

## When customers ask about SOA, talk about it in context of Service Orientation

### ■ Customers are concerned about business flexibility, and the services that support their business

■ **Service:** A repeatable business task – i.e check customer credit; open new account

### ■ Service Orientation is important to better manage business outcome

■ **Service Orientation:** A way of looking at your business as linked services and the outcomes that they bring

### ■ Why are 80% of customers planning on having Service-Oriented Architecture (SOA) by 2008?

■ **Service Oriented Architecture** is an IT architectural style that supports service orientation. It enables infrastructure flexibility and reuse.

### ■ Composite applications are the future of applications.

■ **Composite applications:** A set of related & integrated services that support a business process built on an SOA

## Customers will not only listen to you, they will be motivated to invest in SOA

### ■ Market momentum around SOA today and for the future

➢ By 2008, SOA will provide the basis for 80 percent of new development projects." Gartner

➢ Over 2500 customers at SOA Summits to date!

### ■ Large market opportunity: \$69 Billion in 2006\*

### ■ Standards are finally in place & widely adopted

### ■ Value proposition of reuse & flexibility is powerful today and SOA = reuse & flexibility

➢ Growth through flexibility is at the top of the CEO agenda

➢ Reuse/cost cutting top of CIO agenda

### ■ Directly impacts the customer's bottom line

➢ See 85 SOA customer references to date!

➢ Improvement in performance metrics vs Industry\*

➢ 18 points higher growth in Earnings

➢ 1.8 points higher

➢ .9 ROA

➢ 7.8 ROe

\* (Source IBM SMV-Solutions Market View)

## Why is SOA ready for prime time today?

■ **Standards:** Broadly adopted Web services ensure well-defined interfaces before, proprietary standards resulted in vendor lock-in

■ **Organizational Commitment:** SOA unites Business and IT (66% of projects today are driven by line of biz), before, IT alone defined the design

■ **Degree of Focus:** SOA services focus on business-level activities and interactions, before, focus was on narrow, technical sub-tasks

■ **Connections:** SOA services are linked dynamically and flexibly, before, service interactions were hard-coded and dependent on the application

■ **Level of Reuse:** SOA services can be extensively re-used to leverage existing IT assets, before, any reuse was within silo'd applications

## What are we introducing?

### ■ SOA Foundation

- An integrated, open-standards based set of software, best practices, and patterns that provides what you need to get started in SOA. It includes IBM software (selected from a broader software portfolio) to help meet customer needs as they approach the SOA Lifecycle (Model, Assemble, Deploy, Manage). Is based on an SOA Reference Architecture that defines the comprehensive IT services required to support SOA

### ■ SOA Reference Architecture

- The unifying structure for products that support SOA

### ➤ SOA Industry Accelerators

- Reusable industry-specific assets leveraging SOA Foundation.
- They accelerate project completion and skills development

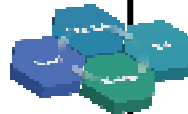
## What are we announcing?

### ■ Products to support the SOA lifecycle

- New: WebSphere Process Server, WebSphere ESB, WebSphere Everyplace Deployment, WebSphere Business Monitor, WebSphere Integration Developer, Tivoli Composite Application Manager, Rational Application Developer
- Enhanced: WebSphere Business Modeler, WebSphere Message Broker, WebSphere Extended Deployment, Rational Software Architect, WebSphere Information Integrator, WebSphere Portal, Workplace Collaboration Services, Workplace Managed Client, Workplace Designer

### ■ Phase II of our SOA Partner Initiative

- Increasing number of partners from 54 to 100
- Massive ad campaign: 54 ISVs targeted for joint ads
- More business focus on modeler



