

# SOA ARCHITECT SUMMIT

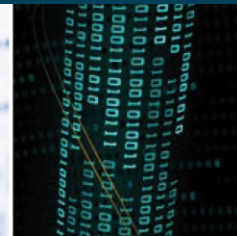
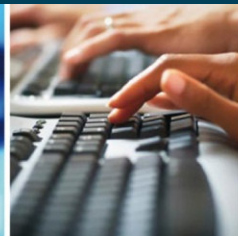
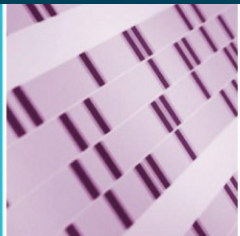
Turn your ideas into **practical solutions.**



# Culture-Shock

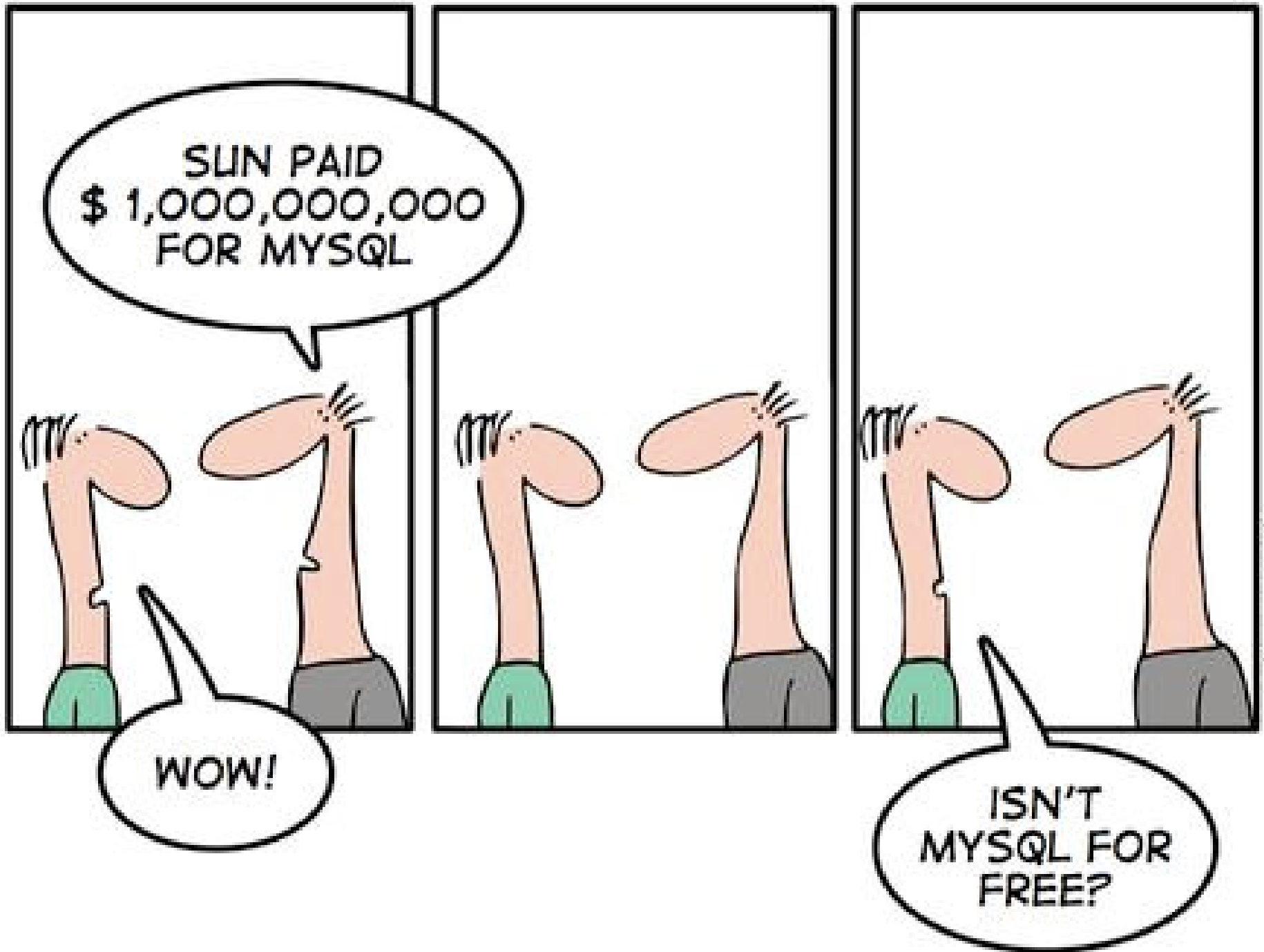
Mark Ketteman

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**WORLD**  
FOOTBALL TOURNAMENT  
U.S.A. vs. ENGLAND





SUN PAID  
\$ 1,000,000,000  
FOR MYSQL

WOW!

