

SOA ARCHITECT SUMMIT

Turn your ideas into **practical solutions.**



Delivering on the Promise of Business Agility and Solving the Business Case Challenge

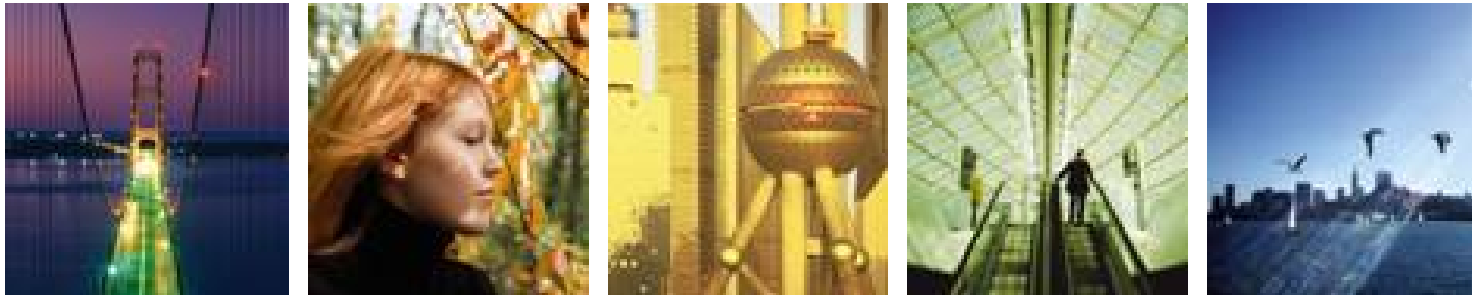
Andy Martin

9th September 2009

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83% of CEOs* see Significant Change Ahead



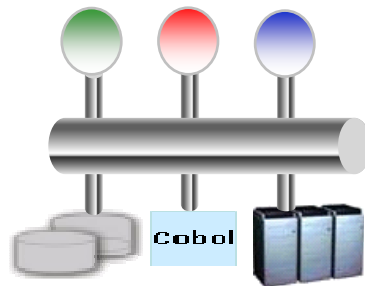
How are organizations addressing:

- Business model innovation
- Global integration
- New and changing customers

*Source: IBM Global CEO Study May 2008; n = 1106

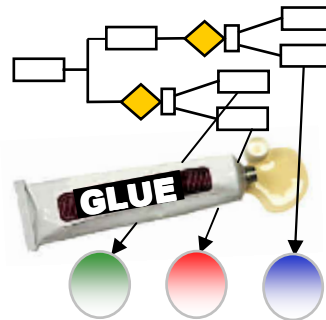
Process Change Needs Agility

Enterprise Service Bus



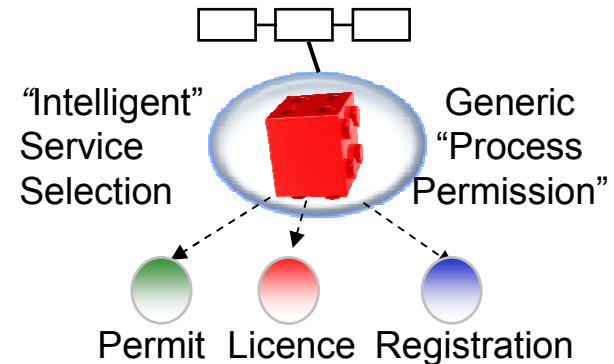
- Easier to make Connections
- Process in Systems or Manual

Traditional BPM



- Process Automation, Visibility and Control
- Hardwired and Brittle Process Joints are Difficult to Change

Dynamic BPM powered by Smart SOA



- Loosely Coupled Intelligent Business Service Able to *Absorb* Process Change*
- Reuse and Sharing of Business Components

* Reference - [Dynamic SOA and BPM, by Marc Fiammante](#)

Dynamic **BPM Value From End-to-End / Cross-Silo Integration**

Quickly Assemble New Value Propositions

- Reuse Assets and/or combine with External Assets

Reduce Risk of Business Transformation

- Controlled Incremental Process Change

Faster / Lower Cost Process Change

- Extract Variability and Change through Configuration not Rebuild

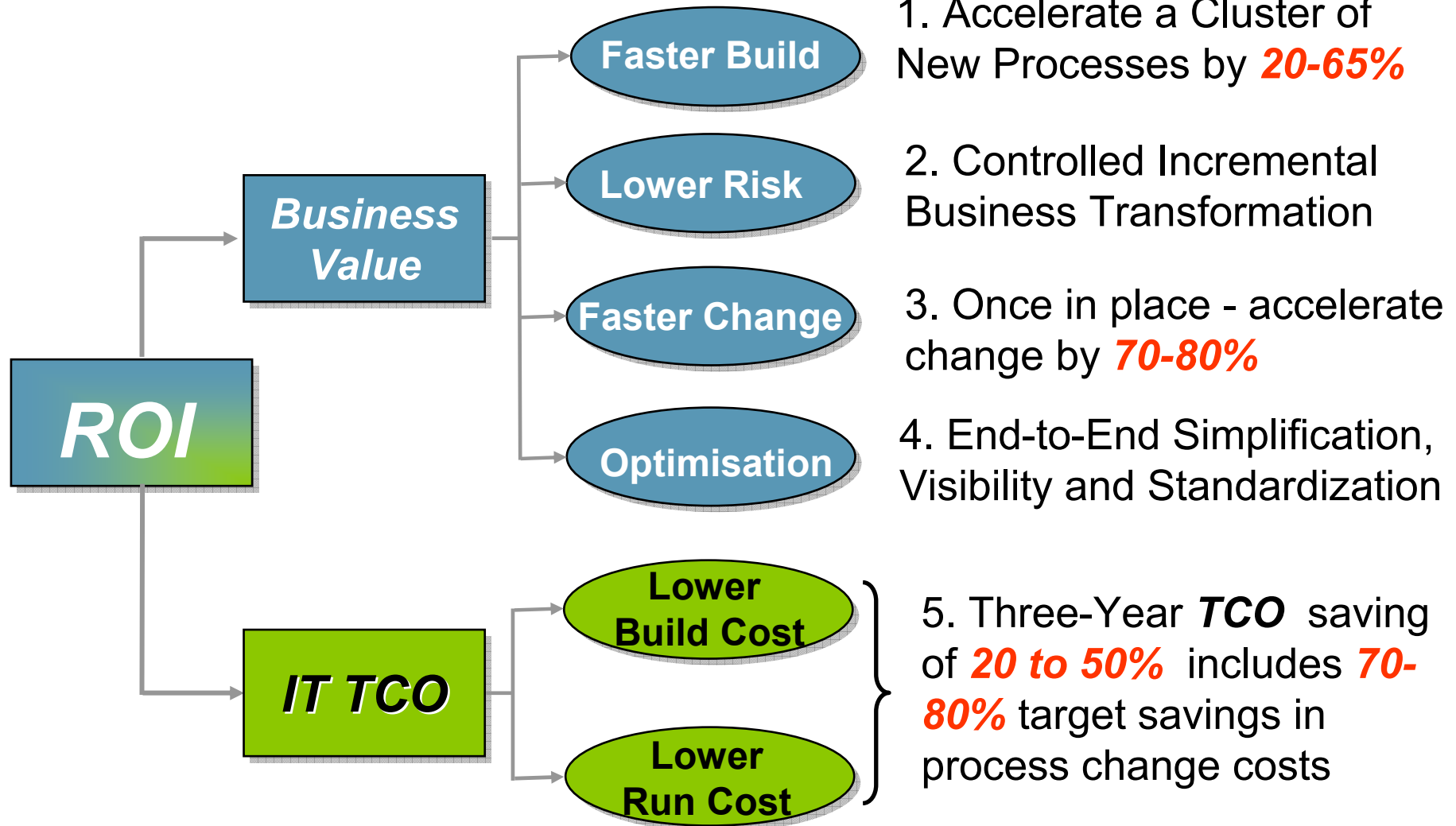
Simplify and enhance the Customer Interface

