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IBM SOA Executive Summit

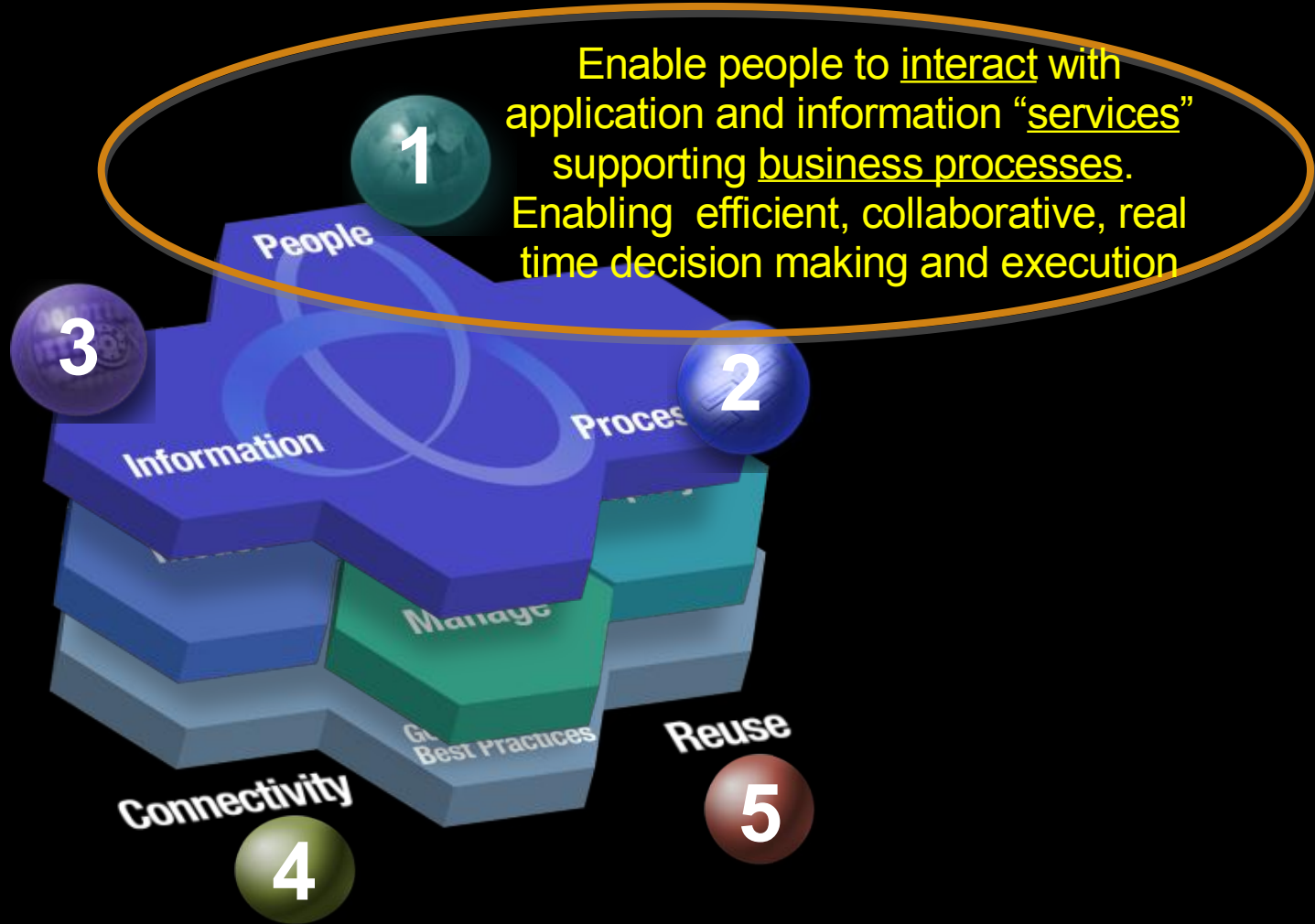
# Operational Efficiency Achieved through People and SOA

*SOA on your terms and our expertise*

**ON** DEMAND BUSINESS™

# SOA Entry Points Help Customers Get Started

*Both Business Centric and IT Focused*



# On the Minds of Top Executives Worldwide



## Key Focus:

Revenue Growth, Profitability, Asset Utilization with Cost Containment

## Key Challenges:

Process Efficiency, Meeting Customer Expectations, Employee Productivity, Security & Privacy

## CIO Challenges

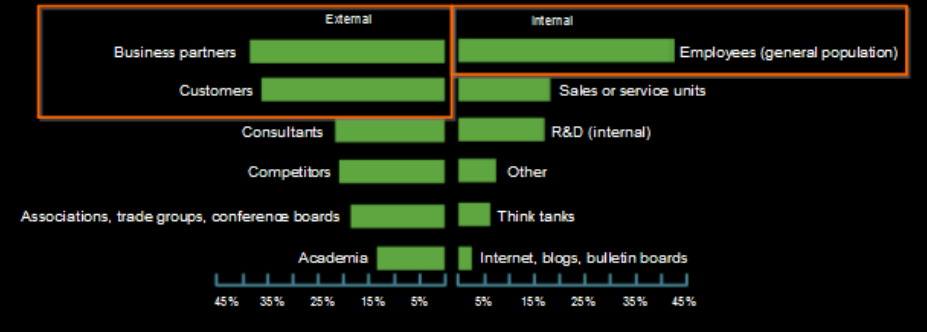
- Aligning IT & business goals to grow revenue and contain costs
- Building responsiveness and agility into the organization through IT
- How can IT help enable *people & teams* be more effective?



