Hello.

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Simplifying IT with SOA at Everything Everywhere

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everything everywhere

Everything Everywhere Restricted



Company Background

Business & IT challenges

SOA Reference Architecture

Architecture Patterns

Challenges and issues



Everything Everywhere : Quick Facts

One company running two of Britain's most famous brands, Orange and T-Mobile.

We have 27.5 million customers, over 15,000 employees and more than 700 stores across our brands.

Our vision: "giving the UK the best network and best service so that our customers trust us with their digital lives."



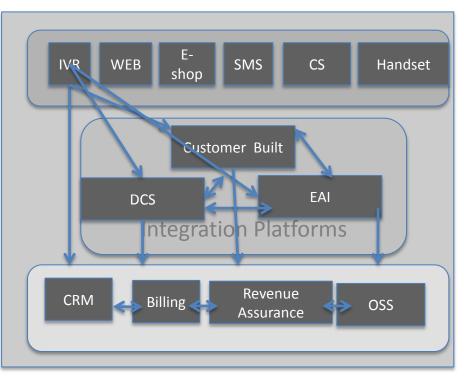


IT challenges in 2009

- •Multiple Integration Platforms
- Duplicate business logic
- •Heterogeneous, unsupported platforms
- Complex Architecture
- Application-centric

Increased time to market
Expensive to run and build
Inconsistent customer experience
Difficult to evolve to support changing business processes and models





SOA Initiative: objectives...

Business Objectives

Improve time to market Explicitly modeled business processes Online driven and business centric Flexible and business process aligned reusable services

Technical Objectives

Simplified Architecture

Introduce and communicate new architecture and design patterns across the enterprise. Move away from EAI based integration to simplify (EAI model inversion) IT integration. Deliver new flexible, reusable services that will allow us to decommission legacy services.

Standard technologies and standard service interfaces

Remove multiple access points.

SOA Reference Architecture

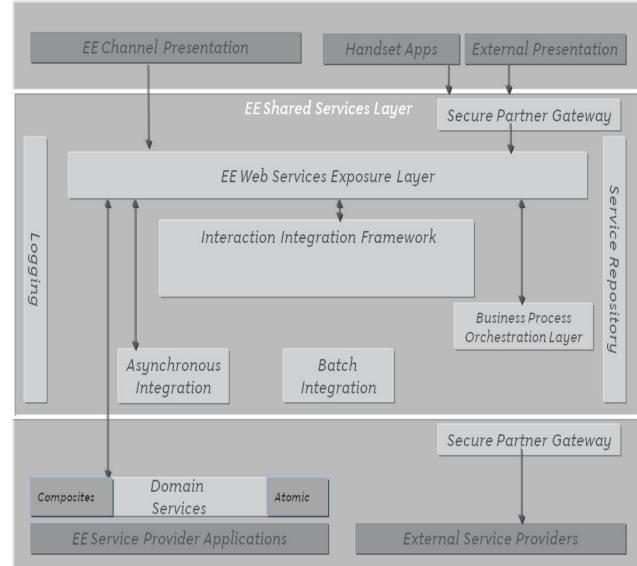
Highlights:

•Web Service Oriented Architecture

•DataPower as a light weight ESB and single governance point.

•DataPower as a Secure Partner Gateway

•WOA (Web Oriented Architecture) with interaction services
•Explicitly modelled business processes using BPM



SOA Reference Architecture

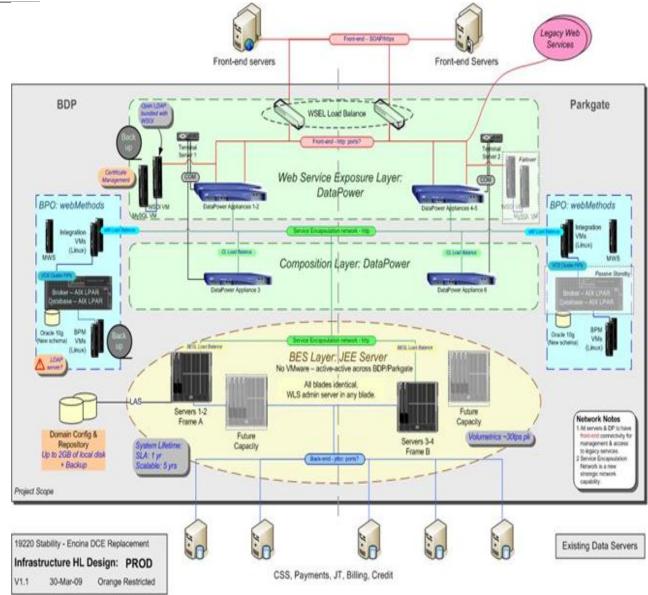
Technical Platforms:

•Web Services Exposure Layer: DataPower XI52

•Business Process Orchestration: SoftwareAG BPM

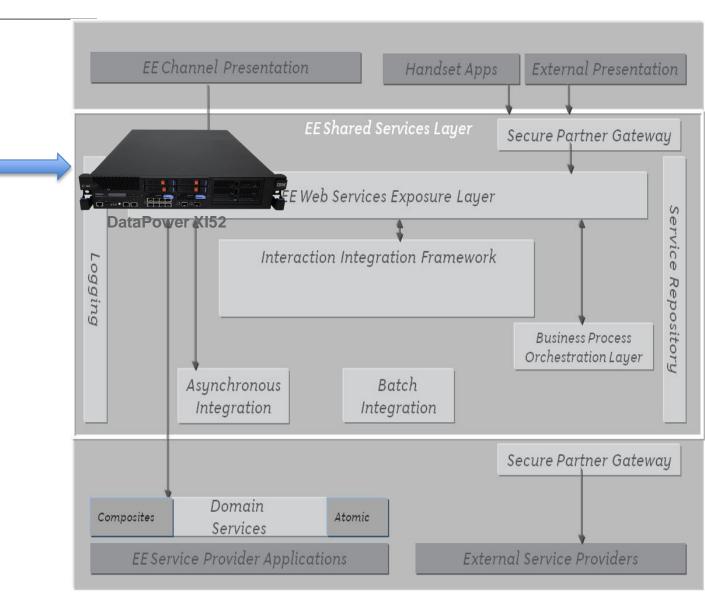
•Secure Partner Gateway: DataPower XI52

Interaction Integration
 Framework/Asynchronous
 Integration: Java



DataPower as a light-weight ESB

- Web Services Exposure Layer (DataPower) responsibilities:
- •Security, routing & Versioning
- •Service Level Management
- •Service Policy
- •Supports SOAP &REST
- •Supports XML and non-XML



DataPower as a Single Governance Point

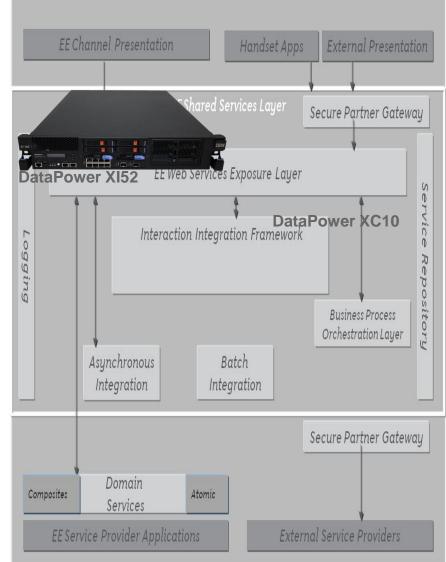
Web Services Exposure Layer(WSEL): Single Governance Point

•All SOA services are exposed only through WSEL

•All SOA can be consumed only via WSEL

•Each web service consumer (WSC) consumes the web services from WSEL domain and does not know the address (URI) of the actual web service provider (WSP)

•WSEL enforces service contract that includes contract addresses non-functional aspects such as response time, number of requests per unit of time & volume.