- Unify Similar Services and Personalise

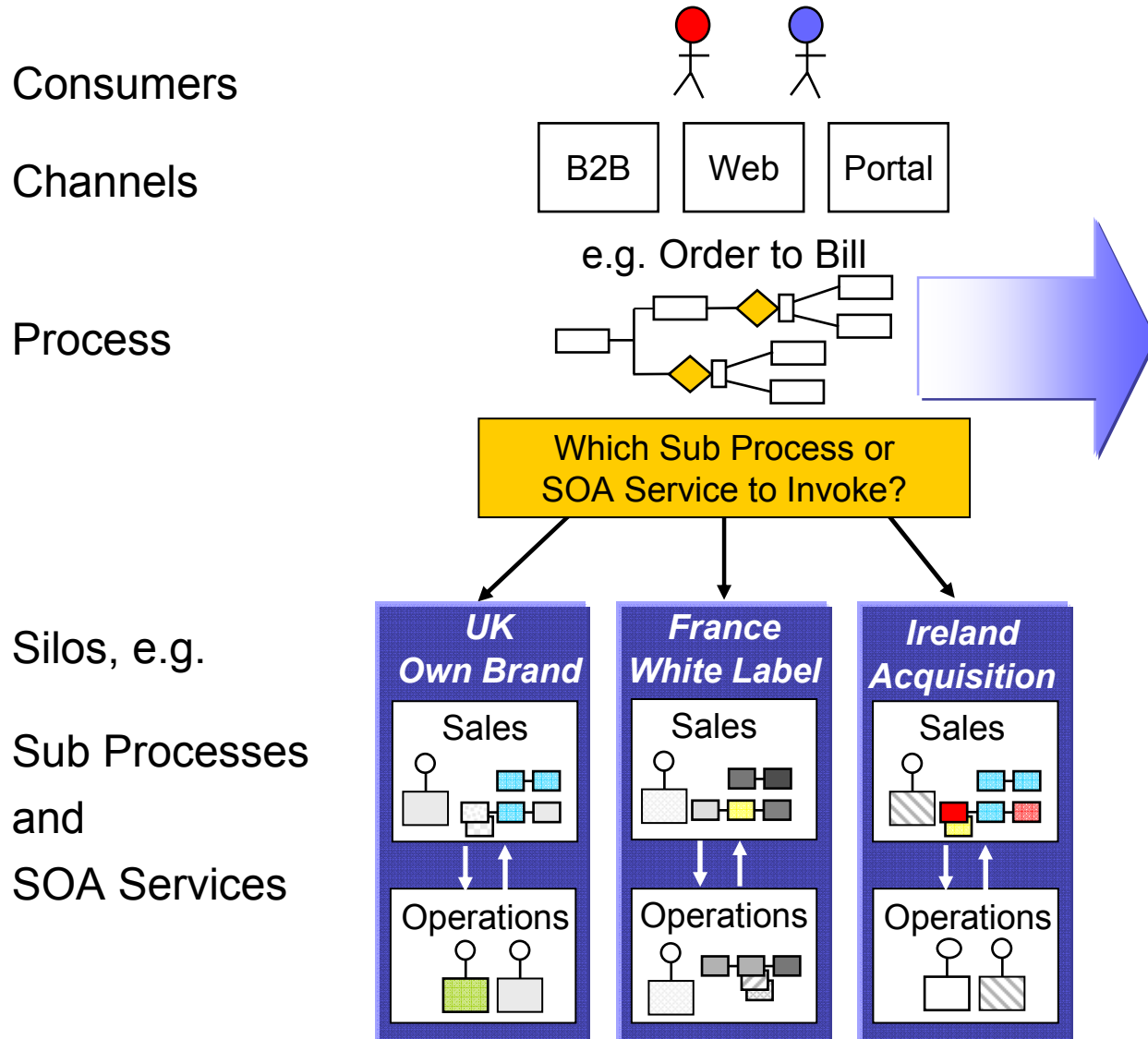
Focus, Standardise & Optimise*

- Core vs. Non Core, Global Roll Out, Business Process Transformation

5 Key Areas to Build the Business Case for Dynamic BPM compared to traditional BPM



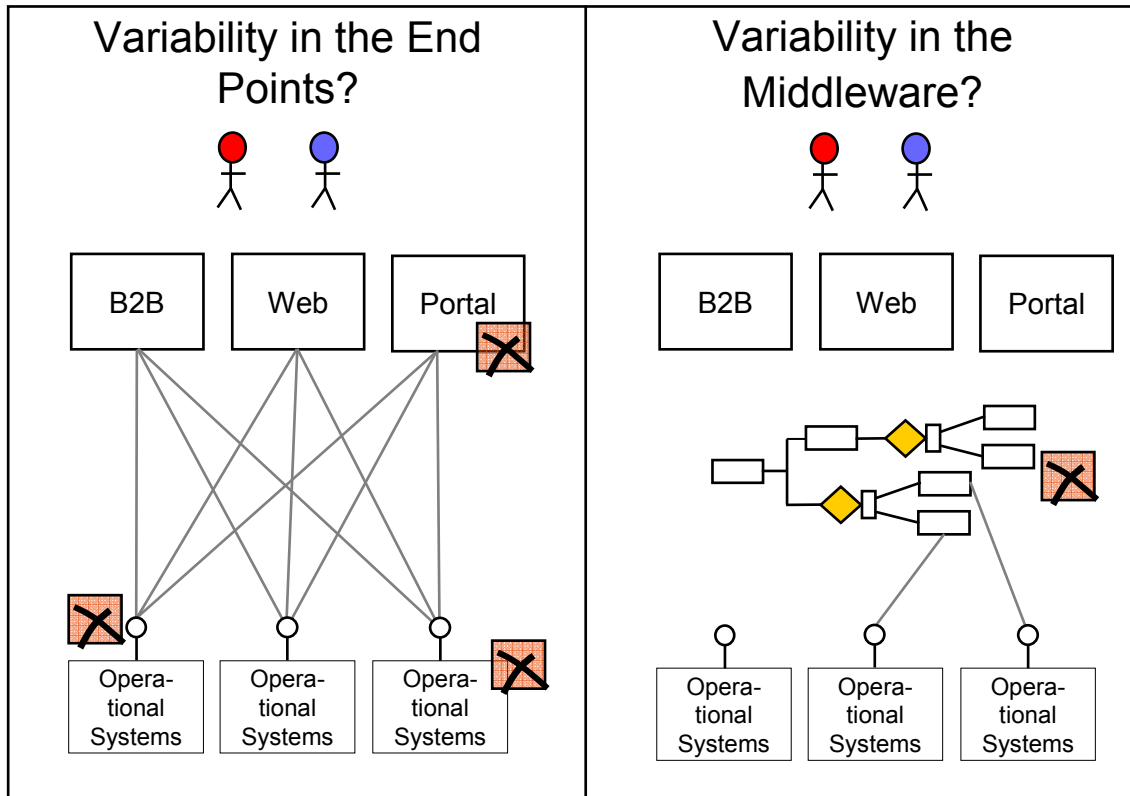
End-to-End Processes Quickly Become Complex