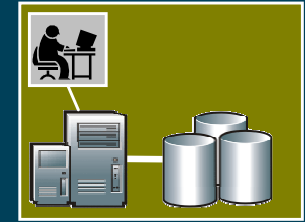
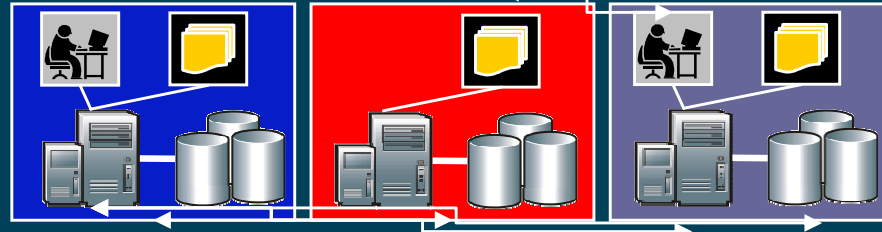
ISN'T  
MYSQL FOR  
FREE?

*geek and poke*

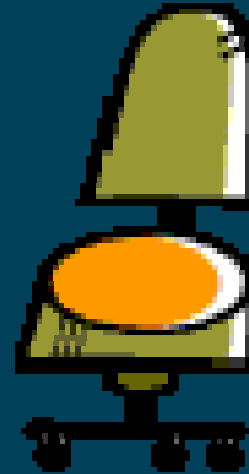
# Today

Line of Business  
Systems and Data

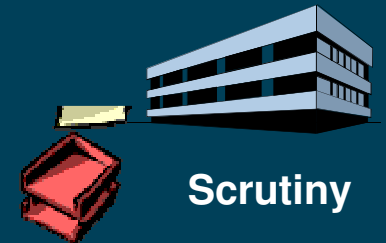
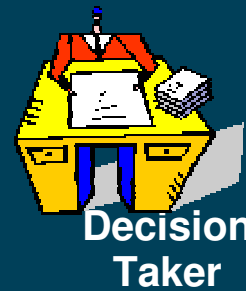
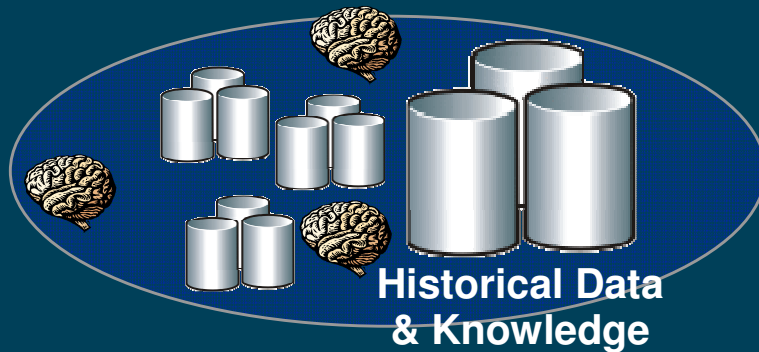
X 200 ?



