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IBM SOA ARCHITECT SUMMIT
LE 22 MAI 2008

SOA Strategy

Assessment & Directions



Agenda

- **SOA Strategy**
- **Assessment**
 - Where are we today ?
- **Directions 2008**
 - Recent announcements

Evolution is being shaped by emerging trends

The nature of the application is changing

This is changing dynamics of how business applications:

- *Will be created and sourced*
- *Who will be able to create them*

New capability consumption models are gaining traction

Approaches that facilitate simpler consumption are gaining traction:

- *Web 2.0 protocols*
- *Software as a Service (SaaS)*

Increasing focus on industry specialization

SOA is driving alignment between IT resources and the business processes they serve. In response...

- *Growing need to deliver capability in the context of the industry vertical/domain in which the business operates.*

Business and IT are converging

Changing skill sets are required to effectively

- *leverage technology to innovate the business*
- *deliver capabilities that are meaningful to the business*



IBM SOA Strategy

- IBM provides the requisite understanding of business, processes and technology and a **complete** set of offerings to deliver the full value of SOA – ***Business Model Innovation***
- In order to deliver on our SOA strategy, we are focused on ***four key execution priorities***

1. Deliver on Business Value of SOA through Industry Specialization

Expand differentiated SOA solutions that address industry specific business needs

2. Deliver an Integrated and Consumable Technology Portfolio

Enable clients to easily consume our portfolio across all aspects of the lifecycle

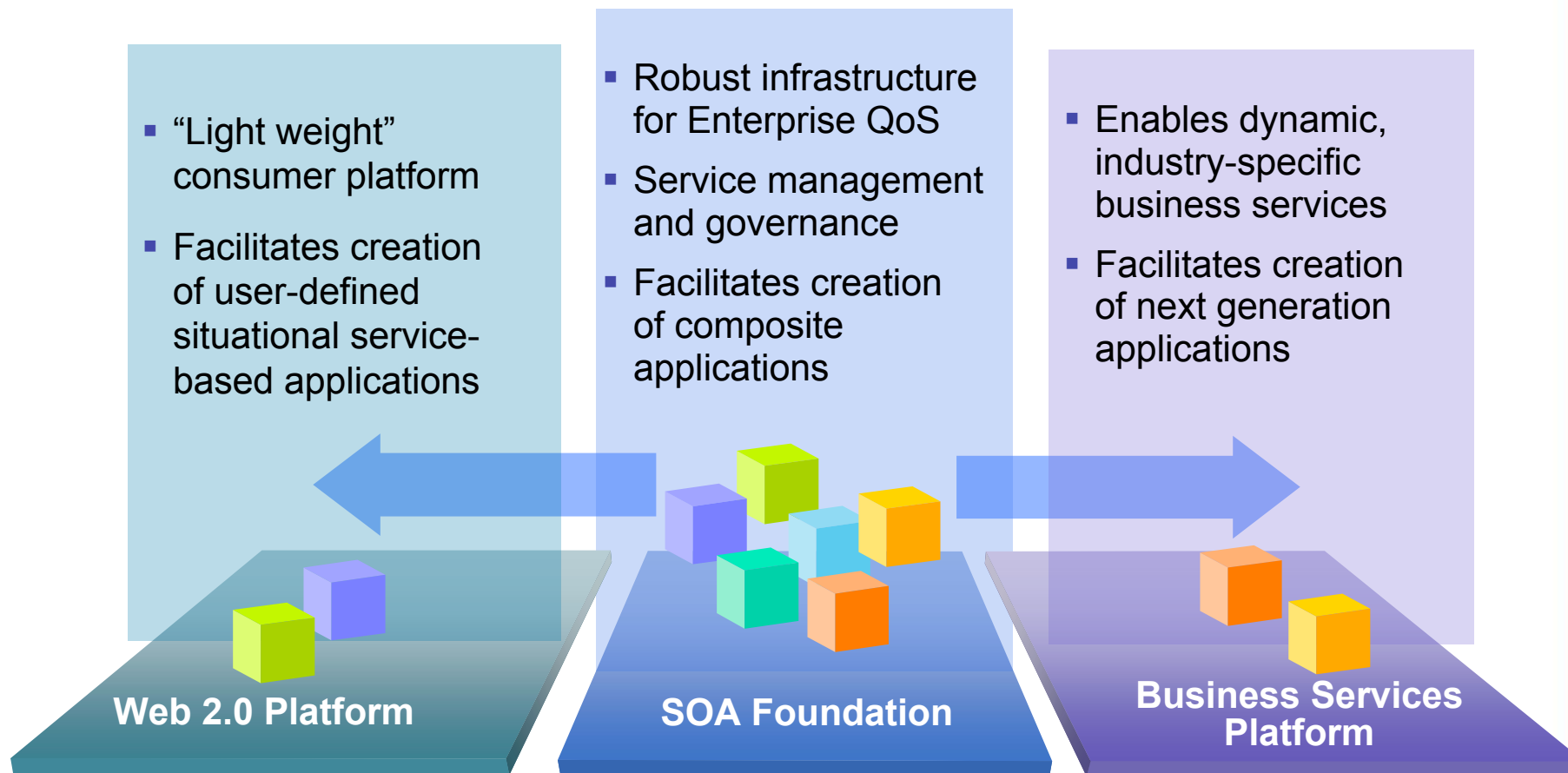
3. Grow Right Skills to deliver SOA Solutions

Provide deep skills to facilitate SOA project implementation and unify methods and practices across practitioner communities to support SOA adoption

4. Accelerate SOA adoption through unified go-to-market approach around SOA

Provide consistent tools and methods in support of a selling and delivering SOA solutions