## Top 10 Takeaways for customer to leave with

**"Business flexibility requires flexible IT. Flexibility is enabled through WebSphere, the foundation for SOA".**

1. Flexibility is better achieved with the leader. IBM leads in Service Orientation & SOA. (Key thought: IBM is a leader)
2. Flexibility comes through a robust SOA infrastructure with reuse at its core, leveraging existing assets (Key Thought: Reuse, Reuse, Reuse made possible by IBM's SOA foundation + SWG products)
3. Flexibility is driven through a lifecycle -- integrated end to end across Model, Assemble, Deploy, Manage
4. Flexibility at the front end of SOA is vital to assuring organizational agility, productivity and responsiveness.
5. Flexibility is the result of understand existing process and architectures then building new and assembling existing assets (Key Thought: The combination of understand where you are and implementing change provide the first steps toward flexibility)
6. Flexibility can be realized through the benefits of an Enterprise Service Bus (ESB): (Key Thought: An ESB is essential for SOA -- WebSphere ESB + Message Broker)
7. Flexibility is the result of information being made available as a service:
8. Flexibility is the result of running business process integration solutions on SOA (Key Thought: WebSphere Process Server is a differentiating part of IBM's strategy)
9. Flexibility across an SOA is about the efficient, effective and secure delivery of IT services
10. Flexibility requires Skills and experience (Key Thought: SOA is a team sport that we know how to play: IBM SOA initiative for Partners, IBM SOA industry accelerators, SOA Jumpstart & SOA win Teams)

## Major software competitors are fiercely competing for a role in companies' SOA needs



The next great  
battleground...SOA

### Microsoft

- Positions .NET as a viable alternative to Java/J2EE
- Attempting to extend .NET technologies via Windows Communication Foundation (WCF) to make the Internet the ESB
- Using XML and SOAP to lessen impact of Windows only weakness
- Continues to be plagued with security issues, complex programming environment, and not ready for primetime technology



- Attempting to leverage gorilla status in applications to gain middleware market share for NetWeaver
- Positions NetWeaver as requirement for SAP version of SOA, the Enterprise Services Architecture (ESA)
- Using NetWeaver and ESA to block third party software and strengthen account control
- Created significant barrier for 3rd party software with clauses in mySAP contracts that make it prohibitively expensive to do SOA if clauses invoked

### ORACLE

- Positions "Fusion" as a full-service, standards compliant SOA platform even though not available as a suite until 2008
- Attempting to provide a complete suite of service-oriented pre-integrated applications
- Differentiates its integration platform with claims of superior BPEL expertise
- Despite claims of being the best solution stack for SOA, Oracle does not lead in AS or any SOA related Gartner Magic Quadrants

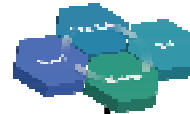


- Created category "Event Driven Architecture" in attempt to claim leadership for SOA
- To help spin the message, Tibco relies heavily on analysts community and examples of success in key industries of FM, Telco and Healthcare
- Continues to lack core elements of SOA platform: no application server, requires 3rd party software for Information Services Data Exchange and modeling



- Attempting to re-establish relevance by latching on to SOA
- Positions AquaLogic as the integration platform for companies SOA needs
- Analyst community largely dismisses AquaLogic as repackaging of existing technology
- Continues to need partners to fill in platform gaps (HP, Veritas, MobileAware)

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## Customers that are taking advantage of SOA and IBM today

[www.ibm.com/soa](http://www.ibm.com/soa)

### SOA reference book:

- 85 clients
- 100+ partners



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### Customer videos on SOA:

- MCI
- Regence Group
- Standard Life
- Danske Bank
- DSK doc
- Siebel
- Cirque
- Business Mart
- Travelex
- Wachovia

## Useful Links

- [Customer Videos/Webcasts of the story/Events](http://www.ibm.com/soa)
- [SOA Readiness Assessment](http://www.ibm.com/soa)
- [SOA Customer Presentation \(week of September 6\)](http://www.ibm.com/websphere/soa_assessment)
- [Business Case for SOA, CBDI Report](http://www.ibm.com/soa)
- [SOA Project Definition \(Free\)](http://www.ibm.com/soa) send note to [WSSOA@us.ibm.com](mailto:WSSOA@us.ibm.com)
- [SOA Jumpstart \(Free\)](http://ausgsa.ibm.com/~wwbistew/stew/stew2004/BI/BIArchitects/SOAJumpstart.html)