Process is  
Implemented Like  
This



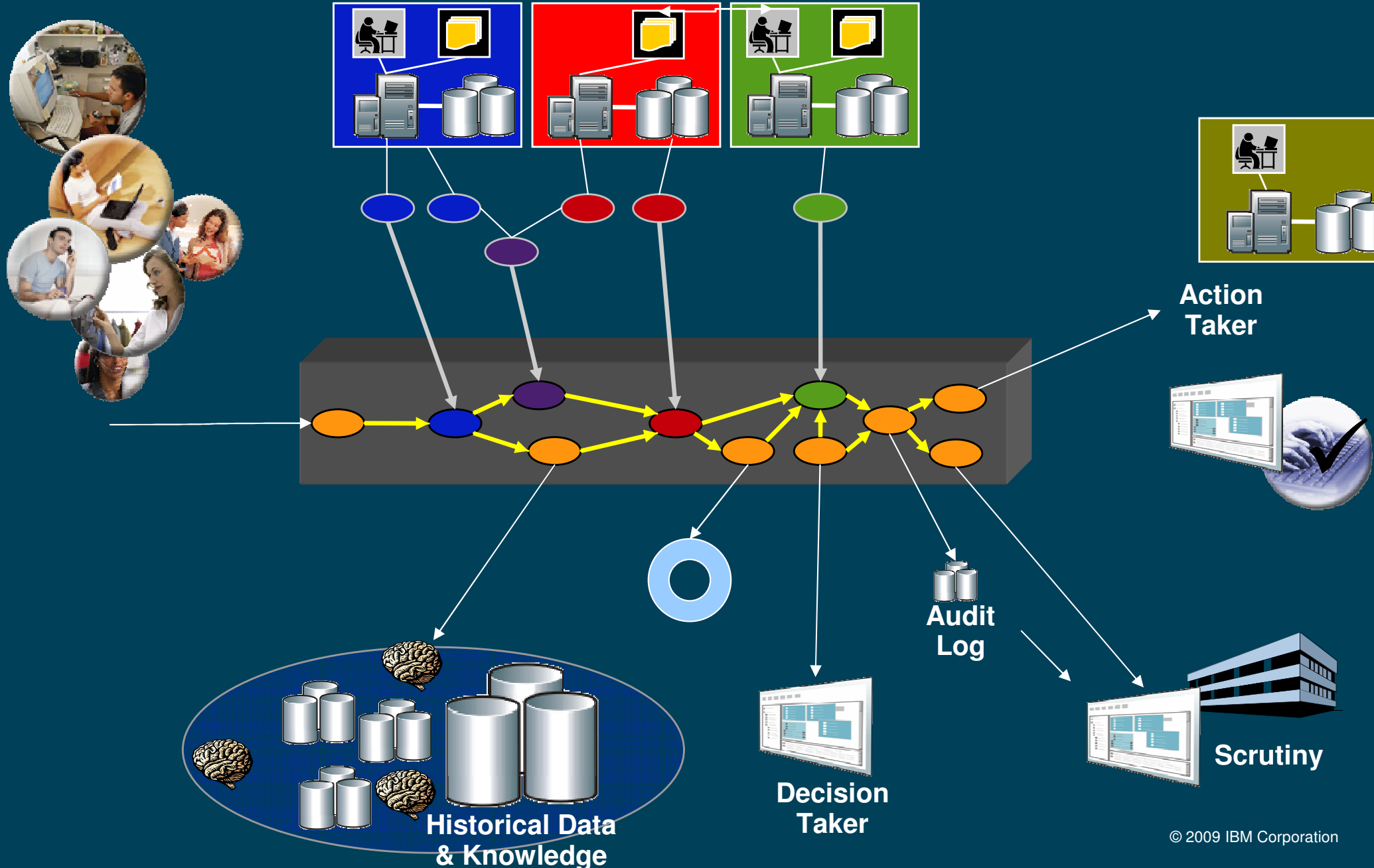
Action  
Taker



# SOA Vision

Line of Business  
Systems and Data

X 200 ?



# What I am Hearing

“Oh the SOA project – we have done that, my project is different !”

“Share services ? - Why ?”

“SOA is done, we have lots of Web Services !”

“SOA – the Enterprise Architecture guys do that – it's not for us !”

“My project has it's own SOA Infrastructure.”

# Top SOA Issues

- ✗ Not invented here
- ✗ Version management
- ✗ Security
- ✗ Incorrect service granularity
- ✗ SOA is not an automatic fix
- ✗ Big design up-front
- ✗ Incorrectly applied CDM
- ✗ Missing skills
- ✗ Ownership and funding
- ✗ Ignoring culture