Process *varies* by combinations of, for example:

- Customer Type
- Channel
- Region
- Brand
- Product
- Role
- SLA
- Version
- and so on ...

Where is Variability Handled?



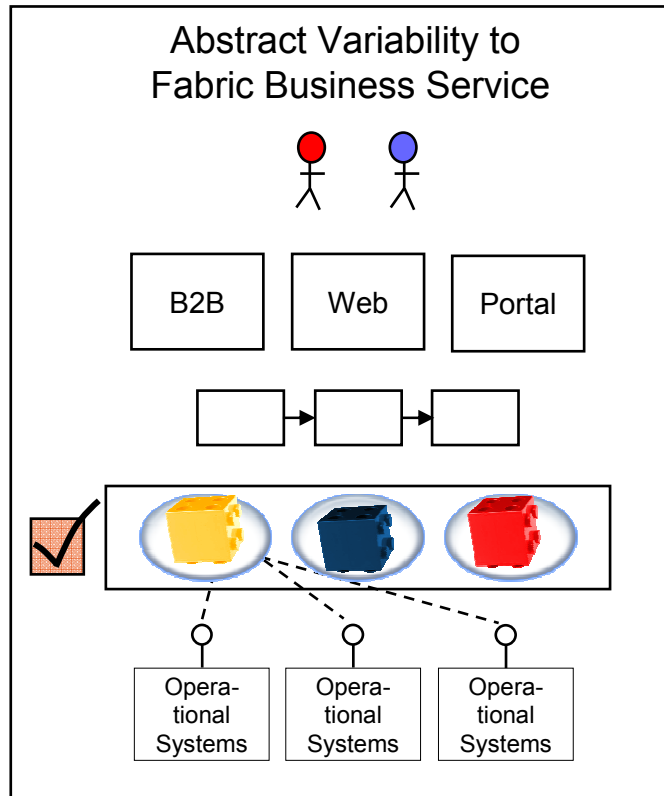
Potential place to handle Variability

Variability handled in any of these places will:-

- *require effort,*
- *reduce sharing and reuse potential*
- *make subsequent business process change harder*

...especially if the approach is inconsistent or undocumented

Variability Abstracted to an Intelligent Business Service



Intelligent Business Service

- New high-level (cross-silo) control point
- Capability provided by WebSphere Business Services Fabric
- Logical collection of ***similar*** SOA services or sub-processes (e.g. “Bill Customer” when there are 5 billing engines)

Fabric Business Service Policies

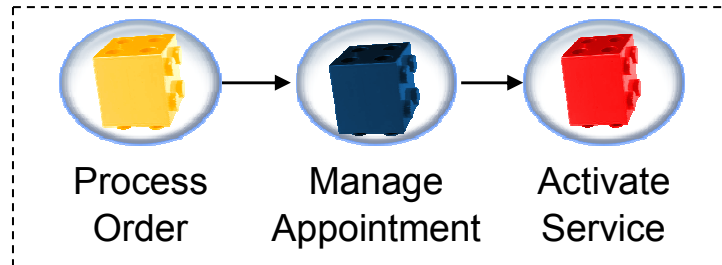
- Control behaviour using Context, Content and Contract

Can now add SOA service or sub process without changing processes/applications

Enables standardisation and simplification of the end-to-end process with any differentiating or required variation held at lower levels

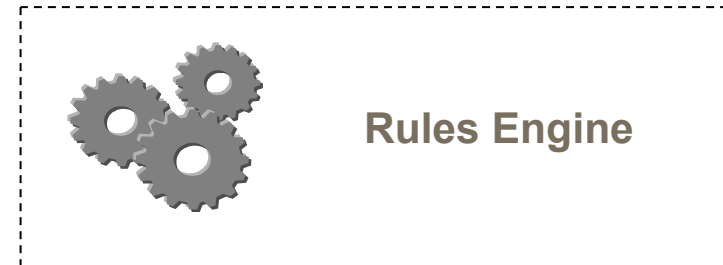
Rules Compliment Fabric Business Services

Fabric Business Services



- Represent "building blocks" for new process solutions
- Facilitate reuse and sharing of process functions
- Allow Fabric Business Service Policies to provide guidance to a process to adapt and respond dynamically

