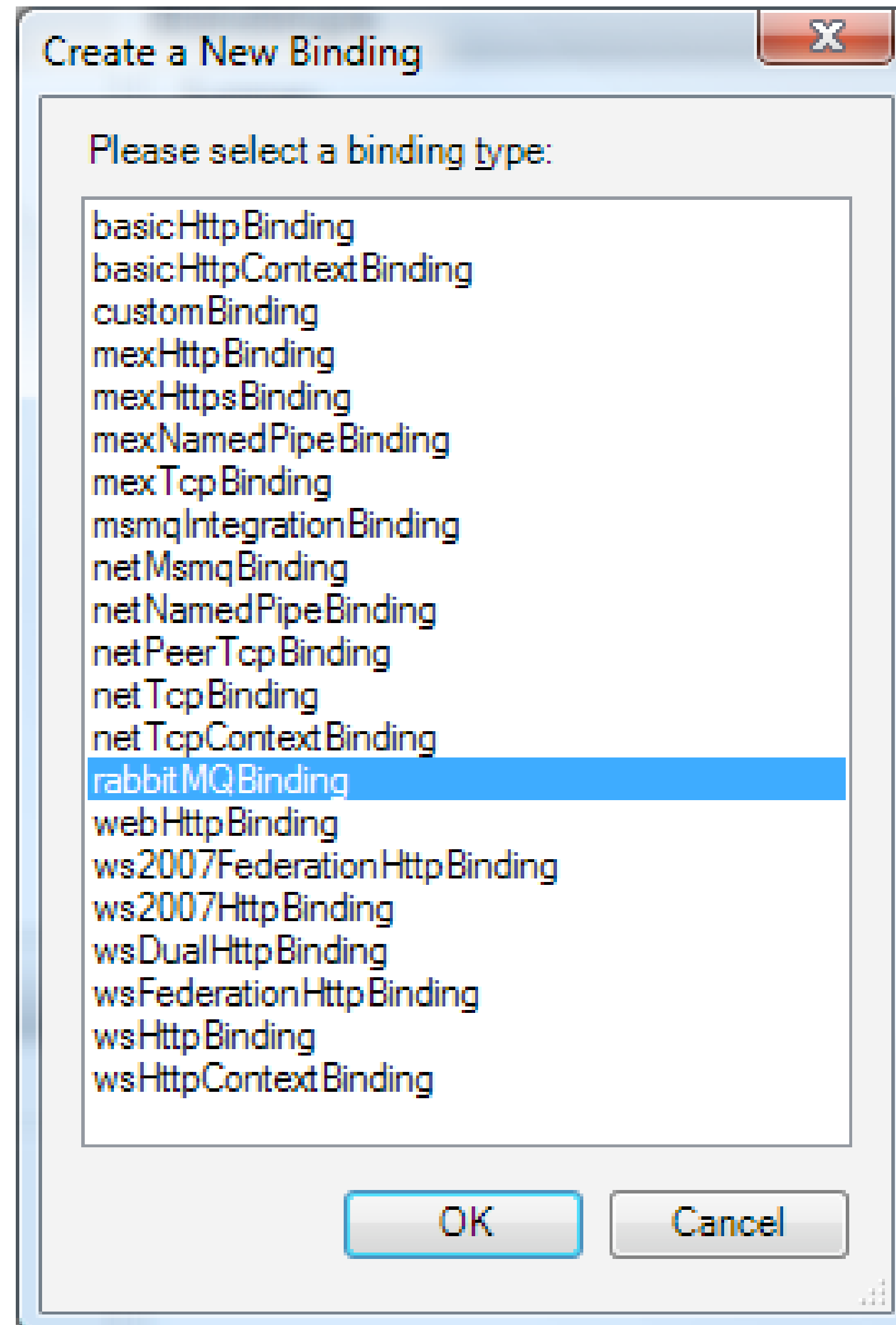
› Platform-specific installation

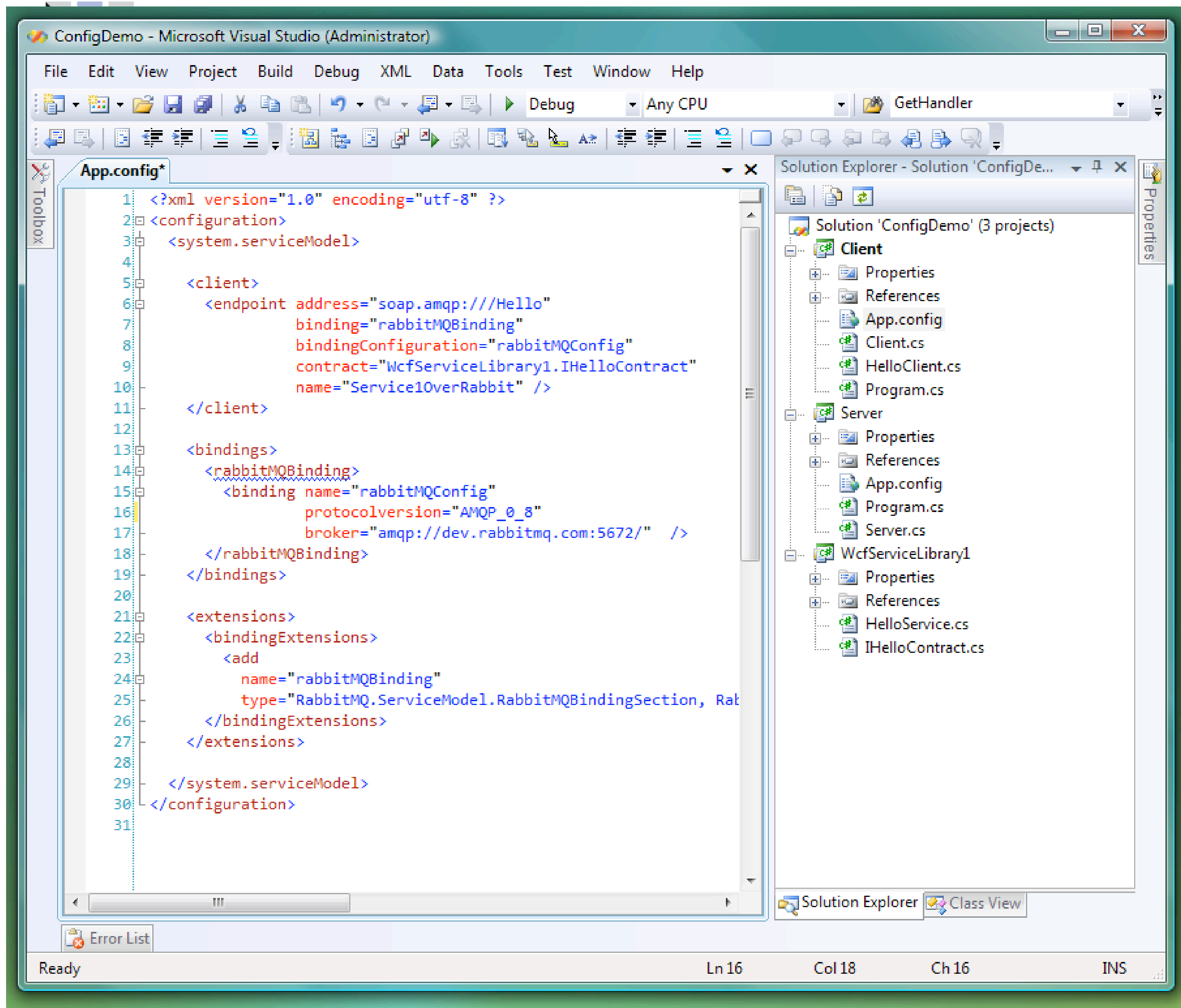
› Several user-contributed packages that extend the core RabbitMQ functionality

“In my experience, you can have a clustered rabbitmq setup running at home in under 20 minutes. It's all in the admin guide.”

