

Business Impact of SOA

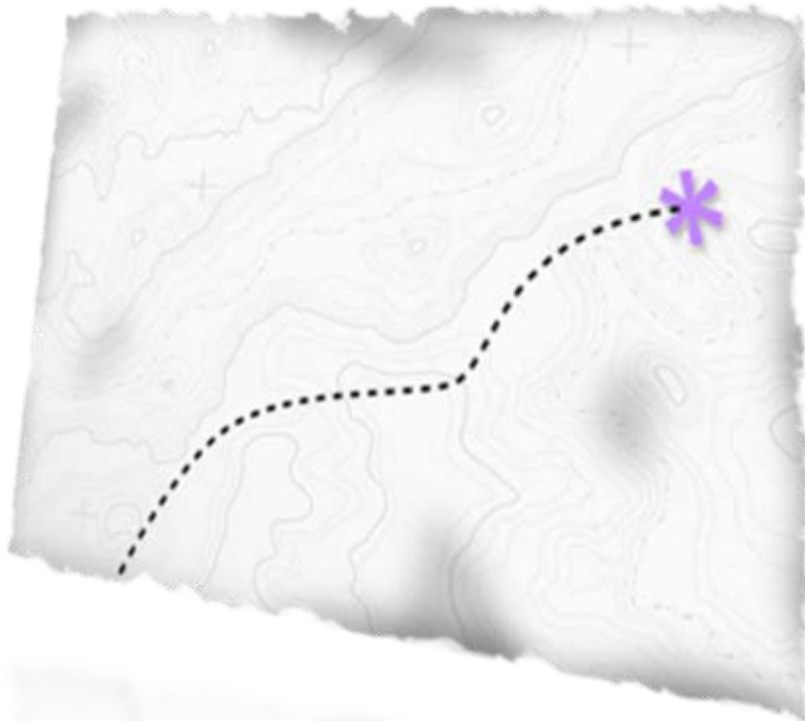
Sandy Carter

Vice President, SOA & WebSphere
Channels, Strategy, and Marketing



... a service?

A **repeatable business task** –
e.g., check
customer credit;
open new
account



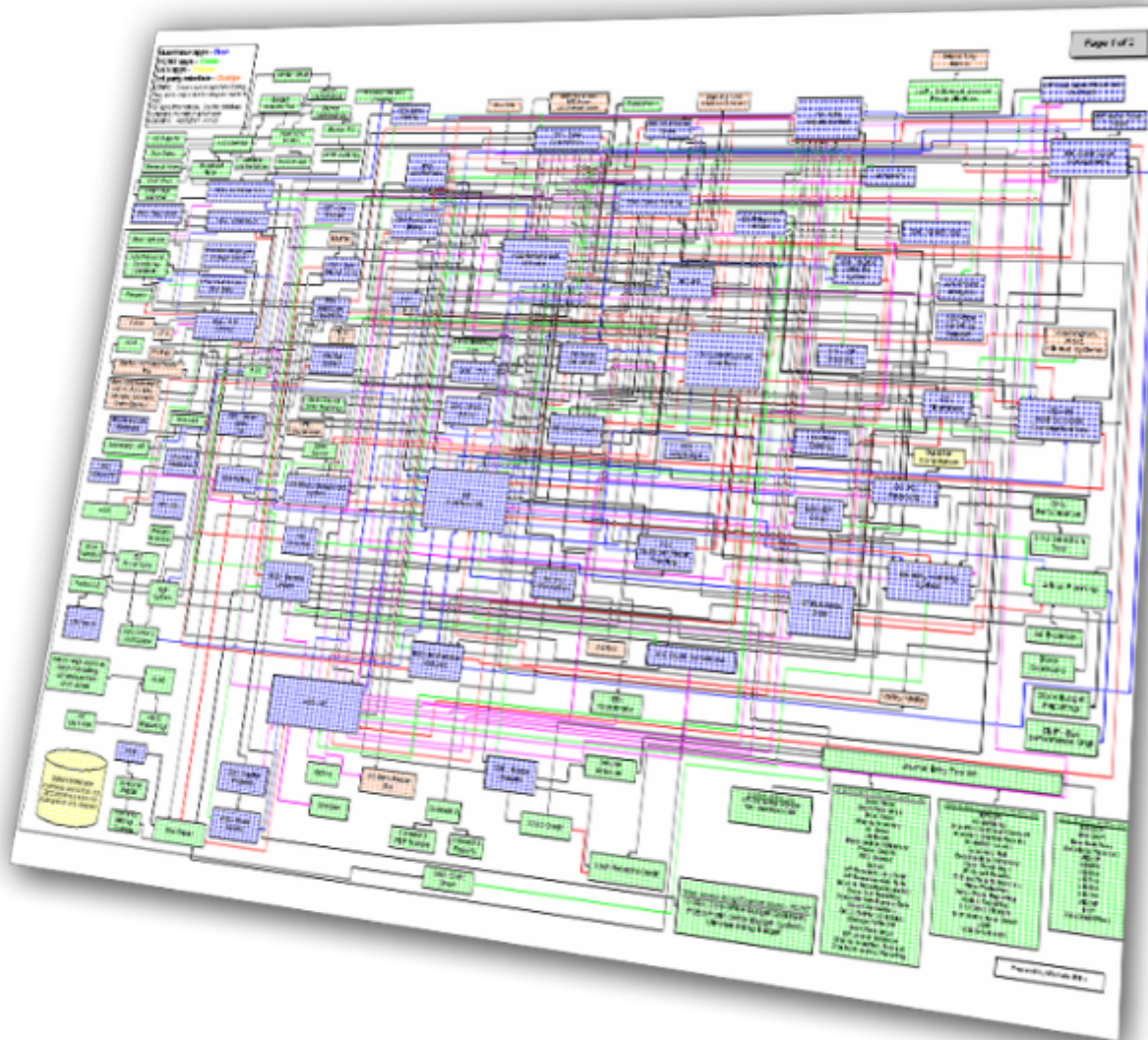
... **service oriented architecture (SOA)?**