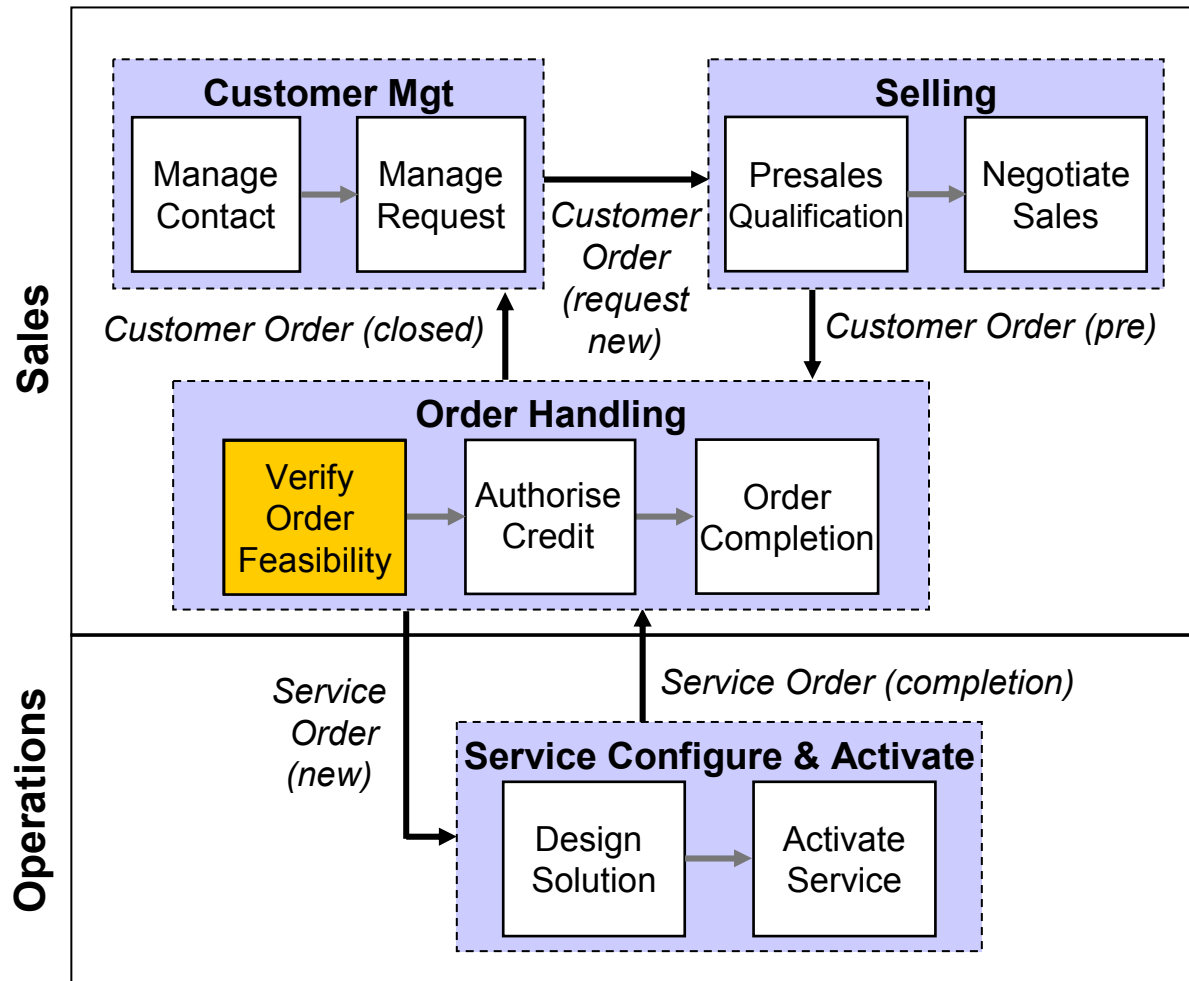
Business Rules



- Provide facts and understanding to a process during execution
- Speed and enhance business decisions
- Allow flexibility to manage frequent changes and maintain consistency and reuse of rules

Fabric Business Services provide a single control point to abstract the variability of process behaviour. Consequently the process does not need to be changed in order to support a new process variant

Example Standardised End-to-End Process*



Example Intelligent (Fabric) Business Services

- Process Customer Order
- Verify Order Feasibility

Example Data

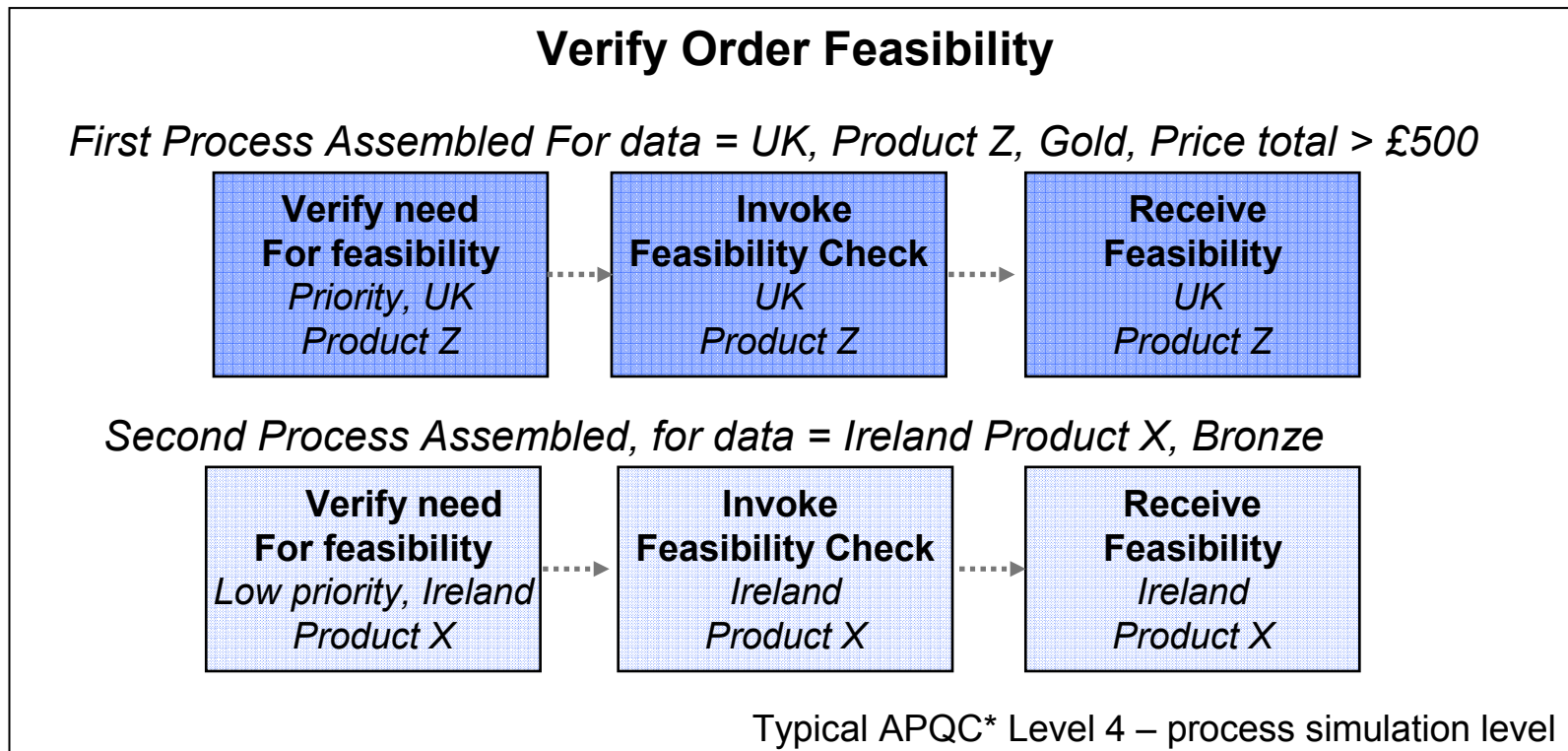
- Customer is gold or bronze
- Region is UK or Ireland, product is X or Z, or price exceeds £500
- Channel is portal