# Not Invented Here





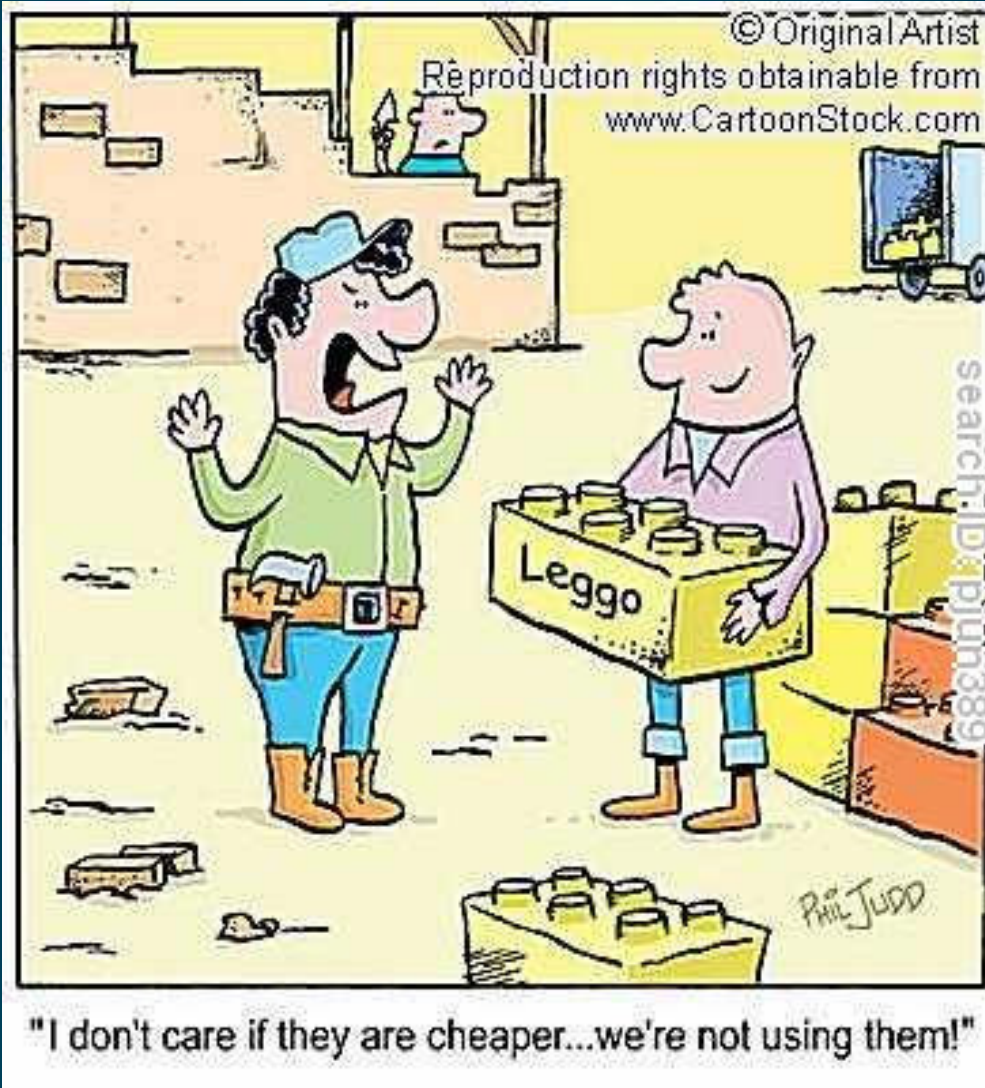
# Version Management



# Security



# Not An Automatic Fix





# Up-Front Design – No Delivery



# Cononical Data Model ?



# Missing Skills



# Ownership and Funding



# Ignoring Culture







McDonald's

Huls  
Linkerö  
Have



# So What Can You Do About It ?

- **Component Culture**
- **Sharing and Reuse Culture**
- **Greater Good Culture**
- **Design Led Culture**
- **...**