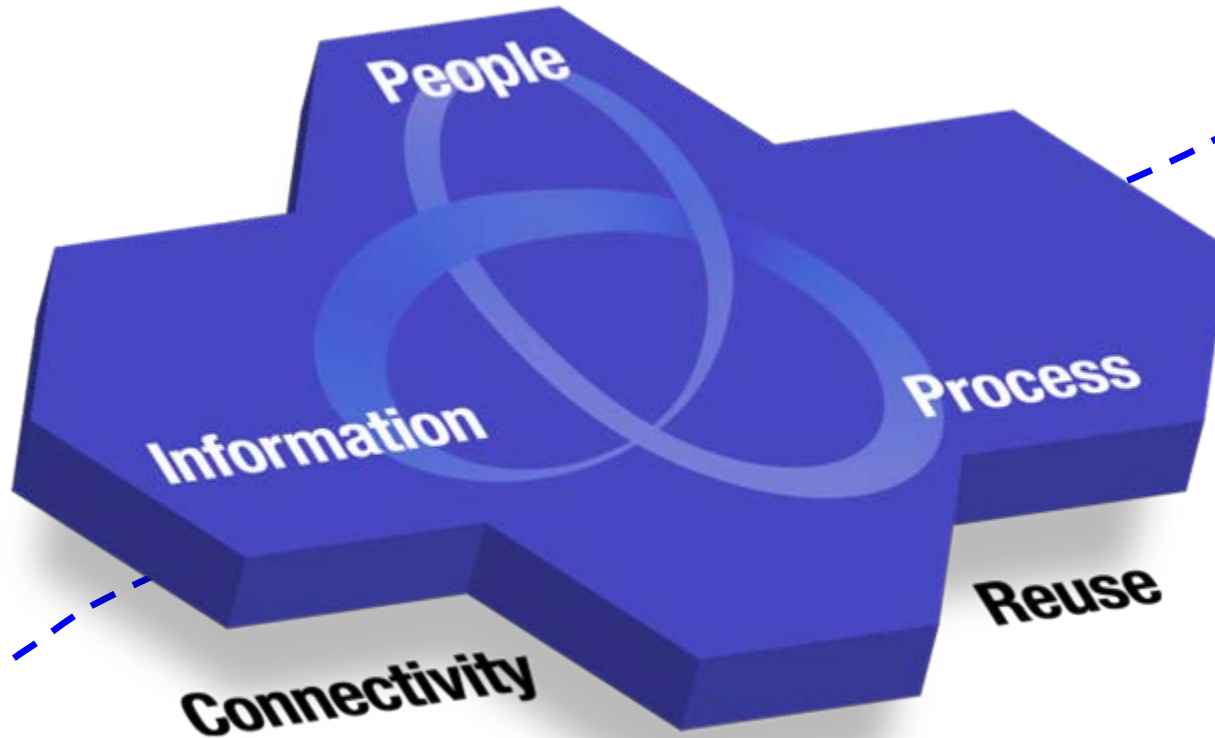
An IT **architectural style** that supports
integrating your
business as
linked
services

SOA can be your treasure map to innovation



...But Does Your Treasure Map Look More Like This Today?