# Innovation that Matters To CEOs

## Top Innovation Priorities:

- Extend the ability to collaborate inside & outside
- **Innovative, distinct, differentiated** business models & processes
- Leverage information for business optimization



# Value to IT and Line of Business

***Flexibility & Responsiveness***

***Innovation***

***Open Application Development***

***Rapid Time to Benefit***

***Better Decision Making***

***Operational Efficiency***

# Rabobank : Empowering people through SOA

**Business Challenge:** *Simplify IT infrastructure and give better access to information to improve competitive standing and lower costs*

SOA based middleware components **consolidate data** from in-house systems and various data vendors



Reuse **platform independent** components



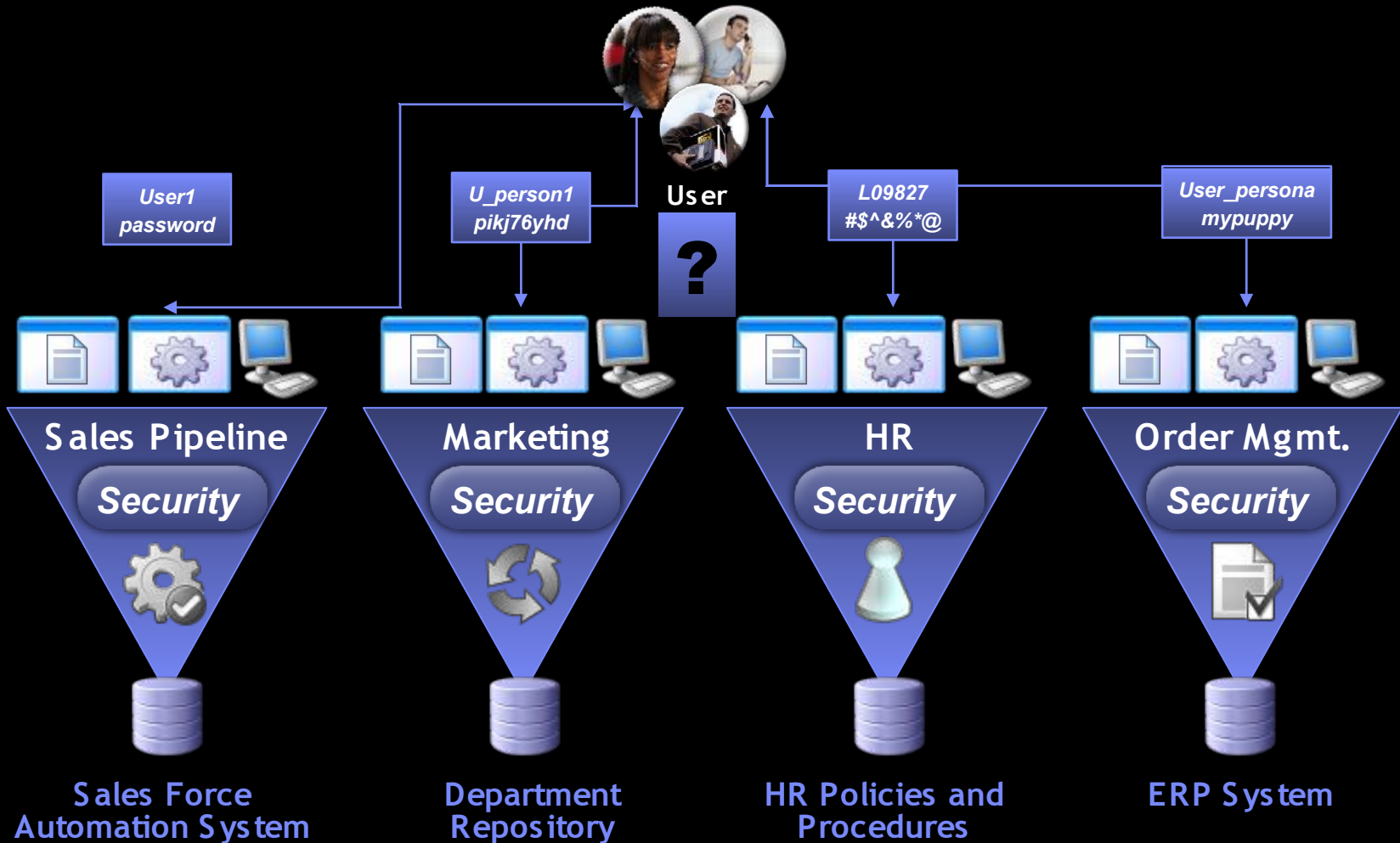
*Innovation; cost savings from simpler IT management; easy new apps creation increases adaptability / responsiveness, higher productivity / customer satisfaction*



Employees and customers monitor developing trends via **streaming data** in **WebSphere Portal**

