IBM SOA Executive Summit – July 2007

People, Process, Information

for Business Centric SOA

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Session Roadmap

- Business and IT meet
- The SOA Entry Points
- Entry points are evolving
  - People and Web 2.0
  - Information Analytic Services
- Combine entry points for a value multiplier effect

Organizations depend on a flexible IT Infrastructure

Adopting a business centric approach

Business Challenges

Globalization

Mergers & Acquisitions

Risk & Compliance

Eroding Customer Loyalty

Supply Chain Complexity

Industry Transformations

Cost Cutting…

Business Requirements

Increase the speed of the decision making

Improve collaboration

Reduce administrative time

Deploy end-to-end business process

Business Centric IT Infrastructure

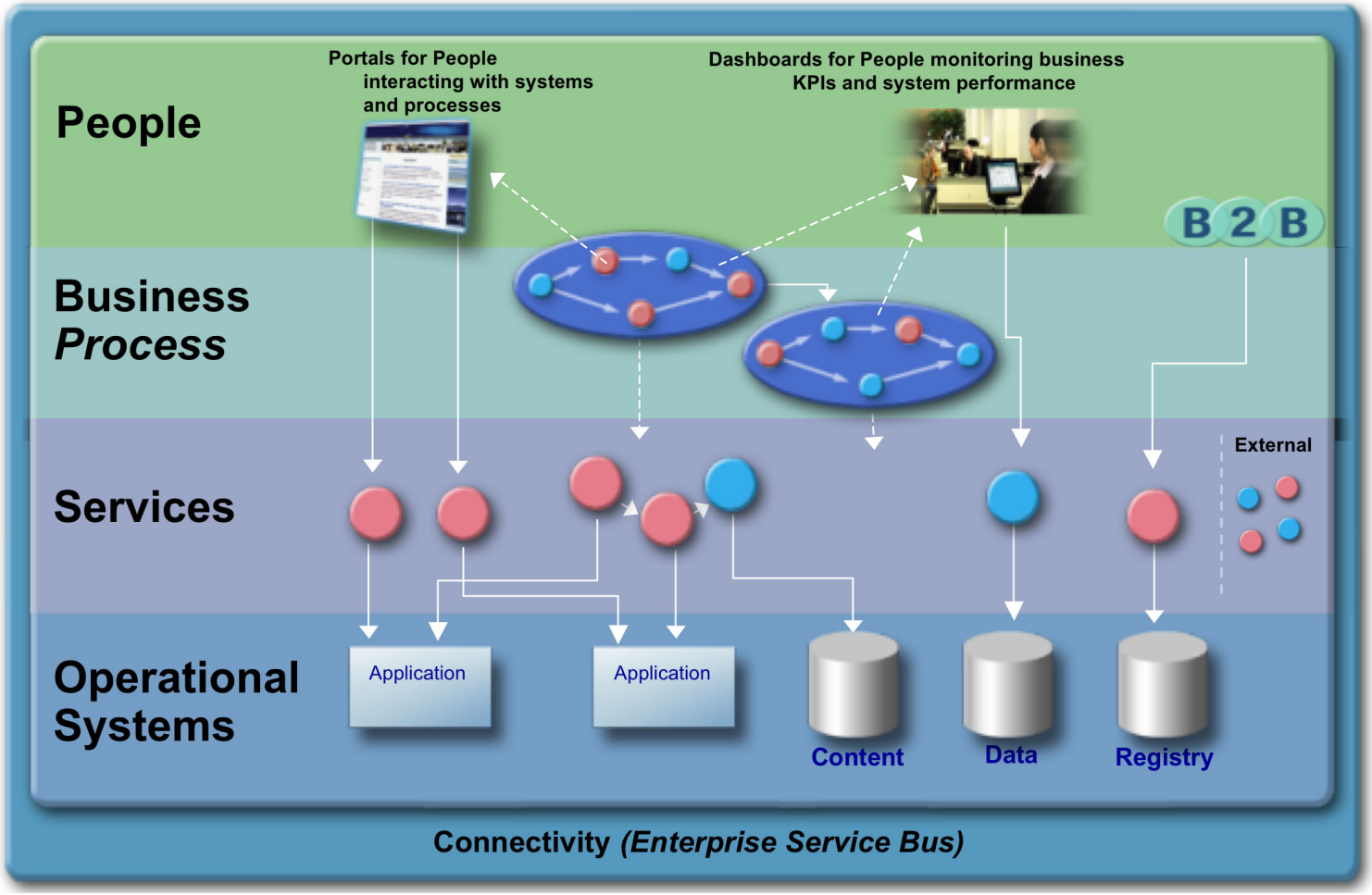
Enable Business Flexibility

Easy to enhance reconfigure and maintain

Able to be deployed in incremental steps

Services – the building blocks for business processes

Efficiency in creation, reuse for execution…flexibility for change



Goal – Increasing people's productivity and the overall company performance

Goal – Highly flexible and automated business processes

Goal – Reusable services accessable across the enterprise

Goal –Deliver Information as a Service

