IBM SOA Architect Summit

GET PRACTICAL HELP TO MEET THE DEMANDS OF YOUR BUSINESS.

Keynote Presentation:

Aligning IT with Business Goals Through SOA

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SOA Business Executive North-East Europe
IBM Software

Agenda

SOA in the context of Business Agility and Innovation

SOA Enterprise Architecture Best Practices

SOA Reference Architecture

SOA Best Practices

What's Next for SOA

Summary

Change…the greatest challenge and greatest opportunity for CEOs

Is Your Architecture Ready?

A view from over 2500 CXO's

CFO Study

Human Capital Study

CEO Study

Business Model Innovation

Global Integration

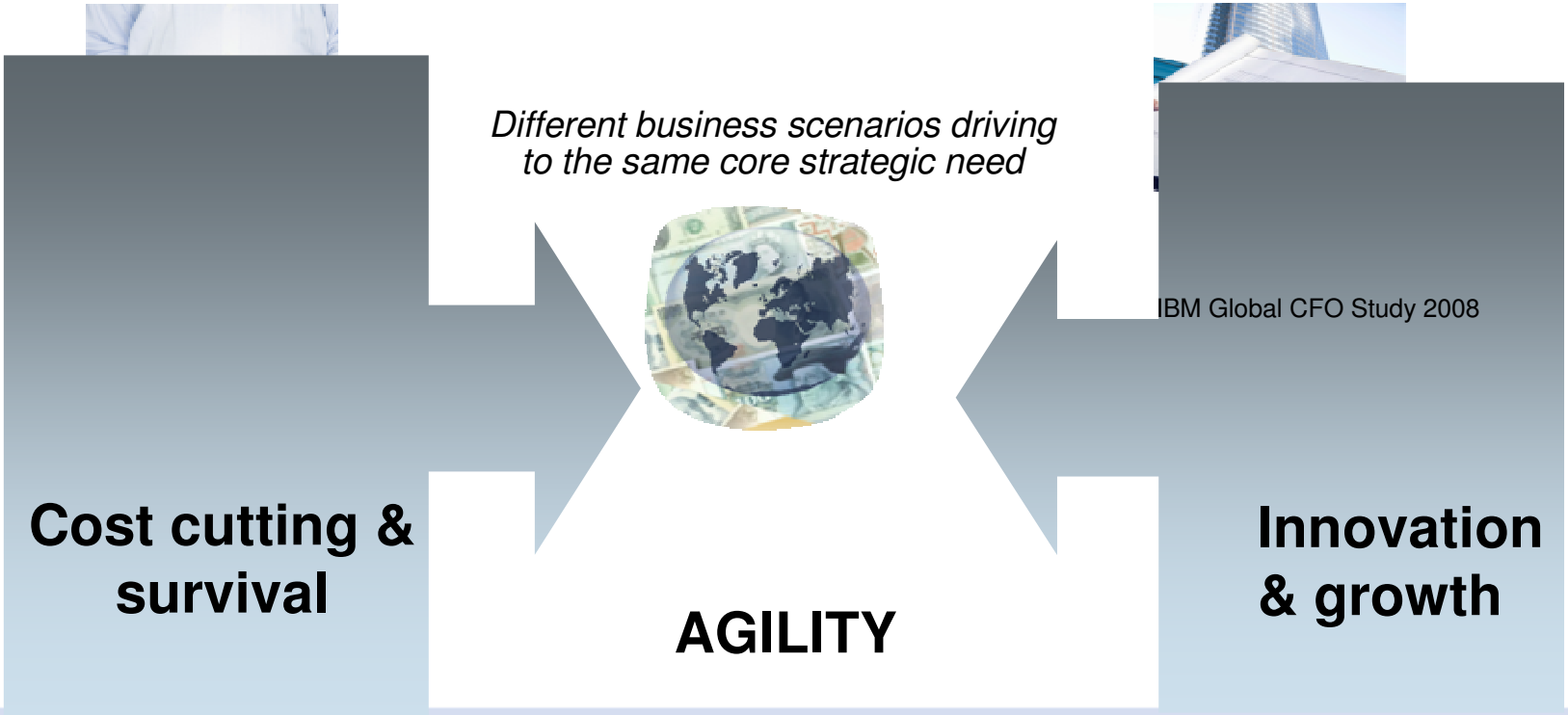
Talent Management

Business Transparency

Business Success Depends Upon Your Ability to Master Agility

Top CFO concerns in enabling the business to be more agile, responsive and competitive:

- ✓ Driving cost reduction
- ✓ Identifying and executing growth strategies



Achieve Greater Agility Through Service Orientation

Cost cutting & survival

Flexible cost effective **processes**

Cost control through **end-to-end connectivity**

Deliver **reusable assets** – maximizing return on IT investments

Innovation & growth

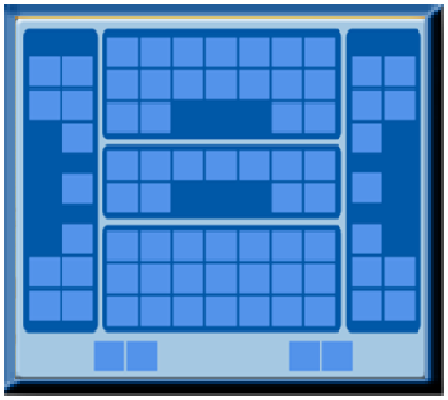
Empower the business and **differentiate** products and service

Faster time to value though increased **alignment between Business & IT**

Grain greater **visibility and control across processes**, and applicatoins

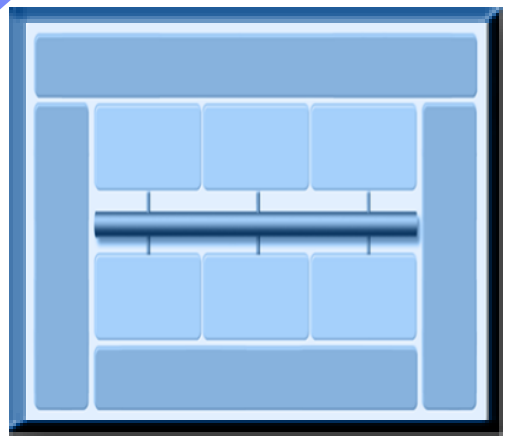
Reach Service Orientation From Multiple Onramps…

