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Every organization has different needs and we're finding that it's really across the board how organizations are getting involved with SOA. What most enterprises see is ... They have created systems that are hardwired, very difficult to maintain, very difficult to integrate. And creating this kind of foundation and environment will allow the flexibility to introduce new services, introduce new processes, change those processes more readily because of the different layers of abstraction. This is really all about concentrating on the core element that needs to change and not having that impact so many other systems from a physical orientation.

It's really an environment that's about contracts. It's about agreements with one party to another whether it be an IT element communicating with another element or you know what the hope is in most organization it creates much more of a shared environment between elements in the business and you know external partners and suppliers that share in this environment and being able to call third party services into the fold.

Being able to access information, transform information in a consistent and a reliable manner and perpetuate you know the best practice of this is the element to be used in these types of processes or context is something that organizations want to create. That single view, that element of truth within the system that they decide that is going to be the quality information that we are going to rely on for that use. By creating some standardized services a lot of the same elements are drawn from systems for a variety of different uses. So you know the first benefit will be reusability.

When considering business process it's really about workflow. It's about orchestration of events and how services may be combined and recombined to achieve an end goal. ... With a business process engine, what we see happening with Service-Oriented Architecture is a lot of that workflow that may be hard coded into applications would be abstracted out. By abstracting out a process that process can be honed and improved over time more readily than if it is fragmented and incorporated within discrete services.

What we are finding with SOA is that CIOs and other individuals within the organization are reaching out to their IT providers. Turning to those that understand, you know, the underlying technology is very, very important. You know most organizations, you know, they want to simplify their worlds - but black-boxing things as what will happen in this kind of environment of interoperability - will start to happen. They will need to turn to the experts to sort of give them an understanding of what's going on under the covers. Some IT providers such as IBM are offering a variety of services to help organizations get started in their SOA endeavors, whether it be education or discovery workshops and understanding where one can take advantage of SOA, how to layout a roadmap, how to examine and really look across the entire landscape, understand the processes that, you know, are in place today and how to optimize that with best practices moving forward.