



Getting Started with SOA

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SOA in Action

Get smart about SOA.

Session 1
9:15am to 9:55am

**Getting started with SOA
- the complete guide**

Designed for those who want to understand the key concepts of SOA as an enabler of business flexibility, innovation, integration and agility.

Session 2
10:10am to 10:50am

**Connectivity and
Application Integration**

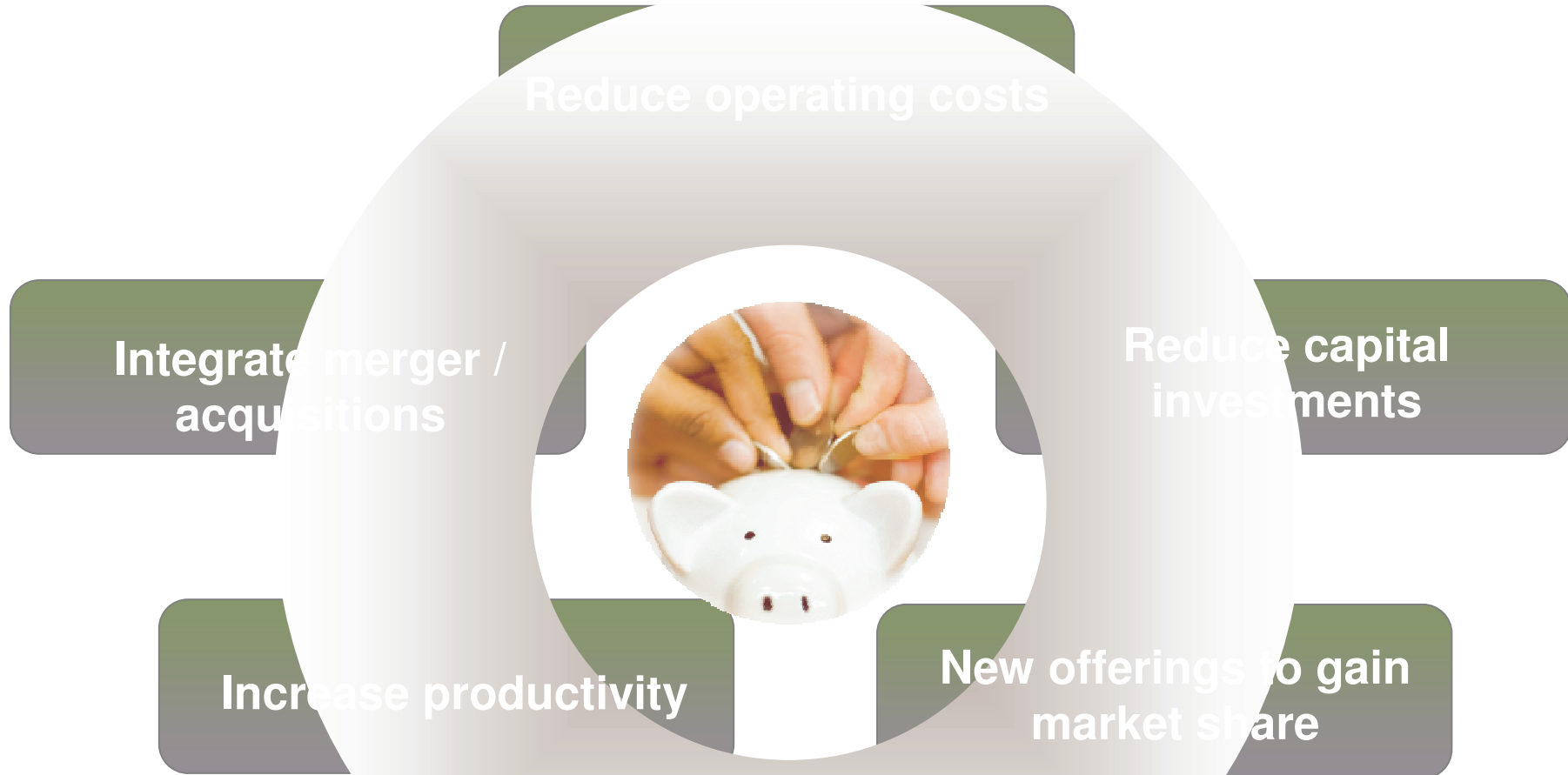
Intended for those who want to learn how to connect any application to virtually any other IT system with extreme reliability, scalability and flexibility.

Session 3
10:55am to 11:35am

**Business Process
Management enabled by
SOA**

Designed for those who want to understand how to continuously optimise business processes and adapt them to their rapidly changing business needs.

Today's economic turmoil has shifted priorities



Source: McKinsey Global Survey Results: Economic conditions snapshot, November 2008 / N= 1424

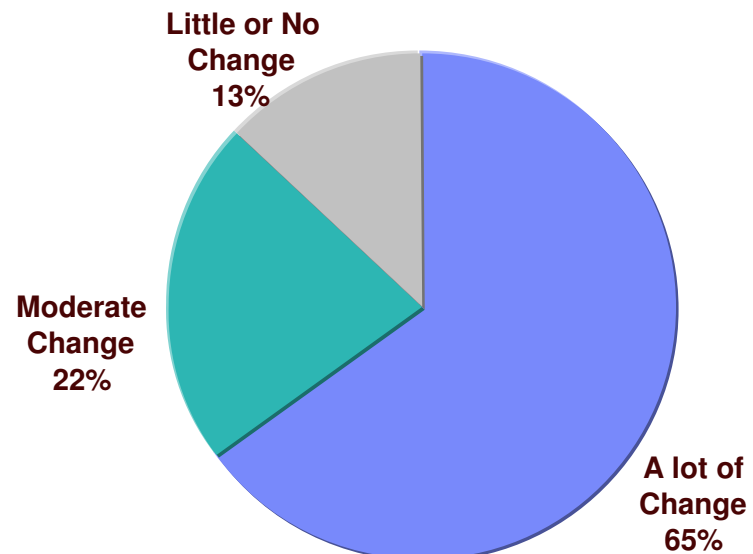
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Only those businesses who can adapt with speed will survive