# The User Challenge in Today's World

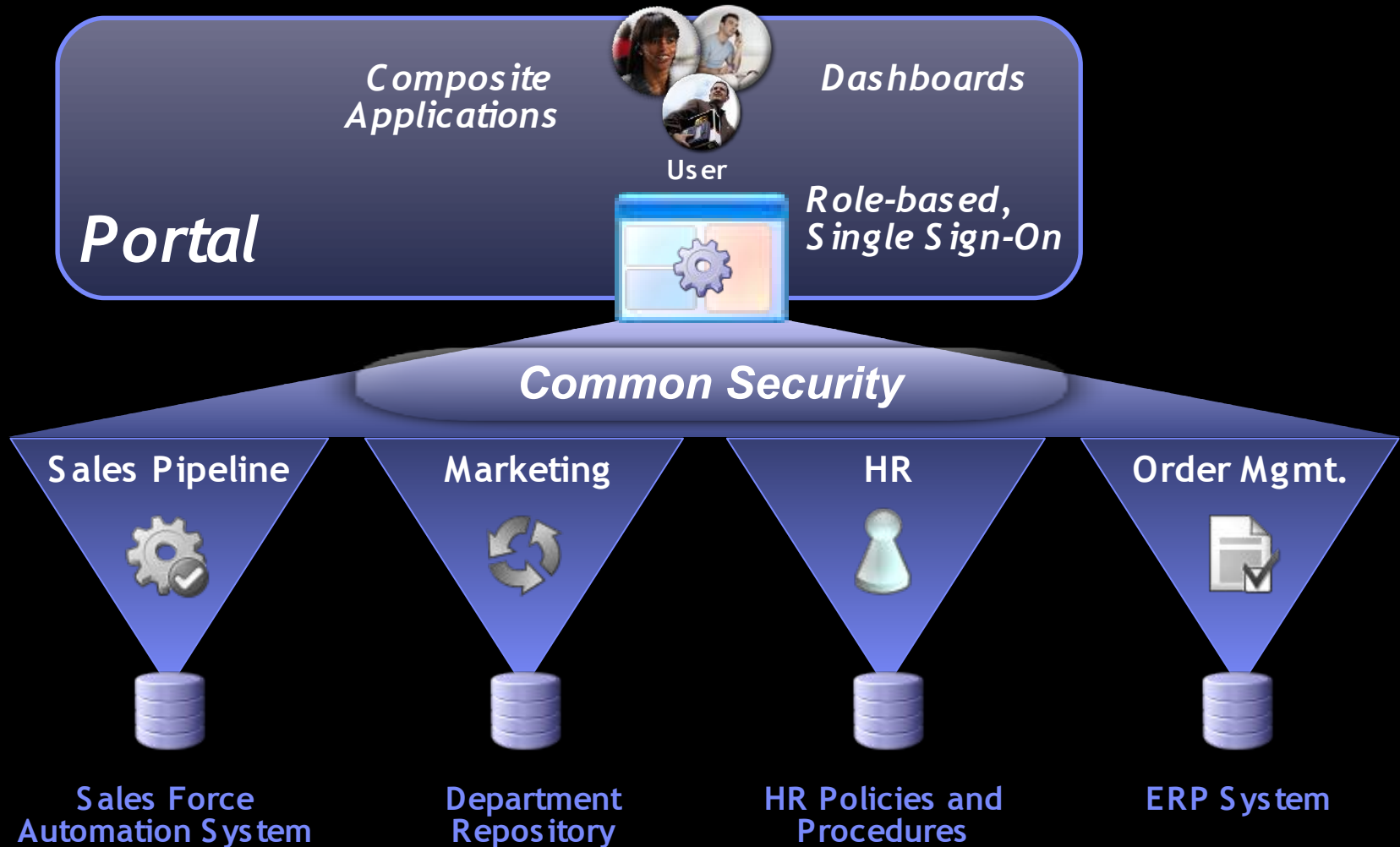
*Applications and information are delivered in silos*





# A Portal Provides the Answer

*An environment that easily adapts to the needs of each user, in their role*



# Enterprise Portals Represent a Compelling First SOA Project

***“Through 2007, an enterprise portal will be the first major application of SOA concepts for more than 50 percent of enterprises (0.6 probability).”***

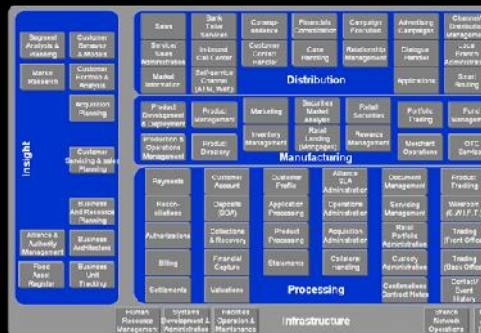
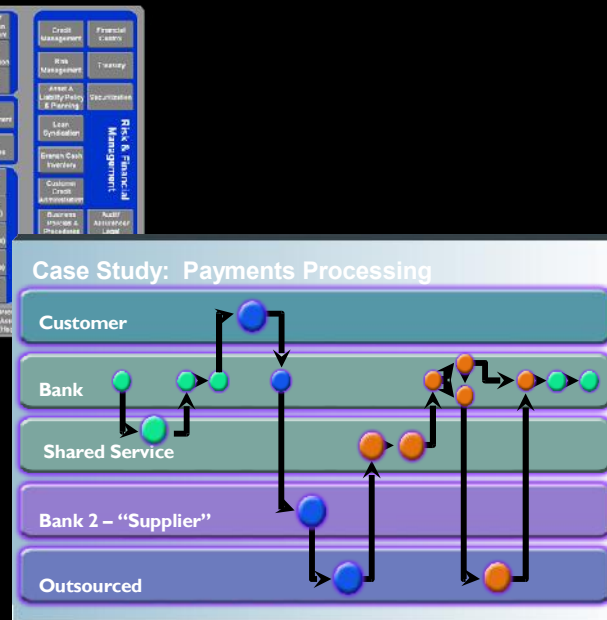
Analytical source: Gene Phifer, Gartner Research;  
Publication Date: 12 October 2005/ID Number: G00132930 Gartner 10/12/05