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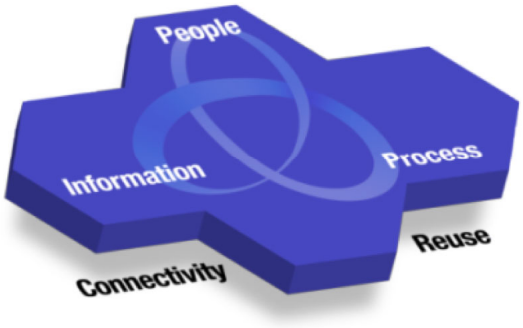
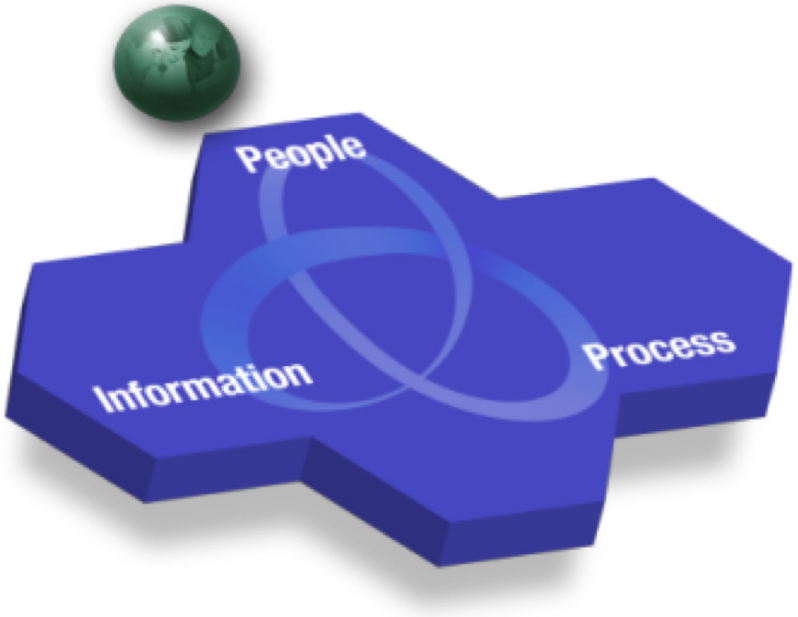
The SOA Entry Points



People	Greater productivity and flexibility through targeted user interactions for improved operations and collaboration
Process	Achieve business process innovation through treating tasks as modular services
Information	Provide trusted information in business context by treating it as a service
Reuse	Service-enable existing assets and fill portfolio gaps with new reusable services
Connectivity	Connect systems, users, and business channels based on open standards

The People Entry Point

Efficient, collaborative, real time decision making and execution for business agility and responsiveness



…a starting point for SOA - enabling people to interact with application and information "services" supporting business processes.

Why It's Important

People are the drivers of the business – they interact with reusable business services using the right information at the right time!

Transalta

Role-Based Emissions Dashboard

Business Challenge:

- Provide real-time KPIs of plant operations
- Monitor/regulate over capacity generation
- Ensure compliance to stringent environmental requirements (eg: emissions)
- Surface data from SAP, Domino, DBs