## Behavioural Change !

**HARDY CREEK TRAIL**



**HAMILTON MTN. DIFFICULT**

**HAMILTON MTN.**

**MORE DIFFICULT**

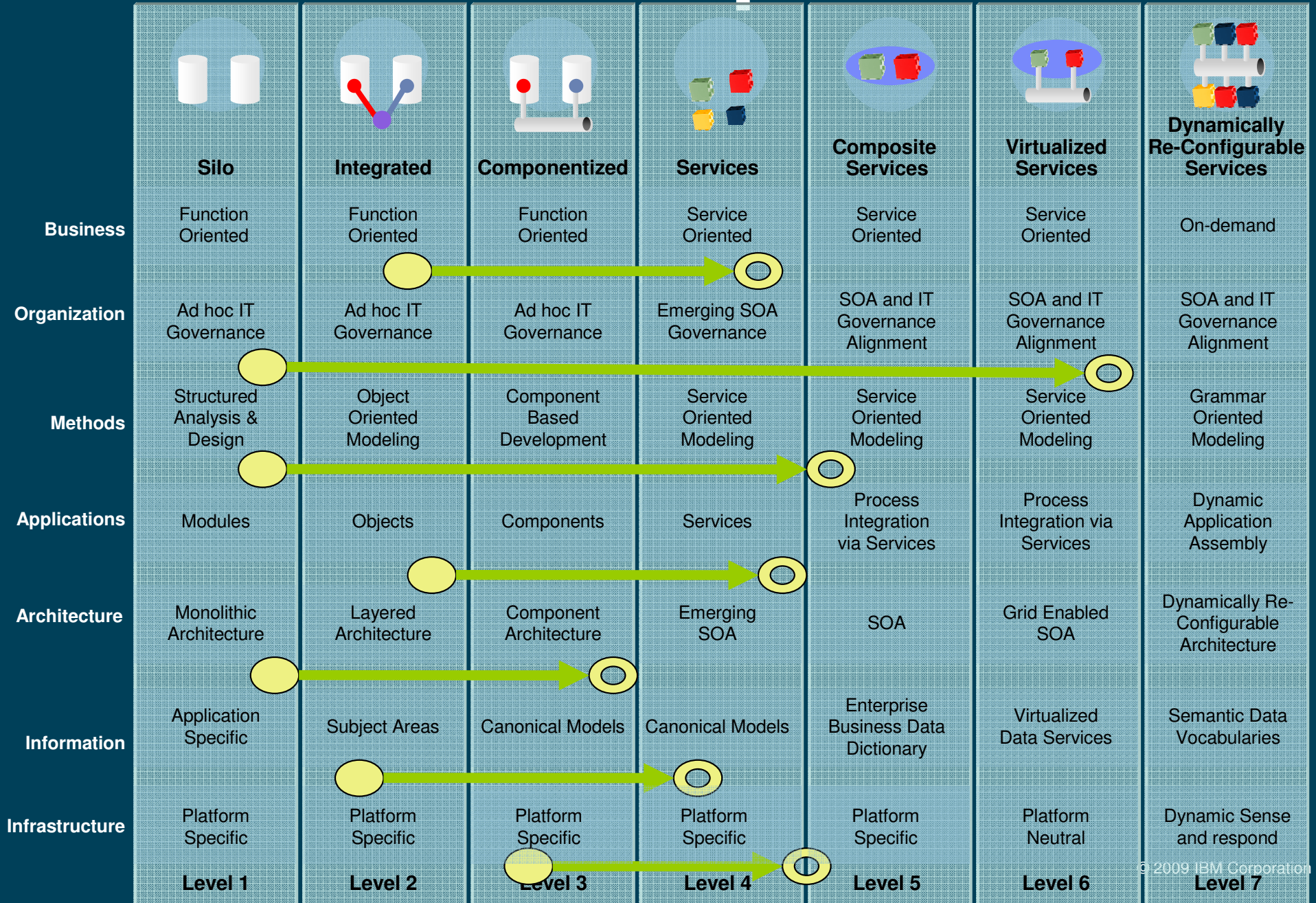


# Things That Seem to Work !

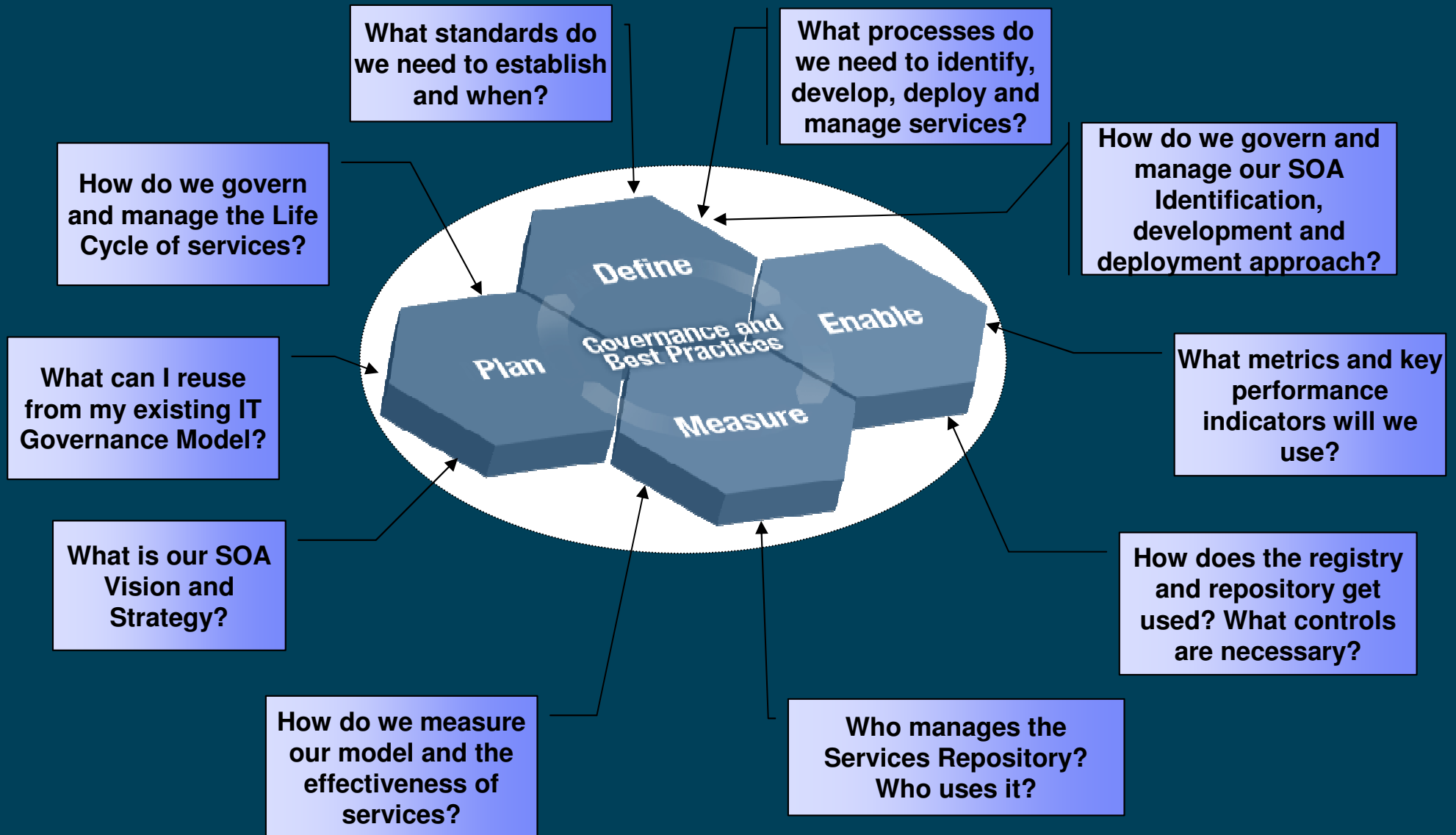
- **Build a Roadmap**
- **Governance System**
- **Communications Plan**
- **Sandbox**
- **Life-cycle Based Approach**
- **Service Registry**
- **Strong Linkage with Enterprise Architecture**
- **Centre of Excellence**
- **Measurement and Rewards**