Steve Jenson, co-founder of Blogger

In Visual Studio, RabbitMQ is just another .NET transport





In Visual Studio the bindings and metadata are completely intuitive for developers to manage

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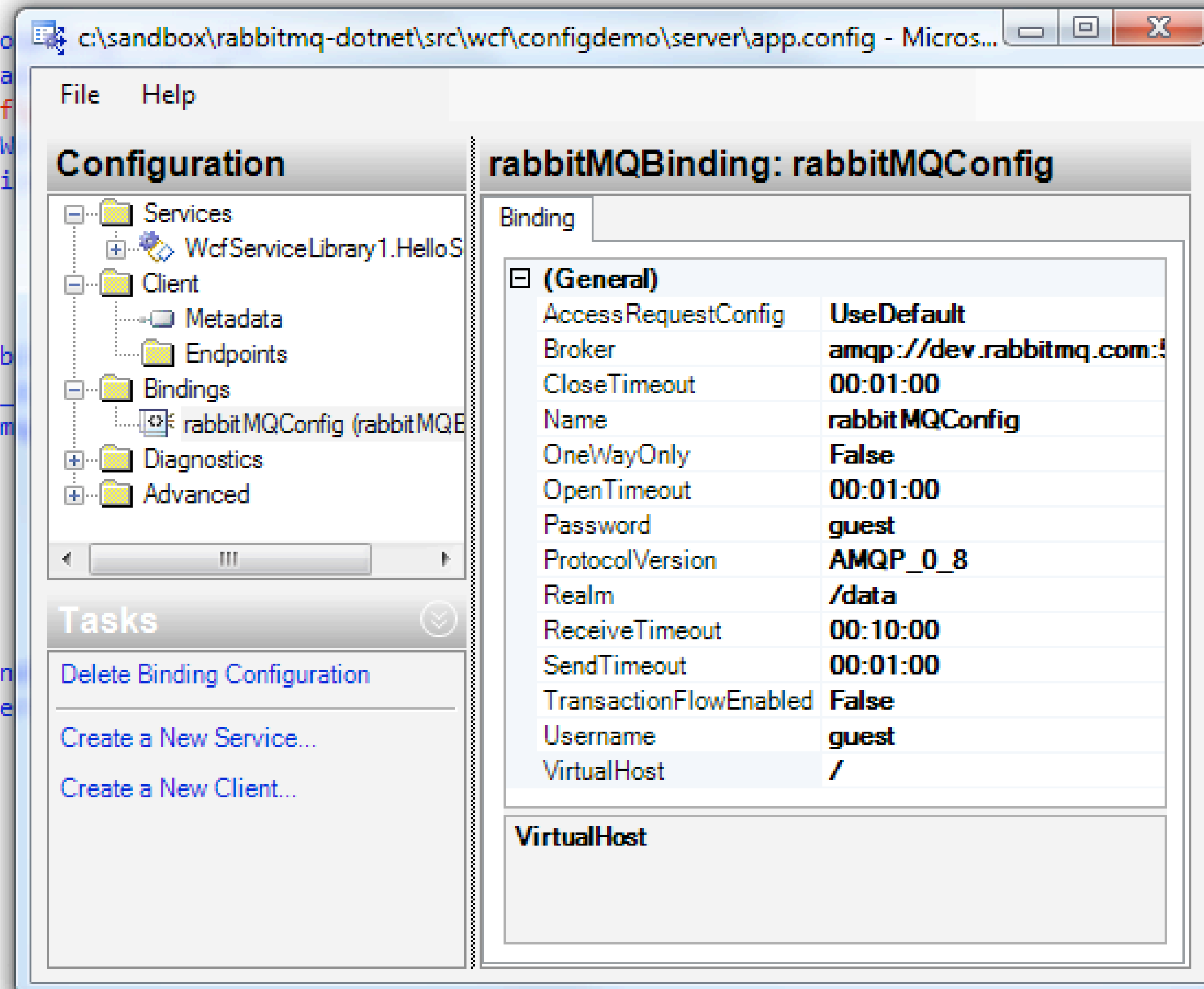
<client>
  <endpoint address="so
    binding="ra
    bindingConf
    contract="W
    name="Servi
</client>

