



Il Mondo dei Partner **2007**

L'INTEGRAZIONE DEL NOSTRO VALORE

Parma, 1-2 febbraio

Adozione e implementazione di architetture SOA
nelle PMI

Stefano Stinchi
WebSphere Brand Leader Italia

Why SOA is good for CIO

SOA SPELLS MONEY

AVERAGE COMPENSATION OF
CIOs WORKING **WITH** AN SOA

\$250,000

AVERAGE COMPENSATION OF
CIOs WORKING **WITHOUT** AN SOA

\$159,000

AND THEIR BUDGETS ARE BIGGER TOO

WITH SOA

8.9%

WITHOUT SOA

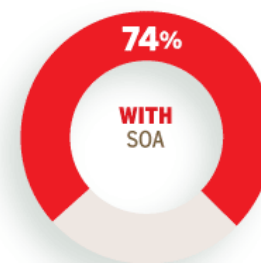
5.8%

NOTE: IT budget as percent of overall revenue.

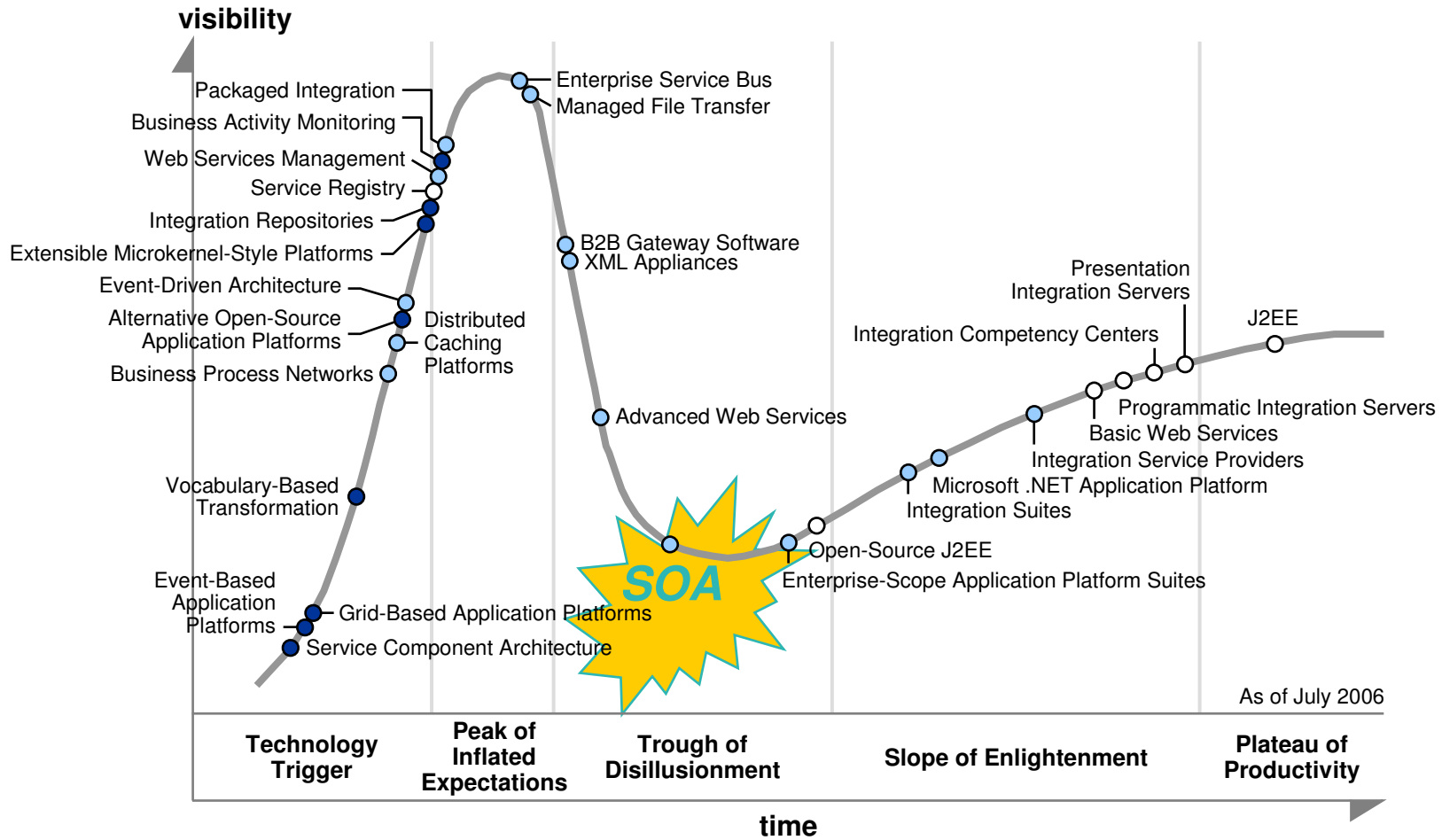
43% OF SOA CIOs BELIEVE IT WILL
PROVIDE COMPETITIVE ADVANTAGE.
ONLY 29% OF THOSE WITHOUT SOA
FEEL THE SAME.