# Build a Roadmap



# Governance System



# Communications Plan



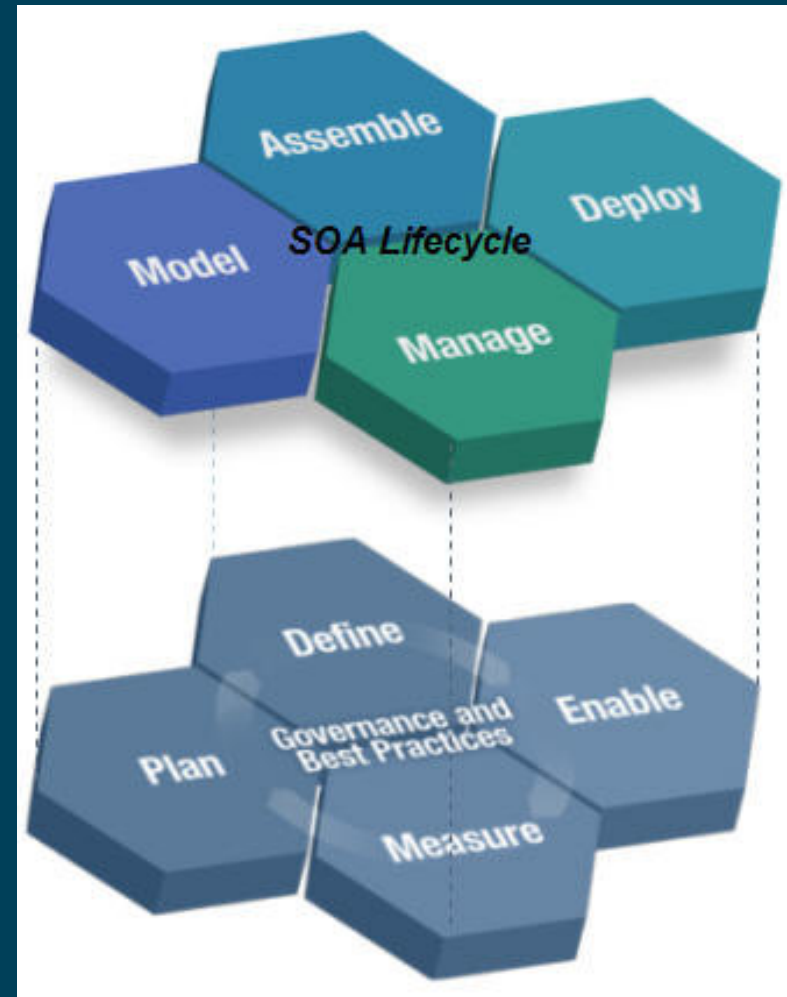
# Sandbox



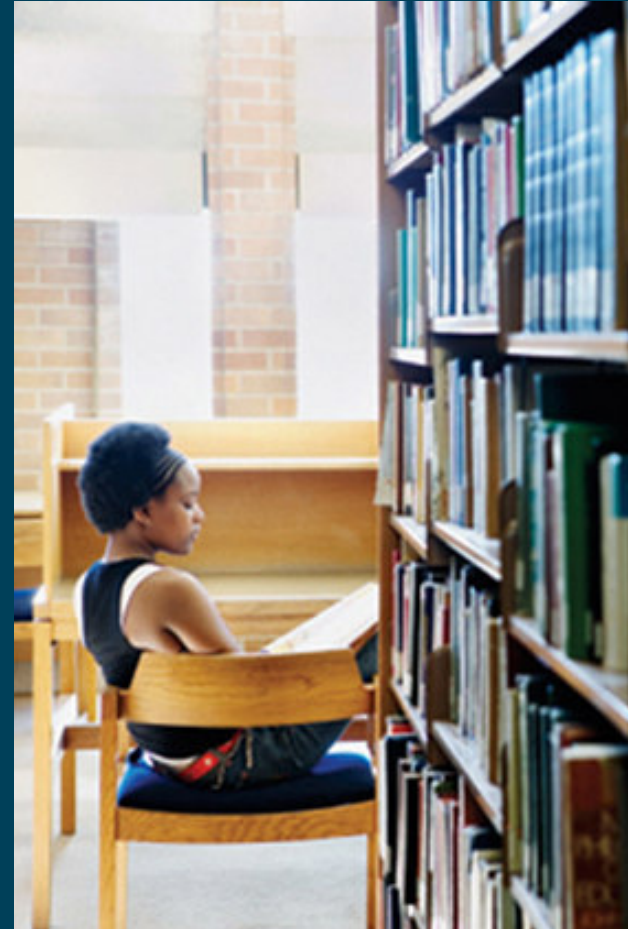
<http://www.ibm.com/developerworks/downloads/soasandbox>