# From Architecture to Action

## Applying SOA to Business

Portals & work environments provide security-rich and managed **interaction** between **people, process, and information** - driving

- Innovation
  - Operational efficiency
  - Organizational productivity
- and helping deliver results

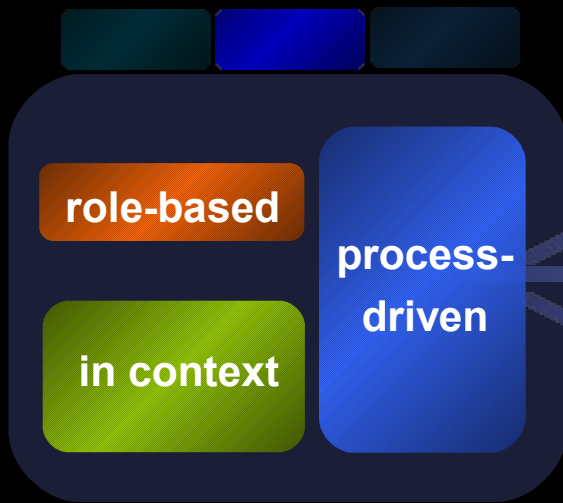


SOA Defines the **Architecture** for an **On-Demand Business**

Architecture provides **foundation** for creating **Portals and work environments**

# Dynamically Delivered Portal and Work Environment Based on Choice, Openness, Flexibility

**Natural, Intuitive,  
Adaptive User Experience**



*Security-Rich Composite application or view, that assembles and delivers services in the form of portlets in the context of a business process*



Rich Clients



Browser



Mobile Clients

Customers



Employees



Partners/Suppliers



# Transit New Zealand: Value of People, Process, and Information

**Business Challenge:** Minimize complexities of managing siloed information and provide faster, better access to various communities



Streamline and optimize **business process** with DB2 Content Manager

Centralized **information** database for better business inside



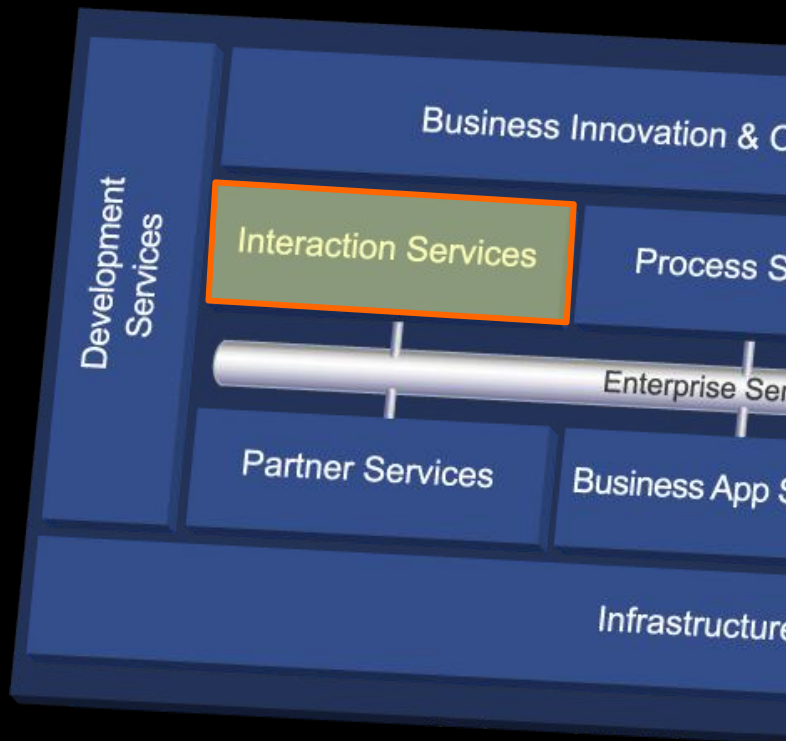
A single portal improve productive **user interactivity** using WebSphere® Portal

Support better, more timely decisions; Greater ability to control costs and manage the growth in information management

*"Our **service oriented architecture** is based on a single development paradigm that leverages reusable parts of the existing solution. We can add new functionality very easily and present data in a number of ways, **adding value** to the services we provide to our constituents."*