Business Architecture



Business Processes

SOA Foundation & Infrastructure



Success requires the alignment of business & IT

Industry Frameworks Accelerate Service Orientation

Software platforms based on **business specific** usage pattern:

- Standards-based industry-specific extensions
- Business Partner-provided assets
- Lowers project risk and cost
- Accelerates adoption of industry standards

Framework Coverage Across Industries

Available Now:

Telecommunications

Energy & Utilities

Retail

Banking

Financial Markets

Automotive

Electronics

Aerospace & Defense

Chemicals & Petroleum

Healthcare

Coming Soon:

Manufacturing Integration

Media Hub

Network Centric Operations

Customs, Ports and Borders

Insurance Process Automation

Core Banking Renovation

Service Orientation Requires Business and IT Alignment

Aligned IT and Business result in DOUBLE the productivity gains of isolated business and IT efforts

Source: London School of Economics – McKinsey survey and analysis of 100 companies in France, Germany, UK and US

The key is integration across the business & enterprise, finding that right balance between enterprise support and business agility

IBM Global CFO Study 2008

“SOA Has Dramatically Grown in Popularity”
According to Gartner, Inc.

SOA will be used in more than 50 percent of new mission-critical operational applications and business processes designed in 2007 and in more than 80 percent by 2010.

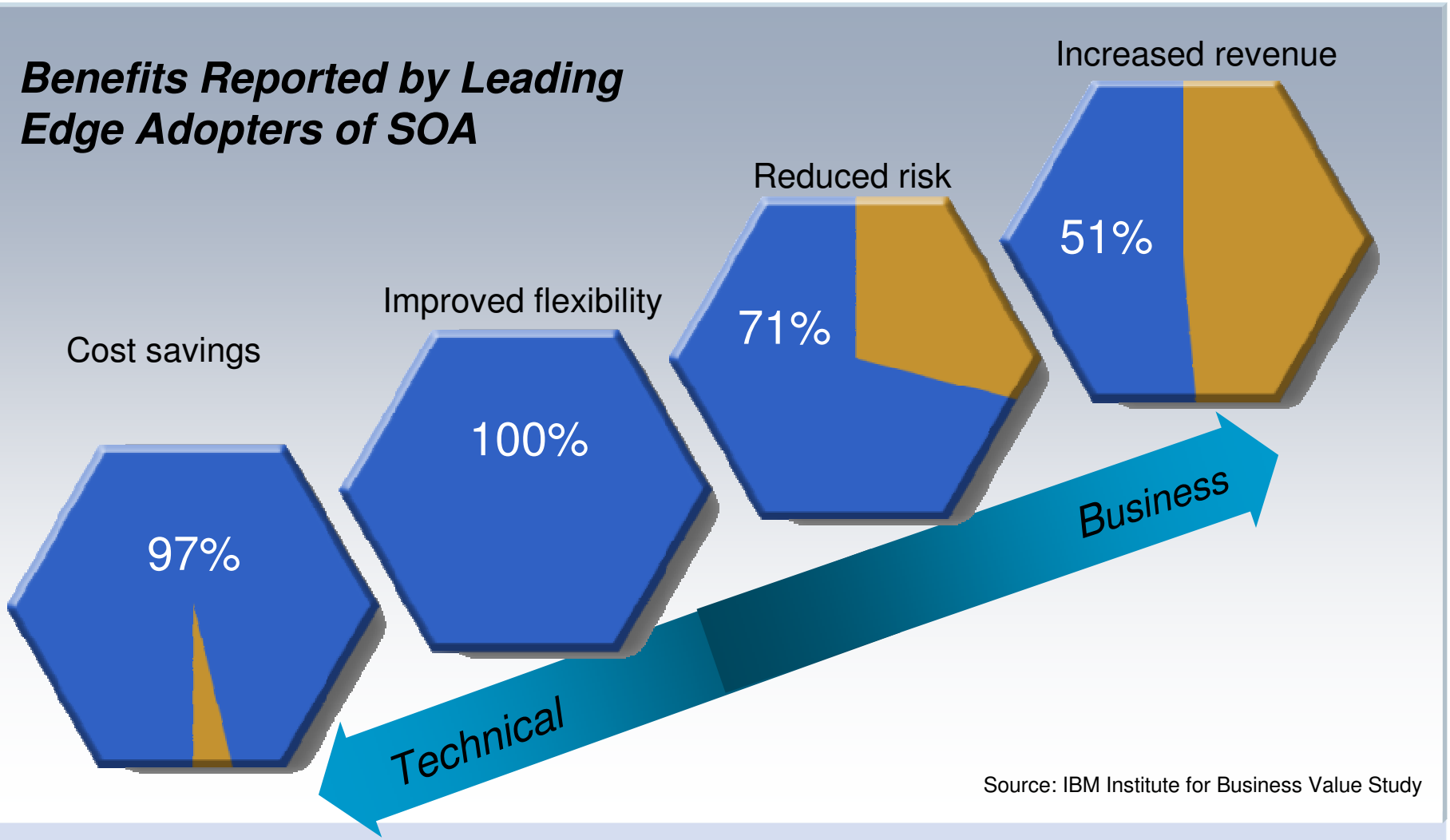
SOA … will rapidly become the architectural foundation for virtually every new business-critical application.

SOA has dramatically grown in popularity, and adoption has expanded across vertical industries, geographies and organization sizes.

The practical benefits of a well-implemented SOA are greater adaptability, faster time to deployment and lower costs for application development and integration.