# Life Cycle Driven



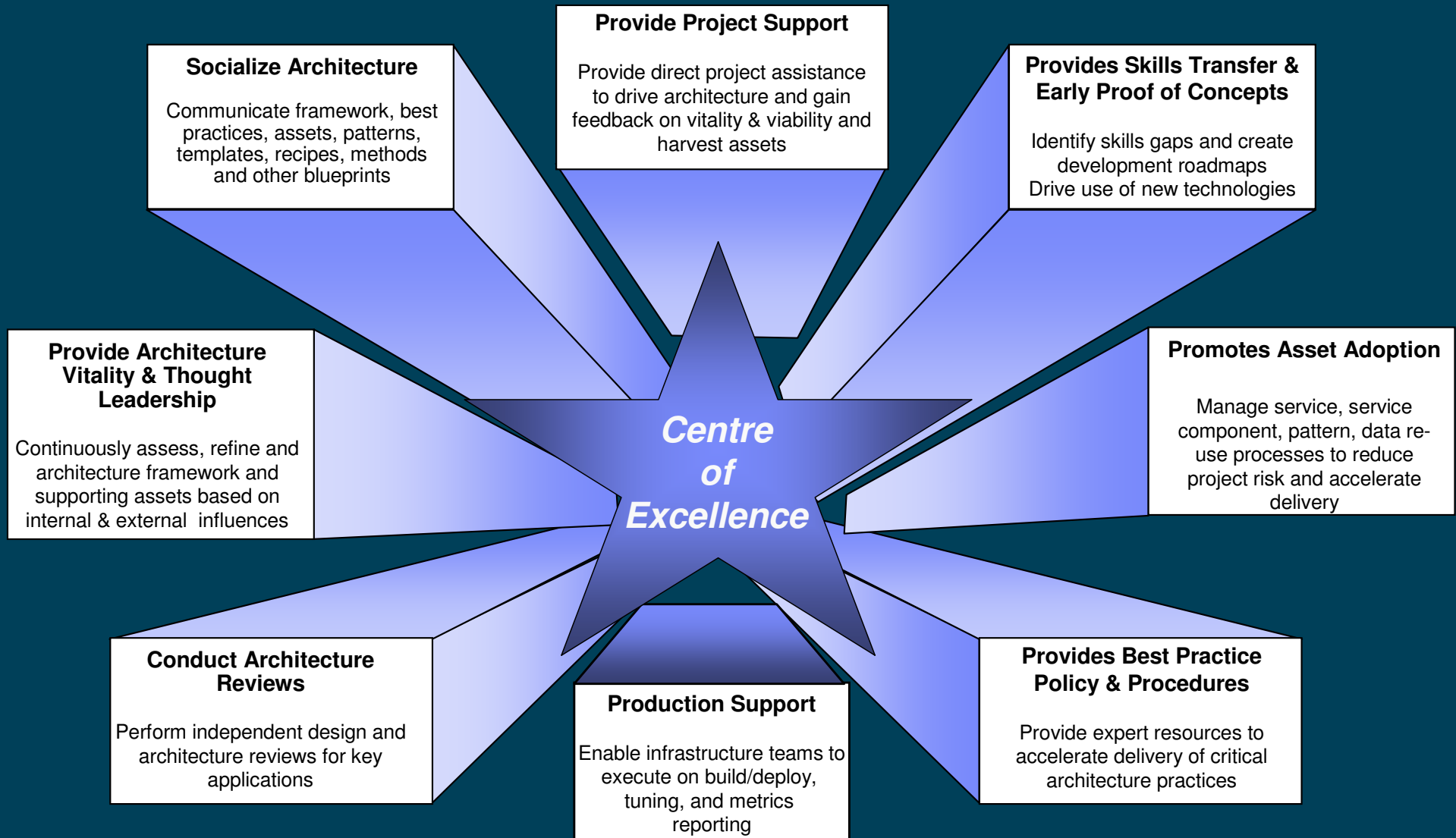
# Service Registry



# Enterprise Architecture



# Centre of Excellence



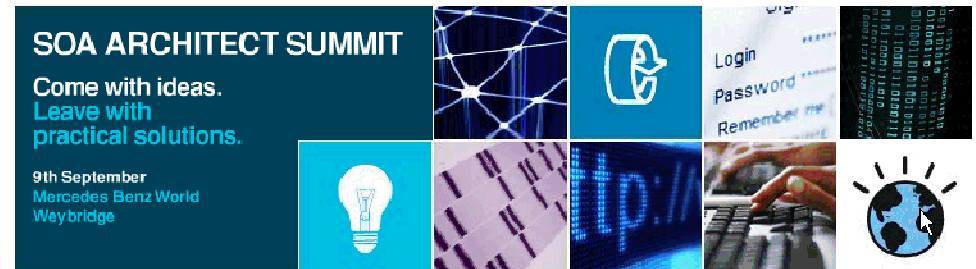
# Measurement and Rewards



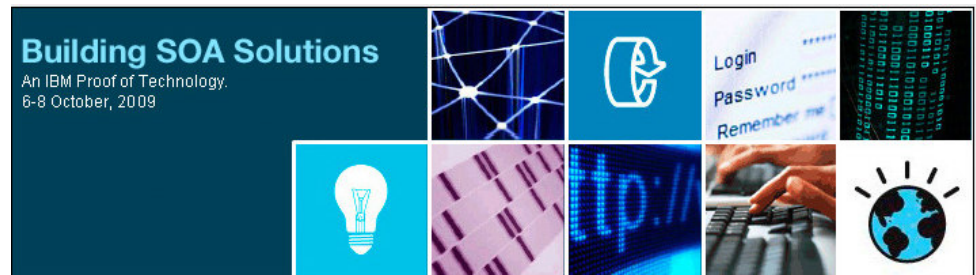


# SOA Architect Summit Next Steps

- **Summit Presentations at:**  
[ibm.com/software/uk/itsolutions/soa/soa-summit](http://ibm.com/software/uk/itsolutions/soa/soa-summit)



- **Building SOA Solutions**
  - An IBM Proof of Technology
  - 6th – 8th October in IBM Hursley
  - [ibm.com/itsolutions/uk/soa/building-soa-solutions-pot/](http://ibm.com/itsolutions/uk/soa/building-soa-solutions-pot/)



- **SOA Forum**
  - please join & participate
  - [soaforumuk.com](http://soaforumuk.com)



- **European WebSphere Technical Conference, Hamburg, Germany**  
[European WebSphere Technical Conference](http://European WebSphere Technical Conference)