- CEOs have recognised that survival in today's climate requires change
- Business and technology integration is fundamental for supporting the innovation types that enable change
- IT needs to increase flexibility and responsiveness to enable innovation, while at the same time containing costs

Extent of Fundamental Change Needed Over the Next Two Years



Source: "IBM Global Business Services The Global CEO Study"



*Significant change is inevitable...
Innovation is key to survival*

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Innovation and change can't be realised unless business and technology are integrated



(1) Business and Enterprise Models

Innovation applied to restructure and extend the enterprise

- Focus on core competencies, partner for rest
- Streamline and integrate processes across the extended value chain

(2) Operations

Innovation to improve effectiveness and efficiency of core functional areas

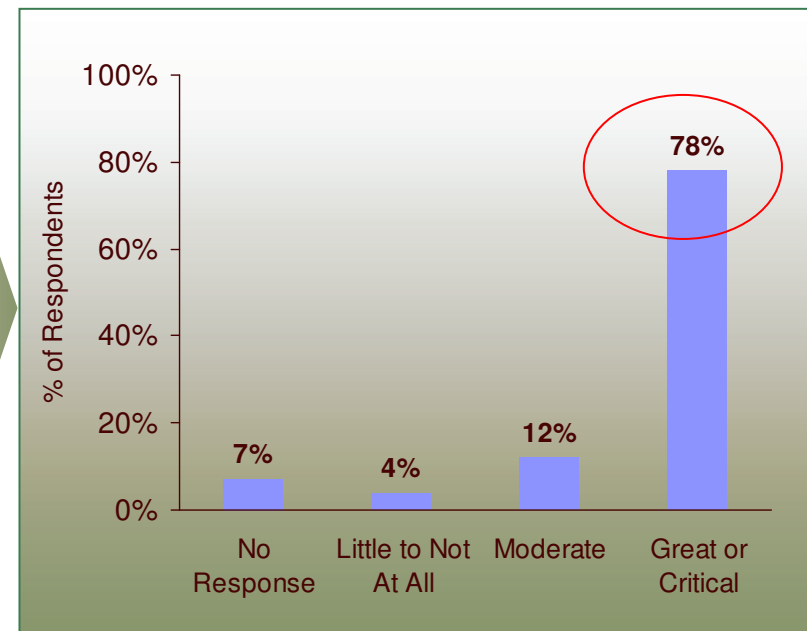
- Enhancing communication & collaboration
- Eliminating redundancy
- Increasing organisational effectiveness
- Improve process and information integration

(3) Products, Services and Markets

Innovation applied to customer-focused, go-to-market areas

- Developing and launching innovative products or services
- Entering new markets
- Reaching out to new audiences
- Launching new channels and delivery paths

Importance of Integrating Business and Technology



Business & IT integration is a critical enabler of innovation

Source: "IBM Global Business Services The Global CEO Study"

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Services Oriented Architecture is a key tool for enabling change and alignment between business and IT



Top Challenges in Managing IT

- Integration
- Takes too long for IT to respond to changing requirements
- Can't configure business processes as needed
- Cost of managing IT is too expensive
- Too hard to get ROI from upgrades

Top Expected Benefits of Services Oriented Architecture

- Faster and more flexible reconfiguration of business processes
- Decrease in operational costs of information technology and business processes, and reduced risk

SOA is key a key enabler of business & IT integration and flexibility

Source: AMR Research

Source: The Business Value of SOA, Institute for Business Value Study

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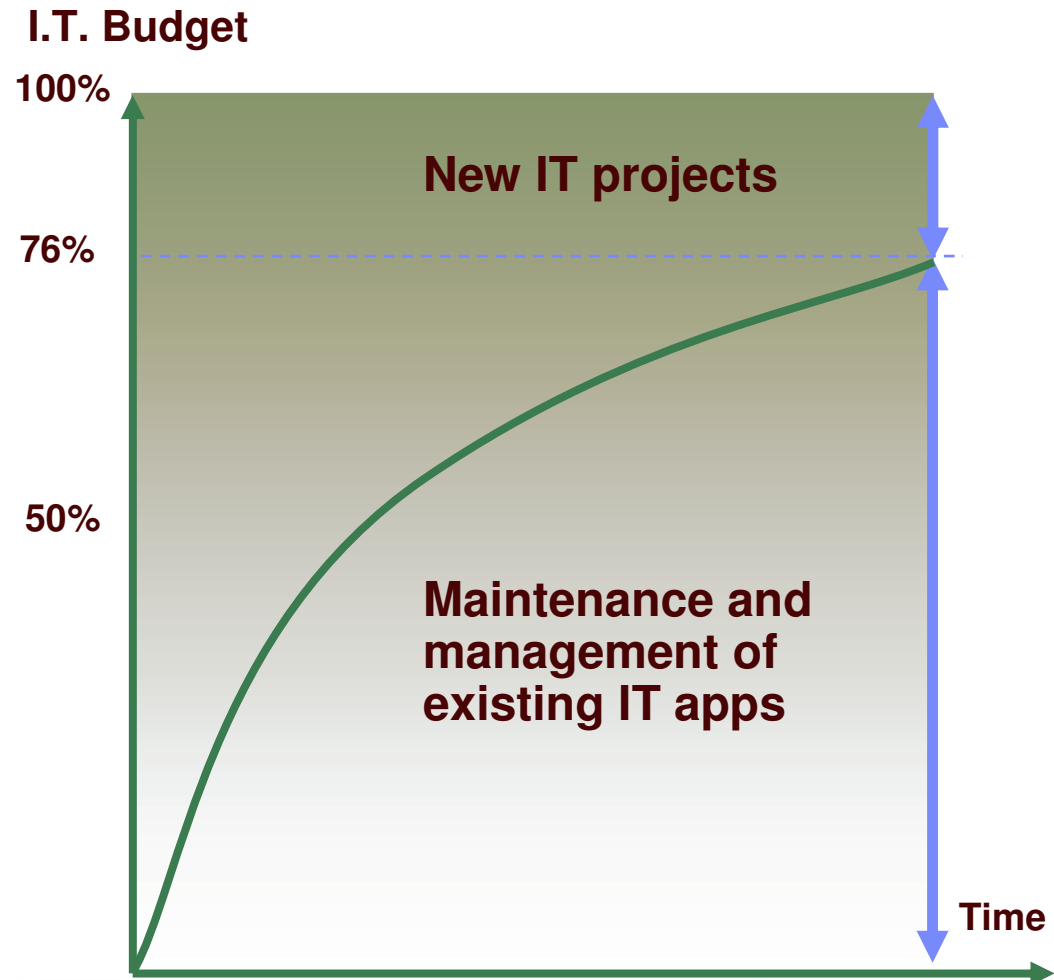
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CIOs are expected to work smarter with their IT Budgets

