

1824 Intro Video

NARRATOR

You've heard about it for months, maybe years.

It's been described by experts...

DAN SCHOLLER, GARTNER

Service Oriented Architecture is an architecture for taking complex IT system and breaking them down into more modular components...

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And embraced by innovators...

BOB HAMER, PRIMITIVE LOGIC

It's building components, it's building modularity, it's building business flexibility.

You might know what businesses look like *before* SOA.

Here's what they look like *after*.

Miroslav Vichev, DSK Bank

...in a well structured SOA environment, everything is easier.

Khalil Nasrallah, BOMBADIER

We found out that we were saving at least maybe 60% - 50% to 60% in terms of cost of development.

Bob Laird, MCI

It's got a standard wrapper around it, and we're able to interface that with our customers and be a much more flexible business

David Griffes, WACHOVIA

We're able to turn these silos of applications into an integrated platform.

Thies Frahm, BUSINESSMART

We are now able to integrate totally different systems to each other.

Du Yujie, COSCON

It helps our business personnel to communicate with IT staff, and better understand the IT system.

Michel Boudrias, CIRQUE

We'll be able to support a lot more the fast pace of the business.

Ron Donson, WACHOVIA

"...the biggest benefit is the reuse of functionality so that you aren't building the same thing ten times..."

Russell Irwin , STANDARD LIFE

"...do it, decide, commit, do get it done, this is the way to transform your IT. This is the way to position yourself for the future..."

This is the *real* world of **service oriented architecture**, where flexibility is enabled through WebSphere in businesses around the globe.

NARRATOR

Now is the time to build your foundation for flexible business. Step inside and transform your before into an after.