



IBM: The provider of choice for service oriented architecture.

Enabling IT to implement a business vision

More and more businesses are using SOA to help them facilitate innovation and achieve operational success. In today's marketplace, the question for many companies is not whether to deploy SOA, but how to get started and who to team with to gain the most value from their SOA initiatives.

Organizations that have success implementing SOA focus not only on the nuts and bolts, but also on how SOA can increase flexibility to support business objectives. Being successful means engaging in projects that result in measurable returns. It also means working with market leaders who can provide the full range of software and professional services companies need for business-centric SOA.



IBM is the acknowledged leader

“IBM is already the leader in SOA, and that puts it in a great position to benefit from its soaring popularity.”

– Steve Hamm, *BusinessWeek Online*,
August 2006¹

IBM: Commitment to SOA leadership

IBM recognizes the need to increase flexibility—and how important that flexibility can be in a fiercely competitive environment. As a result, IBM has made a long-term strategic commitment to continued investment, leadership and innovation in service oriented architecture (SOA). And a commitment to business-centric SOA that truly enables IT to support an organization's business needs.

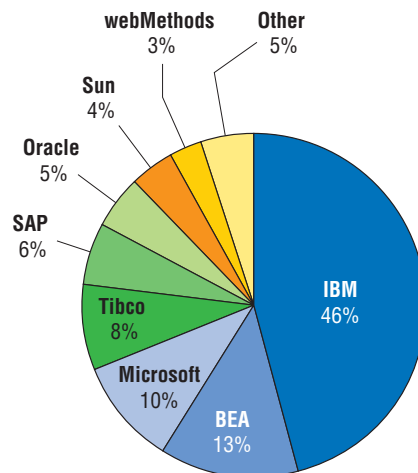
You can see this commitment in two ways. First, in the way that IBM helps its clients through every step of the SOA journey. IBM offers clear, easy ways to get started with SOA, and creates a road map for its customers to gain increasing value from SOA projects. Second, IBM has invested and will continue to invest billions of dollars into advancing SOA and making it even more valuable for IBM clients.

“IBM’s approach to the SOA market—encompassing software, services and partner programs—is more comprehensive and more coherent than any other vendor’s plan at the moment.”

– Dwight Davis, Ovum Summit, July 2006²

Both customers and analysts are confirming IBM’s leadership position. Wintergreen Research reports that IBM has the biggest share of the SOA market at 46 percent.³

Over and above the competition, IBM offers a full range of SOA services and pathways to implement and take advantage of the benefits of SOA.



According to Wintergreen Research, IBM holds the biggest share of the SOA market at 46 percent.⁴

“We have competitive advantage that comes from the rich functionality of IBM products and IBM’s road map, which leads to full integration through service oriented architecture.”

– Cristian Paravano, CIO, Pacorini S.p.A., Italy

“We’re quite impressed with the completeness, depth and accuracy of IBM’s SOA message.”

– Jason Bloomberg, ZapThink, October 2006⁵



Focused, well-defined SOA starter projects

IBM takes a business-centric approach to SOA that helps companies deliver real value from focused projects. IBM's focus has been on learning what works from its clients and building solutions based on these lessons. In April, IBM identified three core business-centric SOA entry points, people, processes and information, and two IT-centric starting points, connectivity and reuse, that companies are using to get started with SOA. And a survey by the IBM Institute for Business Value indicates that IBM clients are already seeing tangible returns from SOA. The study found that 97 percent of clients justified their SOA project on the basis of cost reduction, 100 percent experienced increased business flexibility and 51 percent reported revenue growth resulting from the SOA projects.⁶ Now, IBM is improving its entry-point offerings and enhancing its overall SOA support.

IBM clients that are gaining value from SOA entry points include:

- Eight of the world's ten largest banks*
- Nine of the world's ten largest telecommunications companies*
- Half of the world's 30 largest electronics companies*

IBM has performed more than 2900 SOA engagements and 3300 SOA assessments.



More than 3000 IBM and IBM Business Partner assets are listed in the IBM SOA Business Catalog.

IBM Global Business Solution Center provides clients worldwide with a range of high-value, industry-specific solutions.

“SOA and Web services have the potential to dramatically improve business agility and innovation. Having worked with Webify for the past three years, I see this acquisition by IBM as a positive for clients. It brings together IBM’s leading middleware products as well as the global scale and reach of the IBM Global Services organization.”

– Joseph S. Smith, CIO, Arkansas Blue Cross and Blue Shield

“WebSphere Extended Deployment dynamic clustering and virtualization of resources give our customers real opportunities to optimize their infrastructure by providing the right resource at the right moment.”

– Mehdi Kasmi, technical director, Unilog IT Services

SOA extended environment support

After you have successfully implemented your first SOA projects, you might want to start building on that success to continue maximizing the value you can gain from SOA. To help maximize flexibility and optimize processes, you want to use best practices that are specific to your industry and adapt your processes quickly and easily to meet changing market needs. You want to ensure that your SOA is efficiently managed and that it is secure. And you want to make sure to define and implement sound governance practices around your services to help ensure appropriate usage.

IBM leads the market, not only supporting clients in project-specific and business-centric SOA, but also in its support for the extended SOA environment. This support means providing you with the software, services, and business expertise you need to extend the benefits of SOA to all areas of your business.

Key extended environment offerings from IBM include:

- Business services built on SOA, *a combination of a platform that enables you to model, assemble, deploy and manage industry-specific business services and a catalog of prebuilt services based on industry best practices and policies, delivered by IBM and its Business Partners*
- Business process management (BPM) enabled by SOA, *a robust combination that helps you more effectively manage change, respond quickly, ensure compliance and enhance business efficiency*
- Infrastructure and management for SOA, *a comprehensive set of offerings designed to help secure services across people, process and information boundaries, to help manage their systems efficiently for visibility and control of SOA services and their components, and to virtualize the services infrastructure to support optimal business performance*
- SOA governance and service-development life cycle, *a set of processes and management systems for establishing policies and putting those policies into effect throughout the service life cycle.*

For more information

To learn more about why more businesses are choosing IBM to help them with their SOA projects than any other provider and about how IBM can help you maximize your return from your SOA projects, contact your IBM representative or IBM Business Partner, or visit:

ibm.com/soa



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¹ Hamm, Steve. "IBM's Revved-up Software Engine." *BusinessWeek Online*. August 15, 2006.

² Davis, Dwight. "IBM Orchestrates a Comprehensive SOA Strategy." Ovum Summit. July 2006.

³ Eustis, Susan. "SOA Market Opportunity, Market Forecast and Market Strategies: 2006 - 2012." Wintergreen Research. August 2006.

⁴ Eustis, Susan. "SOA Market Opportunity, Market Forecast and Market Strategies: 2006 - 2012." Wintergreen Research. August 2006.

⁵ Taft, Darryl K. and Stan Gibson. "IBM Launches Initiative of SOA Products, Services." *eWeek.com*. October 3, 2006.

⁶ "The Business Value of Service-Oriented Architecture." IBM Institute for Business Value. 2006.