

IBM SWG EMEA West Region

SOA / Web services: Une fondation au service de vos affaires.

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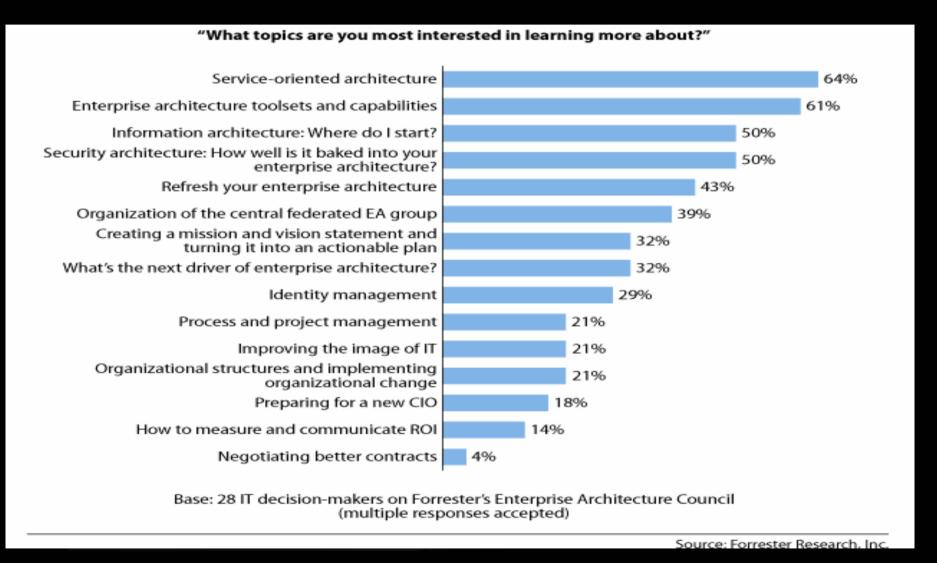








SOA makes IT decision-makers very interested ...









Be prepared for **change**. It's the only thing you can count on.



EMEA 1Q Business Review



The question: IT change or business change?

- The need for flexibility and innovation is forcing organizations to break their business processes into manageable parts
- Applications mirror this approach, becoming increasingly modular
- Simplification of underlying IT infrastructure is required to manage and support changes in the business

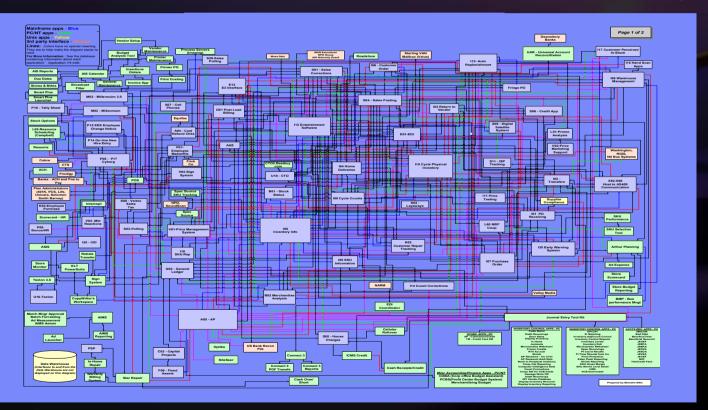






Confronting the hair ball

Actual application architecture for consumer electronics company





IBM official definition of SOA

An SOA provides the flexibility to threat elements

of business processes and the underlying IT

infrastructure as secure, standardized components

(services) that can be reused and combined to address changing business priorities.

Reusability becomes key: Build ONCE, reuse MULTIPLE times





Standards are the foundation of effective change



It is only by adopting common standards that an industry achieves uncommon things



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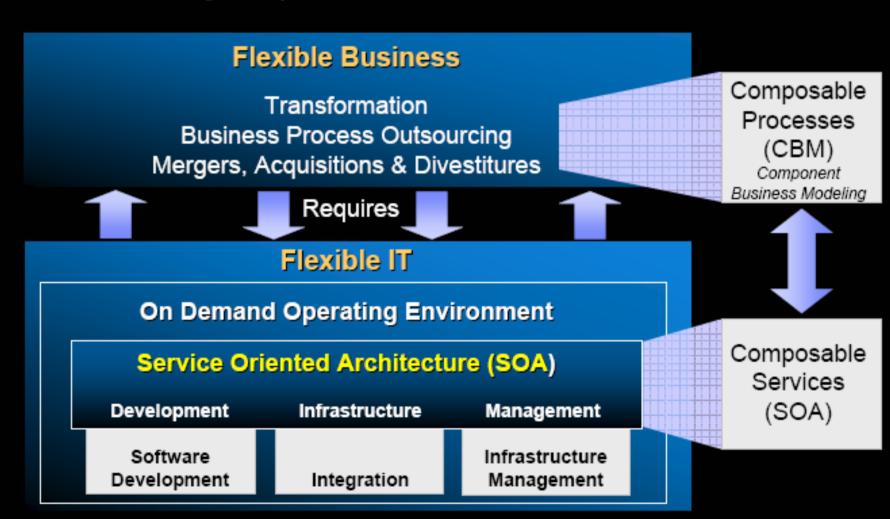


Industries need standards now

Quality issues—warranty costs average US\$700 per vehicle in the U.S. **Automotive** Growing need for multivendor in-vehicle systems/software integration Accelerating costs, slow response times, quality of patient records Healthcare Increasing pressure to integrate payers, providers, hospitals Moving from traditional manufacturing to configure-to-order **Electronics** Lack ability to mass produce with last-minute customization Information silos, redundancy and underutilization of data **Banking** Pressure to speed development and delivery of new products and services Available data increasing exponentially (e.g., RFID), but not leveraged effectively Retail Access to realtime information required to optimize supply chain "Island" infrastructures—multiple legacy systems and heterogeneous environments Telecom No single view of the customer (activation, self-service, billing, customer care)



Great flexibility required from business models and

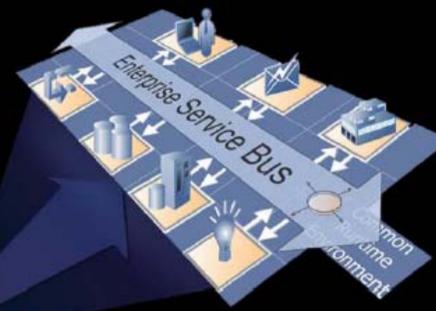




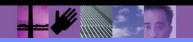
Software continues to evolve

The New Programming Model





Open, standards-based
Event Orientation Flexibility
Service Orientation
Incremental Integration







With SOA and Web Services ...