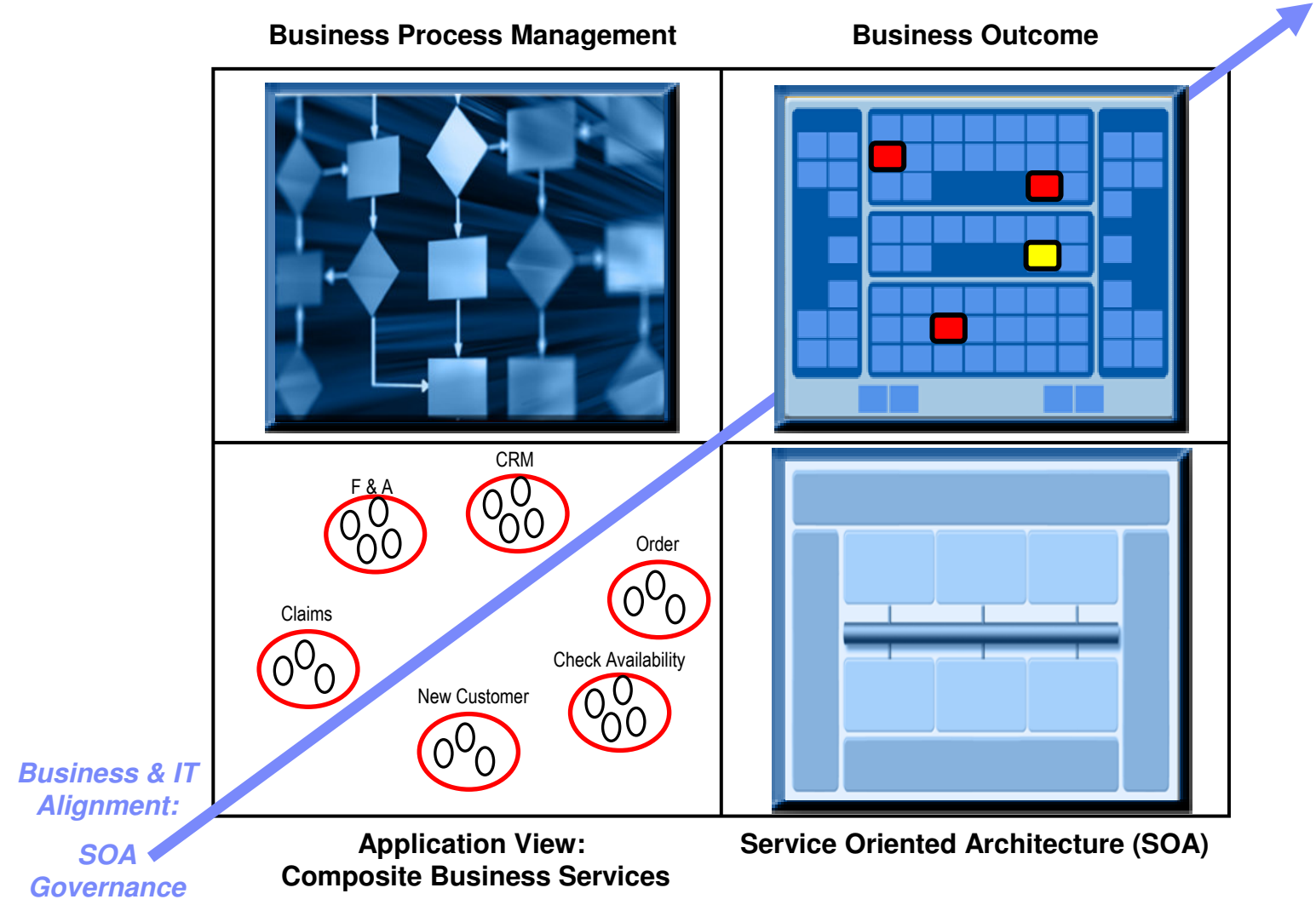
Gartner Press Release: “Gartner Says SOA Will Be Used in More Than 50 Percent of New Mission-Critical Operational Applications and Business Processes Designed in 2007” April 25, 2007

What Benefits Are Organizations Seeing With SOA?



