

Working smarter with a Smart SOA foundation

*Bringing people, process, information and technology
together for cost optimization and agility*



Highlights

- Provide a more flexible infrastructure
- Provide a foundation for joint business/IT initiatives
- Align technology with the needs of the business

Today's work

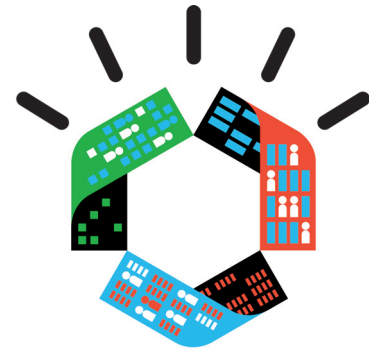
Business communities have dramatically changed the way we work. Now entire markets appear, disappear, or move halfway around the world—seemingly overnight. Innovative, new products are being developed faster and keeping up with market demands seems, at times, almost impossible. Customers insist on better service and higher quality products at lower prices.

At the same time, technology and culture have transformed the *why* we work. People expect to be able to work anytime, from anywhere, with anyone. Information is abundant. With all this progress, one might think businesses are getting things done faster and better than ever before.

However, with each change, new inefficiencies creep into every aspect of work. One study showed that two-thirds of all employees surveyed believe there are colleagues who can help them do their jobs better, but don't know where to find them.

Furthermore, 42 percent say they make decisions based on the wrong information at least once a week. And every week, businesses waste more than five hours per employee due to inefficient processes.

It's no wonder that 98 percent of CEOs say they need to restructure the way their organizations work. Restructuring an organization in a business climate that changes as quickly as the current one, while a daunting challenge, presents a tremendous opportunity.



Smart work

Work smarter

Hundreds of organizations around the world have already begun to take advantage of this opportunity by working smarter. They have become more dynamic—more efficient and more profitable. They can adapt, and respond, to these quickly changing market conditions. Their business partners and customers can seamlessly collaborate throughout every link in their supply chain. Their employees can access the right information at the right time—every time.

Some of the same technological advances that are forcing so many rapid changes on the business landscape also hold the potential to revolutionize the way work gets done. Business processes can be more dynamic and flexible, using advanced analytics to not only react to market shifts, but anticipate them.

Information can be shared not just across an organization, but *between* organizations—revealing new patterns and opportunities. And employees a world apart can work together and collaborate naturally, in real time.

The results are in

Smarter work is getting done right now. In each case, companies are connecting, integrating and capitalizing on previously disparate parts of their business. And the results are visible and measurable.

A recent customer survey by IBM of more than 900 IT and business decision makers around the world reported success in demonstrating return on investment (ROI) and a SOA investment that pays for itself—and more—60 percent report exceeding their cost reduction objective. More importantly, one of the top success factors cited in surpassing SOA expectations was investment in supporting SOA infrastructure.

Smart SOA foundation

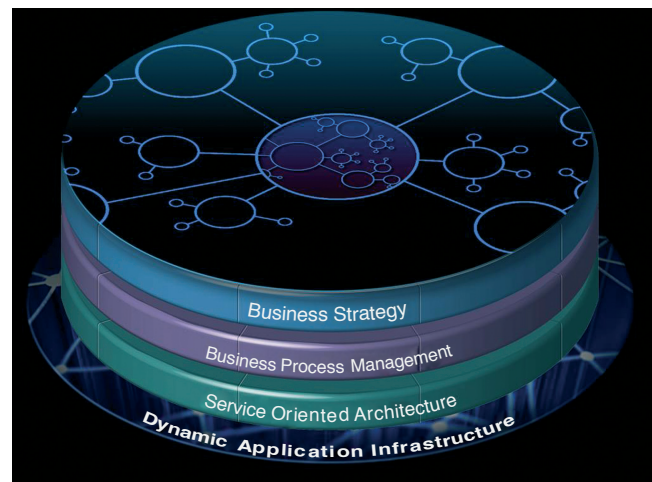
How does a Smart SOA™ foundation help? It can provide your business with a more flexible infrastructure. It can make processes, even fundamental business models, more dynamic by automating the simple tasks as well as the complicated ones and optimizing processes for maximum business performance.

A Smart SOA foundation allows organizations to maximize their business interactions better—and smarter. It connects them in real time, wherever they are and with whatever device they choose. It makes collaboration and discovery of expertise natural and simple.

It also delivers trusted information and smarter analytics. Trusted information becomes widely available—in context. Analysis now becomes more predictive in nature. This leads to better, faster and smarter decisions.

Finally, a Smart SOA foundation can provide a set of technology capabilities that maximize agility and the ability to interconnect people and processes through service orientation—flexibly aligning the technology with the needs of the business.

Elements of the Smart SOA foundation



A Smart SOA foundation can provide a set of technology capabilities that maximize agility and the ability to interconnect people and processes through service orientation—flexibly aligning the technology with the needs of the business.

Scenario 1: Flexible connectivity

To achieve flexibility, organizations need to reduce IT complexity so IT can more quickly and easily deliver on the needs of the business and still afford to innovate. A Smart SOA approach untangles costly and debilitating IT complexity associated with point-to-point connectivity and integration, while maintaining the highest levels of reliability.