SOA LEADS TO THE EXECUTIVE
COMMITTEE'S DOOR

CIO IS PART OF THE EXECUTIVE COMMITTEE



Application Integration & Platform Middleware, 2006



Years to mainstream adoption:

○ less than 2 years

○ 2 to 5 years

● 5 to 10 years

▲ more than 10 years

obsolete

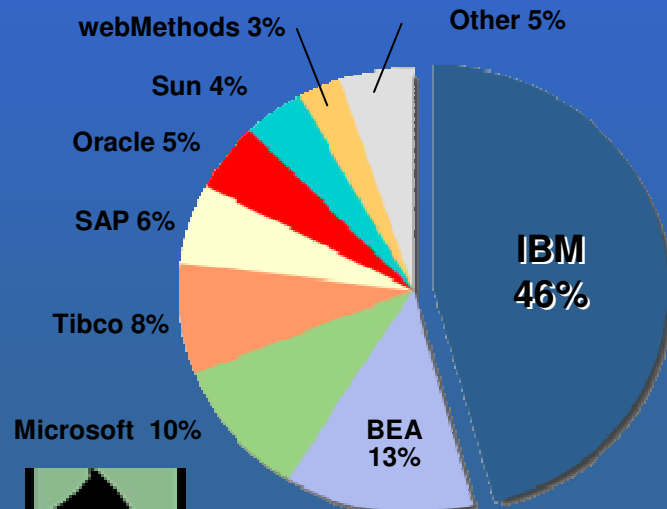
⊗ before plateau

2006: An Awesome Year!

Partner with the leader...IBM Is The Market Leader Today!

SOA Market Share

Up 12% in market share over 18 months!



Source: WinterGreen Research, 2006



1 in Capabilities



1 in SOA



Lead in Wave



IBM Placed in the Leaders Quadrant

“Migration to SOA will become increasingly important to CIOs in 2007”

64% of CIOs plan to implement SOA in 2007

48% of CIOs plan for SOA with partners in 2007

McKinsey, December 2006

“IBM Strengthens its Leadership of Integration-Centric Business Process Management Suites.”

“IBM continued its leadership position because of its combined SOA and BPM capabilities.”

Forrester, December 2006

“IBM’s approach to the SOA market is more comprehensive and more coherent than any other vendor’s plan at the moment.”

Dwight B. Davis, Ovum

Why IBM?

**14 years Patens
Leadership**

Hundreds of SOA-Related Patents

**Broad Expertise Across
Industries**

**Invested \$1B
in SOA**

**Worldwide industry
leader for ISV programs
– IDC, Nov. 2006**

**Market leader for
software, hardware
and service**



**Leader for Open
Standards**

Contributors to over 50 SOA-
based standards committees

**More than 90,000
BCS expertise for SOA**

**Stock price is growing
close to US\$100**

**Over 6,700 IBM
Developers**

Open Standards Are Fundamental For SOA

IBM continues to lead advancements in SOA-based open standards

Cross industry participation with 18 partners

Support for authoring in Java, BPEL, C++, PHP

Multiple connectivity options

Web Services & Web Service Interoperability

Supporting and shaping Industry-based XML Standards

Service Component Architecture (SCA)

Service Data Objects (SDO)

- Interoperability in Heterogeneous Environments
 - Web Services Profiles
 - Open Document and XForms
- Simplified Implementation
 - SCA/SDO
 - Open Ajax
- Business Process Management
 - UML/Business Modeling Notations
 - BPEL Extensions for People and Sub Processes



Extensive industry standards support including: EDI, HIPPA, HL7, ACORD, SWIFT, FIX, RosettaNet, SIP, eTOM, XBRL, UCCNET, Transora, and more...

WebSphere Enables Customers To Deliver Greater Flexibility

Bringing Together Business and IT through SOA

Business Value

- Manage business models and processes to increase business innovation & productivity
- Faster response to business driven opportunities



IT Value

- Increase productivity with a single platform for all types of business process
- Securely connect everything inside and outside your company to achieve agility - delivering the most connected SOA in the market
- Flexible integration and reuse of existing resources reduces IT costs and frees up cycles for innovation

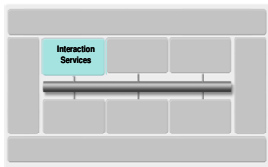
WebSphere Strategy: 5 Key Elements Advancing the SOA Agenda



- Building upon Entry Points
 - Connectivity – **Application Integration**
 - Reuse – **Application Infrastructure**
- **Industry-frameworks** enabling business services
- Increasing focus on **Business Process Management enabled by SOA**
 - Leveraging Process Entry Point

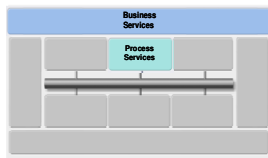
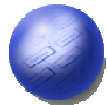
Customer success via SOA Entry Points

Distinct but interrelated projects with proven value to customers



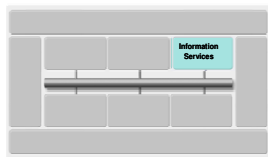
People

Greater productivity and flexibility through targeted user interactions for improved operations and collaboration



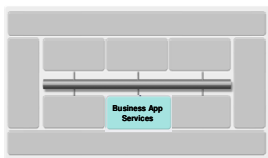
Process

Achieve business process innovation through treating tasks as modular services



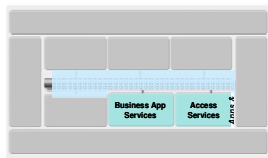
Information

Provide trusted information in business context by treating it as a service



Reuse

Service-enable existing assets and fill portfolio gaps with new reusable services