Extending the SOA Platform





Agenda

- SOA Strategy

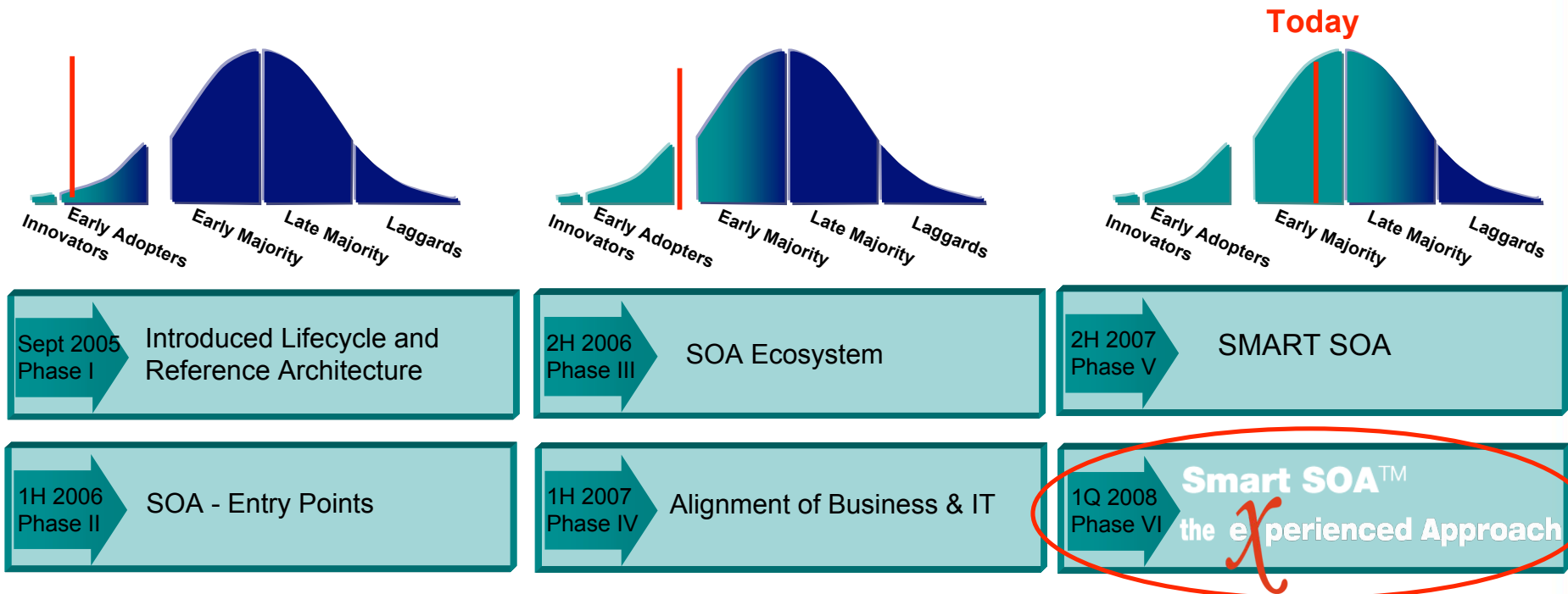
- **Assessment**

- Where are we today ?

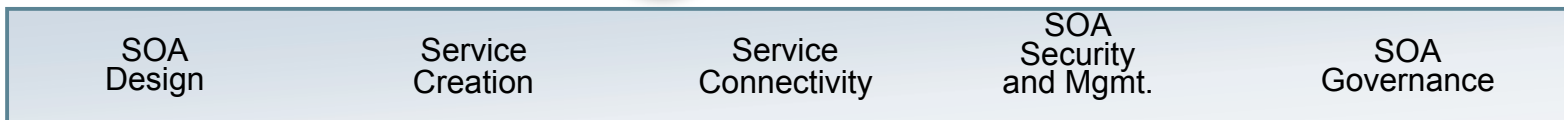
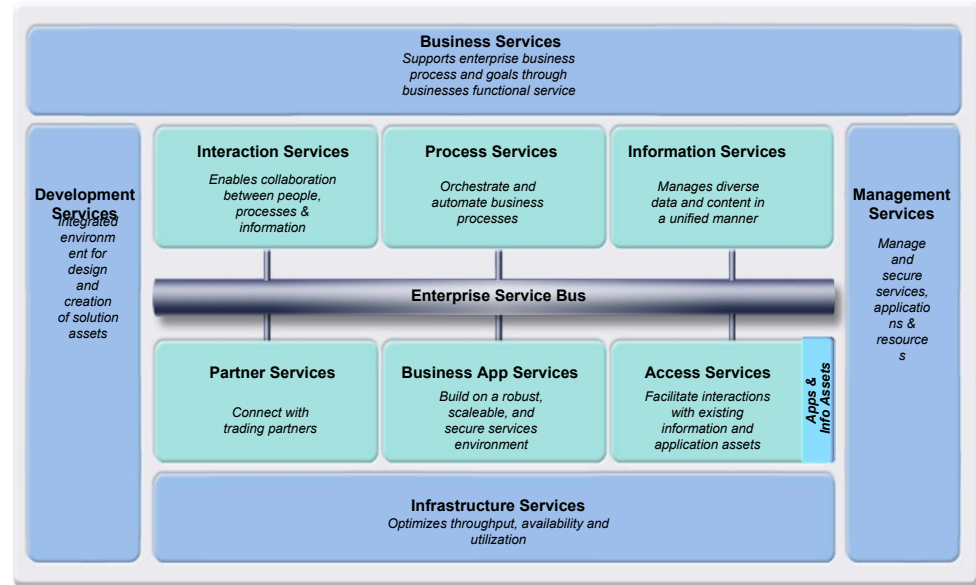
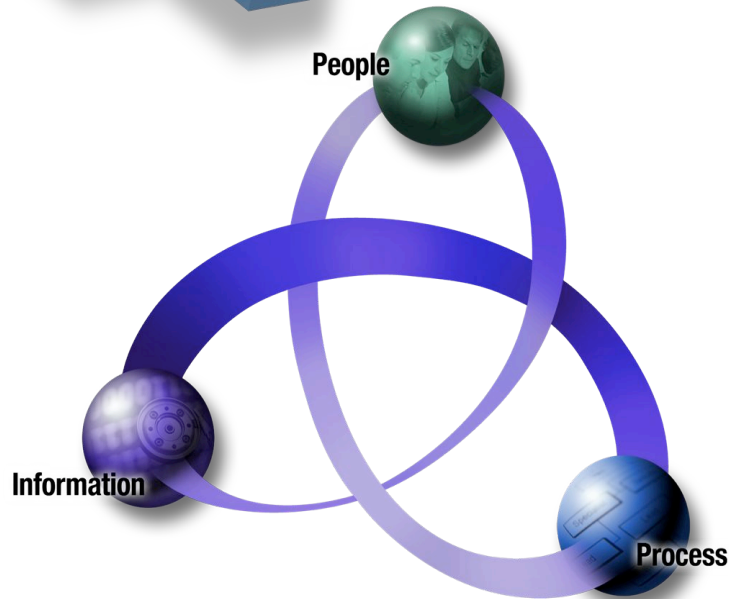
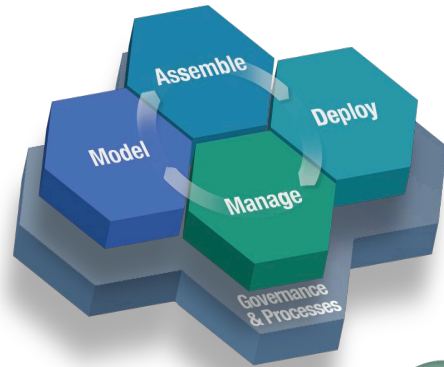
- Directions 2008

- Recent announcements

IBM SOA Journey up to now ...



... and the subsequent deliveries



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IBM SOA Sandbox

The IBM® SOA Sandbox lets you increase your SOA skills through practical, hands-on experience with the IBM SOA entry points. These SOA entry points -- people, process, information, reuse, and connectivity -- are based upon real customer experiences and provide a simple way to get started with SOA. The SOA Sandbox makes it easy to learn about these entry points by providing a low-risk "tinker, test, and try" learning environment that's designed for enterprise architects, integration developers, and Web developers, but available to everyone.