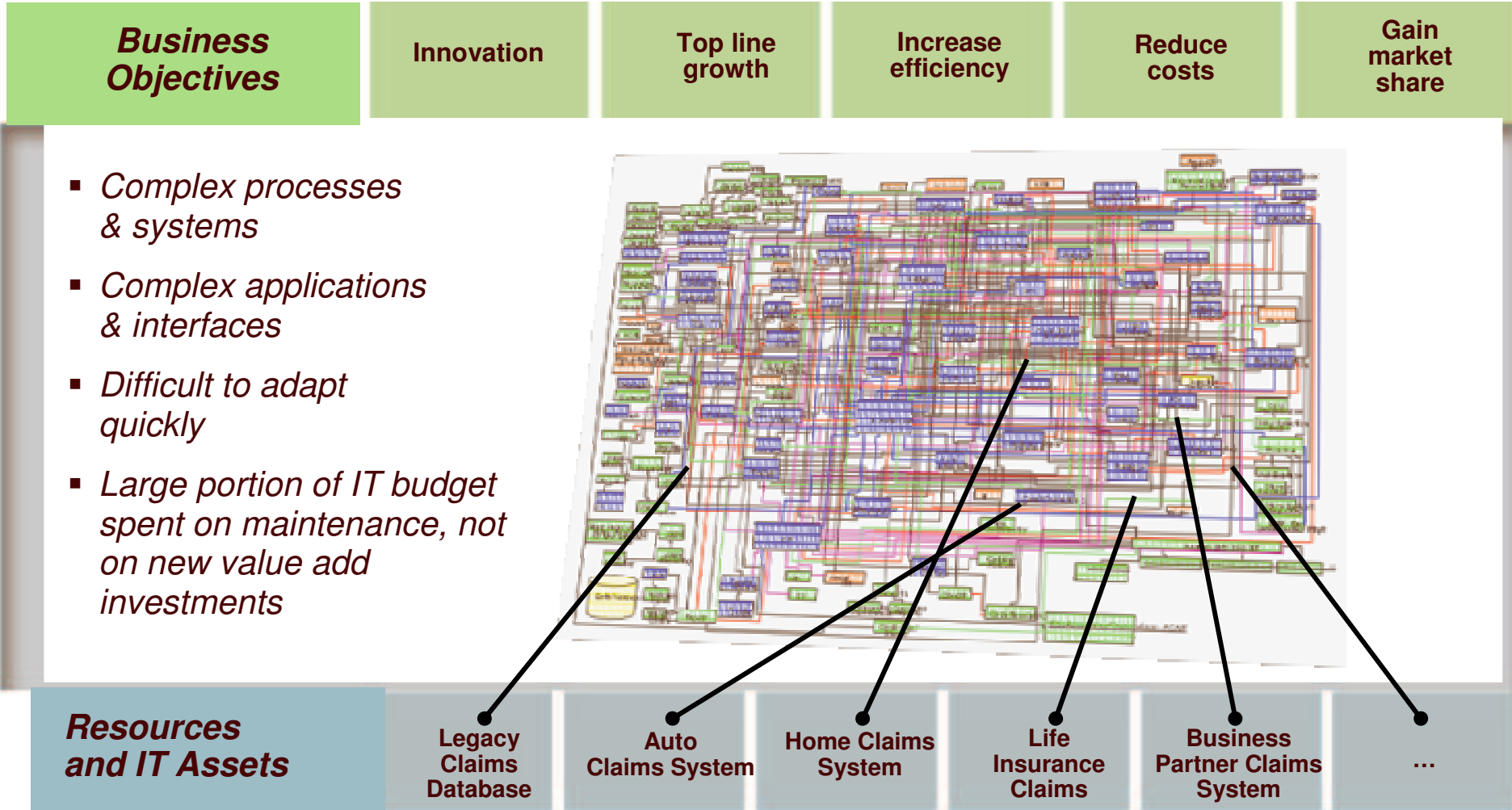


Traditionally... “76% of I.T budgets are spent on MAINTENANCE, leaving only 24% for NEW INVESTMENTS.”