Example Fabric Business Service Policy

- "Gold customers, total exceeds £500, request is priority"

Key Business component (Typical APQC** Level 2) Process (Typical APQC** Level 3)

Lower Level Process Variants **Assembled at Run Time**



- Dynamic process assembly derived from data flows between components
- Process does not require change when the data is changed

Customer Example of Business Model Innovation and Dynamic Processes

New or changed

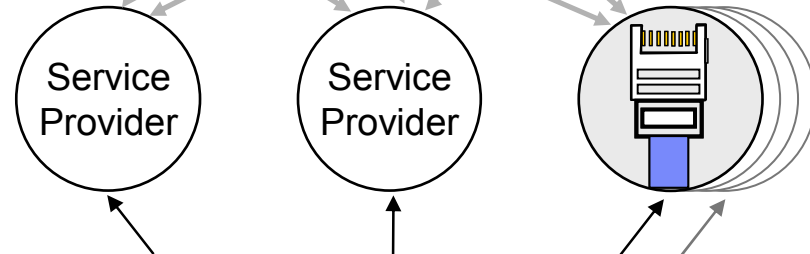
Customer personalisation
Every year



New
Regions
Every Quarter

Telcos

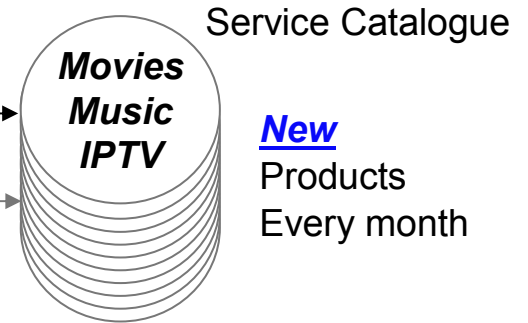
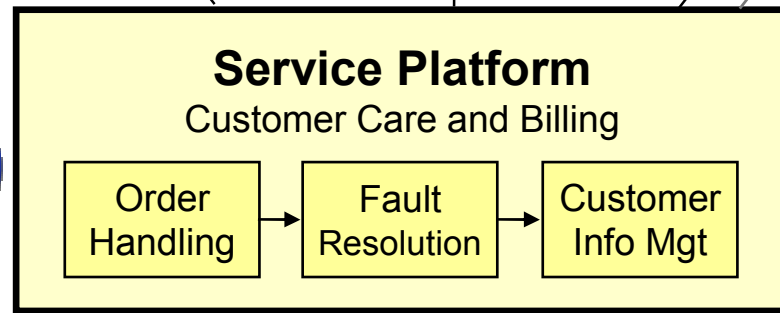
Sales and Marketing