Connectivity

Connect systems, users, and business channels based on open standards

Business Process Management (BPM) Enabled by SOA Includes Process Entry Point

Provides Business Flexibility

Manage Change

Respond Quickly

Ensure Compliance

Enhance Business Efficiency

Key Products

WebSphere Business Modeler

WebSphere Integration Developer

WebSphere Process Server

WebSphere Business Monitor

“IBM leads the pack”

Forrester Human-Centric BPMS
Wave

(Insurance, Sep, '06)

“IBM a leader”

Forrester Integration-Centric BPM
Wave (4Q '06)

FORRESTER

Application Integration

Reuse Entry Point

Drive Flexibility With the Most Connected SOA

Connect to everything inside and outside your company

Count on reliable and secure connectivity

Rapidly integrate new web services and complex environments

Key Products

WebSphere Message Broker

WebSphere ESB

WebSphere MQ

WebSphere Adapters

DataPower SOA Appliances

WebSphere Service Registry & Repository

“IBM a leader”

Forrester Enterprise Service Bus Wave (2Q, '06)

“IBM a leader”

Forrester North American SOA Integration Wave (3Q '06)

FORRESTER®

Application Infrastructure

Connectivity Entry Point

Optimize Your Cost With Broadest Range of Application Services Capabilities

Manage complex IT cost with virtualization

Speed IT implementations with simple tools and starting points

Increase flexibility and productivity with a common programming model

Leading edge support for re-usage of applications via

Key Products

WebSphere Application Server

WebSphere Extended Deployment

WAS Community Edition

“ Leader in Enterprise Application Servers Magic Quadrant”

(2Q, '06)

Gartner

SOA Appliance: WebSphere DataPower

Dedicated appliance to manage **XML** and **Web Services** to simplify SOA adoption

- Better **Performances** (XML acceleration)
 - XML Validation, routing, transformation
- **Security** enhancement (XML security gateway)
 - XML DoS, encryption, digital signature, AAA...
- Easy **Integration** (XML integration)
 - “Wirespeed” XML transformation to/from “legacy”

New opportunities for specialized partners

- **Projects** in emerging areas (e.g. XML firewall)
 - SOA solutions built in shortened timeframe
- **Innovative services** using specialized skill
 - Unique know how with high added value
- Opportunity to reach **new customers**
 - Use in multivendor & open source environments

“DataPower has been the most forward looking acquisition from IBM”

CBDI SOA Appliance

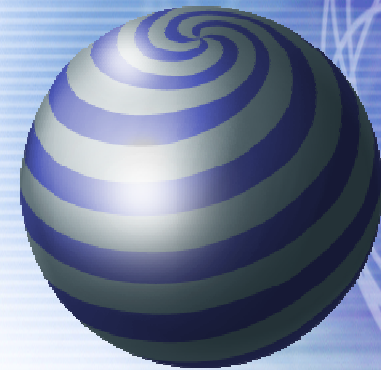


Universal Transformation: WebSphere Transformation Extender

- The world's most flexible “any-to-any” transformation engine. Map and Transform any data to multiple formats anywhere in your SOA
- Transformation WITHOUT coding.
 - ✓ Easy-to-use graphical interface for mapping.
 - ✓ Reduces your cost of “transformations”
 - ✓ Allows you to focus on your core business – not the IT.
- Embeddable – accessed through API, command server, or within runtimes.
 - ✓ Execute from scripts
 - ✓ Drive with Events
 - ✓ Deliver as Services