Source: IBM Institute for Business Value Study

Business & IT Align Through BPM & SOA To Drive Specific Business Outcomes



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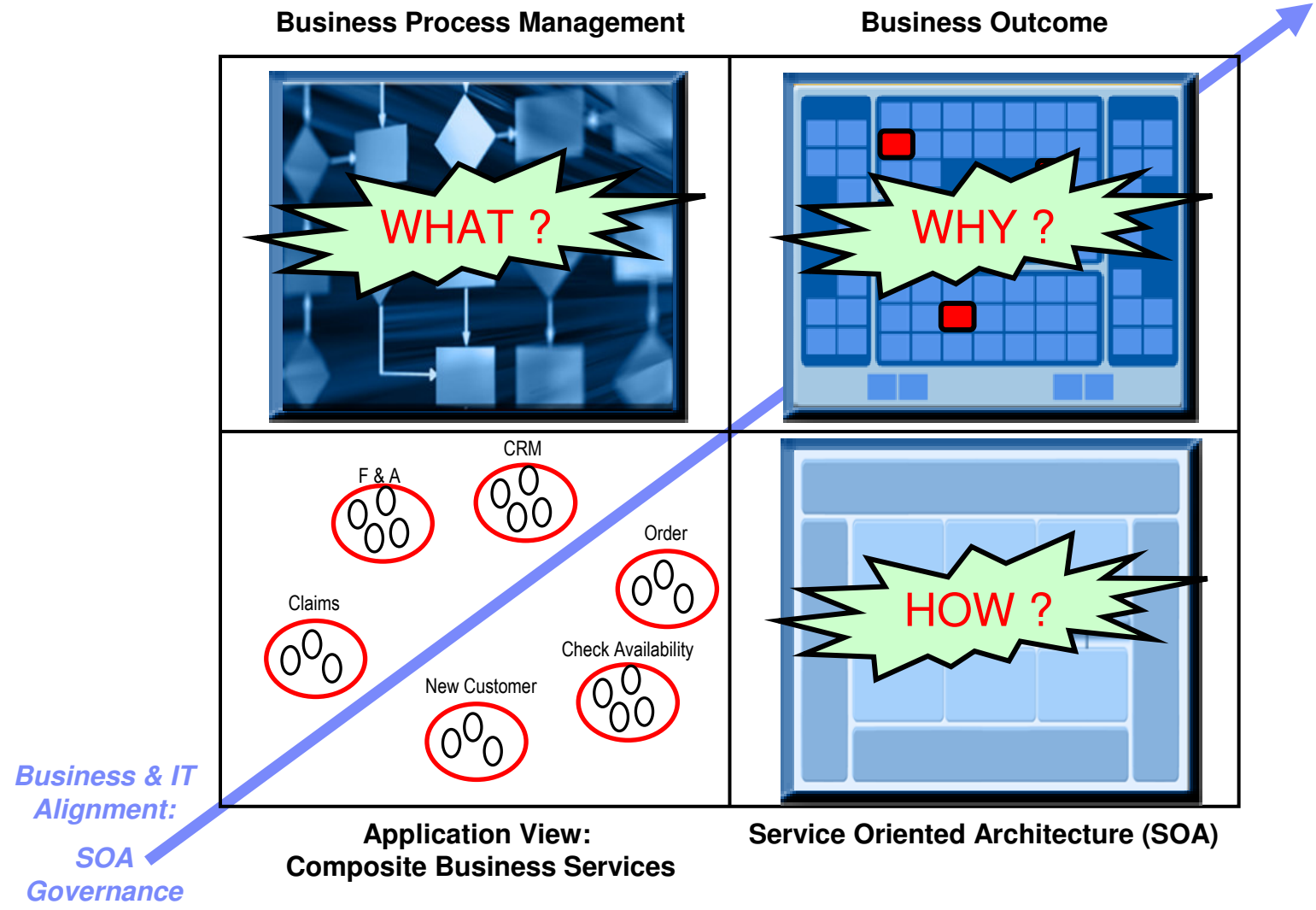
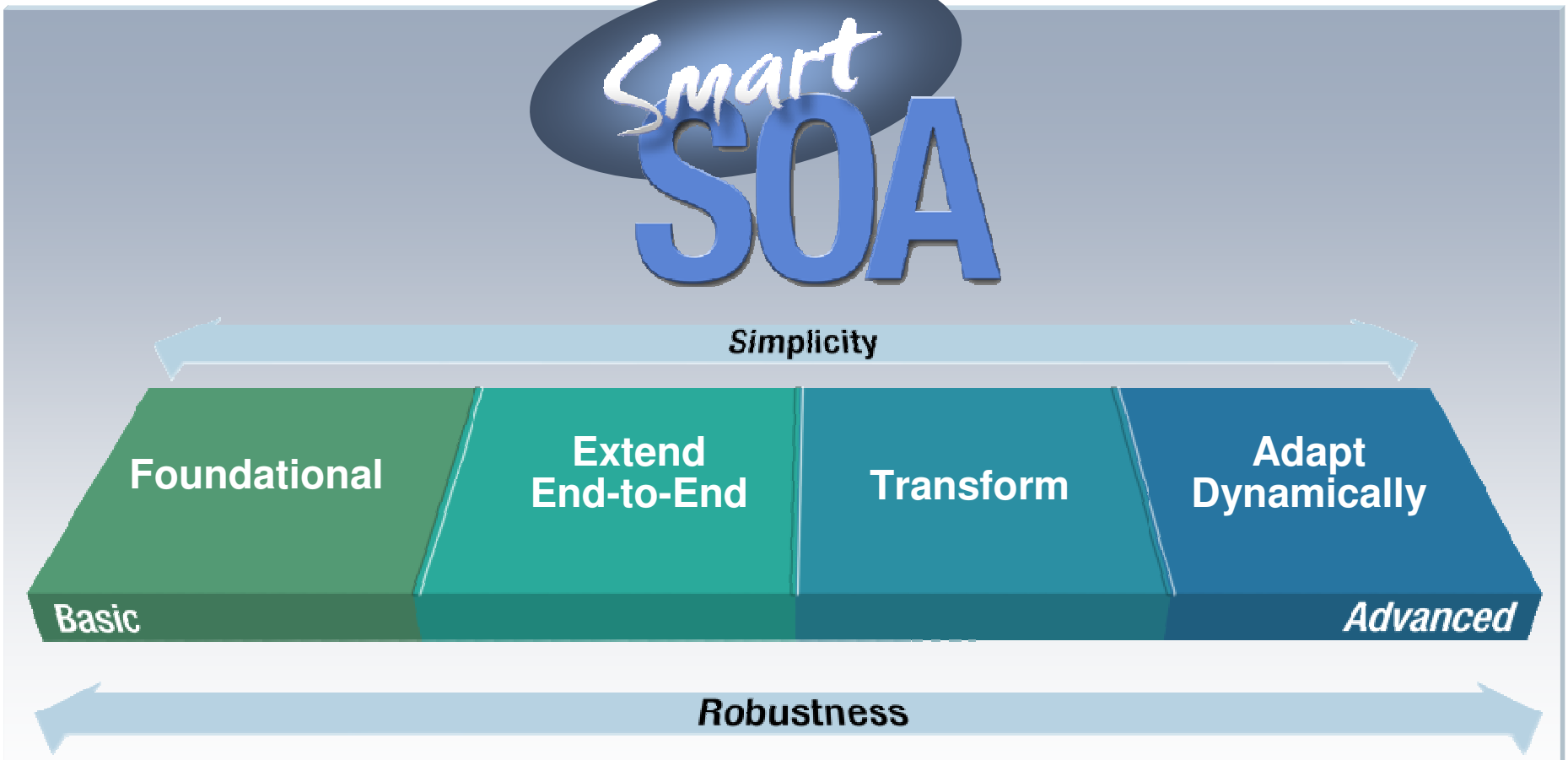