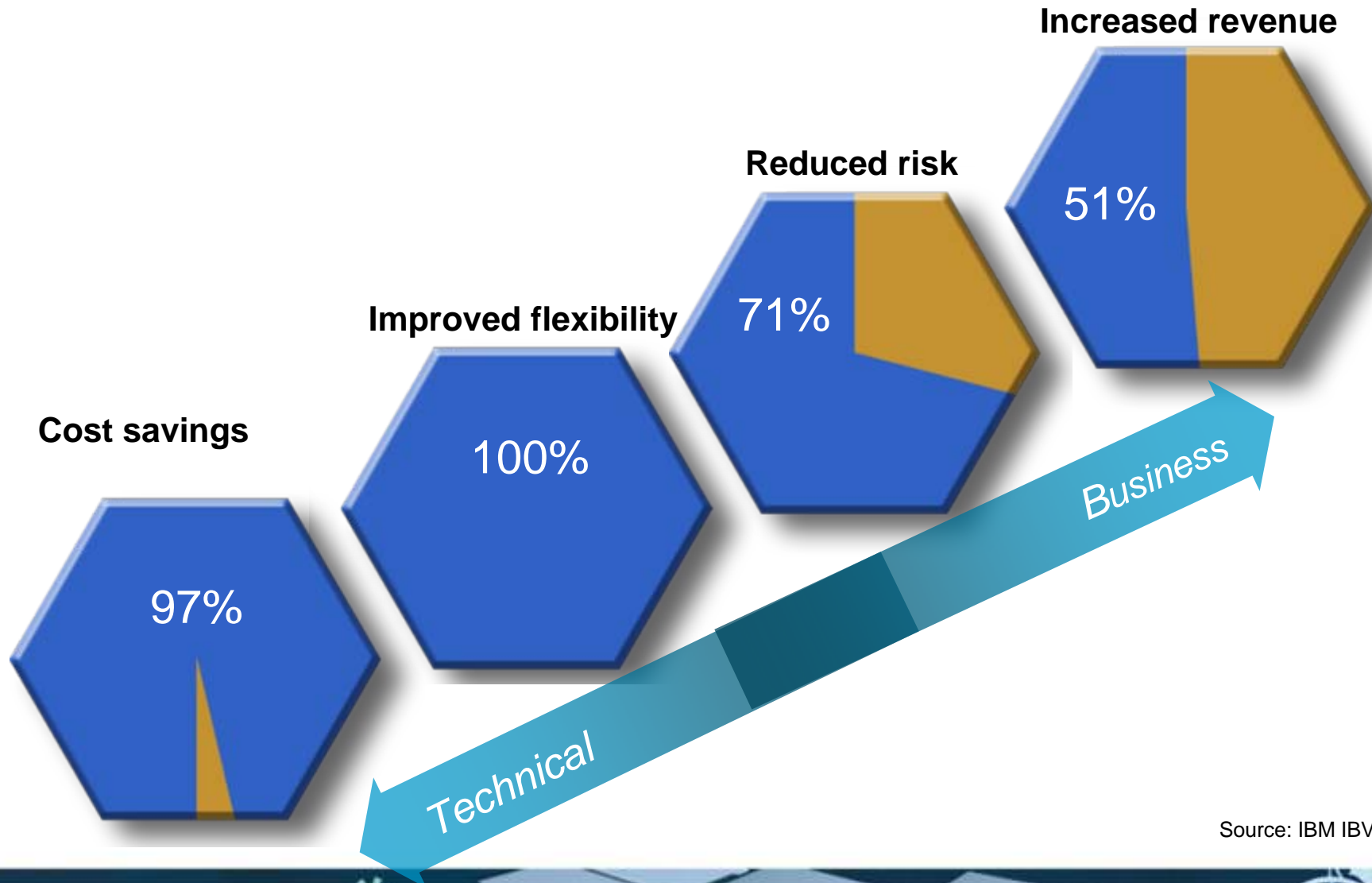




Over 4500 Clients*

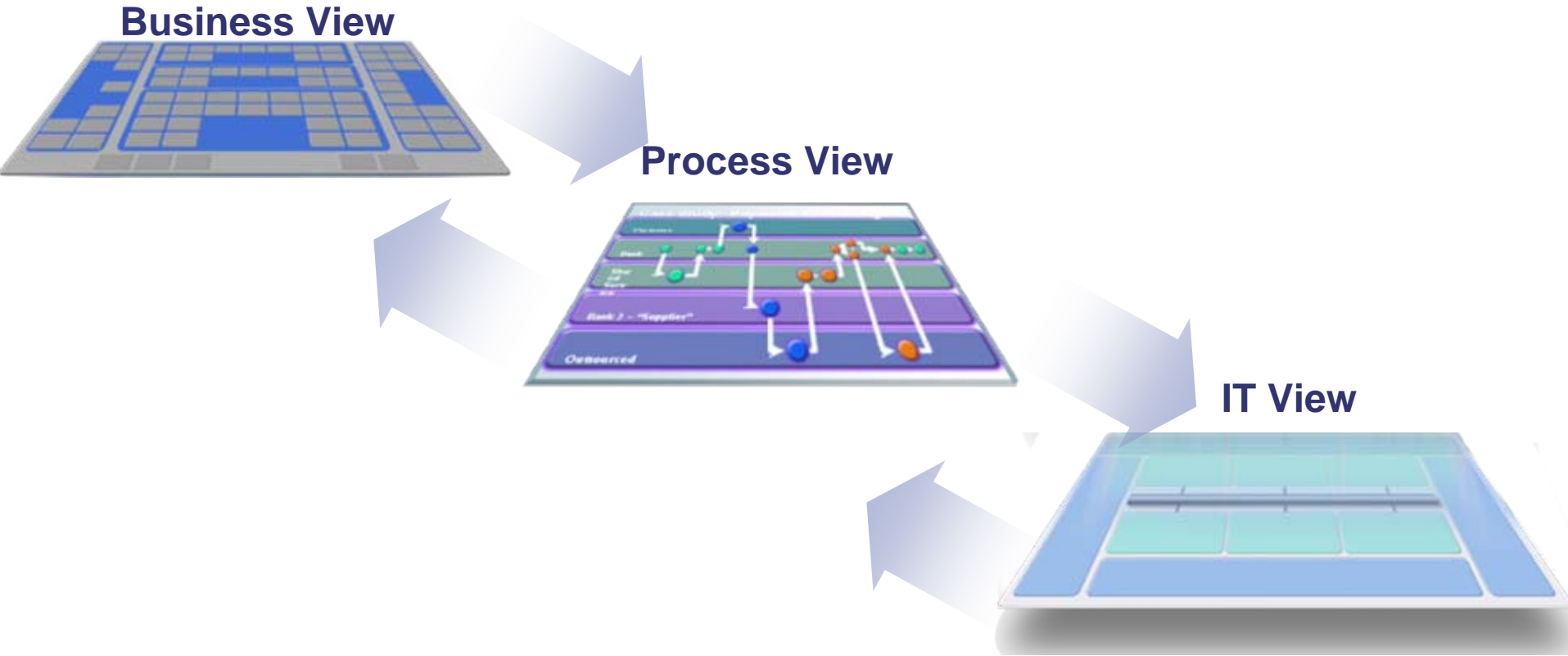
Your Compass to Guide Your Innovation

Percentage of Leading Adopters of SOA Who Report:



Source: IBM IBV Study

SOA drives Greater Alignment Between Business and IT



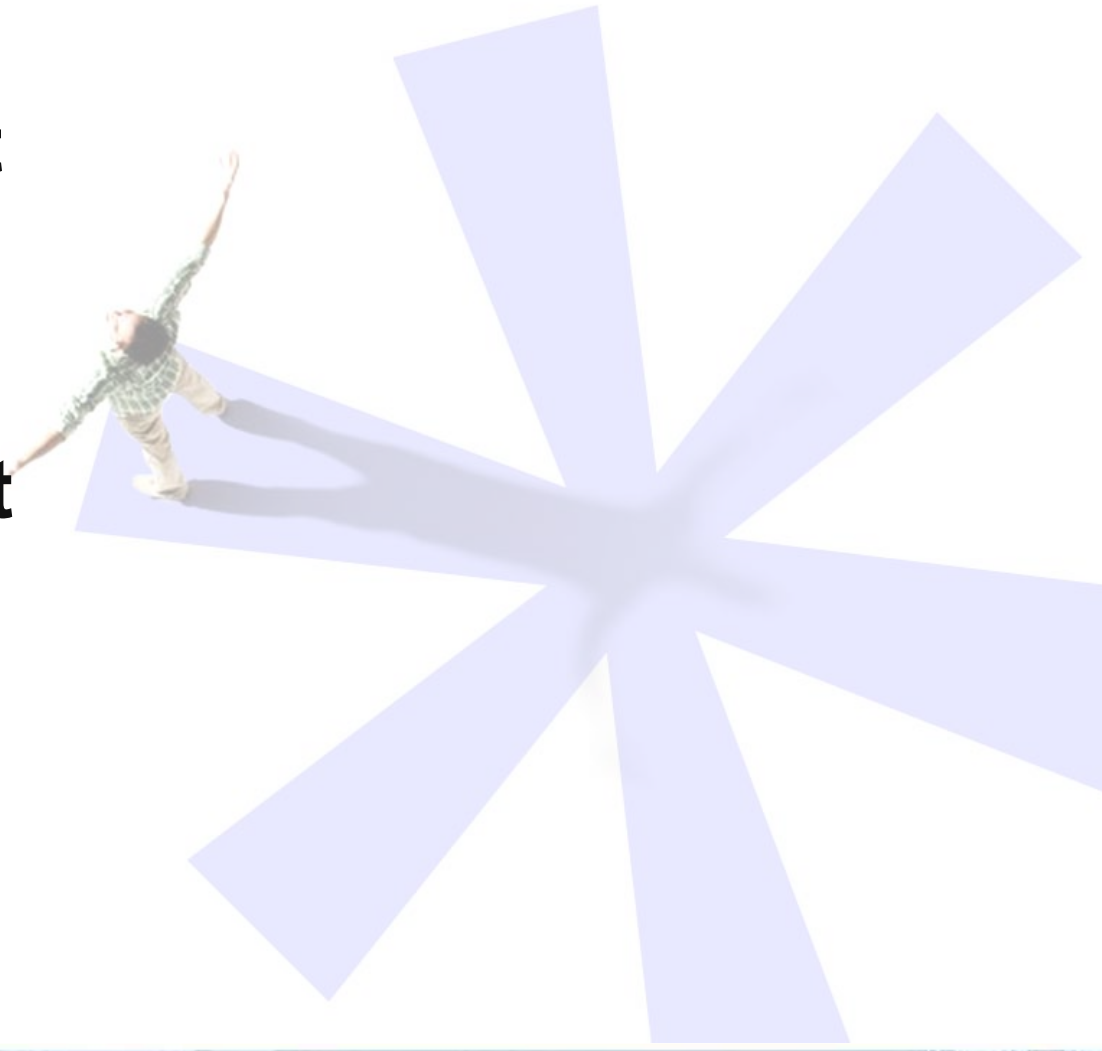
SOA and WebSphere Drive Enduring Impact through:



*** Business Impact**

*** Technical Impact**

*** Personal Impact**



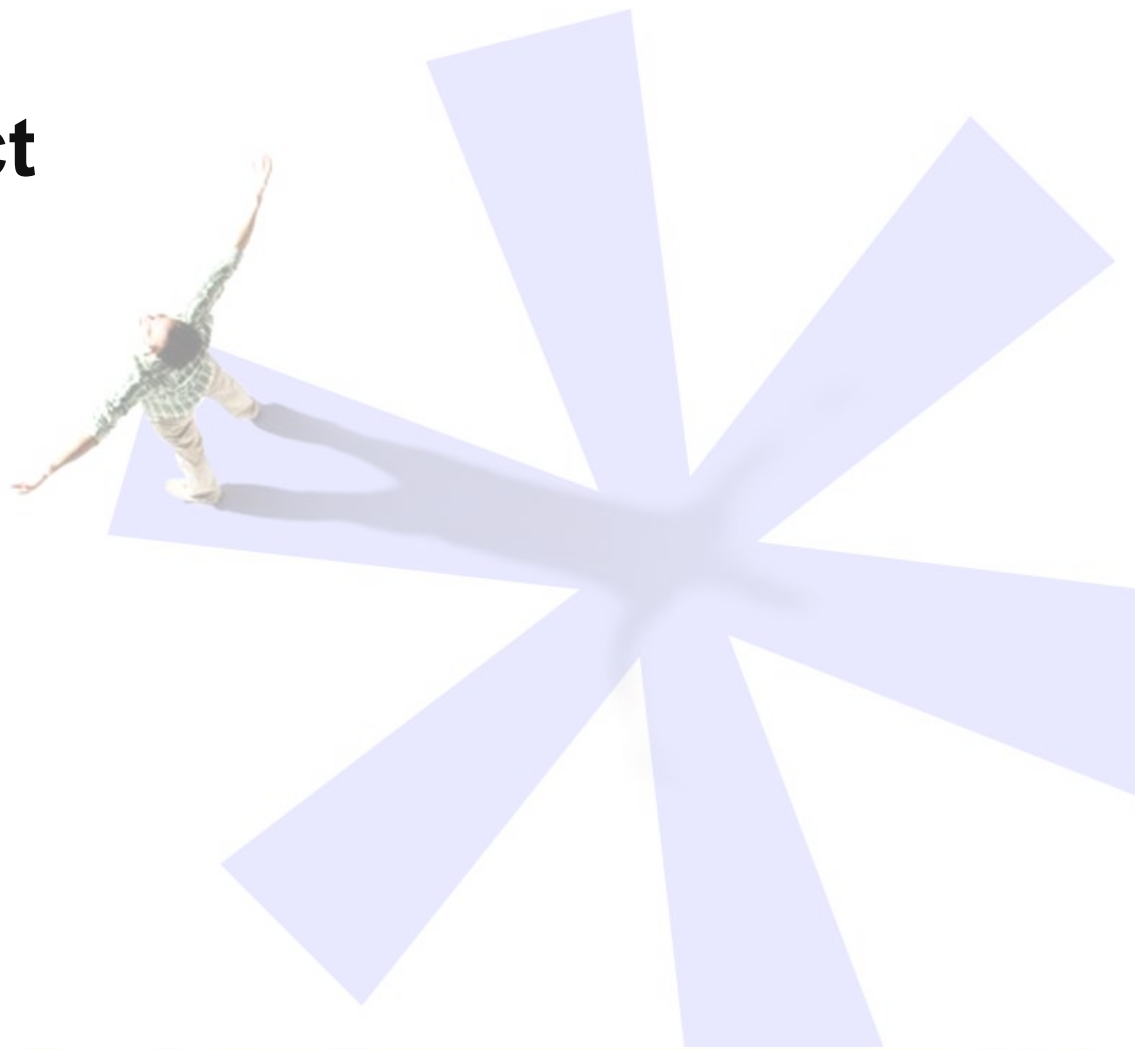
SOA and WebSphere Drive Enduring Impact through:



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Top Innovation Priorities:

- Extend the ability to collaborate inside & outside
- Innovate business models & processes
- Leverage information for business optimization



87% Expect fundamental change in next 2 years

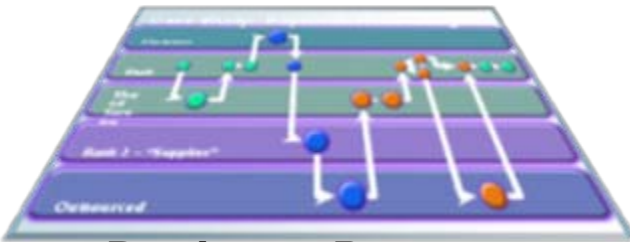
78% Believe innovation requires business and technology



SOA Industry Roadmaps are the bridge between the IT View and the Business View

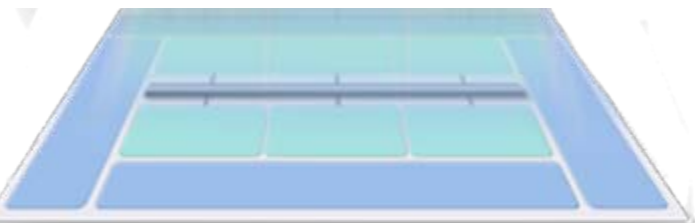


- Business Blueprint



Business Process Management

- Composite Business Services
- Business Partner Content



SOA Reference Architecture

- SOA Foundation



Announcing SOA Industry Roadmaps

Eight Roadmaps in Six Industries



<u>Industry</u>	<u>Roadmap</u>
Insurance	Agent Collaboration: <i>Online Book of Business</i>
Healthcare	Member Enrollment: <i>Quote to Card</i>
Healthcare	Benefits & Eligibility: <i>Procedure Authorization</i>
Banking	Payments: <i>Security & Fraud</i>
Retail	Total Store: <i>Personal Shopping</i>
Telecommunications	Business/Operational Support Systems: <i>Service Provisioning</i>
Telecommunications	Service Delivery: <i>Converged Services</i>
Industrial	Product Lifecycle Management: <i>Supply Chain Collaboration</i>



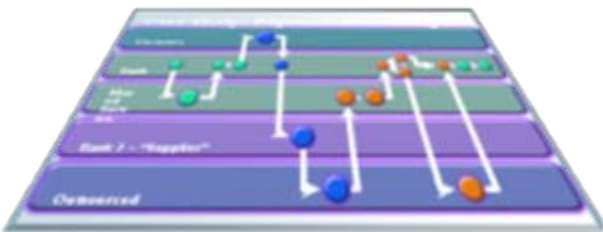
Example: Insurance Agent Collaboration Roadmap



*** New!**



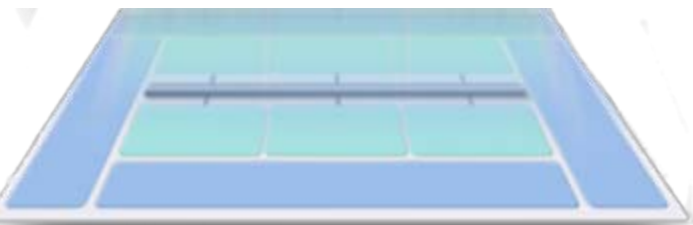
- Component Business Models for Insurance
- SOA Agent Collaboration Scenario
- SOA Business Case Models



- Auto Quote Composite Business Service
- Home Quote Composite Business Service
- Business Partner Content



SOA Industry Framework



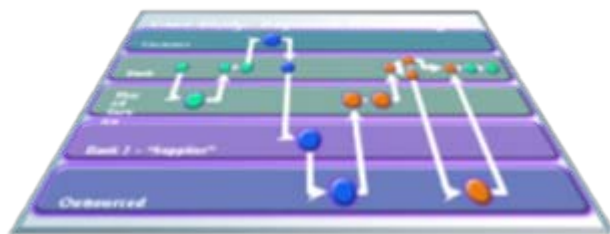
SOA Foundation enhanced with capabilities like Insurance Models

Using SOA Industry Roadmaps



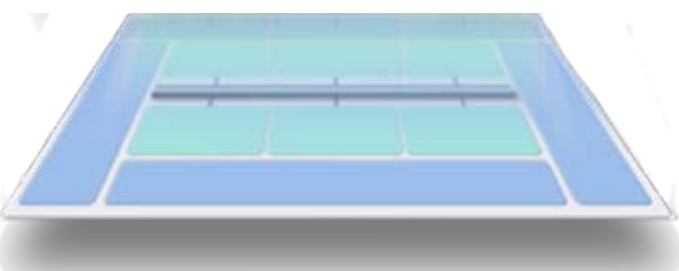
Define your Journey

- Assess business areas to improve
- Build SOA transformation plan using blueprint and industry expertise