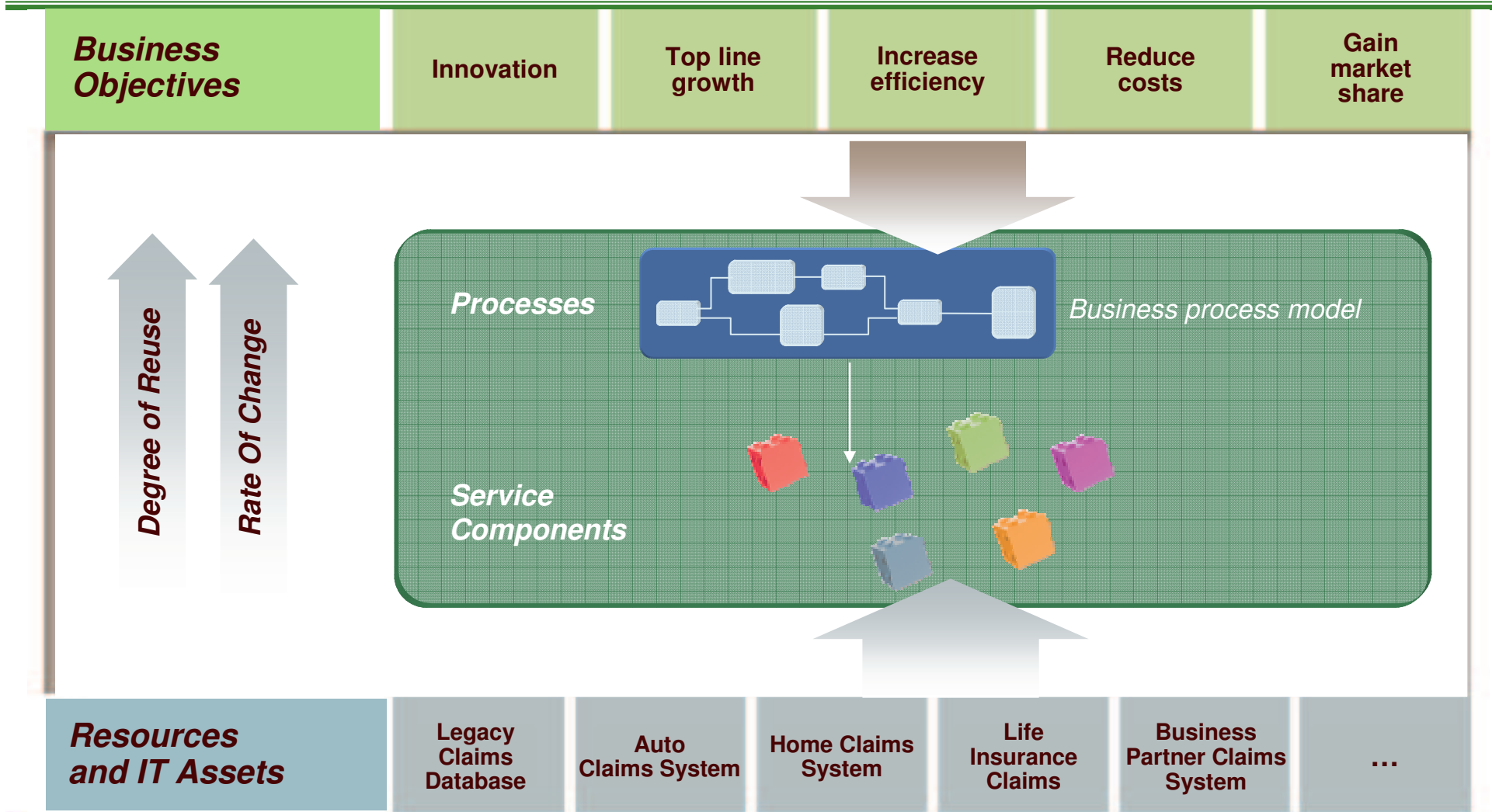
--- “2005 Enterprise IT Outlook,”
Forrester Research



So what's the challenge?



Service Oriented Architecture Addresses this Challenge



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So what is SOA?



A **service-oriented architecture (SOA)** is an architectural framework that takes business applications...

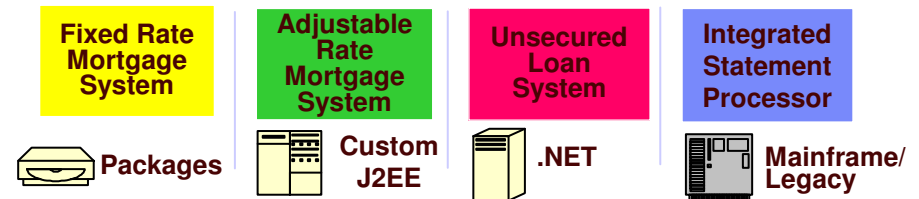
...and breaks them down into **services**...

...that can be made available for use **independent of the applications** and the computing platforms on which they run.

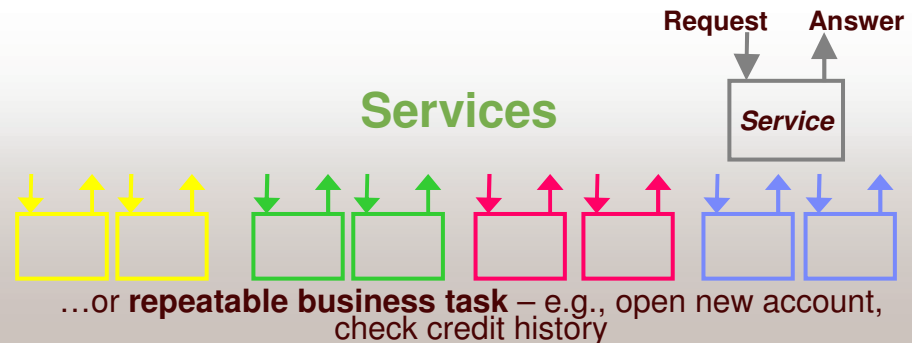
These services can be integrated and used to build **new capabilities**...

...supporting **new functionality** from within your current portfolio or from your extended value chain.