SOA Spans a Continuum From Basic to Advanced

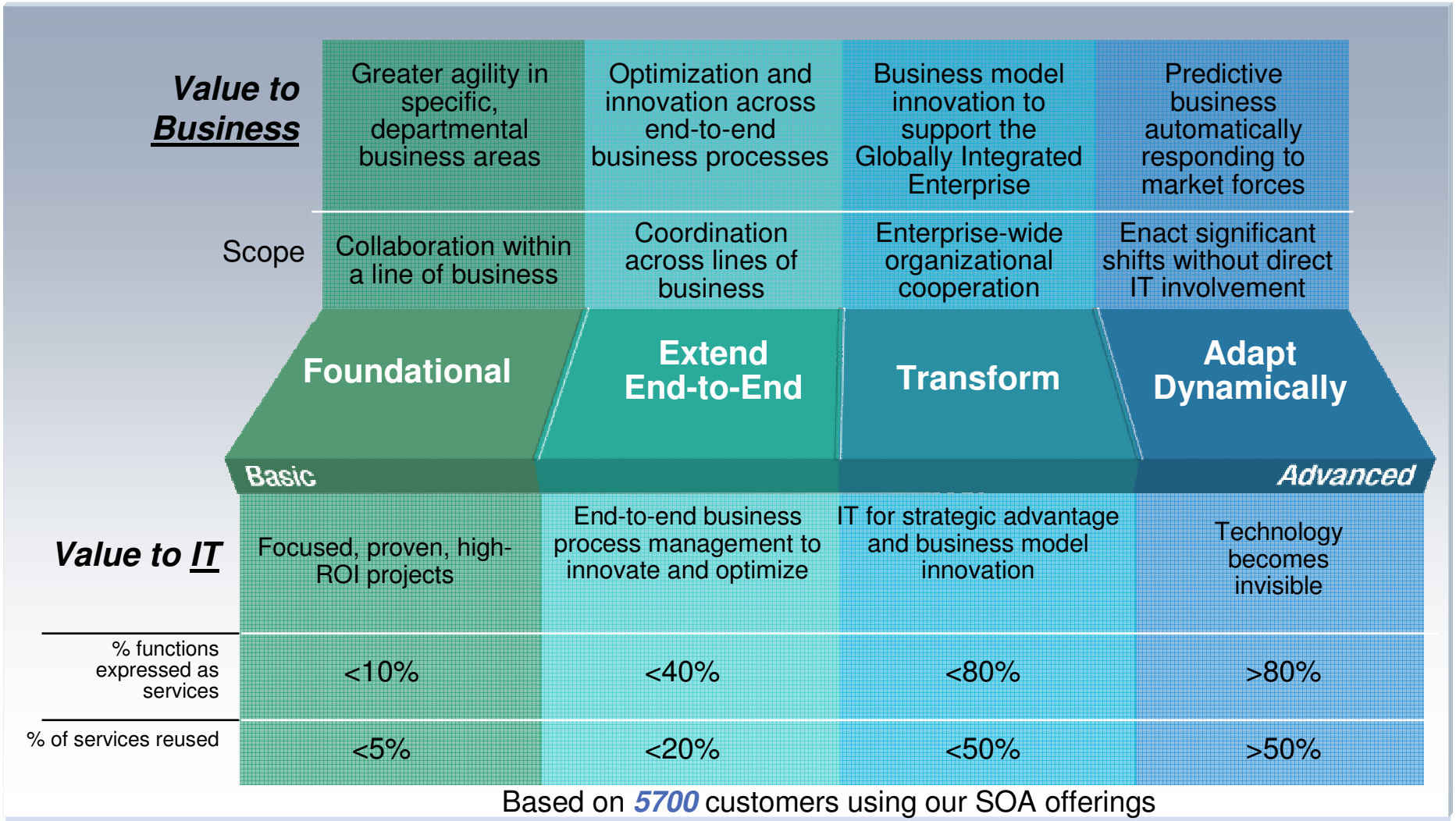
Aligning Service Oriented Approaches



Smart SOA is about leveraging SOA principles at various levels to derive business value, applying them in a way that can grow as your needs evolve