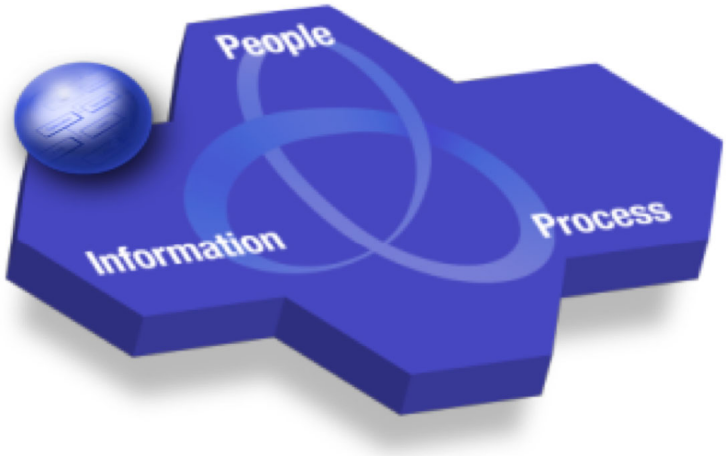
Solution:

- R*eal-Time* Emissions Dashboard
- Role-based views

Implementation Details:
WebSphere Portal, Workplace Dashboard Framework

The Process Entry Point

Integrates and synchronizes business systems and choreographs business and system activities into reusable process components



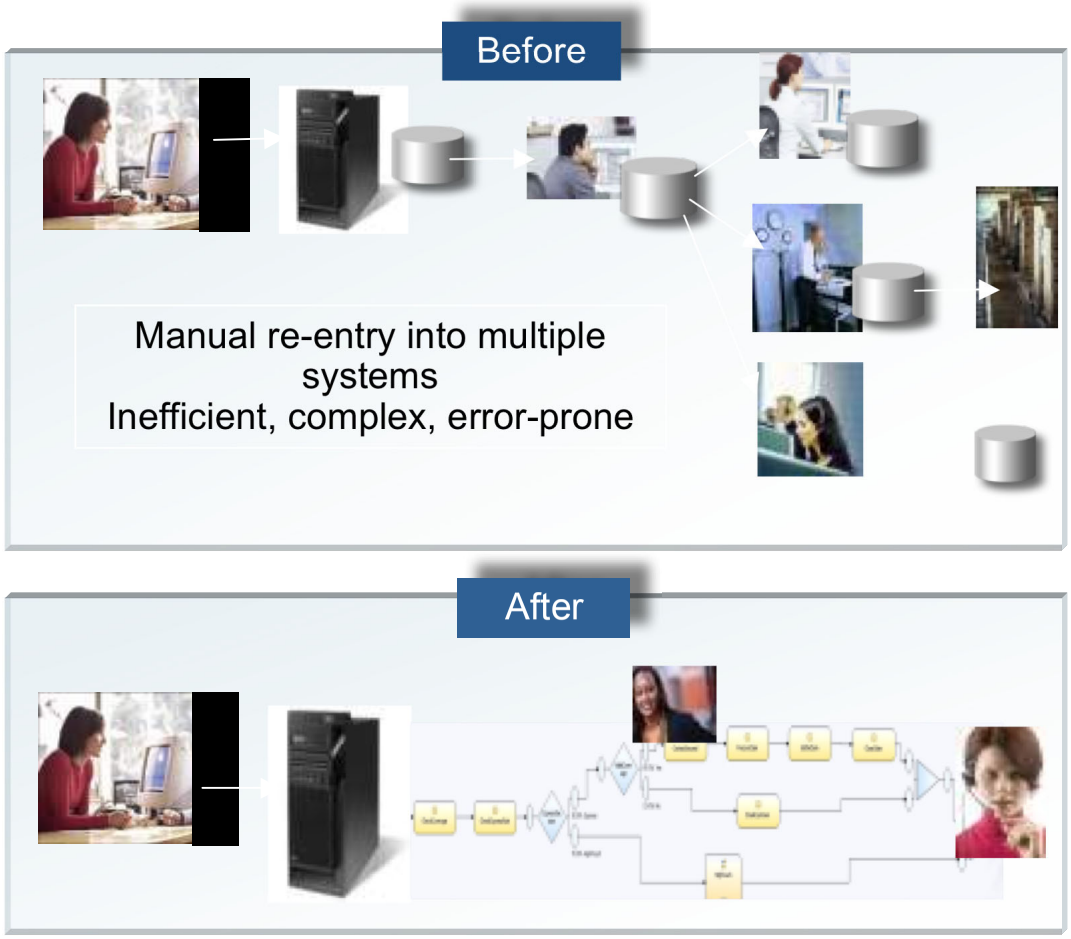
….the process of supplementing a manual process with an automatically controlled alternative through the orchestration and integration of technology and human assets to form streamlined processes.