**“WTX has provided a
4000% return of
investment”**

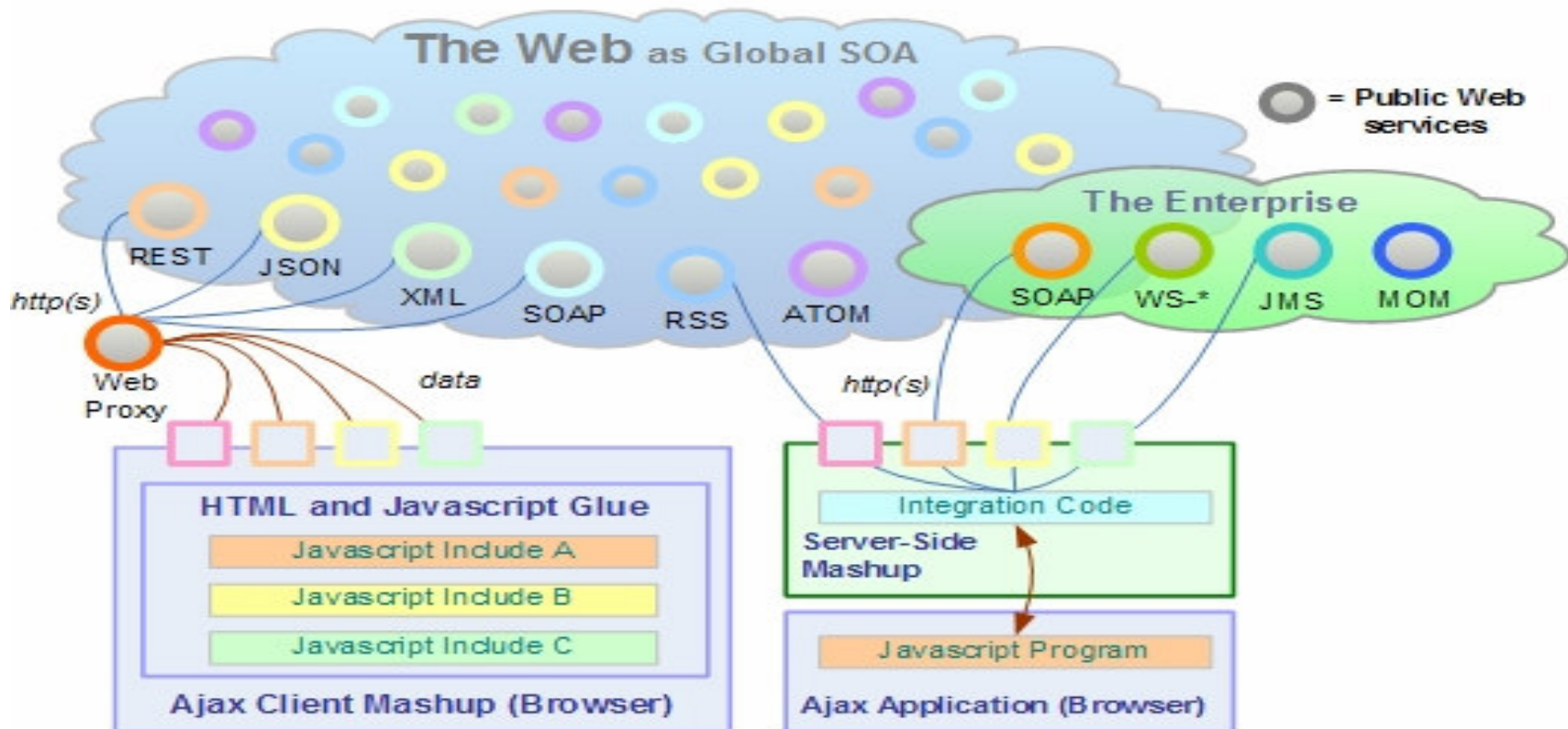
CXO ABN Amro



Web 2.0 as a Global SOA

Web Mashup Styles

In-Browser | Server-side



Source: <http://web2.wsj2.com>



Web 2.0

Extend the value of SOA investment

Lower bar for application development

Deliver Richer experience

Expand audience

Enable re-mixability

Improve communications and collaboration

IBM Web 2.0 Leadership

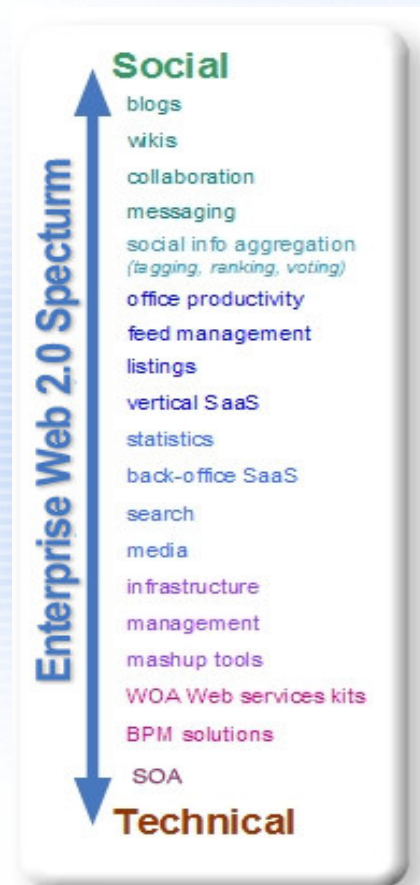
Ajax - OpenAjax Alliance, ATF, Dojo

DB2 Viper w/PureXML

Sametime, Dogear, OpenActivities

ATOM specification

QED Wiki



SOA and BPs: Delivering Value to their Customers

Why SOA is key for Business Partners?

Their customers are seeking business flexibility to quickly respond to business needs. SOA provides that flexibility.



Why Business Partners are key for SOA?

SOA is about flexible access to business services... business services are in BP solutions and practices

“IBM’s SOA capabilities enable us to rapidly build and integrate our composite applications into legacy applications, such as SAP or Oracle, reducing the total cost of ownership and time to value for our customers,”

- Karthik Mani, VP of Product Management, TrueDemand.

Market Leading IBM Business Partner Program



CRN Channel Champions Winner

Top Vendor in 3 categories

- Software
- Systems
- Storage



IBM Software Group

- Top Vendor in all 3 categories participated in
- Data & Information Management Software (Information Management)
- Storage Management Software (Tivoli)
- Web/SOA Infrastructure & Integration Software (WebSphere)

- 3,500+ SOA Business Partners
- Over 90 Business Partners in SOA Specialty

- 3,000+ BP assets in Business Catalog

- Over 2,000 individuals enabled on SOA

IBM Business Partner SOA Program

PartnerWorld Industry Networks (PWIN)

