

1937a IBM SOA 2006 Opening Video – Pinball

JOHN SQUIRE – DASSAULT SYSTEMS

Flexibility used to be a requirement for success now I would say it's a requirement for survival. (pg2 Middle)

RUSSELL IRWIN – STANDARD LIFE (VO)

Do it. Commit. Go.

PINBALL VO

Choose Your Path To SOA.

PINBALL VO

People Productivity.

KHALIL NASRALLAH - BOMBARDIER

Service-Oriented Architecture it's helping us a lot at Bombardier to be able...to extend the collaboration internally and externally. That's something that we couldn't do before (PG12 Middle)

PINBALL VO

Process Innovation.

PINBALL VO

Business Process Management.

Gavin Keely - Norwich

SOA has evolved from initially it was all about making the applications integrate together. But now we have seen the emergence of business process logic and business process flows and actually breaking that out of the application.

MAHER AHKEEN - LAWSON

IBM has invested time and resources and money and focused on building the best engine in the market. (pg3 Middle)

PINBALL VO

Business Solution Assembled.

CLAUDIA CARLETTI - INPS

We can dismantle the individual properties and then recompose them in a way that allows us to absorb the various tasks.

PINBALL VO

Reuse bonus!

ISRAEL DEL RIO - STARWOOD

It's going to cost less money to do something that with otherwise require a lot more programming and developing.

PINBALL VO

Information as a Service.

Susannah Quinsee - City University

that does make us more competitive because the kind of things we will be able to offer the students is much quicker access to information

PINBALL VO

New innovations delivered to customers.

STEFAN BEYLER - S. OLIVER

This is the strategy for the future, then we can win.

JUAN CARLOS PADILLA, MODELO

With IBM, we have the power to win.

RUSSELL IRWIN - STANDARD LIFE (VO)

Do it. Commit. Go.