Why It's Important

Automated processes reduce administrative time and adaptable and reusable processes to enable faster reaction to business indicators.

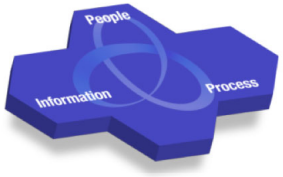
Respond Quickly with Automation using SOA

- Process Automation
  - Integrate and Synchronize Business Systems
  - Choreograph Process Activities Across the Organization
  - More responsive IT organization
  - Pre-built, reusable services reduce:
    - execution time
    - complexity/ maintenance costs
  - Higher productivity through automated process execution:



Automating the mail delivery process

Wüstenrot & Württembergische AG create a high tech pipeline



Wüstenrot&Württembergische

Business Challenge:

- ***Needed an automated, paperless mail distribution solution to reduce mail delivery time and save money.***

Solution: A back-end document repository, automated workflows, a mail processing application and an easy-to-use interface:

- automatically stores and distributes incoming mail
- enables back-office employees to access a list of duties and responsibilities

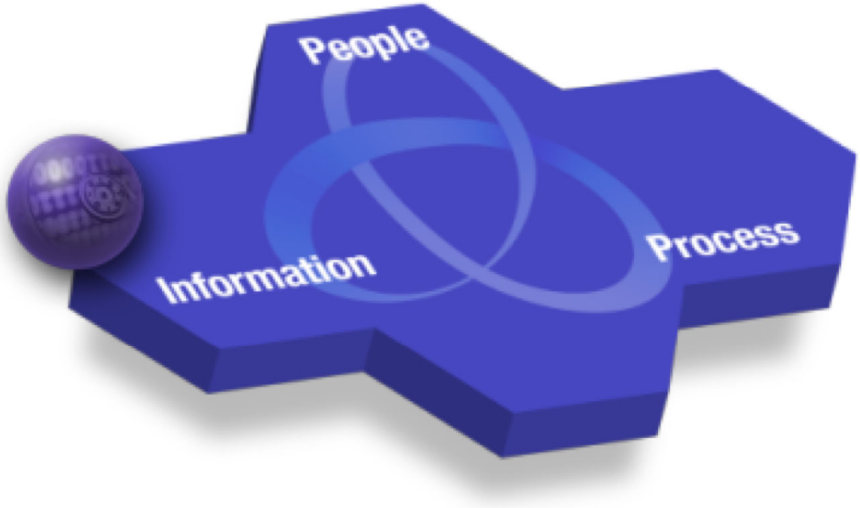
Results:

- Improved efficiency and customer service: mail is now processed and delivered within 2 hours
- Increased productivity: outlines tasks, priorities and makes workload balancing and management easier

Implementation Details: WebSphere Business Modeler, WebSphere Process Server, WebSphere Integration Developer, WebSphere Information Integrator Content Edition

The Information Entry Point

Delivering actionable information to people and processes



Connect, enhance and deliver in-context information across diverse operating systems, applications and legacy systems through reusable services.

Why It's Important

The Information Services enables consistent views and maintenance of data and content, providing a "single view of the truth" to people and processes

Classifying Information Services patterns

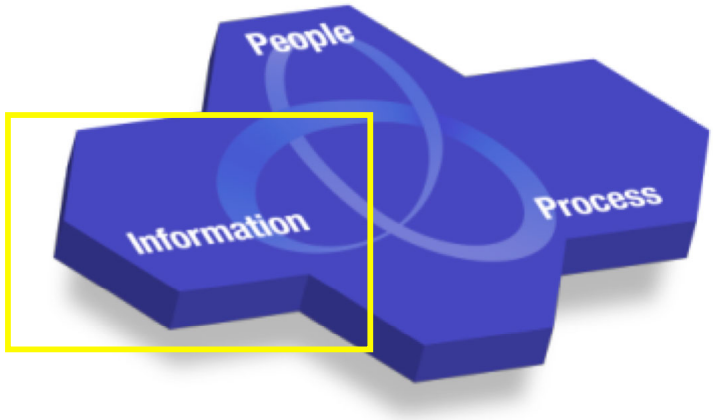
Identifying usage patterns to focus the business case

Data Complexity, & Accessibility

Deliver trusted information as a service

Multiple Versions of the Truth

Build master data services for product and customer info



An enterprise-wide information management strategy increases the chance of success for service oriented architecture efforts by at least 70%...