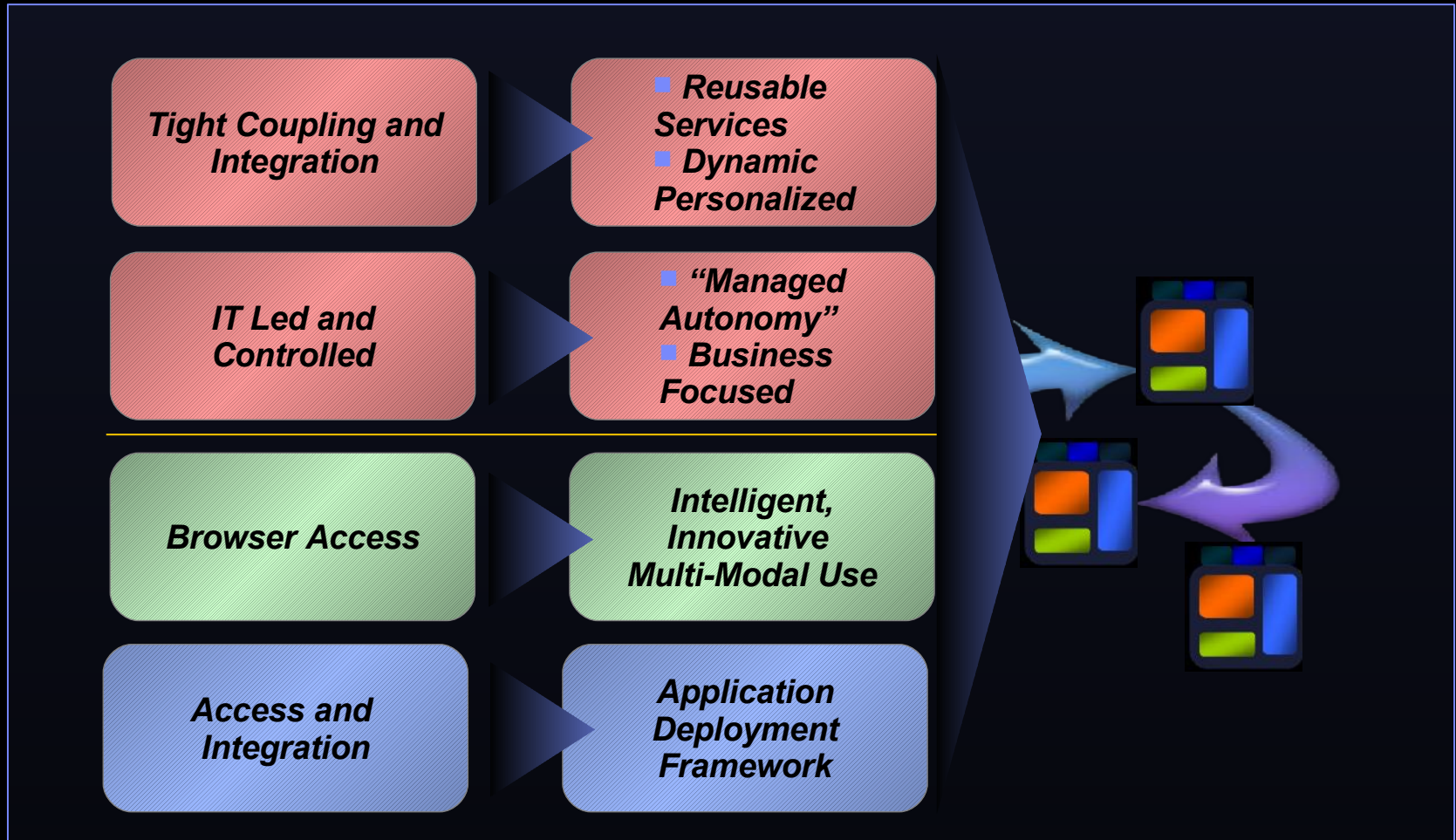
Geoff Yeats, CIO, Transit New Zealand

# IBM Services Oriented Reference Architecture



- Delivering a vital component of overall reference architecture
- Standards-Based integration with all other services
- Provides composite applications and views
- Portal framework provides the platform flexibility and responsiveness that businesses require to respond quickly to change

# Evolution of the Portal Concept

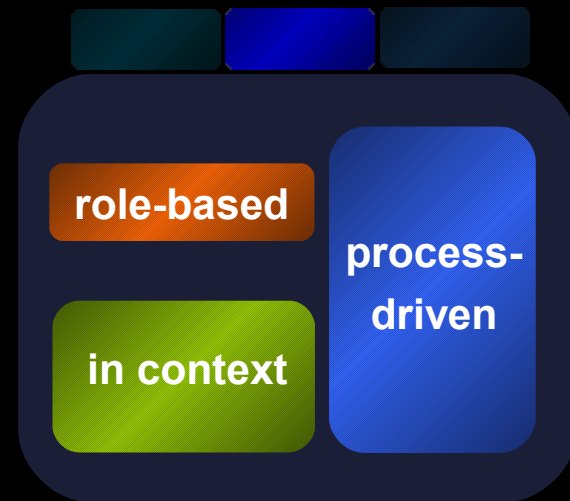


# Dynamic Delivery of Vital Interaction Services

**Services**

ERP Information	Composite products
Sales Force Automation	Syndicated Rates
Management Dashboards	Customer Relation Management
E-Learning	eHR
e-Mail	Content Management
Document Management	Collaboration
Presence Awareness	Workflows
Instant Messaging	Communication
Business Alerts	E-Forms