New
Service Providers
Every Quarter

New

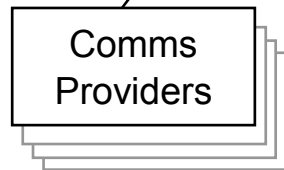
Partner channel
every 3 years



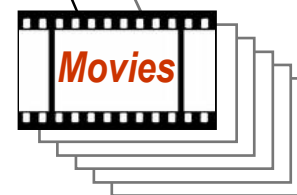
New
Products
Every month

Providers

Own the Products



Content Providers

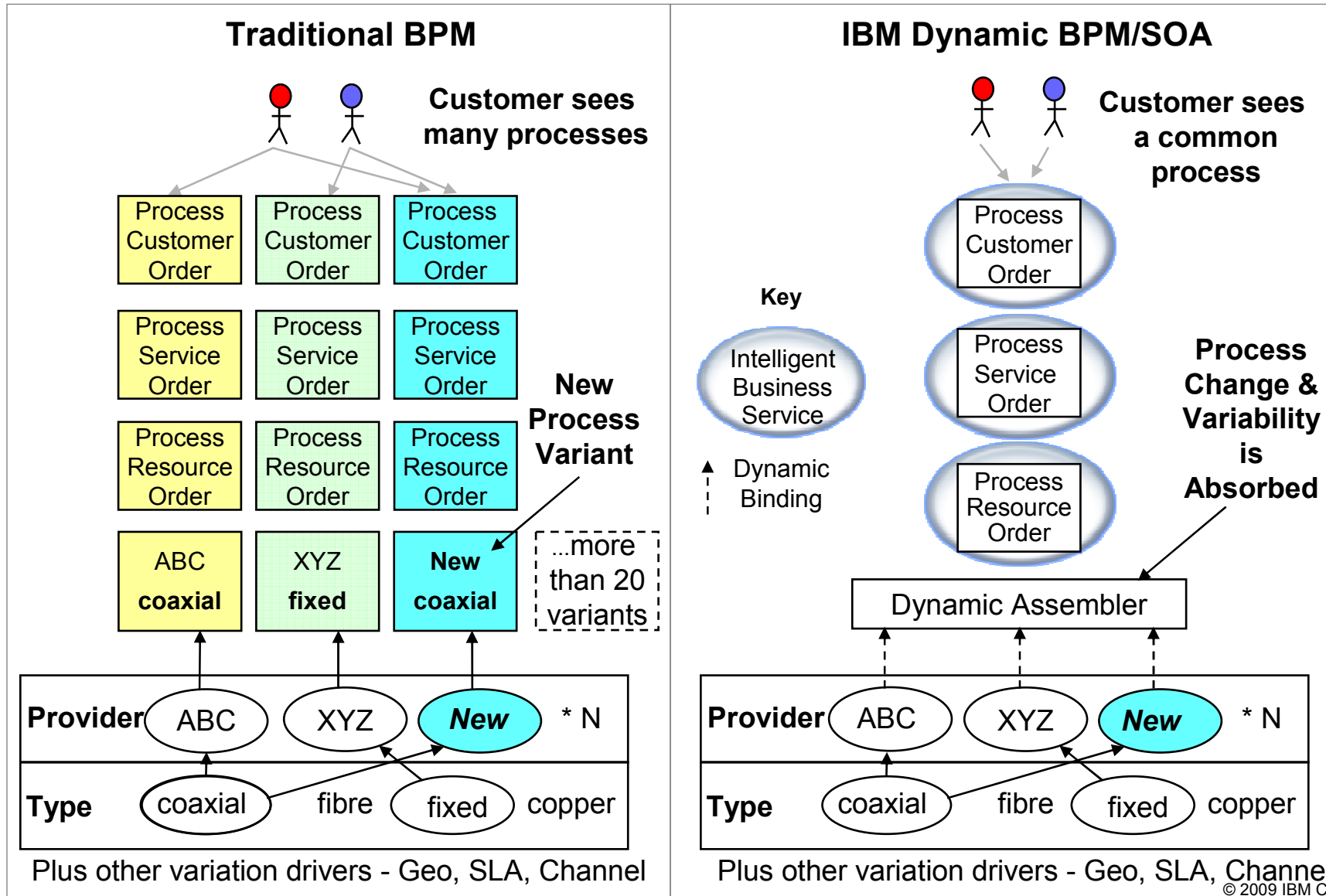


New
Content Providers
Every Quarter

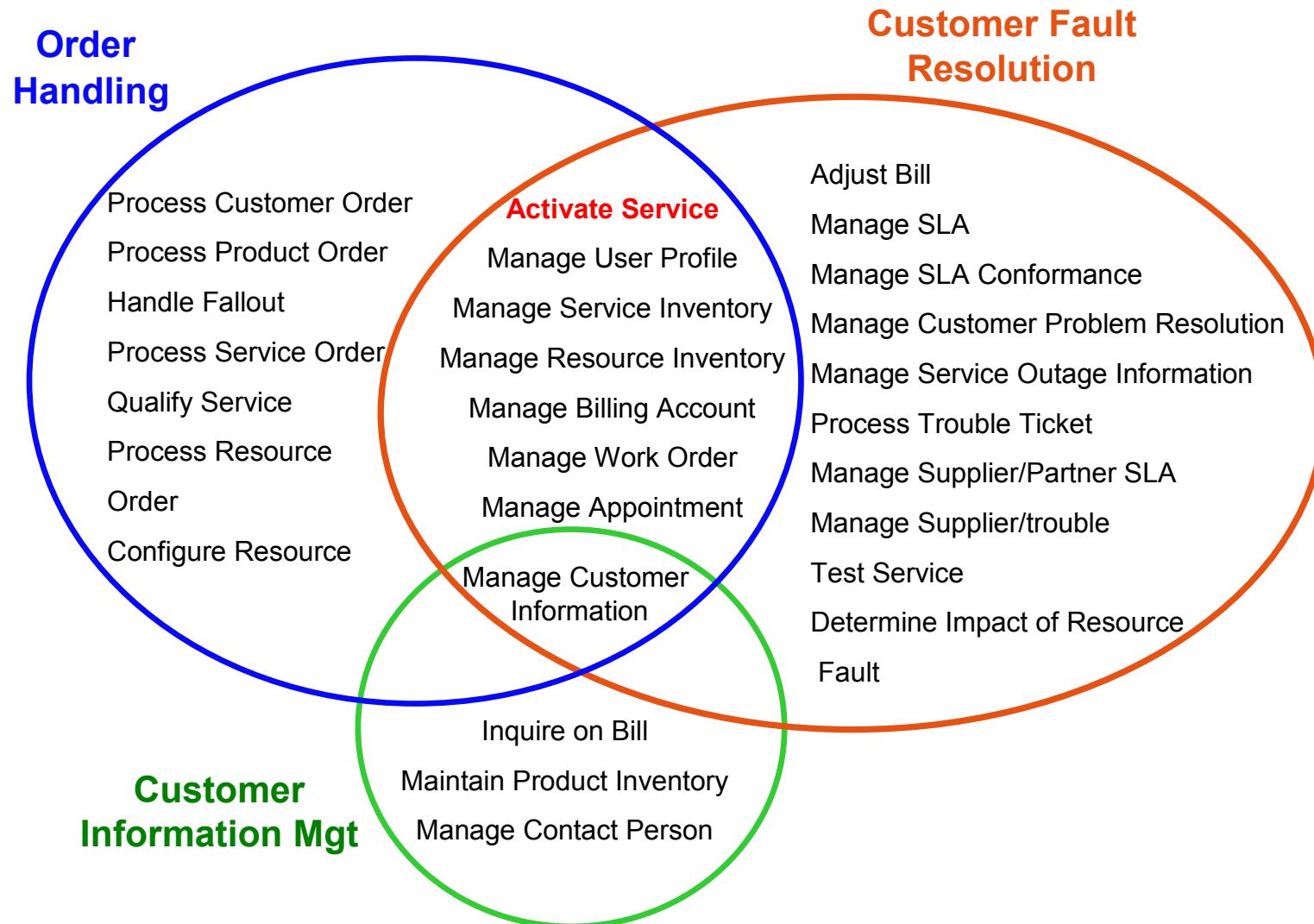
Three Ways to Estimate Time and Cost Savings

1. Better **Reuse** Within Variations of One Process at Build and Change Time
2. **Sharing** of Capabilities Across Processes to Build New Composite Solutions Faster
3. **Prebuilt** Industry Content – Dynamic ERP!