Gartner, February 2006

Enterprise Content Management

Build services to integrate content into processes

Real time access to analytical information

Deliver analytical services for structured an unstructured data

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Co-operators Insurance

Master Data Services to maintain customer info across lines of business

Business Challenge:
Create a source for complete and accurate customer information to drive sales across lines of business and save costs

Solution: Core customer information hub built on service oriented architecture for maximum flexibility, with cross-references to policy, claims and billing systems

Results:
- Can up-sell and cross-sell more effectively, growing revenues and customer loyalty
- Efficiency due to “once and done” processing helps to avoid manual data fixes, and reduces IT maintenance support
- Service oriented architecture provides flexibility, ease of maintenance and reduced development time
- Enhanced customer service and business development opportunities

Implementation Details: DB2, WebSphere Application Server, IBM WebSphere Business Integration Server, WebSphere Customer Center, WebSphere MQ

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Web 2.0 SOA takes the People Entry Point to the next level

Users pull SOA services

Enterprise IT

Structured services

Process

Information

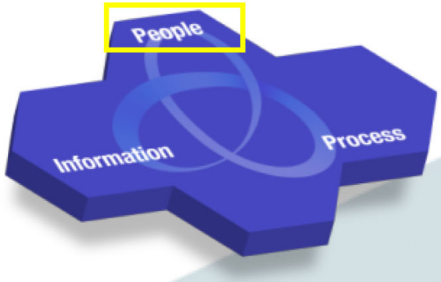
Users

Mashups

Wikis

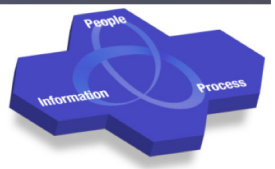
Blogs

RSS



RESULT >> NEW Agility and Flexibility from enterprise integration with user's lightweight services and collaboration

Increase brand awareness for customers and drive revenue
Starwood – Sheraton.com



STARWOOD
HOTELS & RESORTS WORLDWIDE, INC.

Sheraton
HOTELS & RESORTS

- **Business Challenge:**
  Communicate the brand
  Create online community while enhancing brand loyalty
  Enable consumers to connect with other consumers
  Improve guest satisfaction
  Improve conversion rates for greater revenue

- **Solution:** Use SOA-based services to add value to brand initiative and web site redesign – enabling greater community and collaboration features for web 2.0 capabilities

- **Results:** Increased guest satisfaction, Increase in page views and visitors, Increased conversions ➔ revenue

- **Implementation Details:** WebSphere Application Server, WebSphere Process Server