**Natural, Intuitive, Adaptive User Experience**



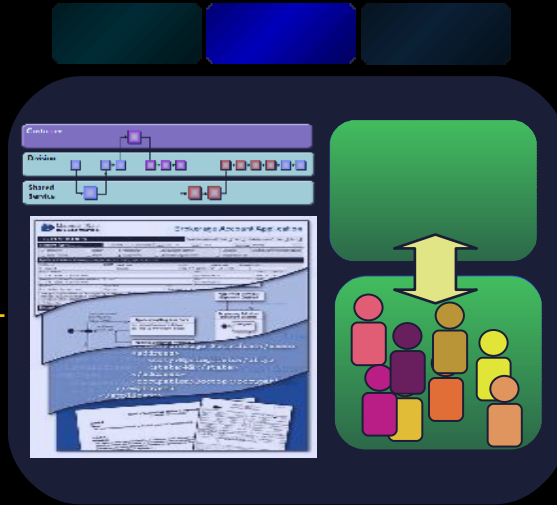
*Security-Rich Composite application or view, that assembles and delivers services in the form of portlets in the context of a business process*



# Integrating Process and Flow into Portal and Work Environments



**Process  
Orchestrating  
within Portal  
Form Driven  
Workflows**



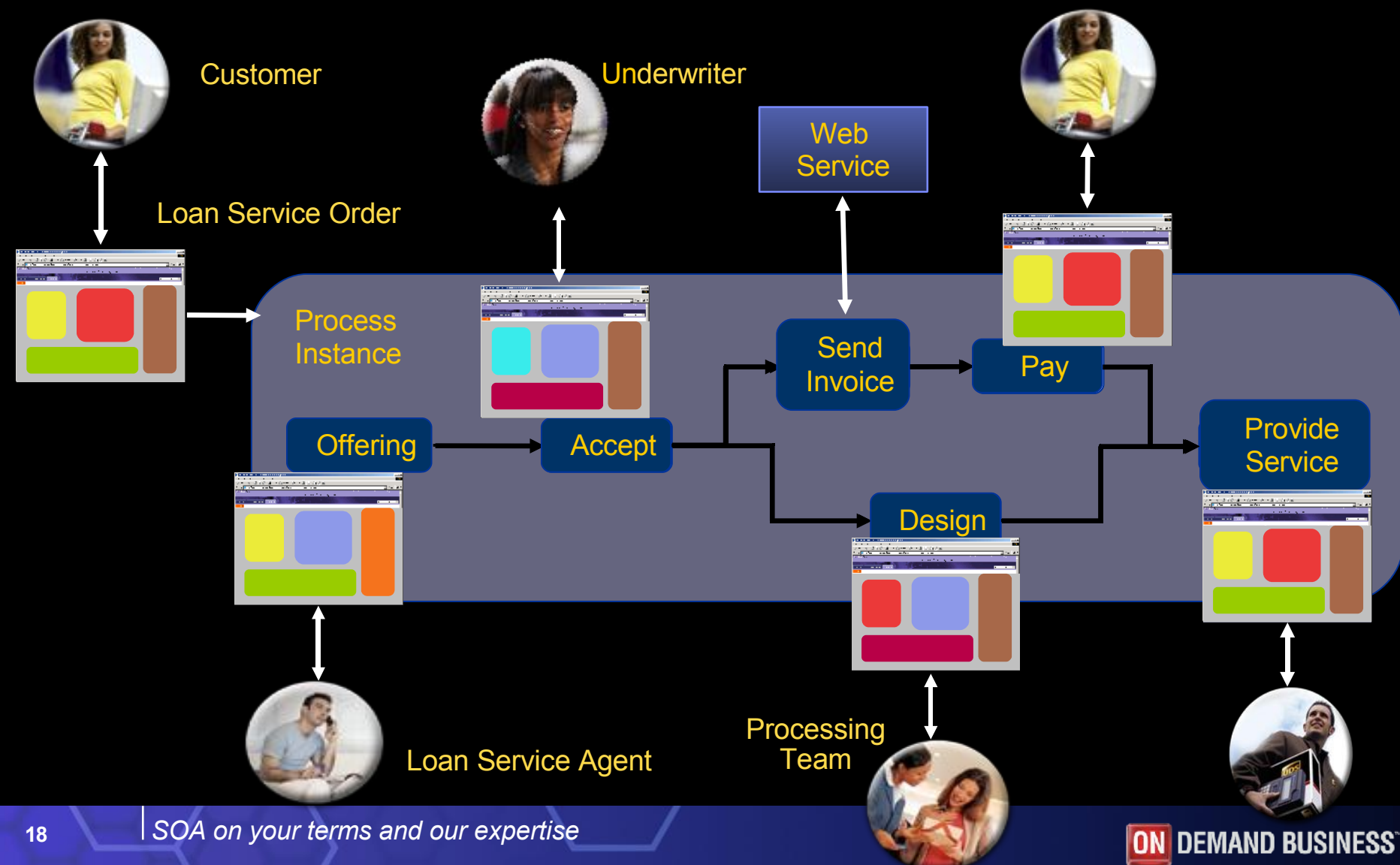
**Portlet to Portlet  
Interaction**

**Ad-Hoc Person to Person  
Exception Handling and  
Problem Resolution**

***Dynamically Presented Based on  
Role & Security***

# Interface Provides Process Interaction

*Delivers rich composite applications with orchestrated workflow*



# IBM WebSphere Portal Version 6.0

## *Meeting the New Requirements for the Front-End of SOA*

- Helping Organizations to Rapidly Respond to Change
  - Integrate with IBM WebSphere Portlet Factory
  - AJAX support to deliver compelling user experience
- Easy-To-Use Composite Application Templates
  - Flexibility to easily customize interfaces
  - Leverage new workflow builder
  - Portlet Palette & Enhanced Portlets
- Helping Increase Organizational Productivity and Operational Efficiency
  - Enhanced IBM Workplace Web Content Management
  - Leverages IBM Workplace Forms (e-forms) capabilities
  - Fly Out Menus & Page navigation
  - Drag & Drop support
  - Enhanced Search
  - Native MS Windows & MS Office Integration



