(Music)

Danny Sabbah: Late March IBM announced some new capabilities around SOA and SOA governance. Governance is a lot more than just a registry… it's about decision rights (who makes what decisions) and it's about measurements and controls around those particular decisions.

We announced a new SOA Governance practice comprised of experienced and knowledgeable individuals. We also announced a new SOA Governance method that lays out tasks, roles and responsibilities. In that announcement, we have new tools and technologies (including a registry) for applying governance. These new capabilities, taken together, will help our clients manage risks and more fully realize the benefits of SOA.

The issues really exemplify the difference between SOA Governance and more traditional IT governance. Some of what's different are:

-Sharing services really requires more forethought and clearly defined rules and policies.
-Requires more involvement from the business… greater collaboration between the business and IT and the individual lines of businesses, which is a real challenge, quite often.
-It really requires a broader and more consistent set of communications on a regular basis.

We've only just begun this particular journey to address the governance issues around SOA. There's lots more to do. It's not just about technology… it'll take a holistic, lifecycle approach… and at IBM, we've got the technology and the know-how and experience to do this.
(Music)