<bindings>
  <rabbitMQBinding>
    <binding name="rabb
    protocolversion="AMQP_
    broker="am
  </rabbitMQBinding>
</bindings>

<extensions>
  <bindingExtensions>
    <add
      name="rabbitMQBin
      type="RabbitMQ.Se
    </bindingExtensions>
  </extensions>

</system.serviceModel>
configuration>

```



The screenshot shows the Visual Studio configuration tool for a WCF service. The left pane displays the configuration hierarchy, with 'rabbitMQConfig (rabbitMQE' selected under the 'Bindings' folder. The right pane shows the configuration details for 'rabbitMQBinding: rabbitMQConfig'.

Configuration

- Services
 - WcfServiceLibrary1.HelloS
- Client
 - Metadata
 - Endpoints
- Bindings
 - rabbitMQConfig (rabbitMQE
- Diagnostics
- Advanced

Tasks

- Delete Binding Configuration
- Create a New Service...
- Create a New Client...

rabbitMQBinding: rabbitMQConfig

Binding

(General)	
AccessRequestConfig	UseDefault
Broker	amqp://dev.rabbitmq.com:!
CloseTimeout	00:01:00
Name	rabbitMQConfig
OneWayOnly	False
OpenTimeout	00:01:00
Password	guest
ProtocolVersion	AMQP_0_8
Realm	/data
ReceiveTimeout	00:10:00
SendTimeout	00:01:00
TransactionFlowEnabled	False
Username	guest
VirtualHost	/

VirtualHost

TRADING

HOME

Trading

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Risk

Supply Chain

Multi-Channel

Core Banking

Technology

INTEL LOW LATENCY TRADING LAB SET TO IMPROVE FINANCIAL TRADING PERFORMANCE

PROVING GROUND FOR FASTER TRADING HARDWARE AND SOFTWARE YIELDS FIRST RESULTS, OFFERS PROSPECT OF FURTHER GAINS

London, United Kingdom, Nov 14, 2007 – The quest for greater speed and lower latency trading in the financial services sector is set for a major boost due to a new initiative from Intel® Solution Services, the Intel Low Latency Trading lab. Using non-proprietary, standards-based technologies is already known to reduce maintenance and integration costs. However, solutions architects at Intel's Low Latency Lab in London, have shown that optimising financial messaging for Intel server technologies such as Intel® I/O Acceleration Technology 2 (Intel I/OAT2) is also capable of delivering greater trading performance on major financial messaging technologies including Options Price Reporting Authority (OPRA) feed, Financial Information eXchange (FIX) Protocol Limited's FAST data compression and the Advanced Message Queuing Protocol (AMQP) protocol over TCP/IP for message transport.



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PODCAST

Doing OPRA feed on a \$5k box, by working with open standards and INTEL

Meez.com / AOL - messaging in the cloud

6 million users growing fast - 52 EC2 AMIs

Has never gone down

**“I think that RabbitMQ has been doing
a bang up job over here”**



Lightweight monitoring, correlation and fault provenance

Overview of Miyu framework

- Written in Ruby to be used from Ruby or shell
- Uses RabbitMQ for all messaging
- Developers are encouraged to instrument alarms in their code (push) instead of poll-based monitoring
- Never blocks as long as local disk is available
- Does not require dedicated monitoring servers
- Allows selective monitoring of a subset of events
- Decouples presentation from logic
- Agent infrastructure (like all similar products)

Questions?