The IBM SOA Sandbox provides a mix of full-version software trials and "try online" hosted environments where you can explore tutorials and get architectural guidance. You'll also find online demos, best practice documentation, and quick-start guides, all integrated into a low-risk, hands-on format that provides practical applications of SOA entry points to accelerate learning.

The five entry points you can explore through the sandbox are:

- **Reuse:** Save time and money by extending existing services. You reduce duplication of functionality and get to take advantage of proven applications your teams and customers are most familiar with.
- **Connectivity:** Integrate your people, processes, and information into a flexible infrastructure. This flexibility lets you connect equally to existing business process or to external partners outside your firewall in a secure way.
- **People:** Improve the user experience to drive innovation and greater collaboration, which enables consistent human and process interaction, thus improving business productivity.
- **Process:** Gain a better understanding of business processes to confirm how best to improve existing business models to derive value quickly.
- **Information:** Leverage information in a consistent and visible way. Gain control over your information by aligning it with your business processes to discover how to derive value from within.

Access the software trial | [Visit the Info Center](#) to learn more about this entry point and the SOA Sandbox for reuse

Software trial coming soon | [Visit the Info Center](#) to learn more about this entry point and the SOA Sandbox for connectivity

Software trial coming soon | [Visit the Info Center](#) to learn more about this entry point and the SOA Sandbox for people

Software trial coming soon | [Visit the Info Center](#) to learn more about this entry point and the SOA Sandbox for process

Software trial coming soon | [Visit the info center](#) to learn more about this entry point and the SOA Sandbox for information

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Tell your boss

- The five key results from SOA implementations
- SOA Readiness Assessment
- SOA Business Catalog

Special offers

Stop talking
Start doing
Smart SOA

Best practices
for development
of Web services

Come play in the
IBM SOA Sandbox
online trial

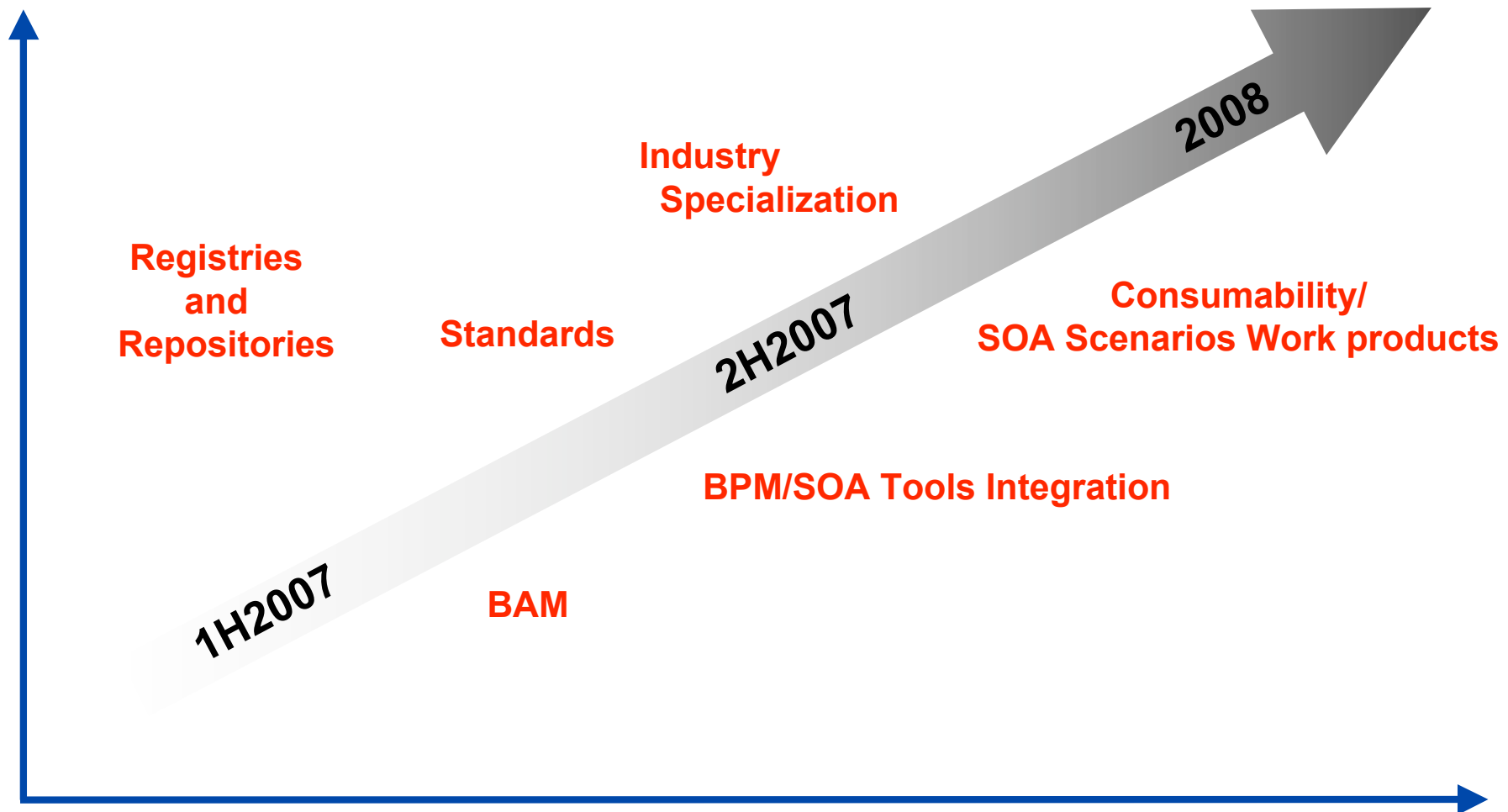
[More offers](#)

Related links

- ISV resources
- alphaWorks (emerging technologies)
- IBM Academic Initiative
- IBM Redbooks
- IBM Press books



IBM SOA SWG highlights in 2007

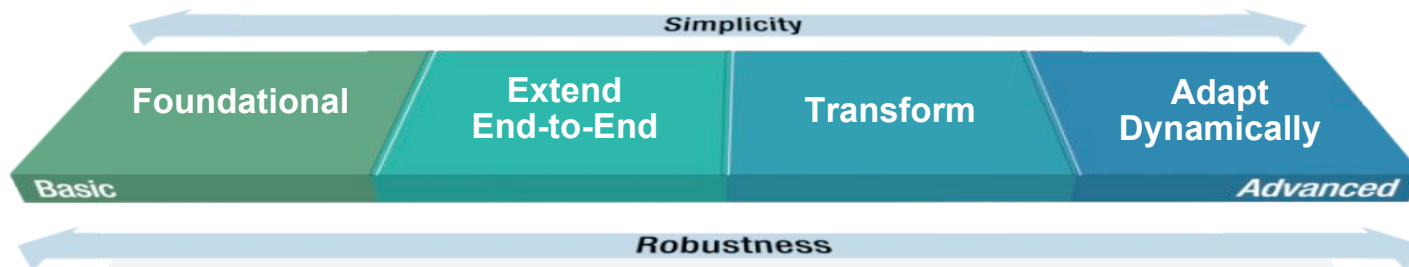




Agenda

- SOA Strategy
- Assessment
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- ***Directions 2008***
 - Recent announcements