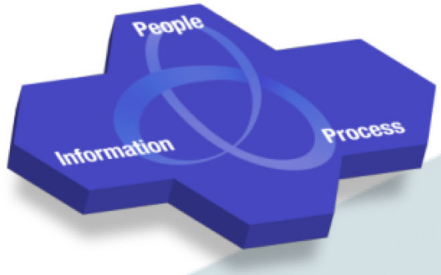
Web 2.0 Goes to Work *with SOA*

Social Software
- Lotus Connections
- Blogs
- Wikis
- Collaboration

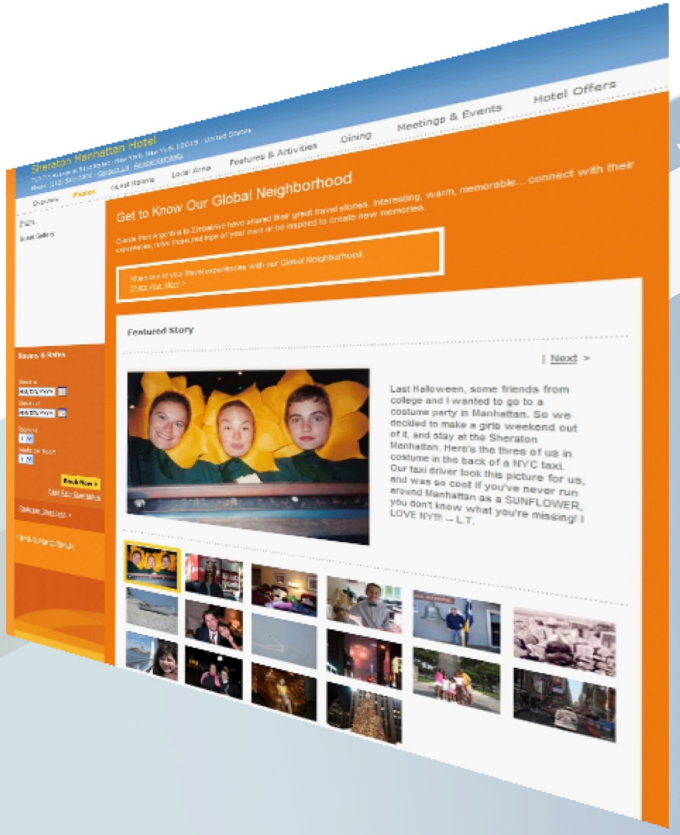
Infrastructure
- RSS
- ATOM
- AJAX
- REST
- SOA