Distinct Value …

Regardless of Where You Choose to Engage

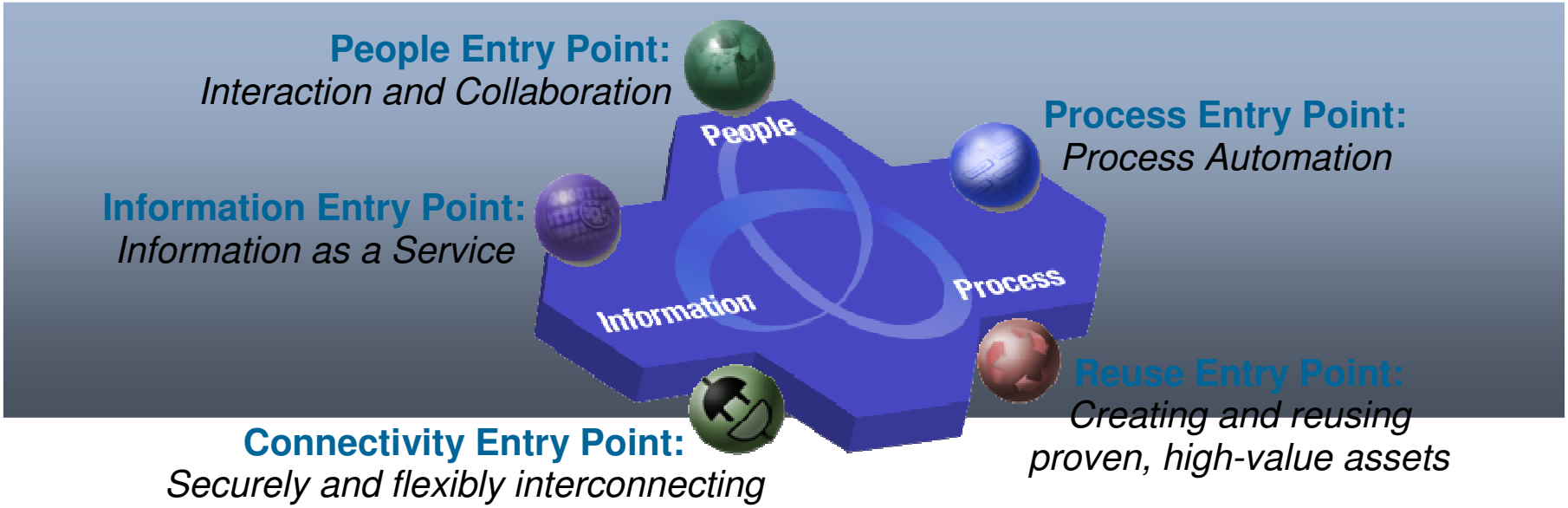


Based on ***5700*** customers using our SOA offerings

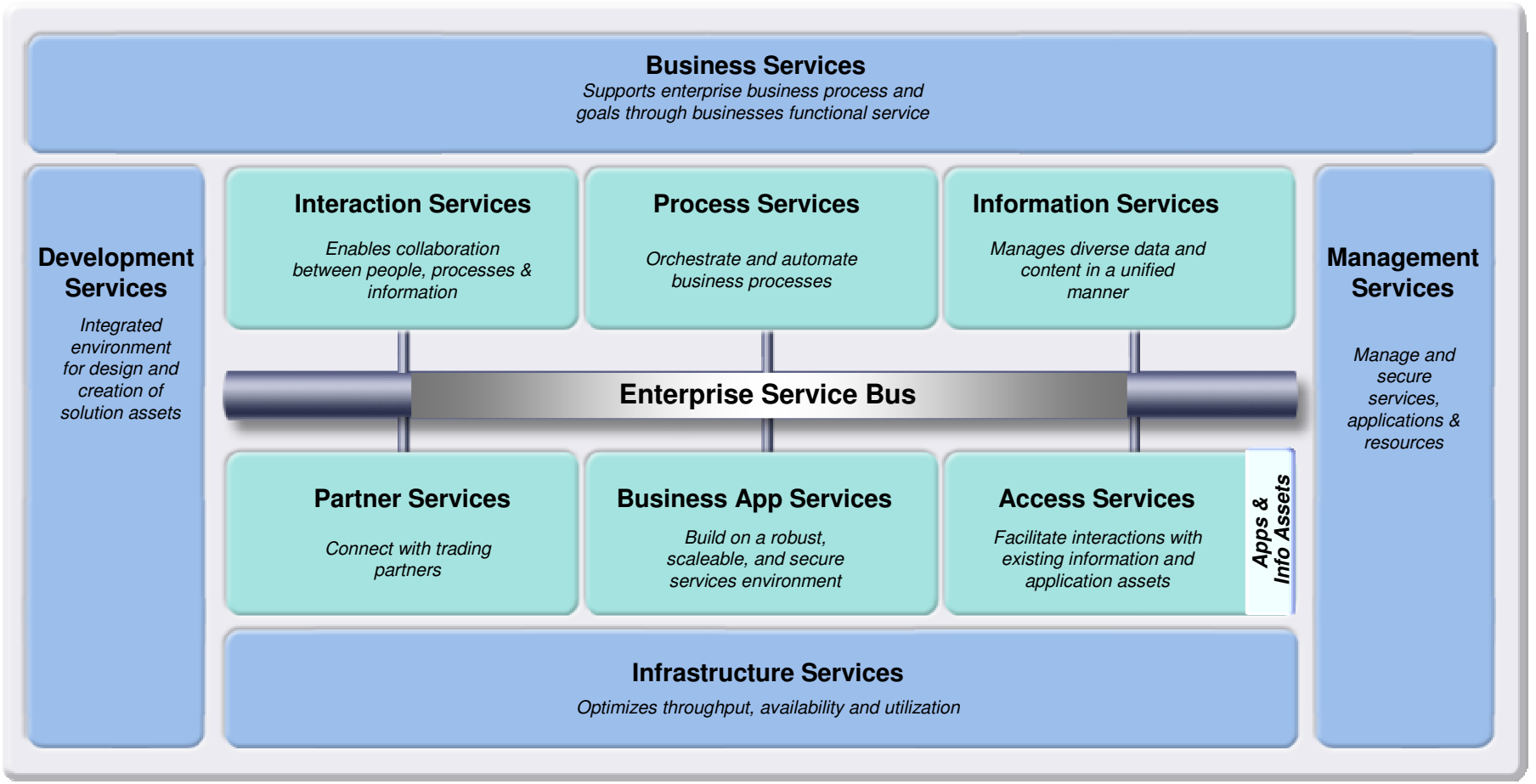
Leverage SOA Experience and Best Practices
The SOA Entry Points

*When selecting SOA projects, focus on solving **specific business problems** as part of an evolving enterprise architecture*

*IBM has a variety of assets and best practices around the SOA entry points, based on our **extensive experience with customers***



SOA Reference Architecture
Supporting the SOA Lifecycle



Process Integrity Takes SOA to the Next Level

Enabling Integrity of Transactions, Interactions and Information

SOA Entry Points

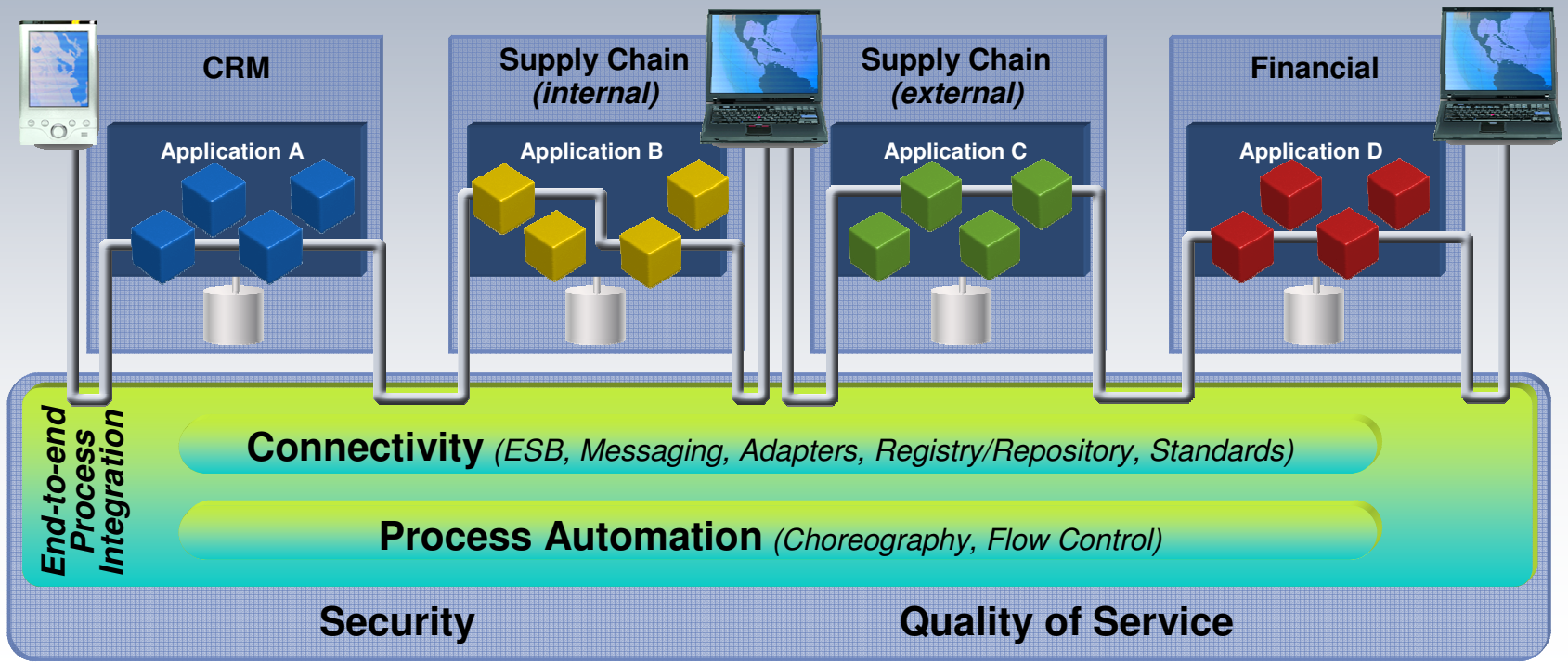
Process Integrity

Process Integrity is Critical to Advanced SOA Projects

To Achieve Business Agility without Sacrificing Integrity

Critical end-to-end processes require an SOA environment that can provide:

- *Full transactional support across distributed systems*
- *Automated compensation and resynchronization*
- *Recovery at all levels (service bus, application, database, server…)*
- *Enterprise-class scalability to handle 1000's service calls per minute*



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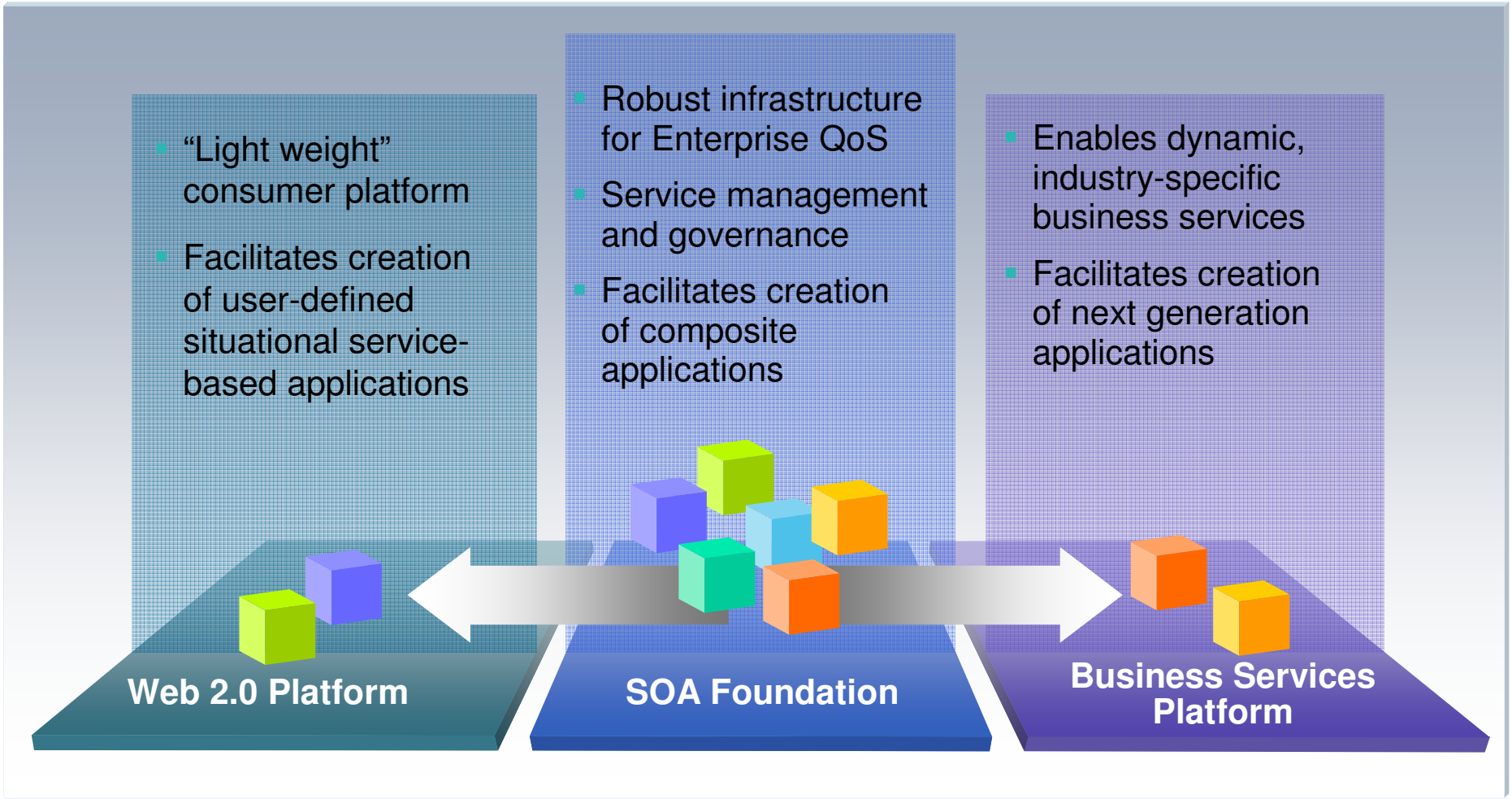
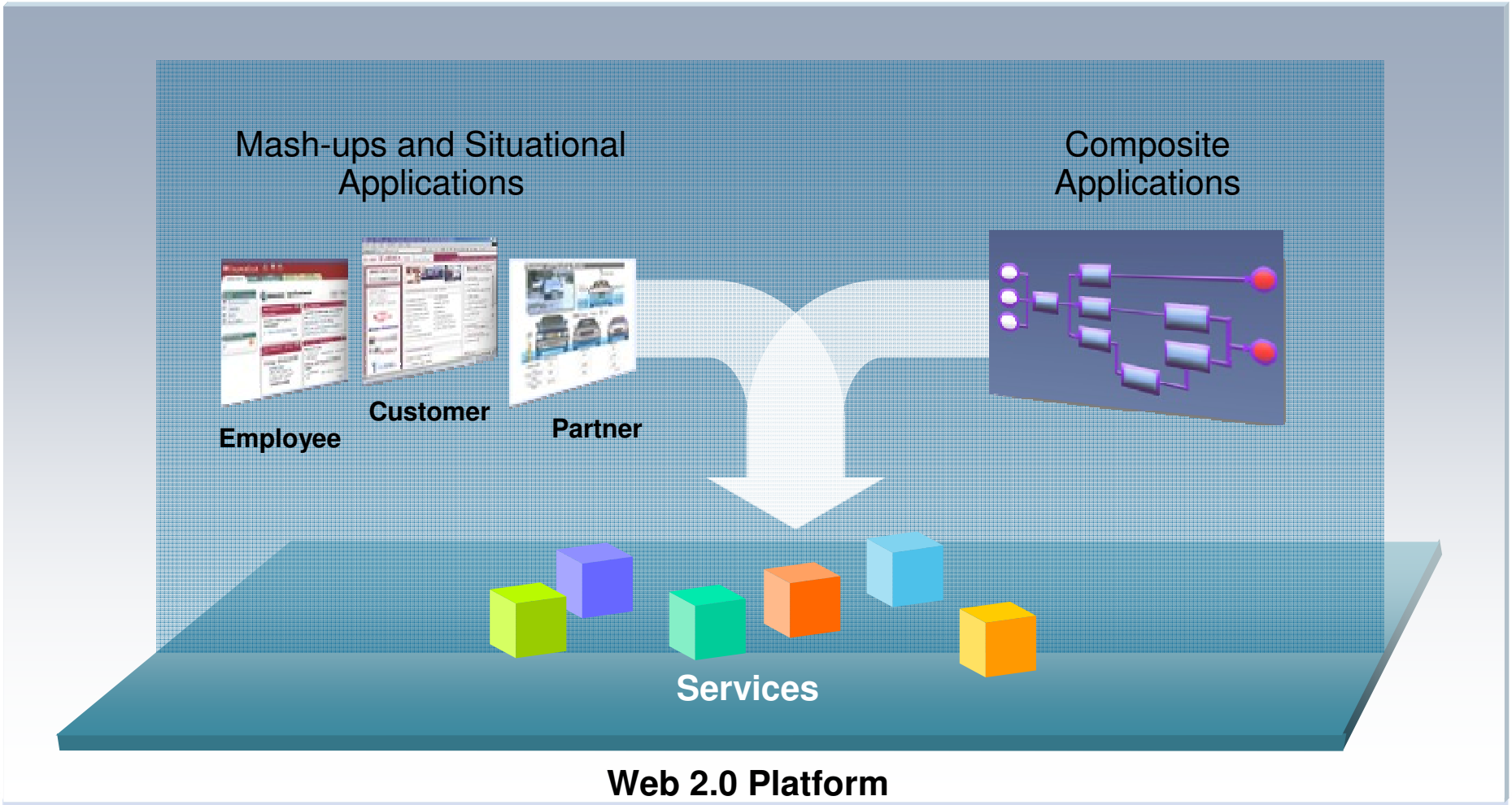
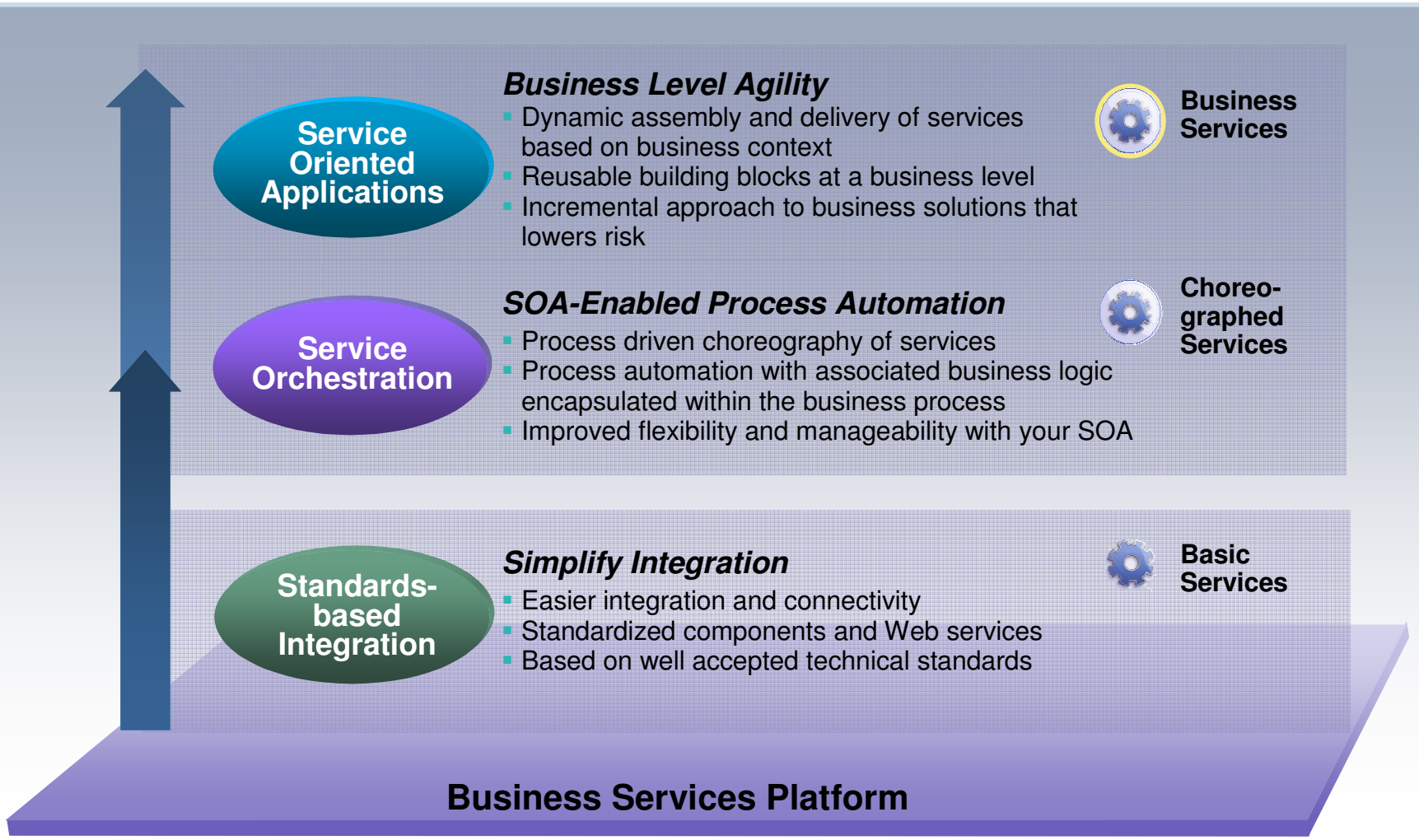
Extending the SOA Platform



Extending the SOA Consumer Platform: Web 2.0



Extending The SOA Provider Platform: Business Services



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SOA establishes an enterprise architecture that enables business flexibility and agility

SOA is an important foundation of enterprise architecture

- Companies are using SOA today to drive tangible business value
- Investments in SOA will continue to drive competitive differentiation

SOA is not one-size fits all

- Implementation of SOA varies according to the company's business / IT environment and goals
- Companies should leverage well defined best practices derived from SOA experiences to make the SOA journey effective
- Start small, grow fast, and drive successful implementation through effective governance

Keep in mind the need to focus on real +ve Business Outcomes