2008 Directions

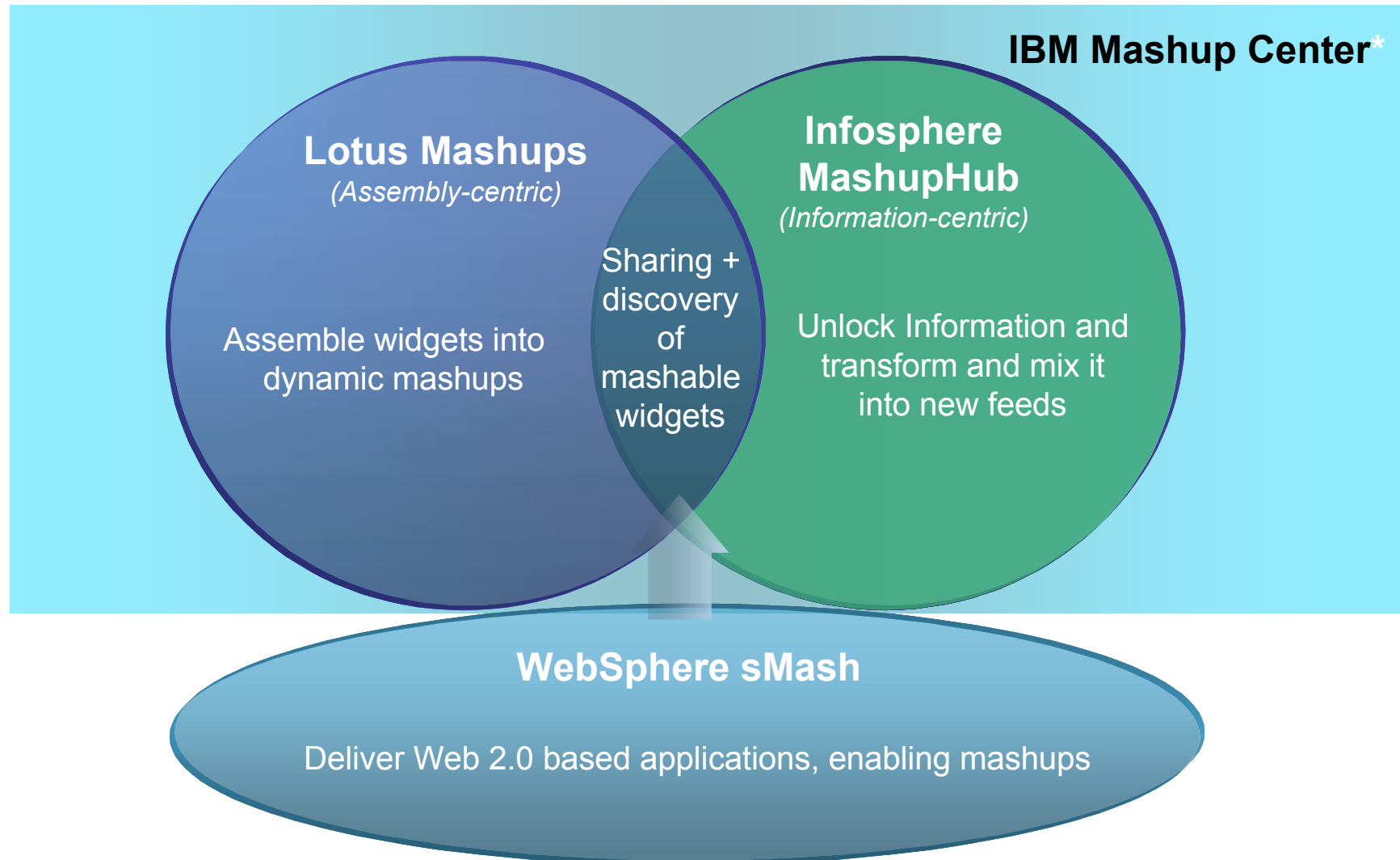


- 1 Extending the Reach of SOA with Web 2.0-Based Applications
- 2 Increasing the Power of BPM
- 3 Improving SOA Policy and Metadata Life Cycle Management
- 4 Conducting Business Activity in a secure and scalable environment
- 5 Delivering on Business Value of SOA through Industry Specialization