Embark on your Journey

- Leverage industry roadmap and reuse composite business services with BPM
- Deploy with industry-specific capabilities



Deliver Benefits

- Reduce operational costs and/or increase revenue
- Adjust using BPM during your journey



SOA and WebSphere Drive Enduring Impact through:



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Personal Impact



Reuse: Service Enable What Have

*24% Faster ROI
Through SOA!*

*Source: The ROI of SOA. Poulin & Himler –
LogicLibrary Inc White Paper 2006*



Over \$15M Saved

Connectivity: Mission Critical SOA

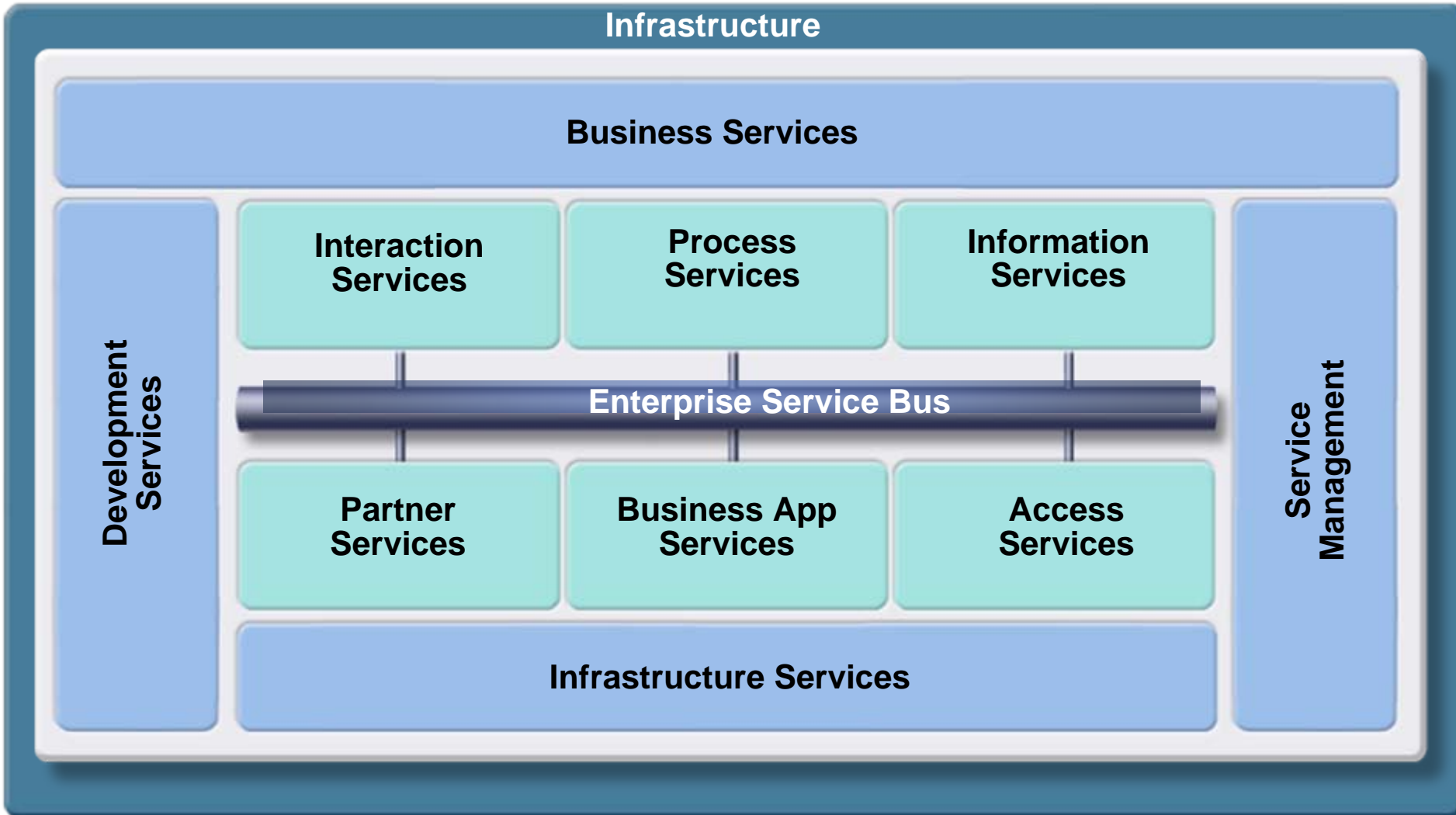
- Robust Scalability
- High Security
- Recoverability
- Manageable



16 month project;
Cut development time by 35%

SOA Reference Architecture

Helping you design your SOA projects

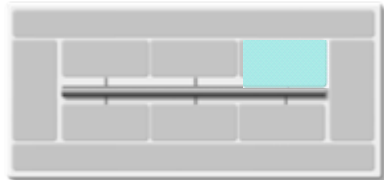


SOA Entry Points- What's New



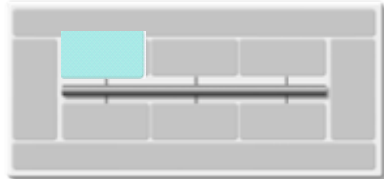
Process

- *WebSphere Process Server on System z*



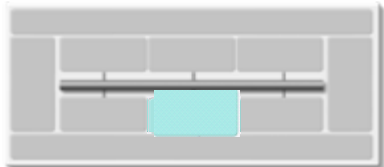
Information

- *Dynamic Warehousing*



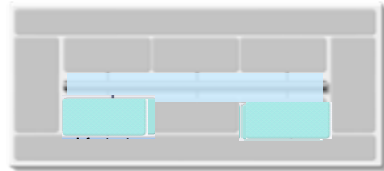
People

- *WebSphere Portal*



Reuse

- *Web Services Feature Pack for WebSphere Application Server*



Connectivity

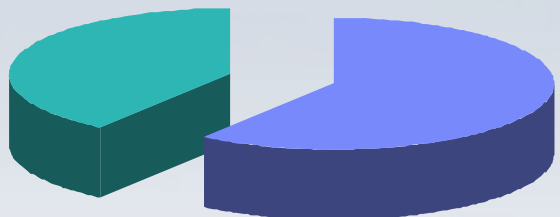
- *WebSphere DataPower SOA Appliance*



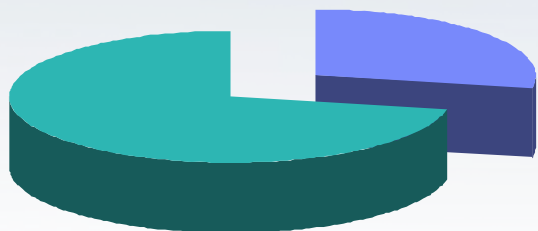
Cross-SOA Entry Points

- *System p configurations for SOA Entry Points*

CEOs expects IT to Proactive Leader in Process Improvement



60% satisfied with the overall performance of IT



Only 28% see IT as a proactive leader in innovation



Only 30% see IT as a proactive leader in process improvement

Source: "My View: The CIO And The CEO", by George F. Colony, Forrester, Feb. 7th, 2007