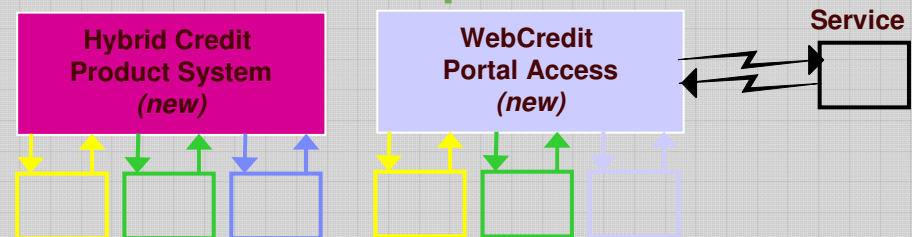
Business Applications



Services



New Capabilities



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IT and Business Alignment Through SOA



What is SOA?

Service Oriented Architecture

- Aligns Business and IT
- Creates a flexible infrastructure
- Allows for reuse of services
- Creates dynamic composite applications
- Improves agility

What is SOA?

Extract services from applications

What is SOA?

Basic SOA decouples interfaces from their applications

Point-to-Point Interface Connections

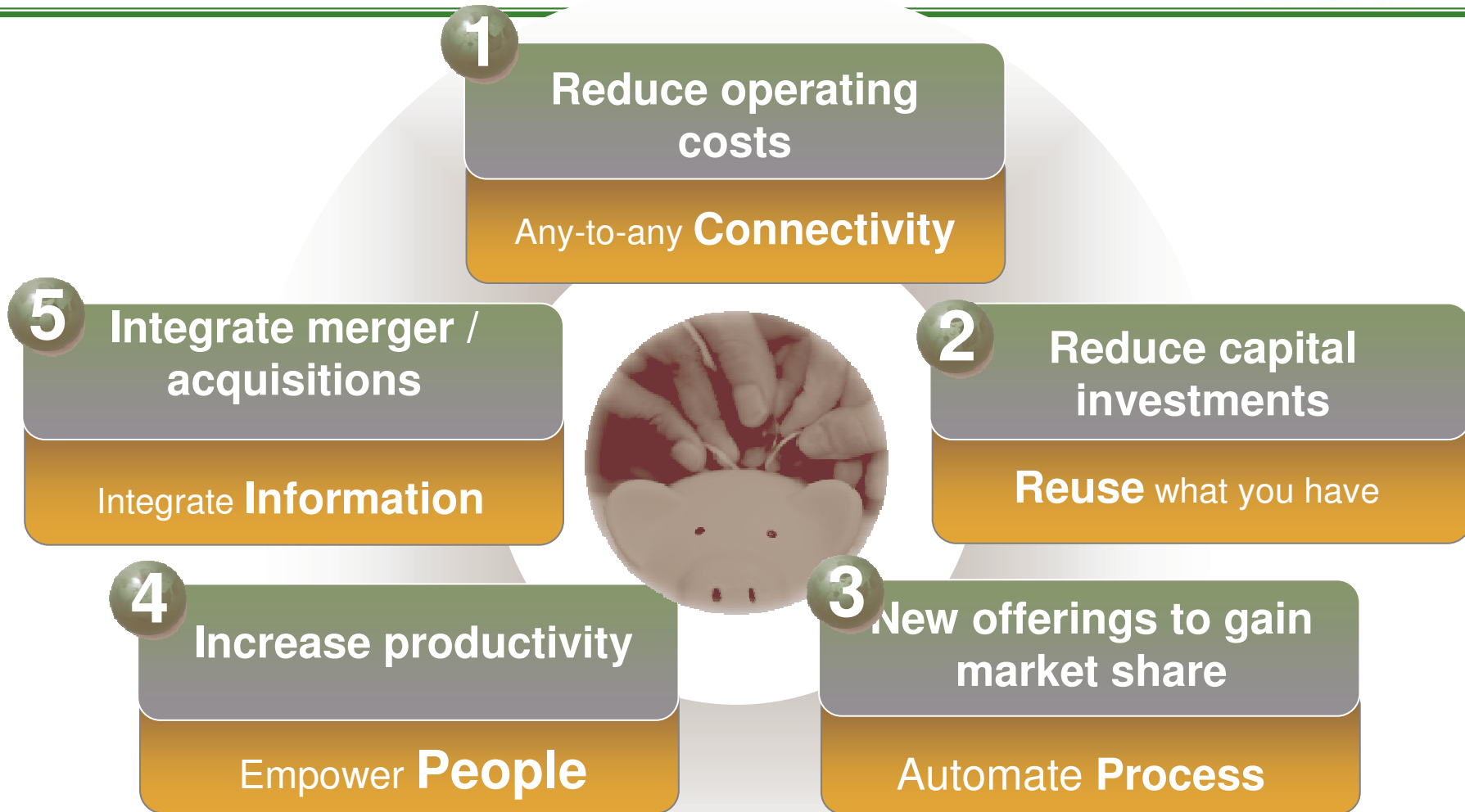
What is SOA?

Basic SOA decouples interfaces from their applications

Enterprise Service Bus

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SOA meets today's top challenges



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Source: McKinsey Global Survey Results: Economic conditions snapshot, November 2008 / N= 1424