1

Full suite of enterprise mashup tools

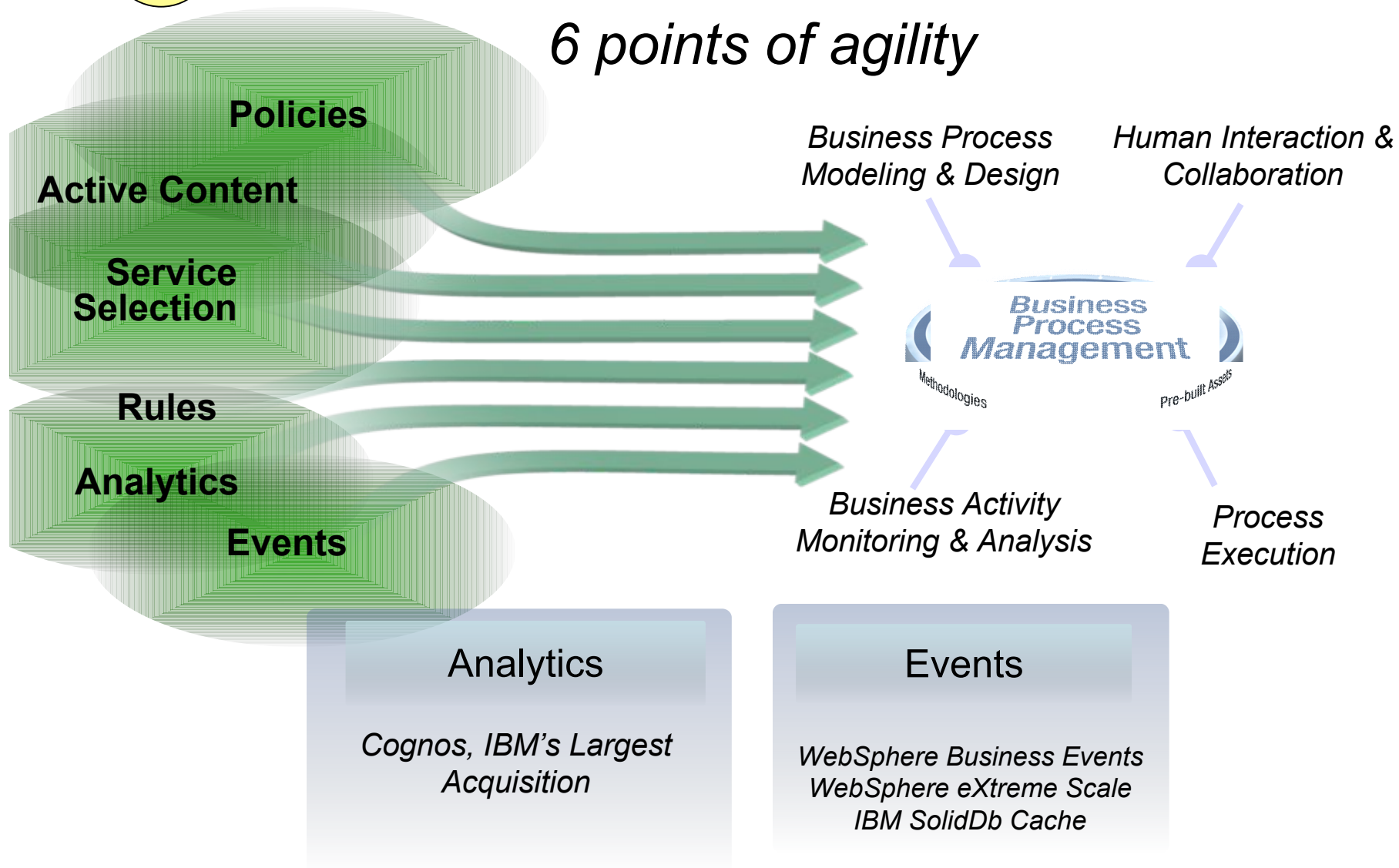
Robustness of SOA with ease of Web 2.0



2

Increasing the Power of BPM

6 points of agility



2

Increasing the Power of BPM

IBM BPM Suite includes a choice of 2 starter sets



IBM BPM Suite

Foundational Starter Sets

Dynamic Business Processes

WebSphere Business Modeler
WebSphere Business Services
Fabric
WebSphere Business Monitor

Content-Aware Processes

FileNet Business Process Manager
FileNet Business Activity Monitor
FileNet P8 eForms
FileNet Business Process Framework



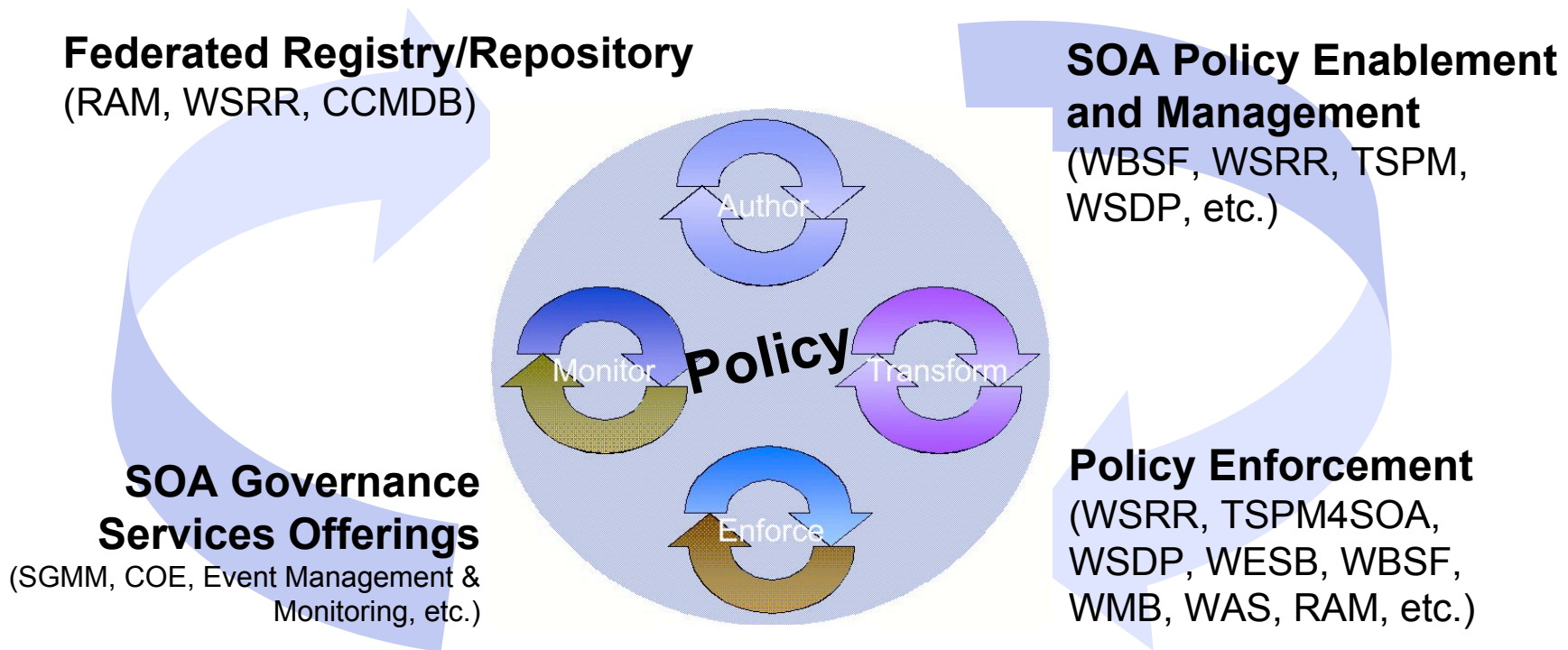
Extended Value Offerings

Business Event Processing
Asset repository for BPM
Collaboration Tools
Advanced Analytics
Process Accelerators

3

Improving SOA Policy and Metadata LCM

Focus is on driving integration and interoperability across policy domains with an immediate focus on SOA policy enablement



3

Service Lifecycle Mgt requires integration of multiple environment

Strategy extends the value of a federated registry/repository strategy

Key announcements

WebSphere Service Registry and Repository Advanced Lifecycle Edition

Bundle of RAM & WSRR. Manages the service lifecycle from requirements, modeling, development, testing, deployment, publishing and production usage.

WebSphere Service Registry and Repository v6.2

Provides consistent service policy lifecycle, governance and enforcement; supports common policy exchange across multiple policy enforcement runtimes such as DataPower, WAS & Tivoli products

Tivoli Security Policy manager (Beta)

Unified SOA security policy management & enforcement with delegation & change control, Standards-based interoperability with service registry (WS-Policy, WS-SecurityPolicy support)

SOA Governance & Management Method v2

Provides organizations the guidance for how to use an ESB and Registry to create shared services and shared infrastructure.