As a result, IT is able to cost effectively deliver fast and flexible application integration which improves the flow of information across an organization and positions it to better adjust

to dynamic business requirements, reduce resource, maintenance and integration costs, as well as enable IT to seamlessly bridge to new connectivity technologies that are in such demand today.

SOA applications and services can also be extended beyond organizational walls to your partners, suppliers and customers. And it provides a fast and reliable way of unlocking packaged business applications, accelerating the delivery of industry-specific information and consolidating partner management and business-to-business efforts. So you have your entire organization working seamlessly and ready for any marketplace situation—quickly.

The Texas Health and Human Services Commission developed a new business model offering clients better and more varied service over the phone, at hospitals, in community centers, offices and via the Internet, supported by a service-oriented architecture using existing applications, saving between 40 - 70 percent.

IBM offerings for flexible connectivity

Software

- IBM WebSphere® Enterprise Service Bus
- IBM WebSphere Message Broker
- IBM WebSphere DataPower® Appliances
- IBM WebSphere MQSeries®
- IBM WebSphere Transformation Extender
- IBM WebSphere Partner Gateway
- IBM WebSphere Adapters

Services

- SOA Infrastructure Consulting Services
 - Design and Implementation Services for ESB and Message Broker
 - Event Management and Monitoring for SOA
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Scenario 2: SOA entry points

SOA entry points allow a business to start on projects that have the most value and move to new opportunities quickly. They allow the ability to solve immediate and, likely, straightforward challenges, such as connectivity, reuse, collaboration, information access and automation, in a way that can segue into more substantial changes, should they become necessary.

But for all the simplicity that the SOA entry points bring, it is very important to recognize that simplicity is not just a principle that applies to basic projects. No deployment is so advanced that we can tolerate needless complexity. Smart SOA requires simplicity as a tenet of good design. The Smart SOA approach cuts through needless complexity.

For example, the Finnish Defense Forces enabled all their branches to share common C4 applications and—by enabling the dynamic reuse of services—allowed them to get new applications out to the field in a fraction of the time, realizing an 80 percent reduction in development time.

IBM offerings for SOA entry points

Software

- IBM WebSphere Process Server
- IBM WebSphere MQ FTE
- IBM WebSphere Application Server
- IBM WebSphere Portal
- IBM Rational® Asset Analyzer
- IBM Rational System Architect
- IBM InfoSphere™ Information Server

Services

- IBM WebSphere Portal Quickstart Services,
 - IBM Testing Services
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Scenario 3: SOA Governance

SOA Governance helps organizations manage, trust and secure services and documents in an SOA. As a result, organizations can rapidly bring new services to the market, reduce business application risk, increase staff productivity, and lower maintenance costs while maximizing return on their assets.

SOA Governance is key to a dynamic infrastructure that helps organizations address higher service expectations and rising cost pressures while providing a foundation for breakthrough productivity, accelerated value creation and the increased velocity needed to achieve the faster pace that business and society demand. This dynamic infrastructure becomes instrumented, interconnected and intelligent to bring together the business and IT infrastructure to create new possibilities across the business.

For example, AMB Generali established an SOA Governance Center team which enabled groups to work effectively in tandem, reducing technology and process redundancies, optimizing system integration and workflow, and mitigating project risk resulting in US\$50 million in savings.

IBM offerings for SOA Governance

Software

- IBM WebSphere MQ File Transfer Edition
- IBM WebSphere DataPower XML Security Edition XS40
- IBM WebSphere Service Registry and Repository Advanced Lifecycle Edition
- IBM Rational Asset Manager
- IBM Tivoli® Composite Application Manager for SOA
- IBM Tivoli Security Policy Manager

Services

- GTS DataPower Quickstart Services
- GBS SOA Governance and Management Method

Smart SOA foundation and ROI

How does a Smart SOA foundation provide an improved return on your investment? Flexible connectivity leads to improved connectivity. SOA entry points provide the foundation for joint business/IT initiatives, including cloud computing and Smart Work High Performance Applications.

Together, they simplify and accelerate application development and end-to-end system deployment to help lower costs even further. With SOA governance, you can more quickly gain executive buy-in and increase the reuse of business processes. And SOA Appliances provide the low-cost, low-risk start for your SOA implementation.



Smart SOA gets results

Only IBM can offer the most complete software technology in the industry with the expertise to make your Smart SOA implementation a success. But you don't have to take our word for it. The numbers speak for themselves:

IBM has the largest customer base:

- **#1** SOA market share
- **8,000+** customers, an increase of 23 percent year to year
- **512** SOA-focused customer success stories; **113** on ibm.com

IBM has an unparalleled technical expertise and level of investment:

- Trusted thought leadership and guidance
- Trained IBM SOA community of more than 100,000 individuals
- **13,000+** assets in the SOA business catalog
- Broadest, deepest portfolio of SOA offerings

When you add it all together, it is clear. Smart SOA gets results and no one delivers Smart SOA like IBM.

For more information

To learn more about the Smart SOA, please contact your IBM marketing representative or IBM Business Partner, or visit the following Web sites:

- ibm.com/soa
- ibm.com/software/solutions/smartwork/soa/

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