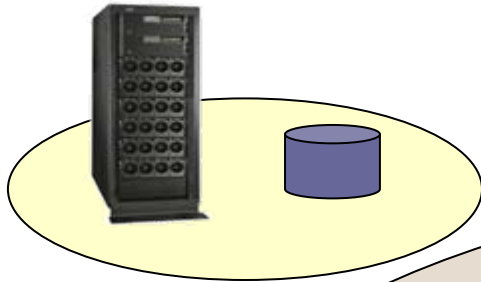




# **Accelerate Results**

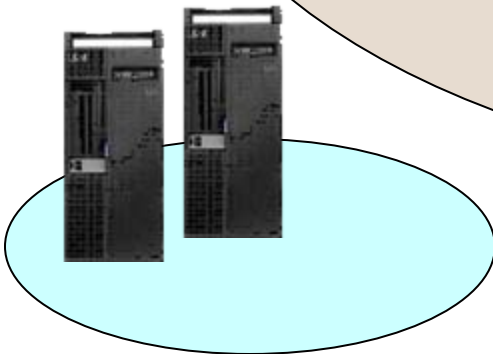
How To Get Started

# Smart Work Solutions Need To Build On Existing Systems



## Smart Work Solutions

1. Build on a Strong Foundation
2. Automate Business Processes
3. Capture Business Expertise
4. Connect Everything with an Intelligent Bus
5. React to Business Events in Real Time



# IBM Can Deliver The Flexibility Needed For Smart Work

	IBM	Oracle	Open Source	Microsoft
Strong Foundation (Application Server)	YES	YES *	NO	YES *
Automate Business Processes with Service Component Architecture	YES	NO	NO	NO
Capture Business Expertise with a Business Rules Management System	YES	NO	NO	NO
Connect Everything with an Intelligent Bus	YES	NO	NO	NO
React to Business Events in Real Time	YES	FAIR	NO	NO

\* = Oracle and Microsoft are missing some Key Foundation Parts

# How Do I Get Started?

**Are there any good  
starting points for learning  
more about Smart Work?**



# SOA Sandbox – A FUN Place To Play & Learn



- ❑ Increase SOA skills through hands-on experience
- ❑ Powered by WebSphere CloudBurst!
- ❑ Access the Solutions you saw today!



[Access the software trial](#) | [Visit the info center](#)

- Based upon real customer experiences
- Provide a simple way to get started with SOA
- Low-risk "tinker, test, and try" learning environment
- Designed for enterprise architects, integration developers, and Web developers
- Tutorials, online demos, best practice documentation, and quick-start guides

<http://www.ibm.com/developerworks/downloads/soasandbox/>

# Demo: SOA Sandbox



## People:

Improve the user experience and improve business productivity

## Process:

How to improve existing business models to derive value quickly

## Information:

Leverage information in a consistent and visible way

## Reuse:

Save time and money by extending existing services

## Connectivity:

Integrate your people, processes, and information into a flexible infrastructure

## Green:

SOA technology can make enterprises more efficient and eco-friendly

## SOA Disciplines:

Learn how to tailor SOA to meet your business needs

# SOA Business Catalog - Re-Usable Assets

<http://www-01.ibm.com/software/brandcatalog/soa/>

*Over 7,000 Usable SOA Assets  
to advance your projects*



**SOA-ready assets, developed by IBM and nearly 100 IBM Business Partners, exposing over 7,000 SOA business services**

**Searchable by Asset type, Business need or Industry focus**

**Jumpstart or enhance the flexibility of your current SOA environment**

# Subscribe To The SOA Newsletter

<http://www.ibm.com/soa/newsletter>



**Grabbing market share in the new retail environment**

**Adapt to changing customer behavior**

→ With SOA and the Retail Integration Framework

**Smart Work: Racing ahead in a changing world**

→ Find the key to working smarter at **Impact 2009**

**Outfitting Clouds with SOA style**

Using virtualization, connectivity and security  
→ Read the interview

**Smart SOA in action: Mobitel**

→ See how dynamic processes increased speed to market and reduced costs



# Demo: Download The SOA Widget

- <http://www.ibm.com/software/solutions/soa/widget.html>
- Version 3....Installs as a client on your desktop
- Navigates to the appropriate URL
- Instant access to the latest WebSphere information



# SOA Healthchecks – Targeted For Customers With Some SOA Experience

<http://www.ibm.com/software/solutions/soa/healthcheck.html>

- [IBM Infrastructure Architecture Healthcheck for SOA](#)  
Helps reduce costs to develop an optimal SOA infrastructure architecture to meet business services performance objectives, and develop an accurate budget for infrastructure updates
- [IBM SOA Applications and Services Healthcheck Workshop](#) examines application reuse to verify that existing applications are properly used
- [IBM Infrastructure Healthcheck Workshop for SOA](#)  
Helps identify opportunities and strategies to reduce infrastructure complexity and optimize operational costs, as well as improve service reliability by identifying the root cause of problems and defining remedial actions

# WebSphere Access Points For More Information

1. <http://www-01.ibm.com/software/websphere>  
WebSphere and Smart Work starting point
2. <http://www.ibm.com/software/solutions/soa/library.html>  
Library of learning
3. <http://www.ibm.com/developerworks/websphere/>  
DeveloperWorks Technical launch point for WebSphere
4. <http://www.ibm.com/software/solutions/soa/services.html>  
Professional Services



***For Coming Today***

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**<http://www.ibm.com/developerworks/offers/techbriefings>**