4

Conducting Business Activity in a secure and scalable environment



Key Interaction Integrity Products
with Up-to-date, Secure Access to Information and IBM Accelerators for WebSphere Portal

- WebSphere Portal
- Lotus Forms

Key Transaction Integrity Products:

- WebSphere Process Server, WebSphere ESB, WebSphere Application Server
- WebSphere Message Broker, WebSphere MQ
- WebSphere DataPower Appliance XI50
- WebSphere Service Registry and Repository
- WebSphere Adapters
- CICS Transaction Server

Key Information Integrity Products:

- IBM Information Server
- WebSphere Customer Center, WebSphere Product Center
- IBM Content Manager, IBM FileNet P8
- DB2, IMS, Informix Dynamic Server

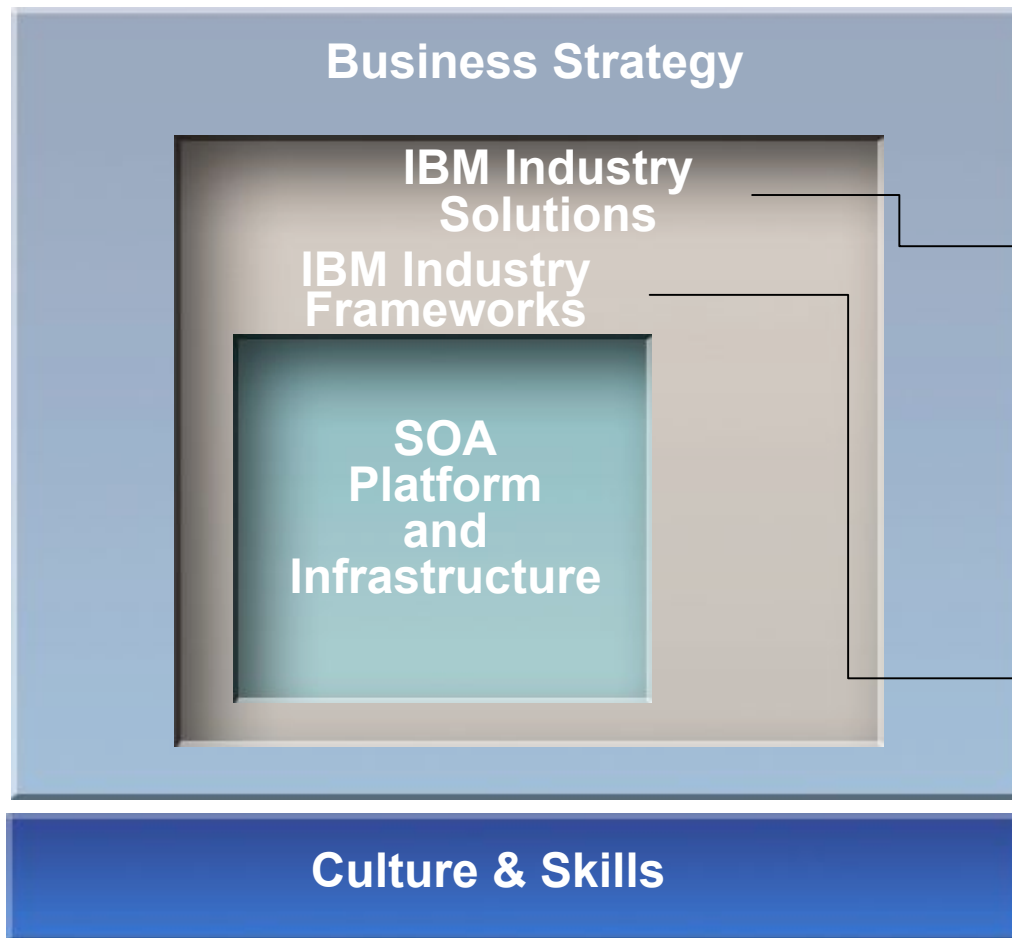
Key Infrastructure Products:

- WebSphere Virtual Enterprise, formerly WebSphere XD Operations Optimization
- Supports VMware server virtualization, so customers can utilize the combined benefits of server and application infrastructure virtualization
- WebSphere eXtreme Scale, formerly WebSphere XD Data Grid
- Enhanced DB2 and Oracle integration; JPA & Hibernate plug-ins; API and performance enhancements.

Infrastructure must be Secure, Reliable and Scalable

5

Delivering on Business Value of SOA through Industry Specialization



A Solution :

- IBM and Business Partner intellectual property, technology, applications, tools and frameworks focused on a business problem

e.g. Insurance P&C

An Industry Framework :

- IBM Middleware + Industry-Specific Extensions + Industry Standards Support focused on a business problem

e.g. IAA, ACORD

In Summary, **2008 Focus Areas for SOA Foundation**





In Appendixes

1H08 SOA announcements summary

- People
- Process
- Information
- Development & Reuse
- Connectivity
- Governance
- Infrastructure
- Cross SOA
- Consumability



धन्यवाद

Hindi

多謝

Traditional Chinese

ขอบคุณ

Thai

Спасибо

Russian

Gracias

Spanish

Thank You

English

شكراً

Arabic

Merci

French

Obrigado

Brazilian Portuguese

Grazie

Italian

多谢

Simplified Chinese

Danke

German

நன்றி

Tamil

ありがとうございました

Japanese

감사합니다

1H08 SOA Announcements – People / Process

PEOPLE			
Lotus Mashups	NEW	Managed Beta end of June	TBD
Total Forms v1	NEW	Ann at Impact - eGA 3Q08	Out-of-the-box eForms solution that enables LOB users to automate forms-based business processes without requiring IT involvement.
WebSphere Portal v6.1	Enhanced	GA end of June	TBD
Lotus Forms v3.0.1	Enhanced	eGA 1/31	Integration with FileNet BPM and WebSphere Process Server/WID/Modeler.
IBM Business Process Accelerator	N/A	Ann 11/29/07 - eGA 3/26/08	Bundle of WebSphere Portal Server 6.0 and Lotus Forms 3.0.1. Everything the customer needs to provide compelling user interfaces for business processes.