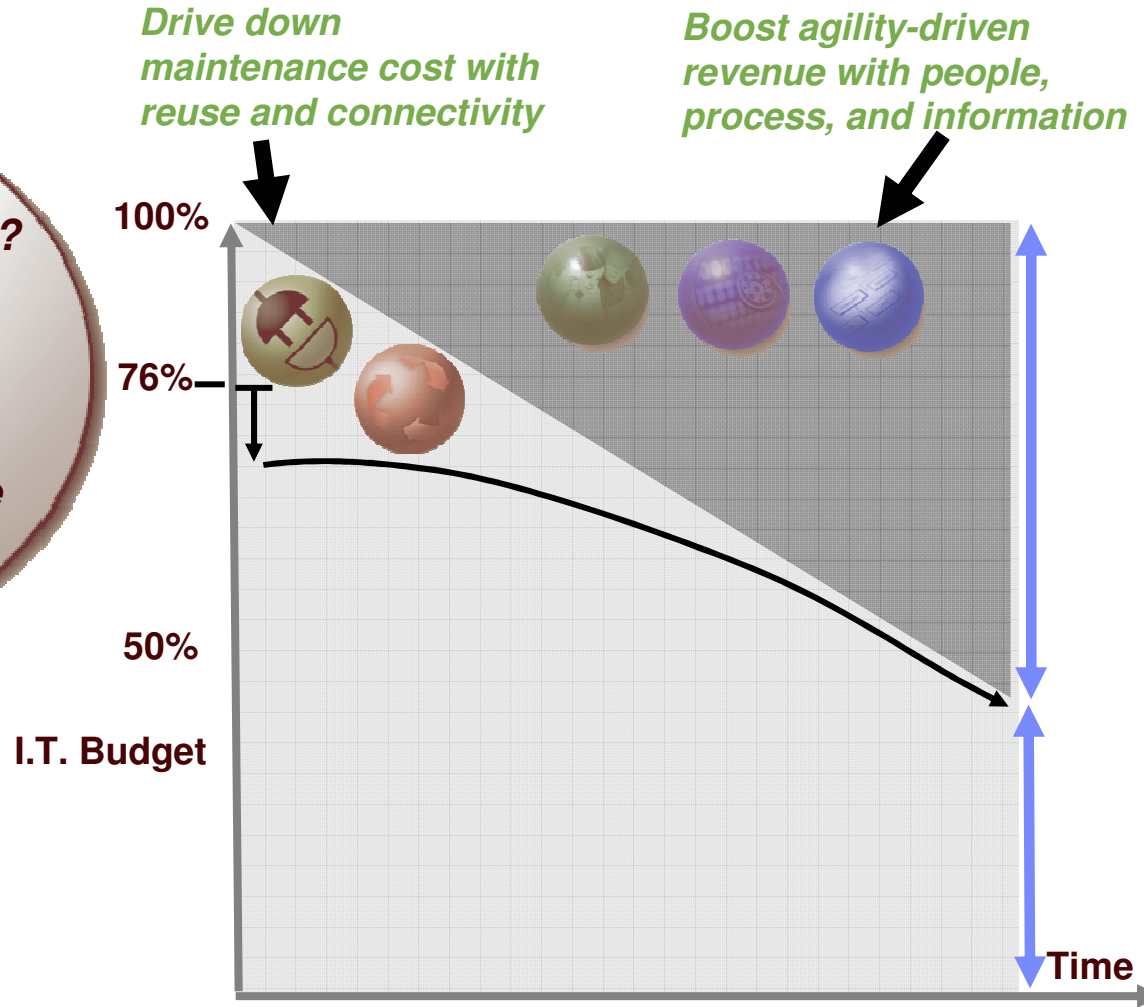
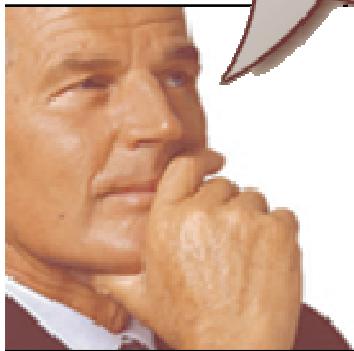
Use your maintenance savings to fund agility



How many **MORE** projects would you be able to deliver?

How much **FASTER** would you deliver them?

What **IMPACT** would it have on your organisation's business results?



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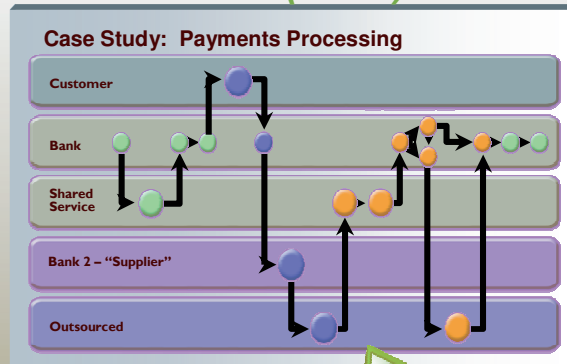
2 key SOA approaches are being adopted by IBM's clients



End-to-end Business view



Process to optimise (BPM)



Creating IT flexibility

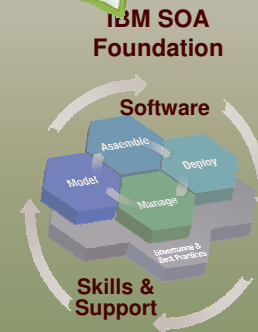
TOP DOWN STRATEGY

1. Focus on Business
2. CEO is the stakeholder
3. Big dev. projects expected to commence

SOA Software is a key "building-block" for delivering IT flexibility mandated by today's businesses