Mashups

Innovative Applications

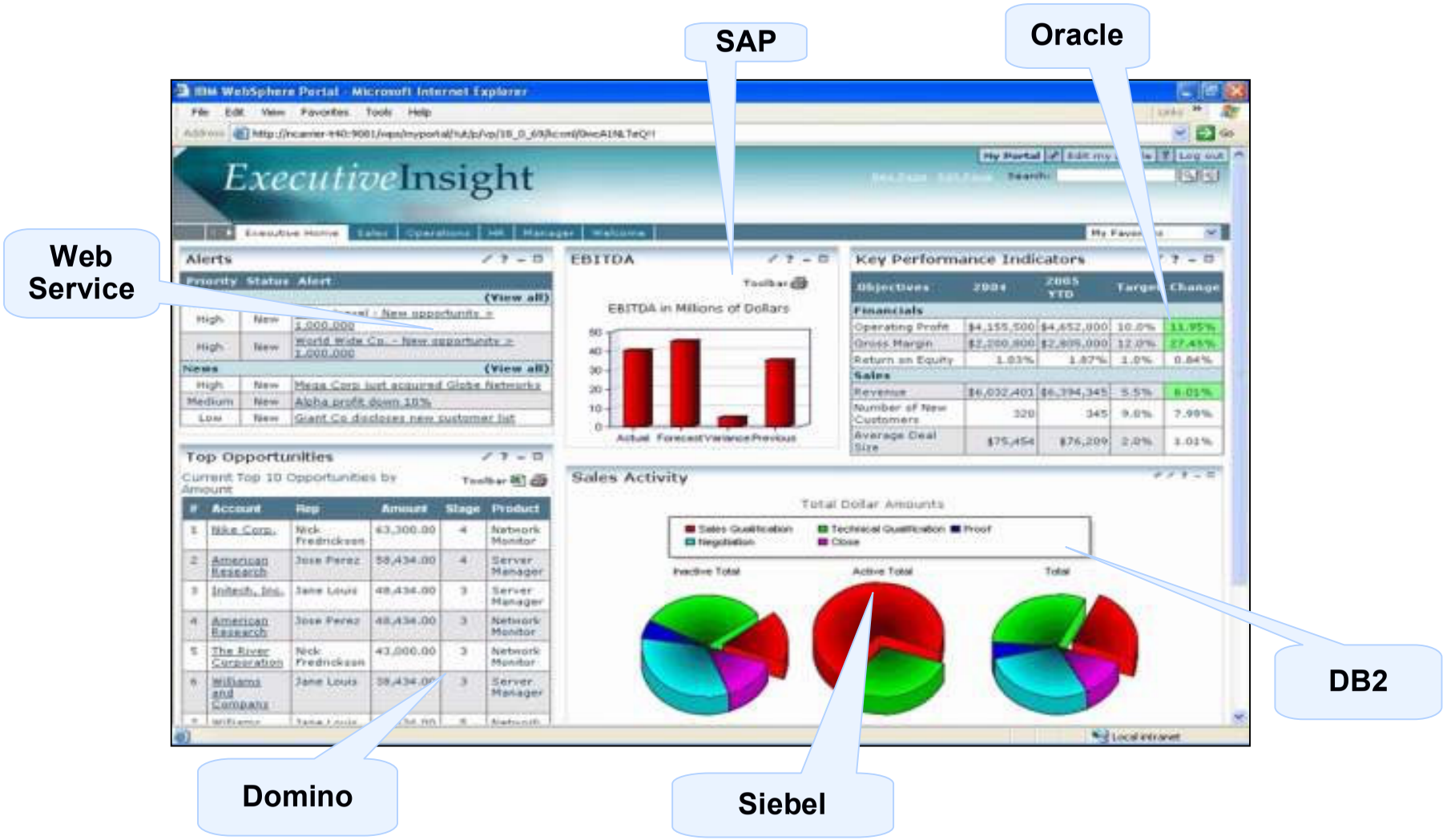


Sheraton.com: Guest Gallery



Implement Web 2.0 with Mash-ups

Enable effective insights, decision and actions



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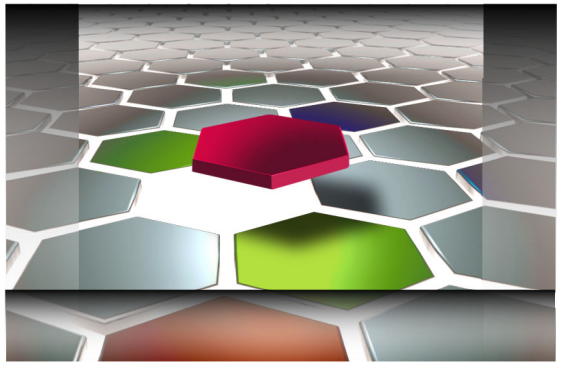
Combine Entry Points for a value multiplier

Individual Entry Point projects deliver value on their own
…… and even greater value when combined

- Each project should create value
  - Do not build for the sake of creating services
  - Create services that will be used for the project



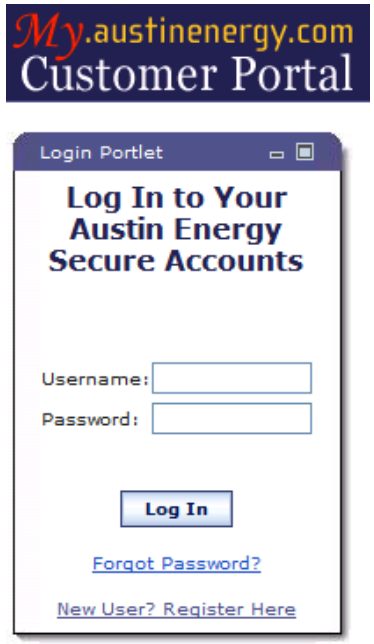
- Remember that MOST projects have a People, Process and Information dimension
  - Look to those dimensions for alternate solutions
  - Find the most effective alternative – and one that can be reused
  - Effectively mix and match services
    - eg: Information Services for federated corporate data, mashups for accessing public information services
- Build incrementally
- Look to reuse

Combining Portal and Process

Austin Energy's Portal

Business Challenge:
Serve vocal but underserved community of multi-family property owners to provide more accurate and timely access to usage, billing, and repair systems

- **Solution:** Secure, simplified web-based access to multiple, complex legacy systems.
- **Results:** Improved customer satisfaction
  Reduced cost burden on AE to administer access to the legacy systems
- **Implementation Details:** Portal Extend, WebSphere Process Server, Workplace Web Content Management, Tivoli Access Manager, Rational Performance Tester