# SOA Transforms the Front-End

## Traditional



## SOA-Based

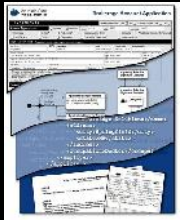


Business Purpose	Provide personalized access to information about a business or organization	Support user to user collaboration and role based interactions with critical business processes and services
Focus	Presentation, Integration and Aggregation of information	Composed application access and orchestrated user experience for execution of business process
Flexibility	Rigid due to ad-hoc techniques to capture content and application based information	Use of exposed flexible services for rapid construction and easier maintenance and changes for portlets and connections
Personalization	Based on statically defined business rules	Adaptive and dynamic based on role and business process.

# IBM WebSphere® Portal: Bringing Together Key Elements to the Front-End



IBM Workplace Dashboards



IBM Workplace Forms



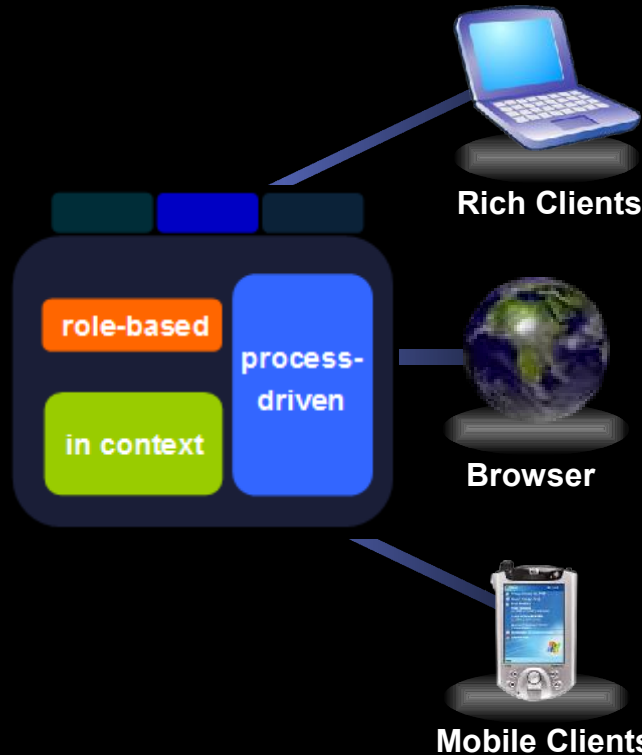
IBM Workplace Collaboration Services



IBM Workplace Composite Products



IBM Lotus® Notes® /Domino™



- IBM Workplace™ Managed Client 
- IBM Lotus Notes 
- WebSphere Everyplace Deployment 

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- WebSphere Portal 
- Dashboards 

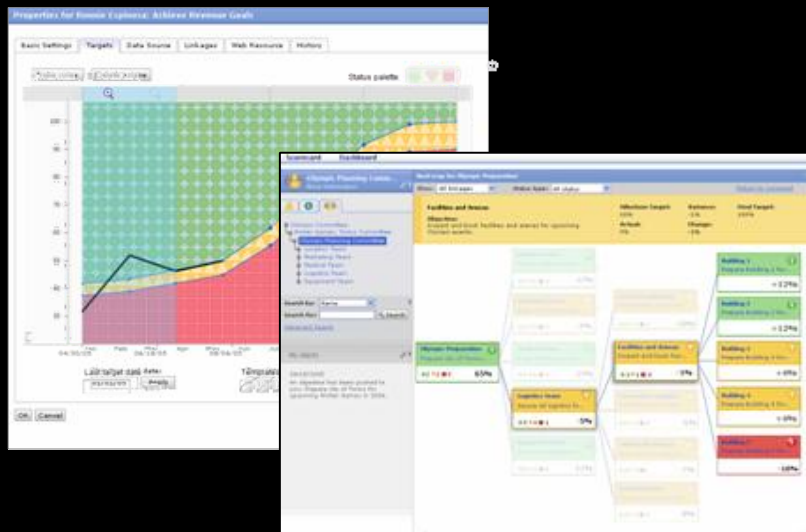
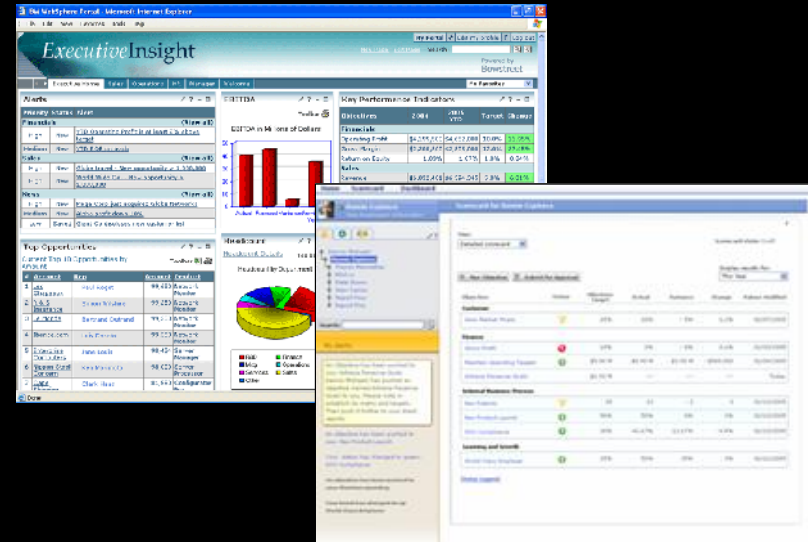
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- WebSphere Everyplace Deployment 
- 