- **SOA Specialty**

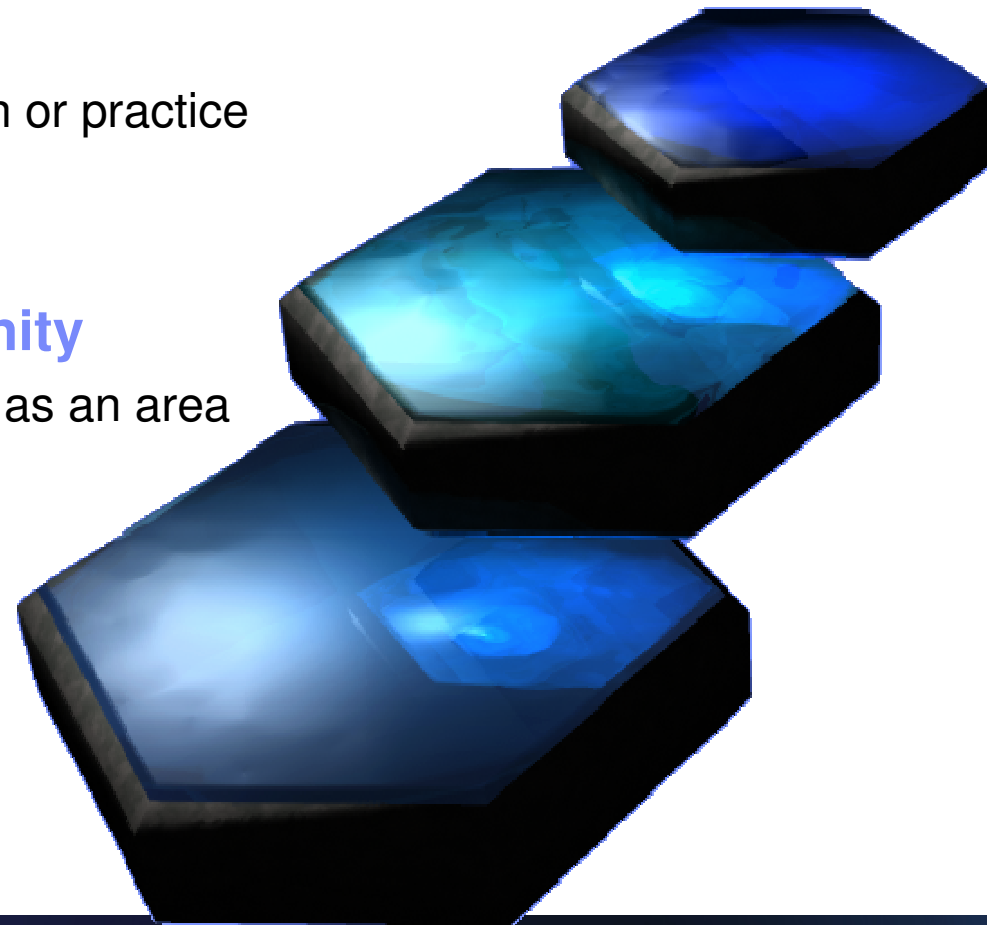
Milestone - Business Partner's solution or practice validated and approved by IBM

- **SOA Business Partner Community**

Milestone - Join PWIN and select SOA as an area of interest

- **SOA Zero Barrier Benefits**

Milestone – none



Two Tier: SOA for IBM Business Partner

PartnerWorld Industry Networks (PWIN)

SOA Specialty

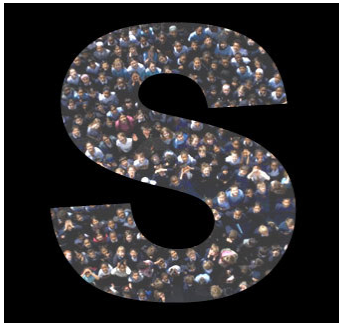
Milestone: **BP's solution or practice is validated and invited by IBM**
Benefits: **Solution or practice description listing in the SOA Business Catalog, discounted PWIN go to market offerings, more...**

SOA Business Partner Community

Milestone: **Joins PWIN Selects SOA as an area of interest**
Benefits: **Technical enablement to accelerate the adoption of SOA and Sales Tools to assist in closing deals**

Ready To Move Beyond Basics?

Join the SOA Business Partner Community



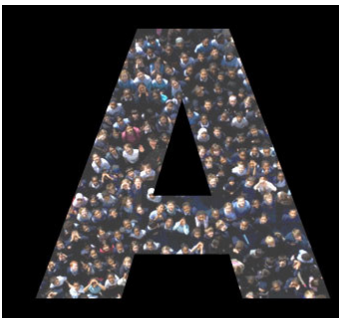
How do you become a member?

- Register for PartnerWorld Industry Networks
<http://www-304.ibm.com/jct09002c/isv/soa/start.html>
- Support IBM SOA strategy



What do you get?

- Sales education and certification
- Technical resources and developer support
- Sales and Marketing resources



What's the value?

- Accelerate your SOA journey- quicker ROI
- Differentiate yourself in the market
- Support to help sell more

Toolkits to Define SOA Business Value

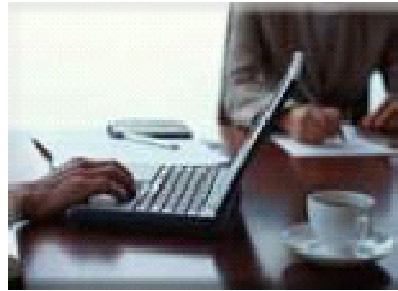
Sell the ROI value of SOA to expand your sales

Model Process



Business Value Optimizer Tool for
WebSphere Business Modeler

Business Case



Business Value Analyst Tool

Propose Solution



Solutions Consultant Express
Tool

“The IBM SOA ROI Business Assessment Toolkit allows us to pass on a significant value to our SOA customers and prospects. It will help us to close new business as we continue to expand our software business and SOA practice.” – Devi Gupta, VP Marketing Prolifics

Prolifics

Ready To Go All Out? Become A SOA Specialty Partner...

How you become a member?

1. Meet Business Criteria
2. Meet Technology Criteria
3. Meet Education Criteria

www.ibm.com/isv/soa/start.html

What do you get?

- Marketing benefits and offers including discounted advertising, free KnowledgeStorm, etc.
- IBM sales support

What's the value?