PROCESS			
WebSphere Business Events <i>(name still being finalized)</i>	NEW	Ann 4/1 - eGA 5/30 - GA tbd <i>(still in Plan DCP; announcement/delivery dates not yet approved)</i>	Provides in-time, actionable insight to business events flowing throughout the infrastructure.
WebSphere Business Monitor v6.1 Supportpac for Retail Merchandising	NEW	eGA tbd	New Retail / Merchandising extension to WebSphere Business Monitor to accelerate new product introductions.
WebSphere Business Modeler v6.1 ARIS XML Import Plugin	NEW	Available on AlphaWorks in Feb 08	New plug-in to import process models generated with IDS Scheer ARIS platform products into WebSphere Business Modeler.
Supply Chain Process Modeler	NEW	March 08	Integrated workbench built on WebSphere Business Modeler to support process-centric supply chain transformation.
Industry Process Classification Frameworks	NEW	Ann 4/8	9 industry process frameworks that IBM has donated to APQC to serve as open standard frameworks for evaluating and measuring business processes. Will be freely available to any organization to download and utilize internally.
z/OS release of BPM V6.1 products <i>(WBSF, WPS, WESB, WID, WSRR, Adapters)</i>	Enhanced	Ann 10/9/07 GA 1/25 & 2/1	Offers latest BPM and Connectivity v6.1 product capabilities supporting z/OS

1H08 SOA Announcements – Information / Reuse

INFORMATION			
InfoSphere Master Data Management Server v8.0	NEW	1Q08	Over 800 SOA business services out of the box to deliver real-time access to the single version of the truth regarding an organization's customers, products and accounts.
Cognos 8 BI v3 and Cognos 8 v3 platform	NEW	Ann 1/15 – GA 1/15	Built on a service-oriented architecture, Cognos 8 provides the breadth of business intelligence capabilities companies need to deliver information when, where and how business users need it.
Info 2.0	NEW	Beta 2Q08 – GA 2Q08 - 3Q08	Info 2.0 is a suite of components that offers Information on Demand through Web 2.0 technologies and patterns.
Cognos and SPSS predictive analytics partnership	NEW	Ann 3/10 or 3/24	SPSS Predictive Analytics will be integrated within the SOA-based IBM Cognos 8 platform to provide customers with the use of predictive analytics to identify, evaluate and pursue market opportunities.
Information Server v8.1	Enhanced	2Q08	Native access to Oracle and DB2 to expose stored procedures or data as a service, enhanced security functionality, support for JMS, RSS, REST bindings.
IBM FileNet P8	Enhanced	1Q08	Advanced Case Management functionality to allow customers to manipulate electronic cases as easily as paper-based ones; integration with Lotus Forms.
Data Studio	Enhanced	2Q08	TBD

CREATING & REUSING SERVICES			
WebSphere sMash	NEW	Ann 05/27 - eGA 05/30 <i>(still in Plan DCP; announcement/delivery dates not yet approved)</i>	A lightweight platform for creating and assembling situational composite applications.
Rational Business Developer v7.1	NEW	Ann 3/25 - GA 3/25	Build Web services from existing CICS applications; aggregates multiple CICS transactions into high-level business processes through visual modeling based on open standards (J2EE, Java server faces).
Rational Developer for System i v7.1	NEW	Ann 1/29 - GA 3/7	A variety of tools that provide lightweight and high performance edit, compile and debug capabilities to develop traditional RPG, COBOL and CL applications for i5/OS v6R1.
Rational Developer for System i for SOA Construction v7.1	NEW	Ann 3/25 - GA 3/25	New Rational Business Developer v7.1 and Rational Developer for System i v7.1 packaging and pricing.
WebSphere Host Access Services v7.1	Enhanced	Ann 3/11 - GA 4/2	Repackages the HATS technology and the WebFacing technology in a single package; enhanced mobile device support; new Visual Macro Editor (graphical editor for visually developing HATS macros - available as unsupported technical preview).
Application Modernization Services	Enhanced	Jan 08	Prescriptive models including application analysis around business rules and controls; Analysis and Renovation Catalyst (ARC) - leveraging model driven approaches and technical innovation into an asset that supports our Legacy Modernization to SOA roadmap; Integration roadmap for IBM's Legacy Modernization to SOA approach with IBM's Service Oriented Modeling and Architecture Method (SOMA).

1H08 SOA Announcements – Connectivity

CONNECTIVITY			
WebSphere Adapters on WebSphere Application Server v6.1	NEW	Ann 12/4/07 - eGA 12/21/07 - GA 2/4/08	Allows WebSphere Adapter integration capabilities to be leveraged for use with WebSphere Application Server.
WebSphere MQ (Distributed and z/OS) v7.0	Enhanced	Ann 4/1 - eGA 6/16 (Dist) - pGA 6/27 (Dist & z/OS) <i>(needs IPMT approval for announcement)</i>	Greater flexibility of connectivity - reducing cost, time and risk to connect new applications. Web 2.0 support enabling HTTP applications to bridge into the MQ messaging backbone.
WebSphere Message Broker v6.1.0.2	Enhanced	Ann 4/1 - eGA 5/30 - GA 6/27 <i>(needs IPMT approval for announcement)</i>	New modes of operation to lower migration barriers as customers upgrade from trial to Starter Edition to full product; expanded support for Web services standards.
WebSphere Partner Gateway v6.1	Enhanced	Ann 3/11 - eGA 3/25 - pGA 4/22 (Win, AIX, Linux x/p, Solaris) <i>(needs IPMT approval for announcement)</i>	Supports the large file needs of customers and their suppliers; improves file archiver and database archiver performance; extends partner management flexibility.
WebSphere Transformation Extender Trading Manager v8.2	Enhanced	Ann 3/18 - eGA 3/21 - GA 4/11	Provides the ability to manage the latest data standards from EDI and HIPAA EDI partners.
IBM SOA Integration Services - connectivity and reuse	Enhanced	April 1	Consulting services to create a robust, scalable, flexible SOA infrastructure.
WebSphere Process Server V6.1 and WebSphere ESB V6.1 – Support for WebSphere Application Server V6.1 Feature Pack for Web Services	Certified	Testing to state certification Support tech docs to explain what's supported	Reduced time to benefit in deploying BPM and SOA solutions by leveraging advanced Web services integration capabilities.

1H08 SOA Announcements – Governance

GOVERNANCE / SERVICE LIFECYCLE MANAGEMENT			
Rational Team Concert v1.0	NEW	Ann 6/3 - eGA 6/30	Based on Jazz framework which provides collaboration across development teams; improves team collaboration and reduces development time.
Rational Software Analyzer v7.0	NEW	Ann 4/29 - eGA 4/29	Extensible and open integration framework with a centralized point of collaboration
WebSphere Service Registry and Repository Advanced Lifecycle Edition	NEW	Ann 4/1 - eGA 7/25 - GA 8/29	Bundle of RAM & WSRR. Manages the service lifecycle from requirements, modeling, development, testing, deployment, publishing and production usage.
Event Management and Monitoring v1	NEW	Ann 4/08 - eGA 5/08 (GTS)	Baseline Event Management and Monitoring for visibility into performance of shared services.
Rational System Architect (relogic)	NEW	tbd	tbd
WebSphere Service Registry and Repository v6.2	Enhanced	Ann 4/1 - eGA 7/25 - GA 8/29 <i>(still in Plan DCP; announcement/delivery dates not yet approved)</i>	Provides consistent service policy lifecycle, governance and enforcement; supports common policy exchange across multiple policy enforcement runtimes such as DataPower, WAS & Tivoli products
Rational Asset Manager v7.1	Enhanced	Ann Impact - eGA 6/27 - GA 7/11	Share libraries of assets across multiple customer or partner repositories; quantify ROI of asset reuse.
Rational Tester For SOA Quality v7.0.2	Enhanced	Ann 4/29 - eGA 4/29	Validates service functionality and compliance to business requirements at an individual service level as well as at composite application level.
IBM Rational RequisitePro v7.1	Enhanced	Ann 6/24 - eGA 6/24	Ensure that delivered services and applications meet business goals.
Rational ClearCase v7.1	Enhanced	Ann 6/26 - eGA 6/26	New combined ClearCase-ClearQuest view option merges both interfaces to provide powerful filtering and advanced power-user features.
Rational ClearQuest v7.1	Enhanced	Ann 6/26 - eGA 6/26	New combined ClearCase-ClearQuest view option merges both interfaces to provide powerful filtering and advanced power-user features.
Automated Test Facility	Enhanced	eGA 4/08 Impact (GTS)	Automation eliminates manual mistakes and helps manage the change and configuration issues with a test environment
SOA Governance & Management Method v2	Enhanced	4/6	Provides organizations the guidance for how to use an ESB and Registry to create shared services and shared infrastructure.