BOTTOM UP STRATEGY

1. Focus on IT
2. CIO is the stakeholder
3. Savings are key concern


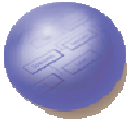





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Getting started with SOA

5 Entry Points for SOA + underpinning SOA Governance



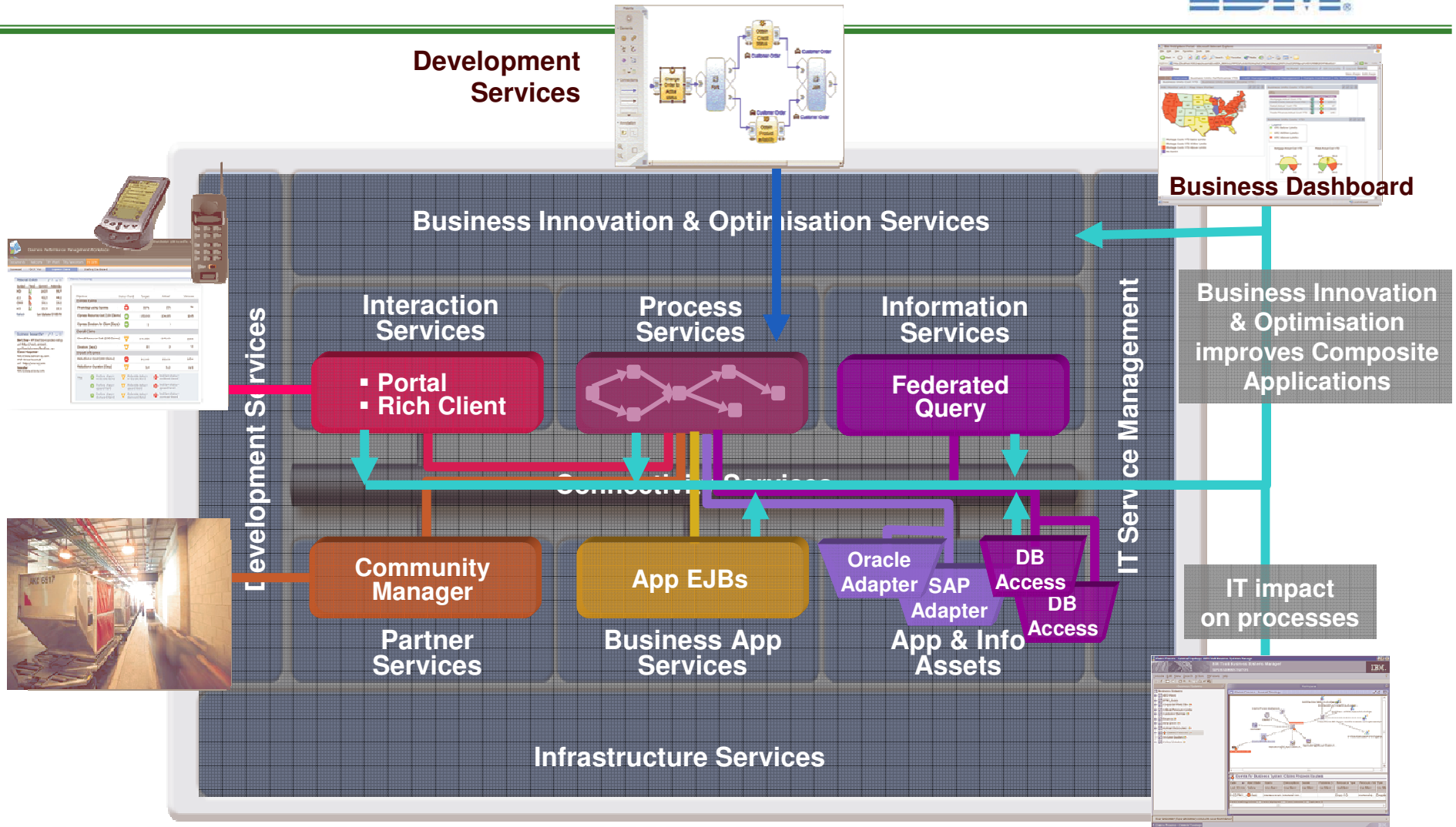
	What is it?	Value
People 	Deliver role-based interaction and collaboration through services	Improved productivity and flexibility by enabling targeted user interactions for improved business operations and collaboration
Process 	Achieve business process innovation through treating tasks as modular services	Greater innovation and flexibility through faster deployment and modification of business processes
Information 	Provide trusted information in business context by treating it as a service	Better business operations, more informed decisions and reduced risk with information delivered in-line and in-context
Reuse 	Service-enable existing assets and fill portfolio gaps with new reusable services	Lower risk and faster time to market by leveraging proven, time-tested functionality
Connectivity 	Connect systems, users, and business channels based on open standards	Reduced maintenance costs and greater reliability and consistency through flexible, any-to-any linkages



There are 5 "Sweet-Spots" for SOA, each can enable a broader, enterprise-wide transformation program at our clients...all underpinned by proactive governance

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SOA Reference Architecture – An illustrative scenario realisation



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IBM's SOA services offerings to get started



