<h1 style="text-align:center">OCTOBER SWTV VIDEO TRANSCRIPT</h1>

HOST – INTRO

Welcome back to IBM WebSphere TV-- your online connection to the latest news and insights on Service Oriented Architecture, or SOA.

Today we'll take a look at how SOA is impacting businesses right now.

Today's guest, Sandy Carter-- the Vice President for SOA & WebSphere Marketing, Strategy, and Channels—

But first, this quick message…

Sandy, my first question is one many ask when considering a serious investment in a Service Oriented Architecture:

IBM has stated a long-term commitment to SOA. Why is that important for IBM's customers?

SANDY Carter - What SOA does or helps customers to do is become more flexible and to be able to respond to the market place and to drive the market place. So IBM's long term commitment to SOA is really driven by the value that customers can see from this new piece of technology.

HOST – How are customers seeing the benefits of SOA today?

SANDY Carter - The value stems not only from increasing customer satisfaction, reducing both business and IT cost, but also in becoming more competitive in today's market place, which as we all know is becoming much more aggressive. And since the world is becoming flat, it's very important to our customers.

HOST – How is WebSphere delivering value?

SANDY Carter - WebSphere is really delivering value to the SOA announcement in two flavors. So to net out our WebSphere announcements that we're making around Service Oriented Architecture, I'd divide them into two major categories. On the business side, strong enhancements to our business process management portfolio, usability enhancements, enhancements that really matter to the business analyst. In addition on that business side, really more of an industry focus, from our WebSphere business services fabric, enabling partners at IBM to build that industry specific know how into a reusable service. Now let's flip over to the IT side, if we take a look at those announcements the ESB without limits, got to check that out for connectivity and around reuse, our starring show member is WebSphere registry and repository, a must have for SOA governance and to reuse the services that are key value prop for SOA. Ok so this is Sandy Carter, signing off, I'm sure you want to get more information, so tune in here to WebSphere TV.

ANALYSTS AND CUSTOMERS

Connectivity…*Dan Sholler, Vice President, Gartner*
SOA is about making all of the parts of your systems able to interoperate with each other and to communicate with each other in a smooth efficient and controllable fashion.

Connectivity…*Keith Wilkinson,Information Services Project Leader, City University*
Enterprise Service Bus is an option to integrate all our varied and diverse applications that we are coming around into a common framework. We can use standard based interfaces to enable our systems to talk to one another. The systems integration is really the IT starting point for our project.

Connectivity/Reuse…*Dr. Hans Wolfgang Neumann, GAD*
One of the initial and most important results was the finding that on the zSeries where WebSphere application and data is connected on the same platform that was a good performance advantage.

Reuse…*Neil Miles, CEO, Smart421*
…I genuinely believe that SOA is the holy grail of the software industry. We have promised for a number of years the whole concept of reuse, agility, innovating businesses. We've been striving for this and I think this SOA approach enables that to happen. It's a standard approach for simply integrating and reusing components within a business.

WEBSPHERE LIVE

We greatly appreciate all of you taking your time to be here today. We know it's extremely valuable and we hope at the end of today's session, you'll find that there was a lot of time well spent here.

(Jason Bloomberg)
It's a pleasure to be here. Good morning everybody. I'm Jason Bloomberg, Senior Analyst with Zapthink.

(Bart Lautenbach)
What I'm going to talk to you about is a little about business process management.

(Robert LeBlanc)
What we want to do this morning is, I want to cover kind of what is happening here with Service Oriented Architecture, why is it important.

(Dr. Brian Blake)
Well, I have a group at Georgetown that does service oriented computing research and we look at things that are, we look at problems that are current, but we also look at problems that may be considered generation X plus one.

(Eric Baxley)
We have you covered with the skills, the products, and the tools to help you make…be successful. And we provide you the most connected SOA in the market to maximize your reuse.