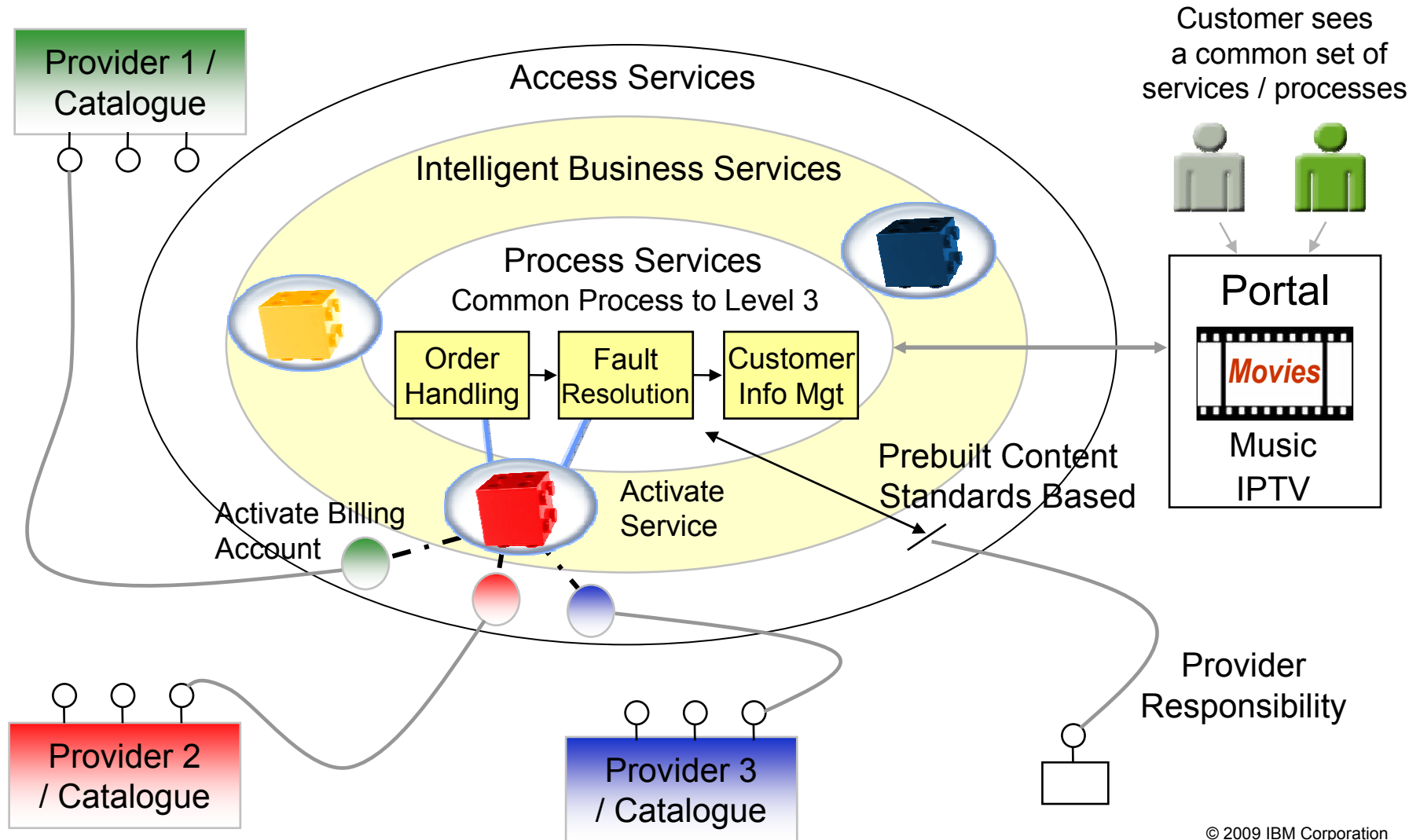
Reuse of Intelligent Business Services



Sharing of Intelligent (Fabric) Business Services

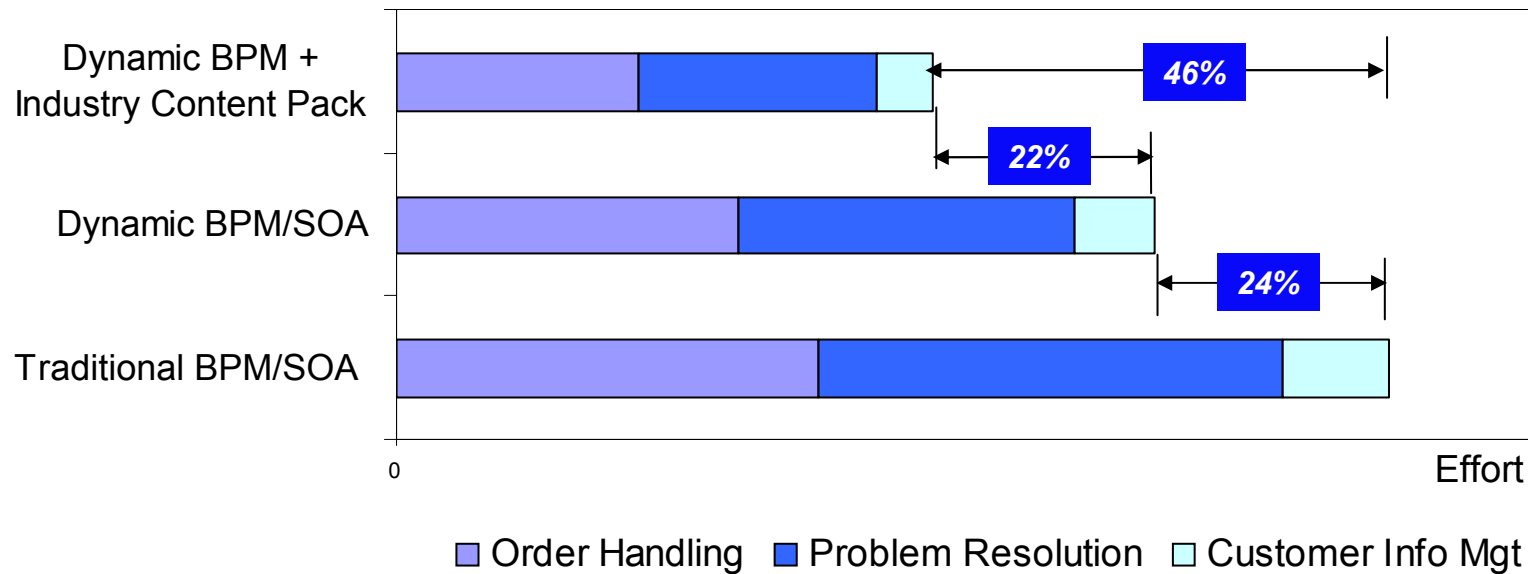


Agility from Loose Coupling of Intelligent Business Services



Example - Time to Build Can Be Reduced

Days Effort Initial Build



Reuse, Sharing and Prebuilt

Fig 8

Process Changes are *Much* Faster

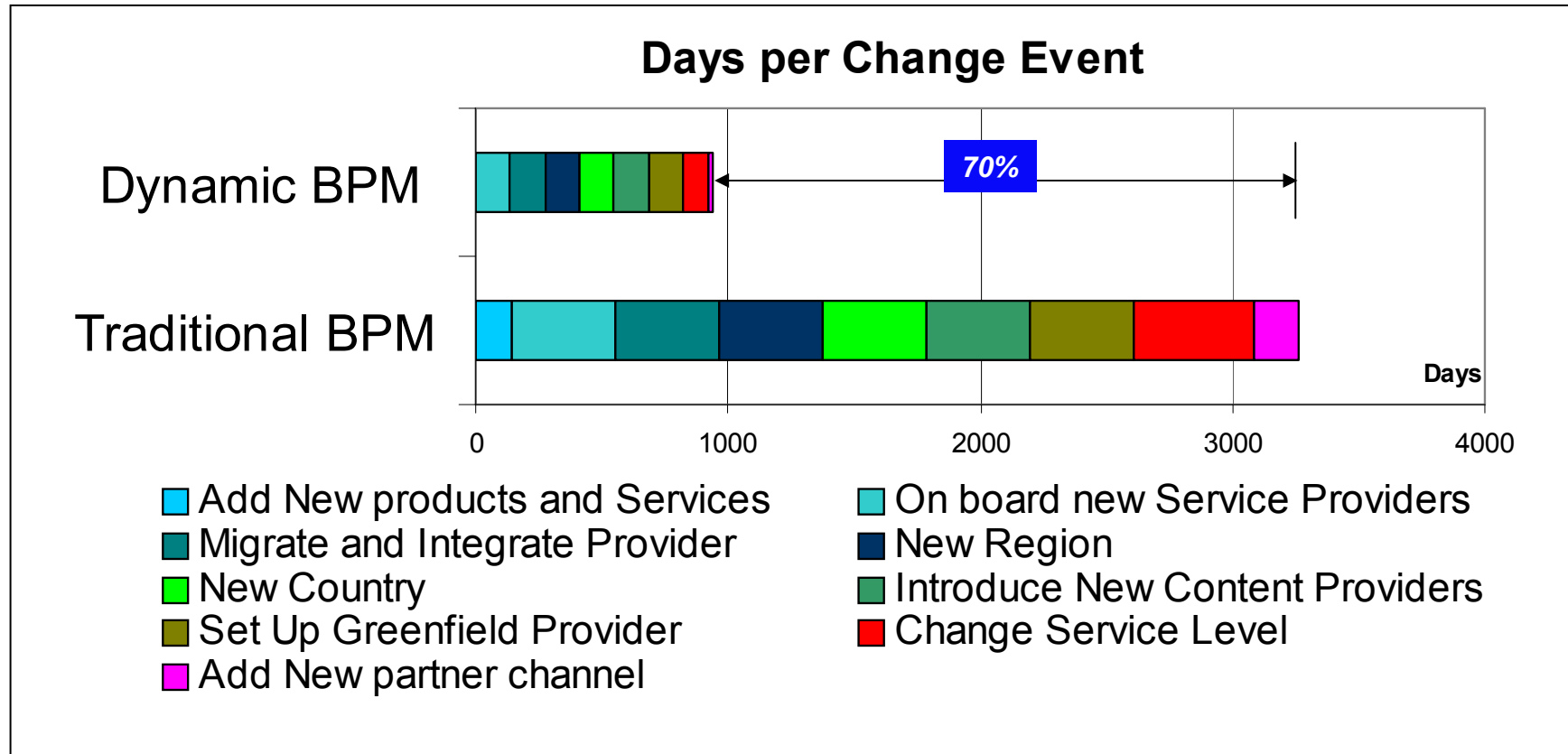
Typical Capabilities Supporting Business Process Change	Traditional BPM (% effort)	IBM Dynamic BPM (% effort)
New end point - Endpoint Definition/Repository Addition	100%	20%
Policy Modification/Addition	100%	33%
Dynamic Endpoint Selection based on Temporal Constraint	100%	20%
Personalization based on Subscriber	100%	20%
Dynamic Endpoint Selection based on Context	100%	31%
Channel Modification/Add	100%	11%
Migration Governance & Management	100%	33%
Subscriber Modification/Removal	100%	8%
Dynamic addition/inclusion of endpoint based on temporal constraint	100%	20%