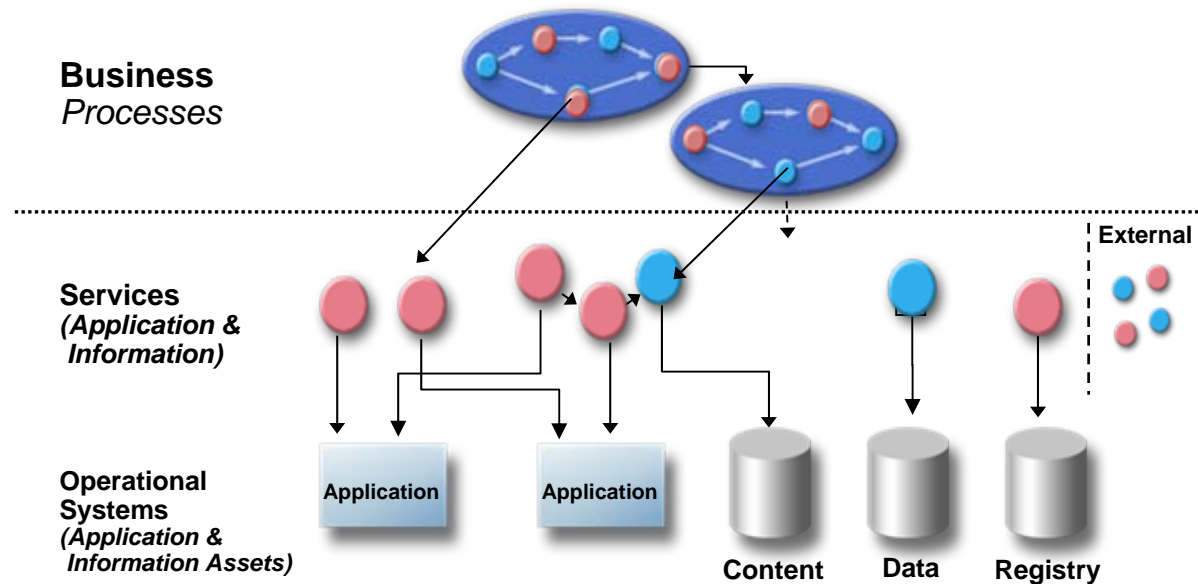


BPM and SOA – Better Together!

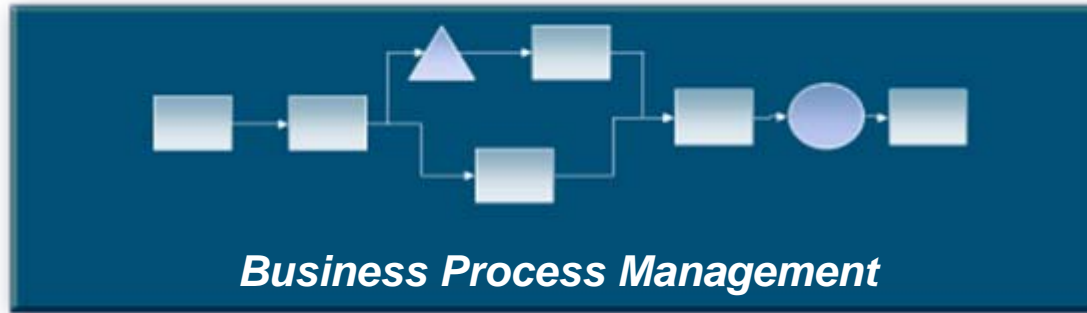
SOA improves how you design, manage, and optimize your business processes by enabling:

- Solution Building Efficiency
- Reuse of existing assets
- Flexibility in change

SOA at the core of BPM:



Five Flexible Components of BPM



Modeling & Simulation

Design and simulate business processes



Business Activity Monitoring

Track performance, gain insight, and take action



Process Automation

Choreograph processes across applications and systems



Rules and Pre-built Frameworks

Manage process rules and accelerate design and implementation time



Content Centric Processing

Manage processes where content is used as input for a decision or produced as the output

Business Process Management

Enhanced!

WebSphere Business Services Fabric

New!

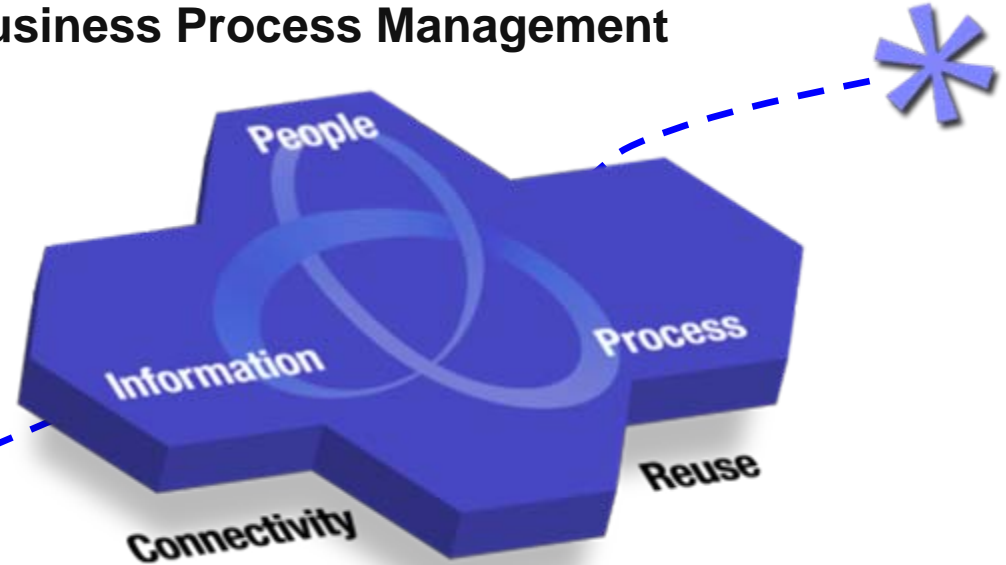
BPM Enabled by SOA Professional Services

Enhanced!

WebSphere/FileNet Roadmap

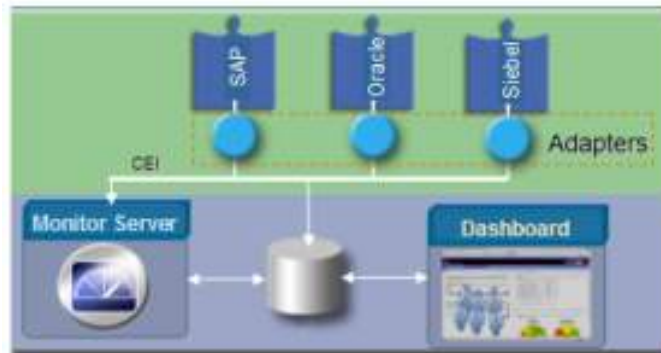
Enhanced!

Business Activity Monitoring





WebSphere Business Monitor v.6.0.2.1



Expanded BAM

- Monitoring any application that can submit events to the Common Event Infrastructure (CEI)
- Providing adapters and support for pulling information from a variety of sources.