- Comprehensive marketing & lead gen. support



Benefits for SOA Specialty Partners

Generate Awareness

IBM Ready for SOA Specialty Mark

- Show your customers you are ready for SOA

SOA Specialty Press Releases

- IBM Executive quotes for Business Partner's SOA press release

SOA Podcasts

- Highlight your SOA solutions, successes and best practices

Published Case Study

- Receive an opportunity to have an SOA case study written at no charge

IBM SOA Business Catalog

- List your reusable SOA assets in the SOA Business Catalog
to help customers jumpstart their SOA development

Benefits for SOA Specialty Partners (cont)

Develop leads and close business

Discounted Advertising Package

- Receive an additional US\$1000 off the IBM rate

Free Telemarketing /email Package

- Receive 200 free telemarketing /emails

IBM Event Marketing

- Marketing funds and resources to help you conduct a seminar

IBM Sales Connections

- Get assistance from an IBM SOA Sales Representatives to help close your deal

SOA Customer References

- Your SOA Customer Successes will be used by IBM executives and sales reps and viewed by many IBM customers, prospects, analysts and press

See more details on the Benefits tab at ibm.com/partnerworld/soa

A New Mark of Excellence

Exclusively for IBM Business Partners in SOA Specialty

Ready for



Specialty

Build credibility

- Demonstrate your proven expertise with the IBM SOA Foundation

Gain competitive advantage

- Only IBM SOA Specialty Business Partners can earn the mark
- Mark covers ISVs' solutions and SIs' specialty practice

Leverage IBM leadership in SOA

- Ride the IBM SOA wave!

SOA Business Catalog

IBM SOA Business Catalog

Recipe for reuse



Unlocking the power of SOA

The IBM SOA Business Catalog is a single, comprehensive online directory of hundreds of reusable SOA assets from IBM and select business partners. Speed time to value by reusing existing services, tools, components, and best practices for building your SOA environment.

Start using these technically qualified assets from IBM and our SOA Specialty partners today to help build your business for innovation, flexibility, and growth.

Search



Industries

SOA Lifecycle

SOA Foundation

All categories

- Aerospace & Defense
- Automotive
- Chemicals & Petroleum
- Computer Services
- Consumer Packaged Goods
- Education
- Electronics
- Energy & Utilities
- Financial Markets
- Government
- Healthcare
- Insurance
- Life Sciences
- Media & Entertainment
- Other Industrial Industries
- Professional Services
- Retail
- Retail Banking
- Telecommunications
- Travel & Transportation
- Wholesale Distribution & Services

Notice - For non-IBM offerings in this Catalog, you may be directed to a third party website. In such cases, the third parties are responsible for any warranties, support, and licensing terms related to the offering. View the complete [disclaimer](#) and [warning](#).

The Category membership of each offering listed in this Catalog specifies the applicable IBM product(s) for which the offering was developed. The Category membership is specified in the initial page of the Catalog of each offering. You must have a license for that applicable IBM product in order to download and access the offering under the control of that IBM product.

New

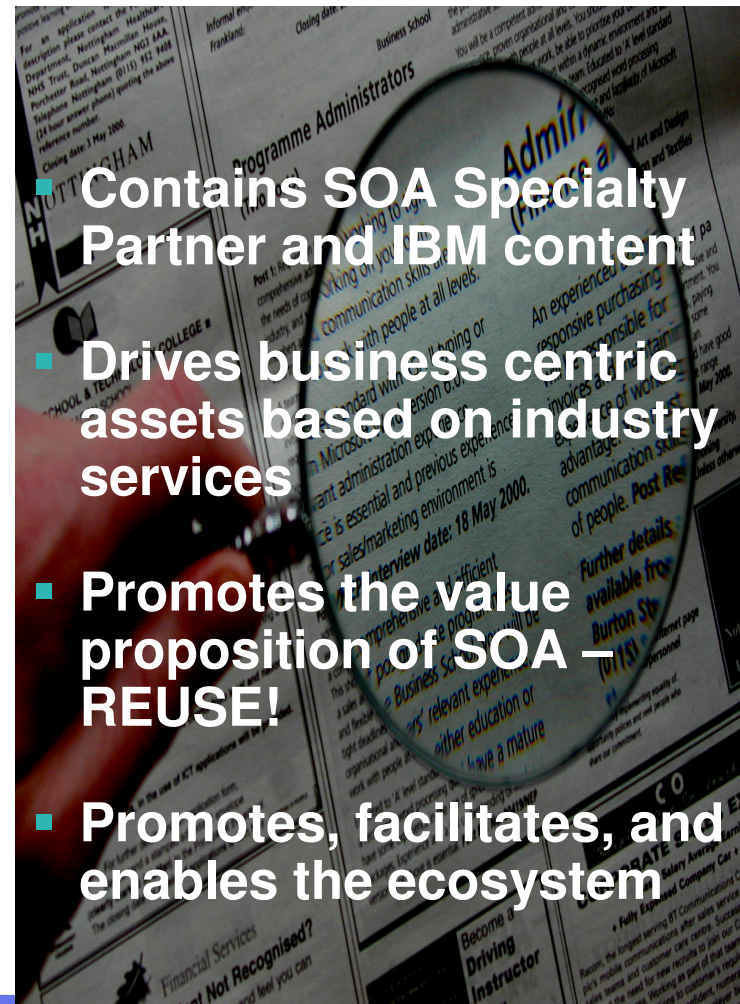
- Amazon Mechanical Turk
- Nimaya CustomerGrid
- IBM WebSphere Transformation Extender Pack for X12 2.6
- IBM WebSphere Transformation Extender Pack for EANCOM 2.6
- IBM WebSphere Transformation Extender Pack for Odette 2.6