DataPower integration with Splunk Performance monitoring and reporting

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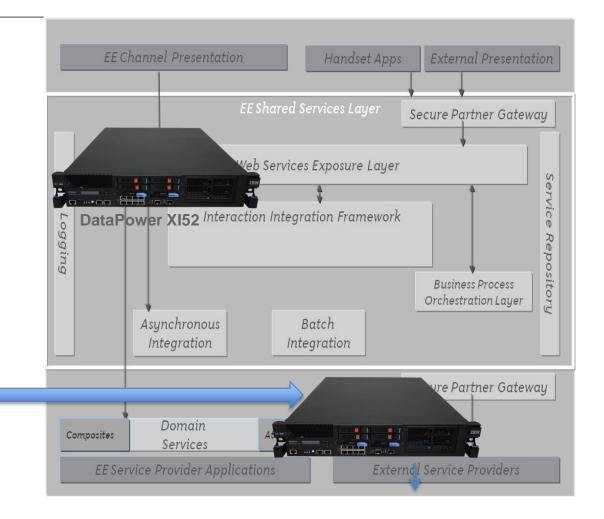
DataPower as a Secure Partner Gateway

Secure Partner Gateway(DataPower) responsibilities:

Integration with trusted3rd parties

•Mutual SSL authentication HTTPS

•Technical Transformation.

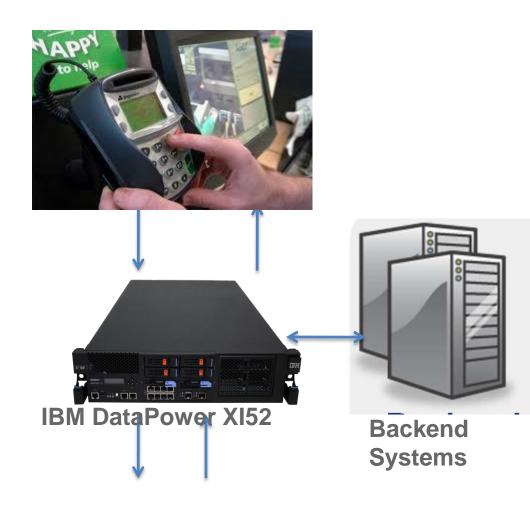




DataPower as a Caching Platform

EE-Cache(DataPower) Use Case:

PAYG Customer topping up his account at retail shop, using his swipe card



E.g. Data Grid

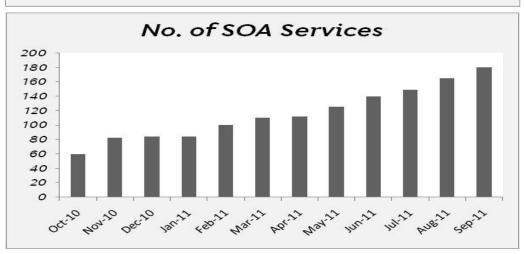
Telephone Number	Swipe Card Number
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0798923232	8984324324



IBM DataPower XC10

SOA Initiative : Benefits Delivered

During last 18 months, we have delivered 200+ reusable, flexible SOA Services.



In excess of 520m calls, 99.5% within SLAs.

SLAs	No. of transactions	%		
Lessthan4 seconds	525,408,059	99.56%		
Between 4 & 8	1,852,316	0.35%		
Between 8 & 12	260,795	0.05%		
More than 12 secpnds	191,316	0.04%		

Demonstrable Benefits: Reuse Relative •Flexibility sts Improved Governance Low Maintenance •Reduced integration cost Initial cost Maintenance Changes •Improved Time to Market. SOA Traditional 14 Integration Integration

Challenges

- •Business Sponsorship
- Mindset change
- Service Identification
- Service Modelling

Focus Areas

Vision : SOA Reference Architecture

- SOA Governance
- •Business outcomes
- •Standards, Patterns, guidelines and frameworks

EE SOA: Enabling business transformation

Integrated Multi-brand Platform

 provides an integration framework for integrating IMP with other retained applications and partners and enables a multi-channel, consistent customer experience

IT Consolidation

 delivers an end to end integration stack enabling application transformation and consolidates the 2 legacy platforms

APIs and Big Data

 exposes EE's capabilities as APIs for 3rd party consumption – including personalisation and data monetisation

Digital Strategy

 provides multi-brand interaction services for easy integration

Business Transformation

 maximises the capabilities of legacy technology platforms to support strategic business initiatives

Cloud Aggregator

 enables the cloud aggregator to combine and integrate services from EE and other vendors to provide proprietary offerings

Questions.



Thank you.