1H08 SOA Announcements – Infrastructure

FLEXIBLE INFRASTRUCTURE			
Tivoli Performance Management Bundle v1.0	NEW	5/28	An integrated offering providing monitoring and management of the SOA environment.
WebSphere Virtual Enterprise (formerly WebSphere XD Operations Optimization)	NEW	eGA 4/08 (distributed) eGA 5/08 (zOS)	Support VMware server virtualization so customers can utilize both products together. Provide deterministic garbage collection via the Metronome garbage collection algorithm for flexibility to either process additional transactions or process transactions more quickly.
WebSphere Extended Transaction Processing (formerly WebSphere XD Data Grid)	NEW	eGA 4/08 (distributed) eGA 5/08 (zOS)	Intelligent data management to reduce the burden on IT administrators resulting in faster caching and more resilient applications because they utilize data that is intelligently located (e.g. based on proximity) across a customer's SOA.
Infrastructure Architecture Healthcheck for SOA	NEW	April 08	Services to help customers achieve SOA infrastructure performance and scalability objectives.
Tivoli Security Policy Manager BETA Program v1.0	NEW	June 8	Improve security and policy compliance by providing unified policy lifecycle management.
New Enterprise Data Center	NEW	Feb 26	Managed and secure services, applications, and resources so IT can be run as a set of services with automated IT management and automated delivery of IT services to clients.
IBM Tivoli Composite Application Manager for SOA v7.1	Enhanced	Feb 8	End to end view of your SOA environment that integrates data, events and views. The view shows service relationships and provides point and click drill down to underlying applications and resources views.
WebSphere Extended Deployment v6.1.0.1	Enhanced	eGA 1/08	Additional process integrity and quality of service for Session Initiation Protocol (SIP) workloads, giving customers the confidence to integrate and deploy innovative telephony applications. Enhanced HTTP session replication for quicker and more resilient business transactions.
WebSphere Remote Server v6.2	Enhanced	Ann 3/25 - eGA 3/28 - GA 3/28	Simplified upgrade procedure & migration automation.

1H08 SOA Announcements – Cross SOA

CROSS SOA			
Smart SOA™ Community	NEW	4/6	The Smart SOA™ Community brings together businesses, Business Partners, universities, user groups, industry consortiums and many others to facilitate communication, share best practices / lessons learned and exchange ideas.
IBM Global CEO Study	NEW	4/6	The IBM Global CEO Study 2008 will define “The Enterprise of The Future” based on interviews with over 1130 CEOs.
House of Carbon	NEW	1H08	Engagement model for discussing how carbon management can be address across various parts of an enterprise. Includes SOA entry points of People, Process and Information.
Carbon Intelligence™ / Carbon emissions Management Information System	NEW	1H08	Uses an SOA Open Integration to manage carbon emissions enterprise-wise.
Green Sigma™	NEW	2Q08 (<i>verifying</i>)	Provides a methodology that includes assessment tools such as carbon management value stream analysis, component business modeling, or energy assessment reviews.
IBM Services for Process Integrity – SOA Integration Services	NEW	Impact	Services to help customers achieve Process Integrity in their SOA implementations.
INN0V8: A BPM Simulator	Enhanced	2Q08 Announce 2H08 Delivery	Enhancements to INN0V8, the award winning BPM simulator, include: - Advanced level delivering deeper BPM learning - 'Green' scenarios showing the power of BPM to address green demands - New characters, dialog and capabilities to enhance the learning experience.
IBM Benchmark Wizard	Enhanced	Ann 4/8 (Services)	Advanced searches; ability to filter Supply Chain Management Key Agility Indicators (KAIs) by industry; KAIs identified for financial management and human capital; new industry process models.
SOA Business Catalog	Enhanced	4/6	Currently features over 6,300 services through assets provided by IBM as well as 90 IBM SOA Business Partners. Customers from 70 countries are accessing the directory.
SOA Business Value Assessment	Enhanced	1/1	Methodology for estimating SOA benefits in terms of design, development, and test savings for individual projects and project portfolios.
Component Business Modeling to SOMA Approach	Enhanced	4/6	This CBM/SOMA services approach will lead to an integrated Business/Technology implementation, leveraging mixed business/IT teams to create business value.

1H08 SOA Announcements –Consumability

SOA CONSUMABILITY			
SOA Configurations	NEW / Enhanced		New SOA Configuration for Process Portal (2Q08), enhanced Configurations for SOA Security and Management and Leveraging Legacy and Packaged Applications (1Q08)
Auto-Deployer for SOA Solutions	NEW (Pilot)	Now available	Provides an easy, fast, inexpensive way to select, install, and configure the Process Portal pattern on a customer's hardware in less than two hours.
SOA Sandbox	Enhanced		Trial exercises now available for all 5 of the SOA Entry points covering 12 products.
SOA Customer Feedback track at IMPACT	N/A	During IMPACT	Opportunity for customers to provide feedback directly to IBM \to help us deliver a portfolio that addresses customers business needs.

SOA PARTNERS			
Web Syndication	NEW	1H08	Content syndication from ibm.com web site to selected Business Partner web sites.
Industry Framework Partner Programs	NEW	4/4 <i>(pending IPMT approval)</i>	Validation that partner assets are integrated with the following IBM Industry Frameworks: Retail Integration Framework; Health Integration Framework; Telco: SPDE; Industrial: PDIF; Banking & Finance: PFFS.
SOA Specialty	Enhanced	4/4	Criteria have been revised to include business criteria and new technical criteria, including the Industry Framework validations.
Solution Builder Express - Business Modeler	Enhanced	March 08	Incorporates latest Modeler V6.1 capabilities into the Solution Implementation Guide, Architecture Guide, Demo, and sample models. Includes a new banking mortgage application process (perfect for the sub-prime crisis).