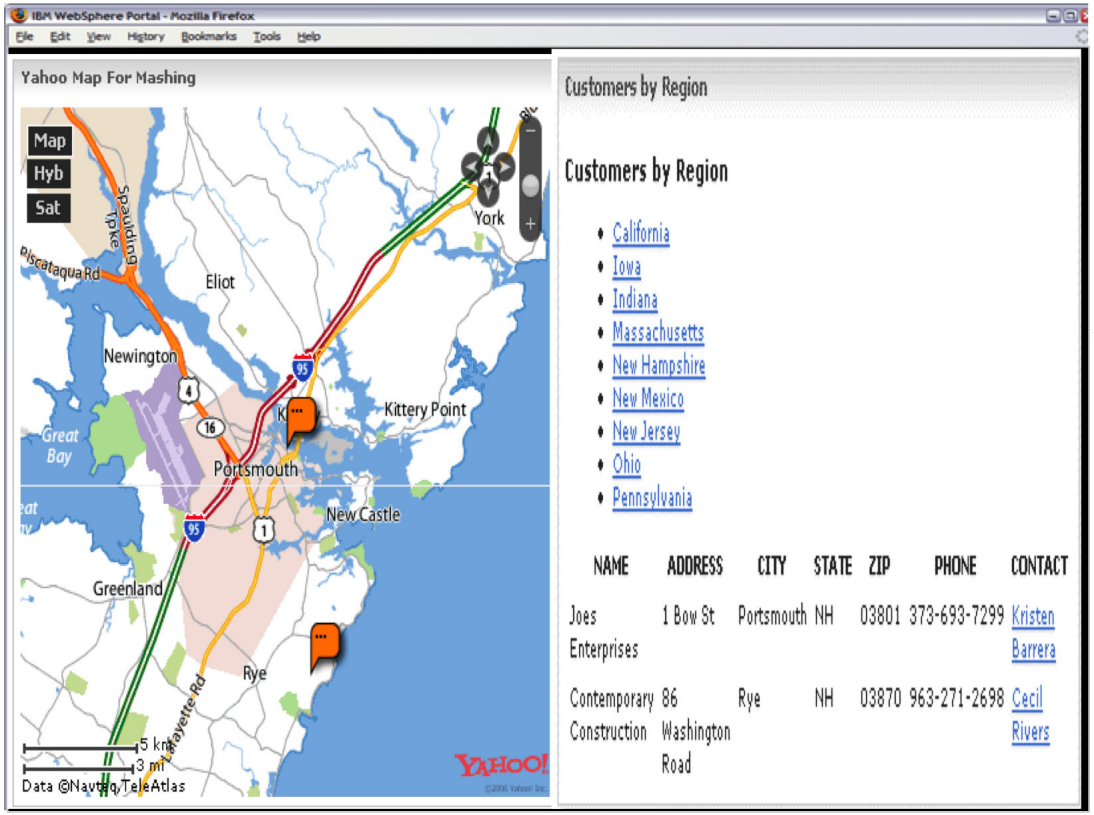
Combining Web 2.0 and SOA for effective decision making

Increasing the value of corporate applications

3 Combine Entry Points

Web 2.0

Mashups
- **increasing the consumability of the web experience**

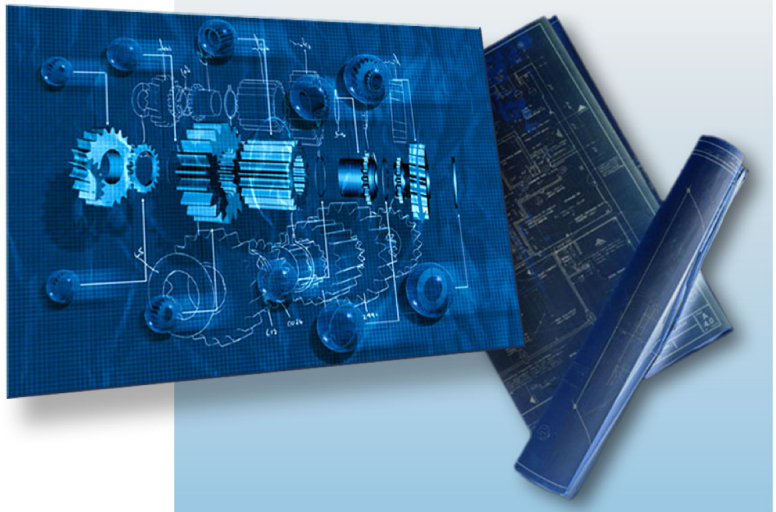


SOA
- **delivering secure process services and information to people**

SOA

Act Now: Start your SOA Project through the Entry Points

- **Make the most of your time today**
- **Learn how other organisations here today have taken an entry point approach to SOA**
- **Understand which entry point is right for your organisation**
- **Leverage the expertise and tools available to you from IBM and its Business Partners**
- **Enjoy the day, ask questions and give us your feedback**



- **Key items available to you and your teams, via our website - www.ibm.com/itsolutions/uk/idc :**
  - See how the Education Building Society (EBS) approached SOA
  - White papers
  - IBM SOA Entry Points brochure & SOA workshop series

Questions?

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