

IBM - Extending SOA with Web 2.0

Hey, it's been a busy year since we last met!

Remember how my users all wanted applications to help them exploit immediate opportunities?

In an enterprise like ours, we couldn't even start coding before the chance was gone.

But now I think I'm on top of the problem! You must have heard how Web 2.0 gives us far greater consumability and accessibility to services through mashups ... so it's a great way of extending SOA.

All my users wanted their applications to be as user-friendly as the desktop apps they're used to. And, hey, Web 2.0 offers a rich user interface that can deliver just that!

My breakthrough was when I heard about browser-based mashup tools.

The idea is that users connect up services to create the function they need. It's not programmers writing code, its users *designing information*.

And the palette where they do their design creates the Web 2.0 service connections *and* the user interface.

I had to try it! I created a mashup by attaching a 3rd party's SMS widget to a list of my employees. And immediately I got an active list I could use to send them instant messages. I was hooked!

To start with, our SOA composite applications provided a base set of proven services that our knowledge workers could assemble and reassemble in different ways. And they could combine them with 3rd party services, like sales analytics.

They grabbed at the chance! Then my developers wanted to get in on the act ...

Could they extend our enterprise SOA applications with a rich Web 2.0 interface?

Turns out it was no problem using MQ and a WebSphere Feature Pack for Web 2.0.

So, we develop those more important apps ourselves, and make them available through our Portal.



Still not convinced? Here, look at this. The customer service department created some Web tools for our customers to use. But then they found that they could add in value-add services from our partners, like financial and travel tools. It took minutes instead of weeks, and made the whole customer experience much richer.

It gets better! Marketing loved what Customer Service had done, came to us, we reused it, and added enterprise apps for cross-selling through our Portal. Simple change, huge success!

... you *bet* I'm happy. Think what we've gained by simply extending SOA with Web 2.0: my users are in charge of their own apps, so the pressure's off me, while I keep control. The combination is very enterprise-focused ... and the business is going gangbusters.

Next year? Try and beat that!