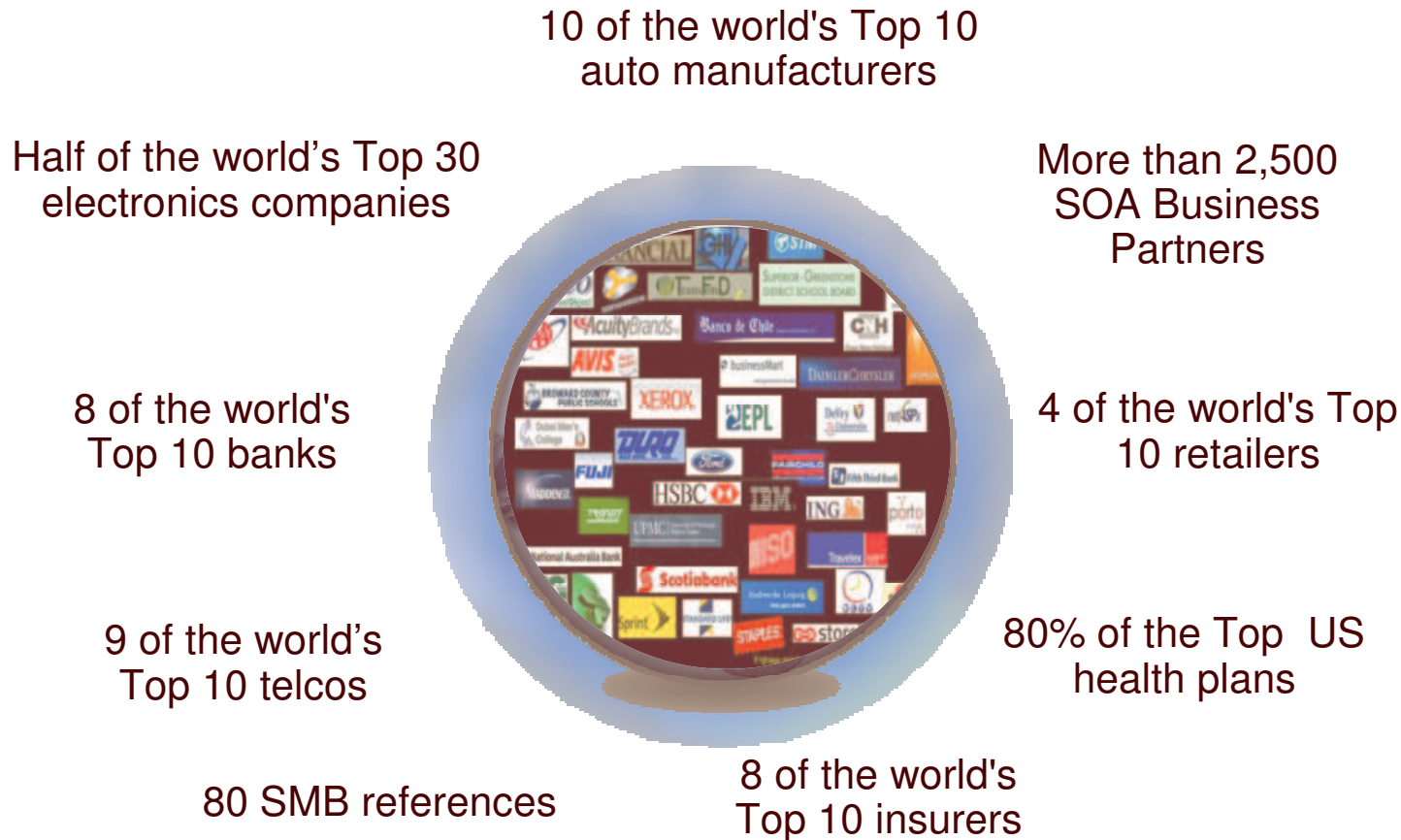
Offering Name	What are the SOA Offerings?
<i>SOA Strategy</i>	How do I define, and plan to realize, the full business benefits of SOA across my enterprise?
<i>SOA Diagnostic</i>	I've started with SOA, how am I doing? What can I do better?
<i>SOA Implementation Planning</i>	There is a specific Business Area I want to improve using SOA – how should I approach it?
<i>Business Process Management (BPM) Enabled by SOA</i>	How can I leverage SOA to implement and improve business processes that meet performance objectives, make better use of IT resources and provide a competitive edge?
<i>SOA Design, Development, & Integration Services</i>	I've done the preliminary planning work, now I'm ready to implement SOA solutions
<i>SOA Management Services</i>	I've implemented SOA based solutions – how can I manage them effectively to ensure on-going benefits realization?

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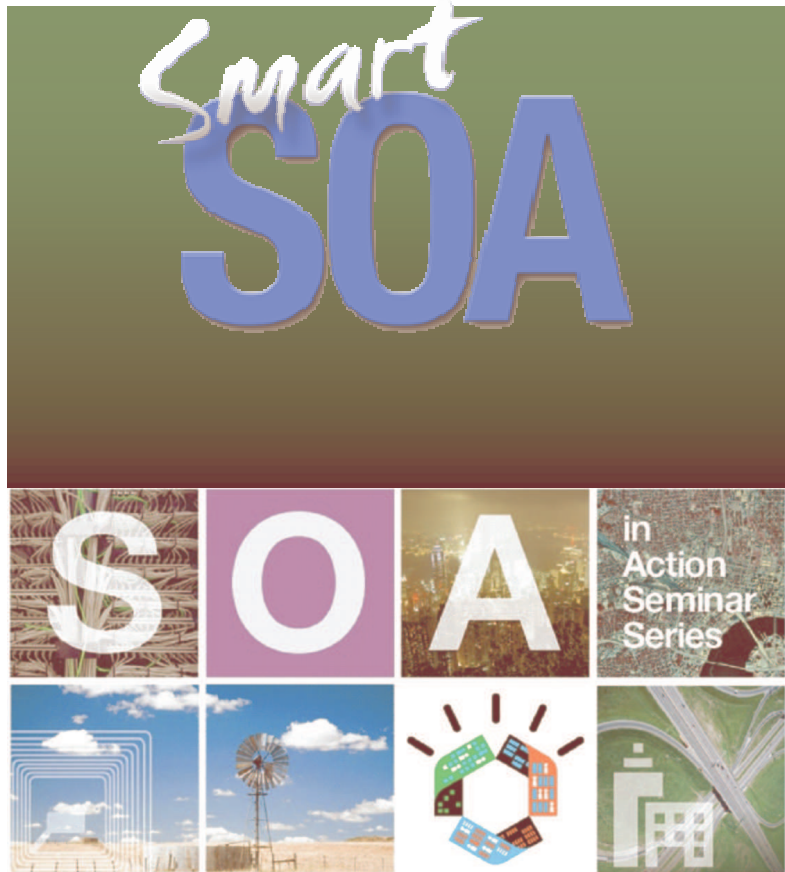
SOA is realising value across industries



➔ *Significant SOA-enabled business transformation projects underway all over the world including government, telecommunications, financial services, retail and SMB clients in this region*

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Next Steps to Optimising Costs with Smart SOA



- Sign on to the SOA Highway ibm.com/soahighway
- Download “Smart SOA in a Down Economy” ibm.com/soa
- SOA Online Business Value Analyser ibm.com/soa
- IBM Global Financing can tailor financing solutions to your specific IT needs: ibm.com/financing

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Thank You

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Why go down this path?



What is SOA?
Extracting services from applications



Services:
Business
Technical
Information



- Optimise reuse of existing assets
- Quickly shift direction to reflect economic realities
- Flexibly connect information and application

Unlock the value of your own...

*Business Resources
Application Resources
Infrastructure Resources*

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