Personalisation of content based on consumption channel	100%	20%
Addition of new type of end-customer role (Subscriber Modification/Add)	100%	4%

Source: IBM Software Group Services

Key: Traditional BPM difficulty

Easy	Medium	Complex
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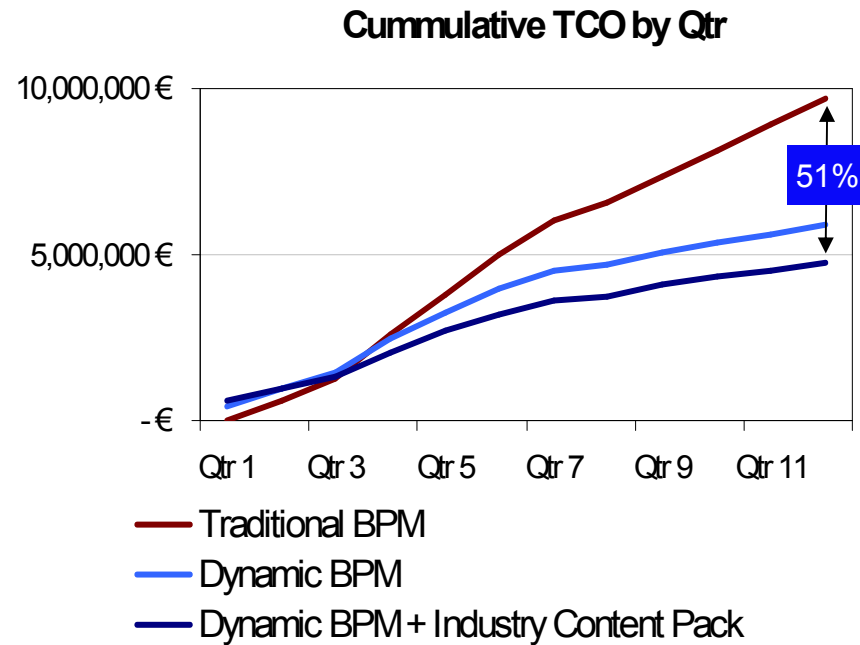
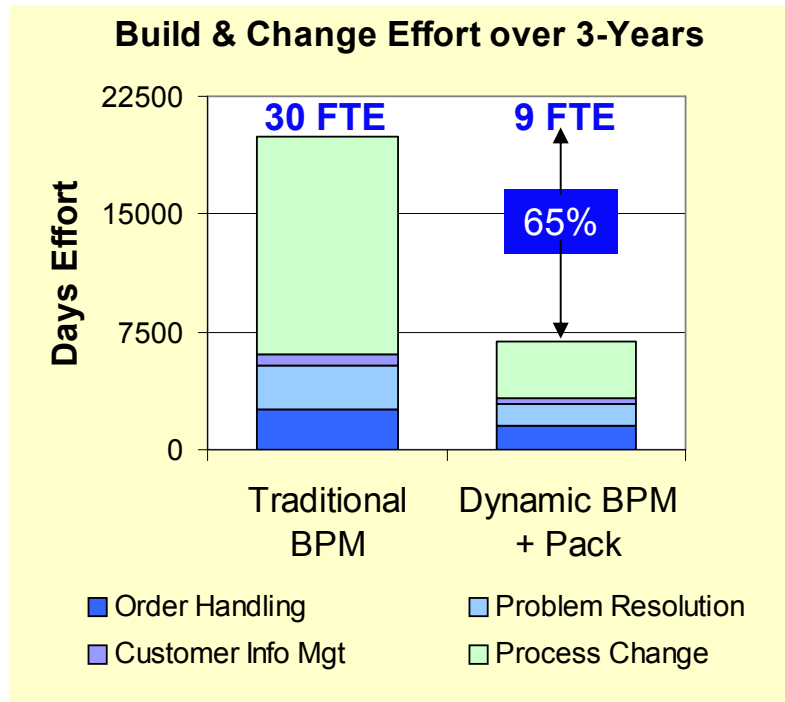
Example - Dramatic Benefits in Reduced Process Maintenance /Change Costs



Reuse – configure not build

Note – Providers have responsibility for Access Services from the Standards Based Interface Exposed

Sample Dynamic BPM Output



- Traditional BPM not practical at 30 FTE
- Dynamic approach needed 9 FTE

- Breakeven within **one year**
- **51%** TCO savings over 3-year period

Three Next Steps

- [Dynamic SOA and BPM on End-to-End Process Expansion Joins](#)
- White paper “Delivering on the Promise of Business Agility and Solving the Business Case Challenge” [http:// link tbd](#)
- Conduct a dynamic BPM/SOA Business Value Assessment to define the benefits for your company