Industry Templates

- Templates for three industry verticals including key methodologies
- Predefined, fully configurable dashboard templates



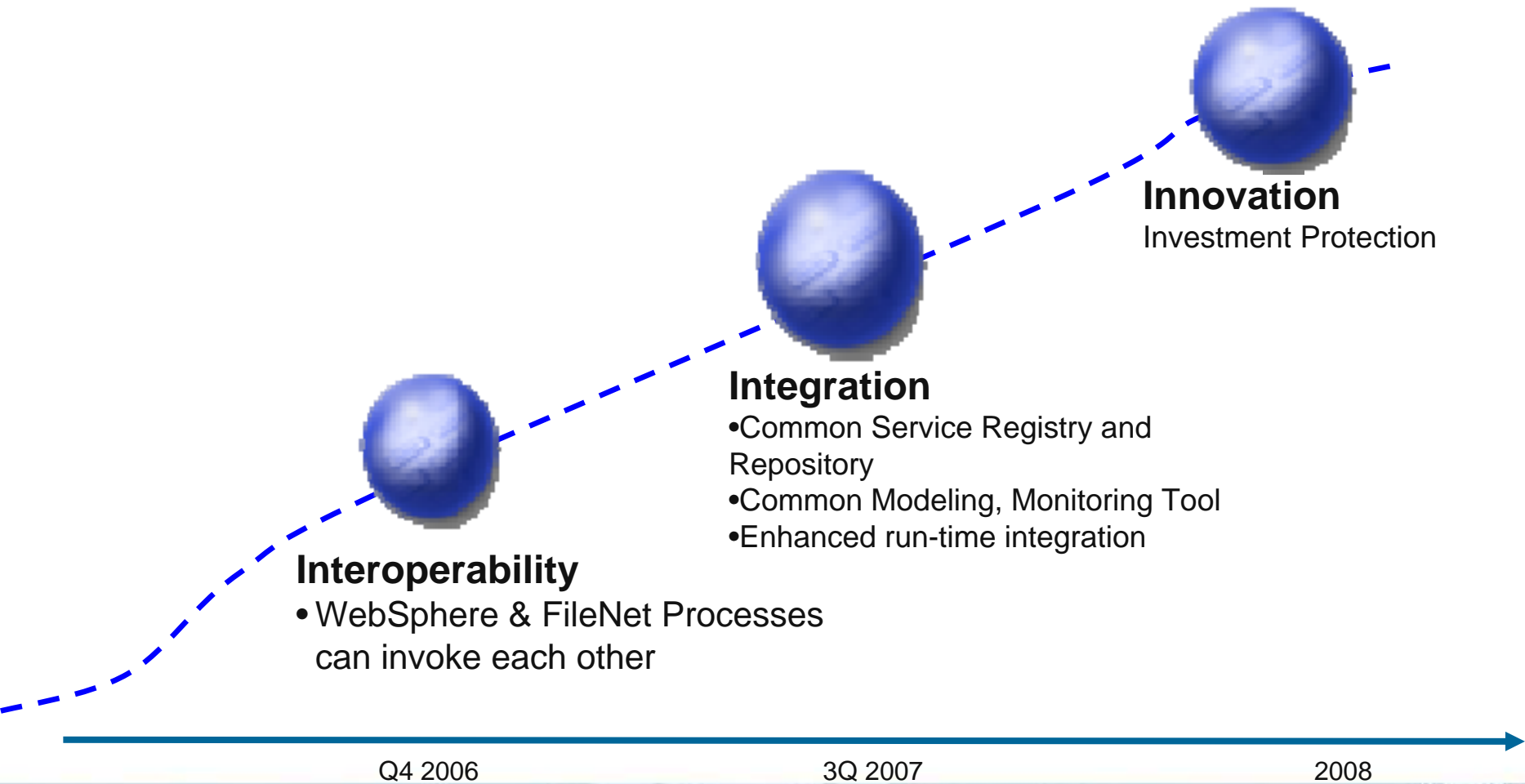
Human Task Mgmt.

- BPM Dashboards for human task monitoring and management
- Monitor human tasks in process
- BPM Dashboards will provide an human-centric experience for those who are responsible for managing the people side of process.



WebSphere & FileNet Roadmap

BPM Enhancements



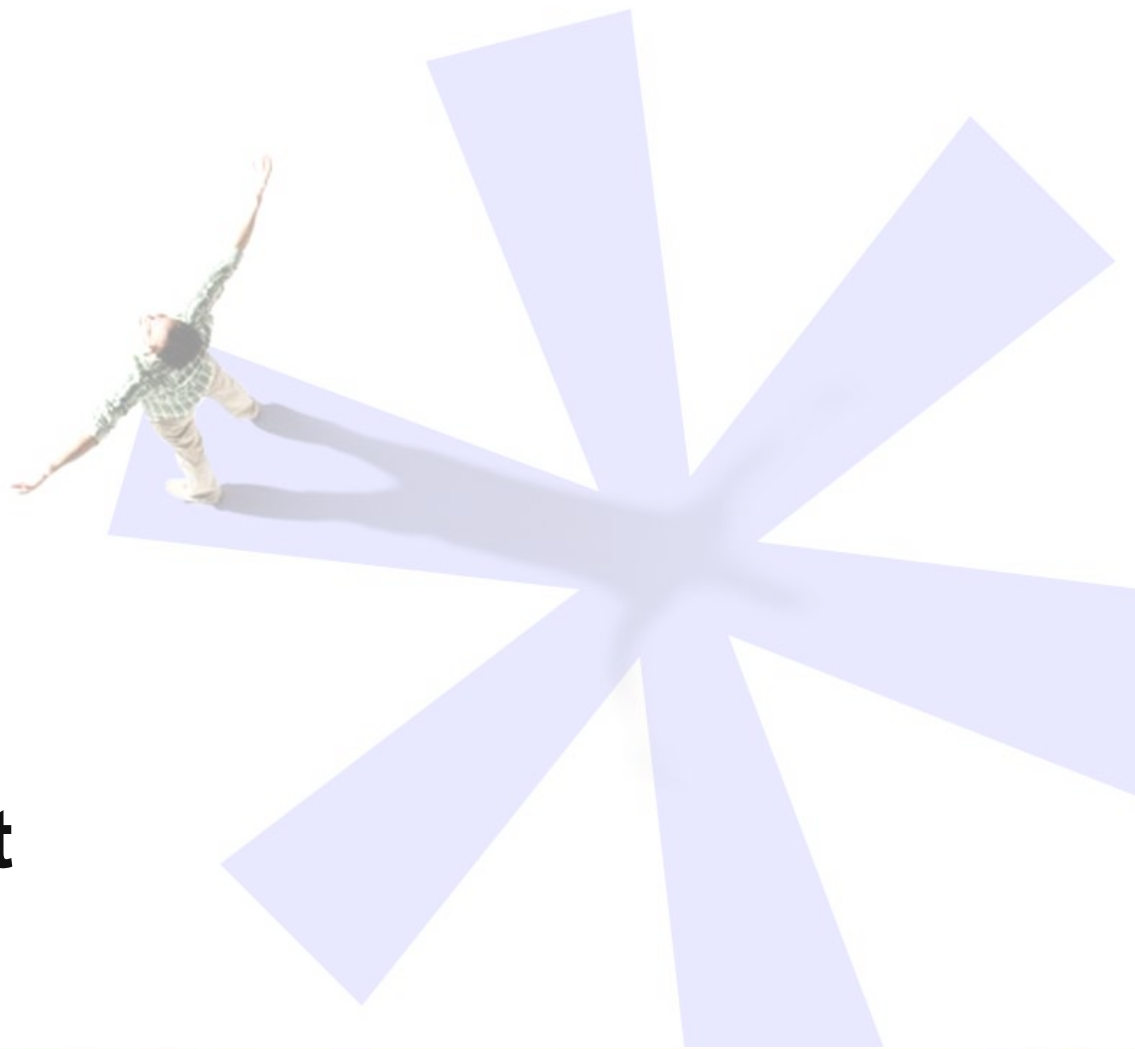
SOA and WebSphere Drive Enduring Impact through:



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 **Personal Impact**



Personal Impact: SOA Drives IT and Business Alignment through CIOs



CIO is Part of the Executive Committee:

WITH SOA



74%

WITHOUT SOA



59%

CIOs who pursue SOA have a seat at the business leadership table

Average Compensation of CIOs

WITH SOA

\$250,000

WITHOUT SOA

\$159,000

Budgets as a % of revenue

WITH SOA

8.9%

WITHOUT SOA

5.8%

Skills Differentiate You and Your Organization



*Impact 24x7:
Second Life*



*Business Partner Community
Up 200% to 3600+
SOA Business Catalog*



SOA Business Catalog Overhaul: Assembling 10K Assets!



The screenshot shows the IBM SOA Business Catalog interface. The top navigation bar includes 'Home', 'Products', 'Services & industry solutions', 'Support & downloads', and 'My IBM'. A search bar is located at the top right. The main content area features a 'Featured Assets' section with a card for 'Celequest Activity Suite'. The card includes a thumbnail, a title, a description, an average rating of 4 stars, 24 downloads, and categories: 'Web Service' and 'Provider: Twinsoft'. There are 'Try me' and 'Details' buttons. On the right, there are sections for 'New!' and 'Popular' assets. A blue callout bubble with a star icon and the text 'Enhanced!' points to the 'New!' section. A red callout bubble with the text 'Enhanced Search' points to the search bar. A red callout bubble with the text 'Business-Focused Navigation' points to the left-hand navigation menu. A red callout bubble with the text 'User Feedback' points to the rating and download information on the featured asset card. A red callout bubble with the text 'New News' points to the 'News' tab in the 'My Assets' section.

Enhanced Search

Business-Focused Navigation

User Feedback

New News

Enhanced!

***Demonstrating
IMPACT to future
leaders***



***BPM Simulator
and Contest***

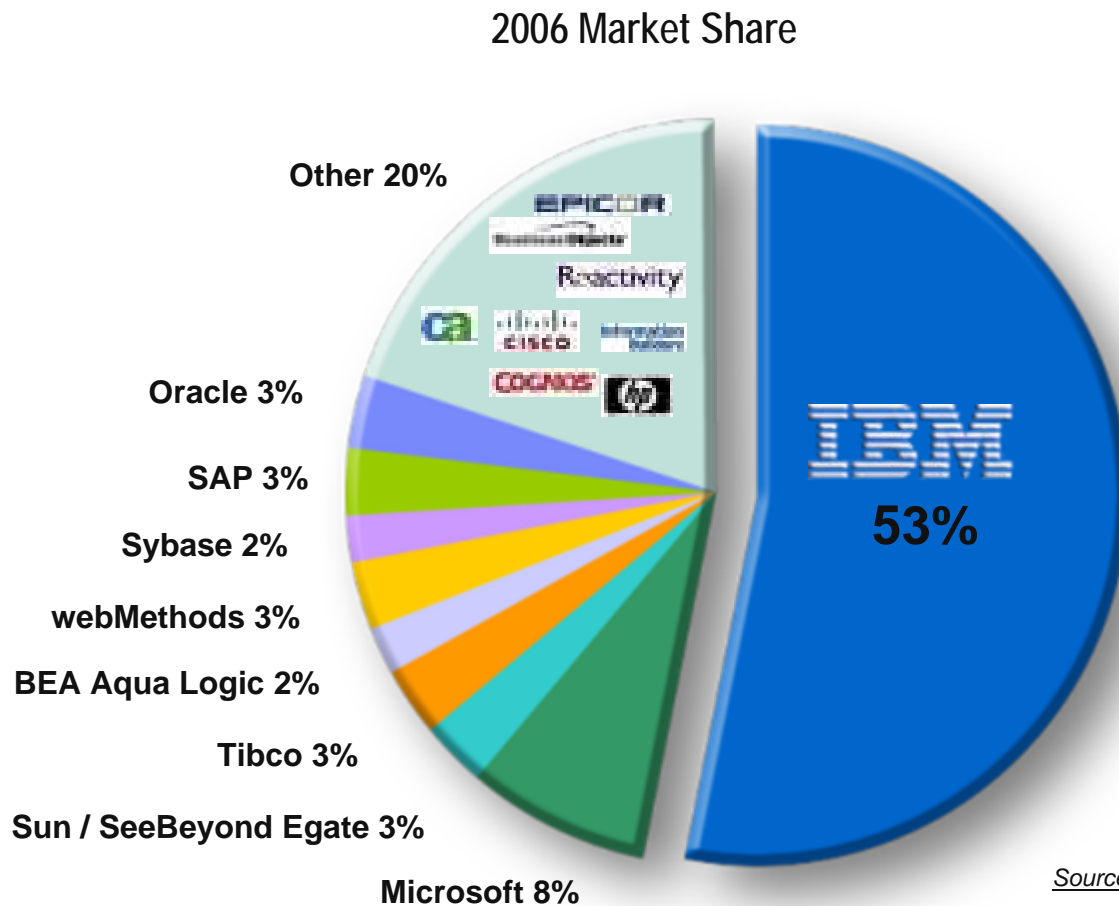
*Future buyers learn
BPM, implement a
project, and discover
the value by living it.*

*Characters follow the
movie
Prototype: May 2007*

According to WinterGreen Research: SOA Market Leadership



Worldwide Services Oriented Architecture (SOA) Engine and Collaboration License, Services and Maintenance Market Shares, 2006



Source: WinterGreen Research, April 2007
SOA Engines and Components only



All Entry Points:

Six month project; Problem resolution cut from 2 days to minutes

Process:

One year project; Reduced trust-service process from 3 days to hours; Best customer service award six years running

- **Learn the new language of business**
 - New book “*The New Language of Business: SOA and Web 2.0*” at:
<http://www-306.ibm.com/software/solutions/soa/newlanguageofbusiness.html>
- **Take the SOA Readiness Assessment:**
 - Discover your level of maturity for SOA adoption at:
www.ibm.com/soa/assessment
- **Subscribe to the IBM SOA Newsletter**
 - See SOA Newsletter at: www.ibm.com/soa



Contact your IBM representatives or Business Partner for Business Value with SOA

Thank
You

The words 'Thank You' are displayed in a large, 3D, light blue font. Each letter of the text is filled with a different photograph of a person, likely attendees or speakers from the event. The 'T' shows a man in a suit and tie. The 'h' shows a woman. The 'a' shows a man with a beard. The 'n' shows a woman. The 'k' shows a man with glasses. The 'Y' shows a man. The 'o' shows a man. The 'u' shows a woman.