[More...](#)

Popular

- Rational Unified Process (RUP) for COTS Package Delivery v2.0
- WebSphere Portal V5.1 Sample Code
- IBM Portlets for IBM DB2 Content Manager V8.3
- WebSphere DataStage Pack for Oracle Applications
- IBM Websphere Portal Theme Builder

[More...](#)



- Contains SOA Specialty Partner and IBM content
- Drives business centric assets based on industry services
- Promotes the value proposition of SOA — REUSE!
- Promotes, facilitates, and enables the ecosystem

ibm.com/soa/soabusinesscatalog

50 Partners include 2390 Assets in IBM SOA Business Catalog

The screenshot displays the IBM SOA Business Catalog interface. The top navigation bar includes 'Home', 'Products', 'Services & industry solutions', 'Support & downloads', and 'My IBM'. The main heading is 'IBM SOA Business Catalog' with the tagline 'Recipe for reuse'. A search bar is visible at the top right.

On the left, there is a sidebar with categories like 'Software', 'IBM SOA Business Catalog', 'People', 'Process', 'Information', 'Connectivity', 'Reuse', 'SOA Governance', and 'SOA Service Offerings'. Below this are 'IBM Workplace Solutions Catalog', 'IBM Tivoli Open Process Automation Library', 'RSS Feeds', and 'Catalog Survey'. A 'Related links' section lists 'IBM SOA Business Catalog Overview', 'SOA from IBM', 'Ready for SOA Assessment', 'SOA Foundation', and 'SOA Entry Points'.

The main content area shows search results for '21 - 30 of 35 results'. A table lists the following assets:

Company	Title	Version	Description
Nimaya, Inc	Nimaya CustomerGrid	1	The Nimaya CustomerGrid is a flexible and extensible communications infrastructure that leverages existing data sources and applications to integrate customer data across multiple lines of business and functions, in real-time, into a single unified view of the customer.
eMeter	Power Information Platform™ by eMeter, the "Pipe"	1	Advanced Meter Information System, including a Meter Data Management System, AMI business process management, and an AMI system integration platform.
SSA Global	SSA Open Architecture 6.0, SSA ERPLX, SSA ERPLX, SSA CRM Sales and SSA CRM Services.1	1	SSA Global solutions are built on the SSA Open Architecture, an open, industry-standard technology, developed by working closely with IBM and leveraging WebSphere as a core component. SSA Open Architecture uses other IBM WebSphere products including Application Server, Portal Server, Process Server and the Enterprise Service Bus.
Ultramatics	Ultramatics	1	None specified

Below the search results, there is a preview of the 'eMeter advanced metering information system solutions for electric, gas, and water utilities' product page. The page features the eMeter logo, navigation tabs for 'Products', 'Services', 'Customers', 'Partners', 'News & Events', and 'Company'. A large banner reads 'eMeter—Enterprise ready'. Below the banner, there are sections for 'IT Advantages', 'Customers Comments', and 'Success Stories'. A 'Learn More' button is visible.

Over 15,100 downloads!

Honda Automobili Italia

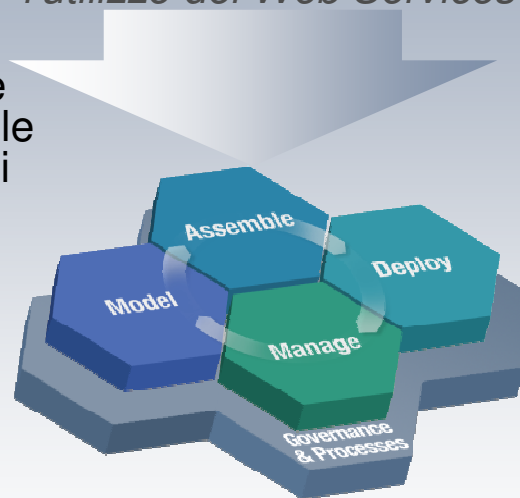
SOA migliora l'accesso alle informazioni



Aumentare le vendite migliorando i processi di generazione dell'offerta tramite l'utilizzo dei Web Services

Sviluppato il "Car Web Offering System" per integrare internamente e esternamente le informazioni, incluso le opzioni finanziarie e l'inizio del processo di finanziamento

Modellati i processi di vendita dove gli impiegati dovevano consultare diverse fonti per produrre un'offerta.



Implementato su WebSphere Application Server – Express on iSeries

Gestito attraverso una console Web Browser

40% di riduzione dei costi connessi con la vendita dovuti alla disseminazione delle informazioni. Generazione più veloce delle offerte.

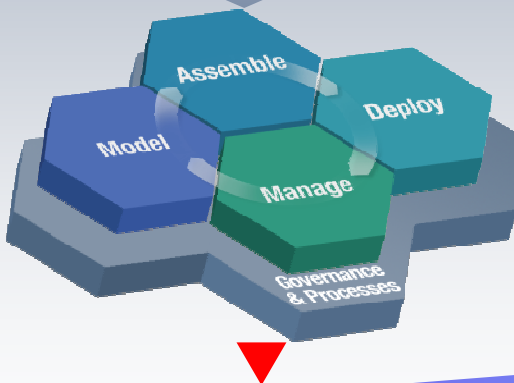
SAVA assicurazioni:

La tecnologia a supporto del Time-to-Market



Assemblati i processi definiti salvaguardando e riusando i sistemi esistenti fra cui il gestionale basato su iSeries.