# IBM Workplace for Business Strategy Execution

*Simply a better way to manage your business objectives*

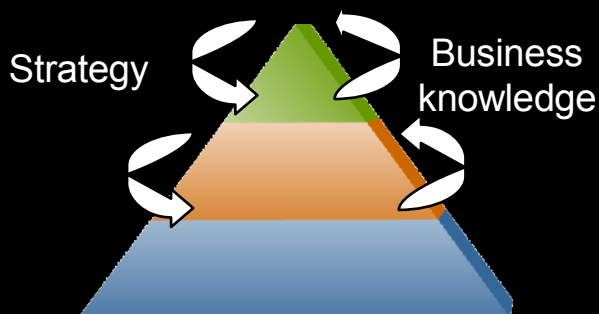
- Translates company strategy into specifics for execution
- Cascades, interlocks and links objectives
- Supports real time management of interactions, metrics, and dependencies
- Rapid resolution of existing and projected gaps in plans



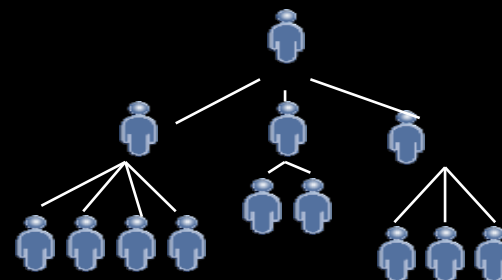
- A dynamic change management system to quickly push, reach agreement, and implement modified objectives
- Embeds collaborative services to support correcting objective shortfalls
- Tools to rapidly build and link composite, role-based dashboards

# Helping Companies Better Align Employees, Strategy, and Execution

**Cascade strategy down, and roll insight up, with clear ownership and tracking**



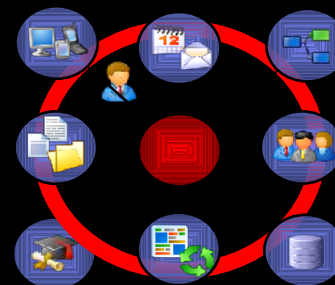
**Achieve a clear line of sight and buy-in from every level of an organization**



**Role-out targets that are measurable at many levels**



**Understand all the areas, internal or external, that impact results**



## The Cost of Strategy Failure is Great...

*As many as 70% of CEO failures occur not as a result of poor strategy, but of poor execution.*

-- Fortune Magazine

*Companies typically realize only about 60% of their strategies' potential value because of defects and breakdowns in planning and execution.*

-- Harvard Business Review

## But the Benefits of Success are Significant

*The prize for closing the strategy to performance gap is huge – an increase in performance of anywhere from 60% to 100% for most companies.*

-- Harvard Business Review

Michael C. Mankins and Richard Steele, "Turning Great Strategy into Great Performance," *Harvard Business Review*, July-August 2005.

R.Charan and G. Colvin, "Why CEO's Fail," *Fortune*, June 21, 1999.



# People Centric Approach - Greater Value through SOA

## *Intuitive & Adaptive User Experience*

### Value

Improve people productivity by aggregating views that deliver information and interaction in the context of a business process

### Why SOA?

Composite applications created, deployed, and updated faster with SOA portlets



### Start with

Build a view of a key business process by integrating information in front of people to improve decision making

### Next steps

Manage performance more tightly with alert-driven dashboards tied to processes



# Summary

1

SOA Defines the Architecture for an **On-Demand Business**



2

Portal and work environments provide adaptive, security-rich & managed **interaction** between **people**, **process**, & **information**



3

Portals represent a key “first-step” SOA project with potentially low risk and rapid ROI



4

High-Performance Workplaces are the “places” where people will consume the value of your SOA for productive use





IBM SOA Executive Summit

# Thank You

*SOA on your terms and our expertise*