Implementati in ambiente Websphere i nuovi flussi e il nuovo Front-End per il miglioramento della accessibilità da parte della clientela



Modellati i servizi riducendo il time to market dei nuovi prodotti finanziari.

Gestito attraverso una console Web Browser

Migliorare I canali di interazione con la clientela ed offrire alla stessa tempestivamente I nuovi prodotti.

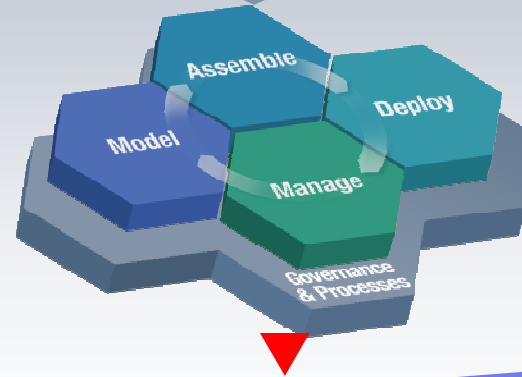
Pacorini trasporti

Migliorata la flessibilità operativa e la reattività alle richieste dei clienti



Assemblati i processi definiti e le interazioni basate su Webservices fra l'ambiente iSeries e quello d'integrazione su xSeries.

Implementati i processi di controllo dei flussi e le funzionalità di ESB per lo scambio sicuro e gestito di dati fra le applicazioni sulle due piattaforme



Modellati e documentati i processi di gestione ordini.

Gestito attraverso una console Web Browser

Con il processo di gestione ordini integrato e automatizzato gli addetti gestiscono i flussi degli ordini in modo efficiente e possono disporre di informazioni sugli ordini coerenti e accurate.

Coopservice

Reingegnerizzare le applicazioni riusando l'esistente

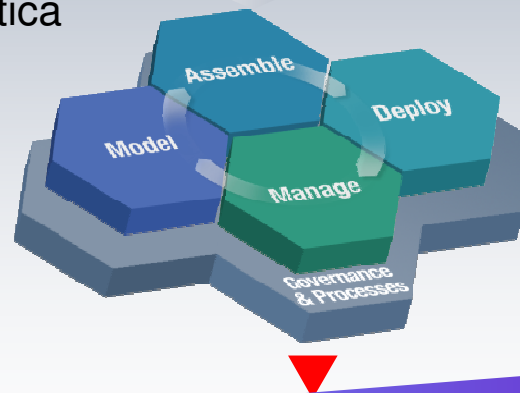


L'integrazione delle informazioni provenienti da applicazioni differenti forniscono agli utenti finali i contenuti di cui hanno effettivamente bisogno sulla base del proprio ruolo e delle attività loro assegnate.

La soluzione ha permesso a Coopservice e ai suoi clienti, di valersi di una puntuale reportistica di rendicontazione.

Implementato su WebSphere Application Server e WebSphere ESB

L'analisi e lo sviluppo del progetto sono stati guidati dalla filosofia *Model Driven Architecture* che ha permesso un rapido deployment



Gestito attraverso il portale

La soluzione garantisce un'estensione a tutte le altre linee di business e incide direttamente sulla crescita fatturato aziendale

www.websphere.org

The Global WebSphere Community (GWC) is a diverse and knowledgeable network of members engaged in local and global collaborative activities related to IBM WebSphere software

Members include IBM WebSphere software customers, developers, IBM business partners, consultants and IBMers.

As a GWC member you can:

- Communicate openly, express ideas and share experiences with peers and IBM WebSphere software executives
- Pursue technical education related to IBM WebSphere software
- Learn about available IBM WebSphere business partner solutions
- Join a User Group in your area and expand your networking opportunities
- Become a User Group Leader and offer to host meetings
- Join the Speaker's Bureau and present at User Group meetings

JOIN THE GLOBAL WEBSHERE COMMUNITY at: <http://www.websphere.org>

For more information contact:

guido.puglielli@primeur.com

mariano.ammirabile@it.ibm.com

The screenshot shows the homepage of the Global WebSphere Community website. The browser address bar displays 'http://www.websphere.org/websphere/Site?page=home'. The page features a navigation menu with categories like 'User Groups', 'News', 'Events', 'Resources', 'Collaboration', and 'About Us'. A search bar is located on the left. The main content area is divided into several sections: 'WebSphere Headline Channel' with a conference announcement 'Make an IMPACT on your business in 2007!', 'Leader's Spotlight' featuring Maureen Dufmond, 'GWC Vendor Zone', 'IBM WebSphere Level for SOA', 'IBM SOA Architect Summit', 'Sponsors' (including WebSphere software and e-Pro magazine), and 'Affiliate Communities' (including the International DB2 Users Group). A 'Featured Blog' section highlights 'Customers are revolting!' by Robert Cringely. On the right side, there is a 'Join Global WebSphere Community' section with a login/register form and a 'GWC Poll' titled 'My company sees significant value in solving its Business Process Management (BPM) challenges by implementing a Service Oriented Architecture (SOA)'. The poll options are: Strongly agree, Somewhat agree, Somewhat disagree, Strongly disagree, and Don't have any BPM challenges.

Thank
YOU