



IBM SOA

SOA Made Simple: From Front-End to End-to-End

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The basics: What is SOA?

... a service?

A **repeatable business task** – e.g.,
check customer credit;
open new account



... **service oriented architecture (SOA)?**

An IT **architectural style** that supports
integrating your
business as linked
services

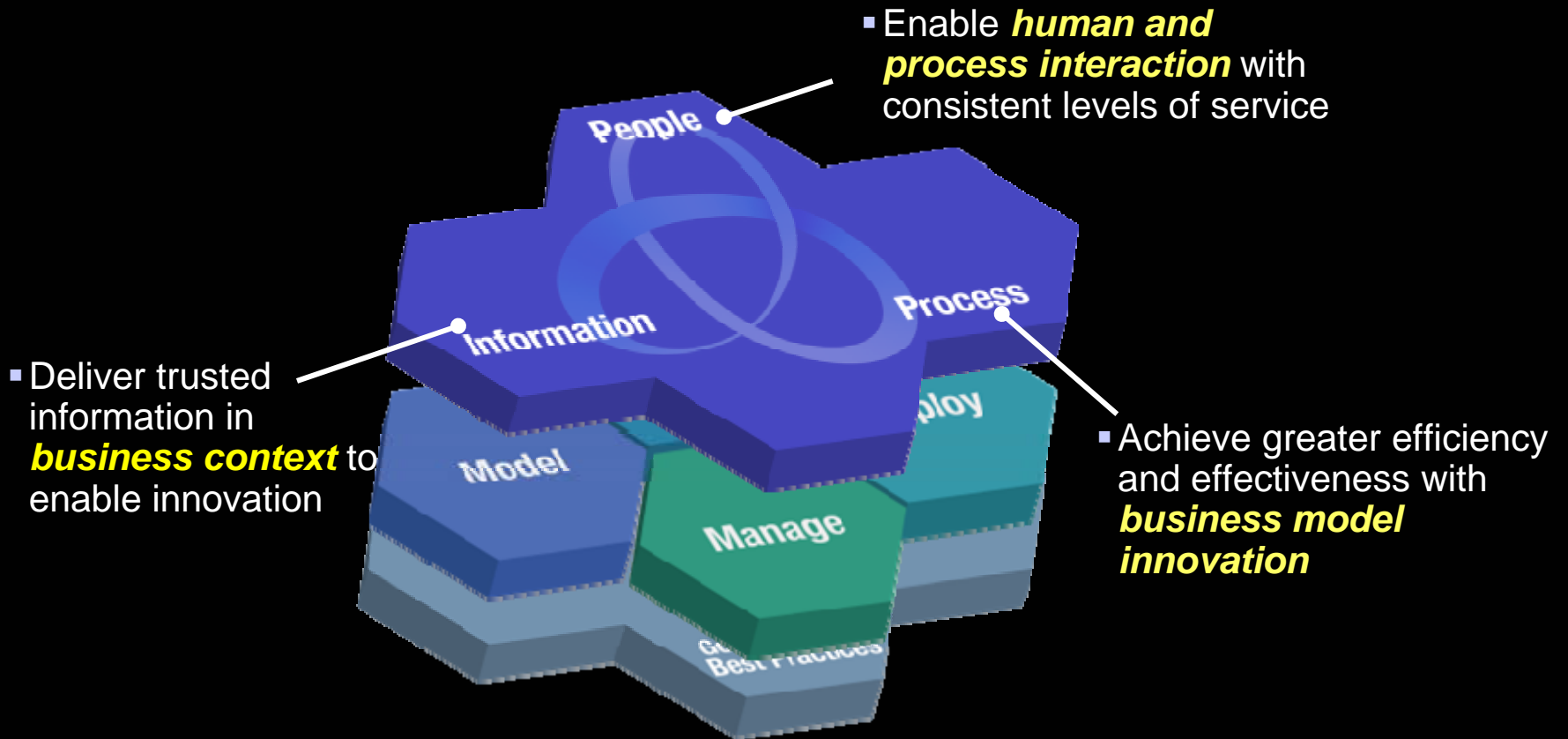
... a **composite application?**

A set of **related & integrated** services that
support a business
function

SOA impacts every aspect of IT and business.

IBM's View of SOA: Business Centric

Built on SOA Lifecycle



A recent study of over 500 customers showed SOA starting points of people, process, information or a combination of all three



Standard Life Saves Time and Money In Development

- Significant **decrease** in client application development times
- Achieved a services **re-use of over 50%**
- **300 business services** in production
- **70 applications** consume those 300 services
- Sustained a **900% increase** in workload with **no increase** in operational staff
- Saved company **4£million** in **application development costs** to date



Lessons Learned

- Initial project selection is critical (**find the right project with high ROI,**)
- **Skills** are critical, identify, nurture, augment teams with proven talent
- Establish **governance and method** which underpins alignment of business and IT
- Smaller business oriented project with **complete and deep use of SOA** is best first step



People Centric Approach - Greater Value through SOA

Intuitive & Adaptive User Experience

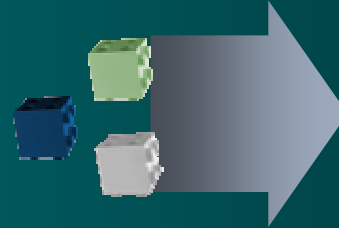


Value

Improve people productivity through interactions with information and people in the context of a business process

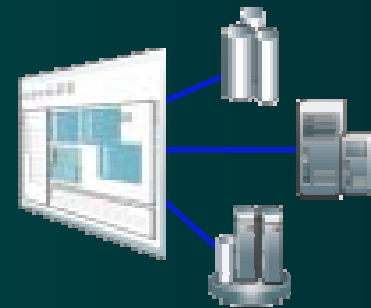
Why SOA?

Composite applications created, deployed, and updated faster with SOA portlets



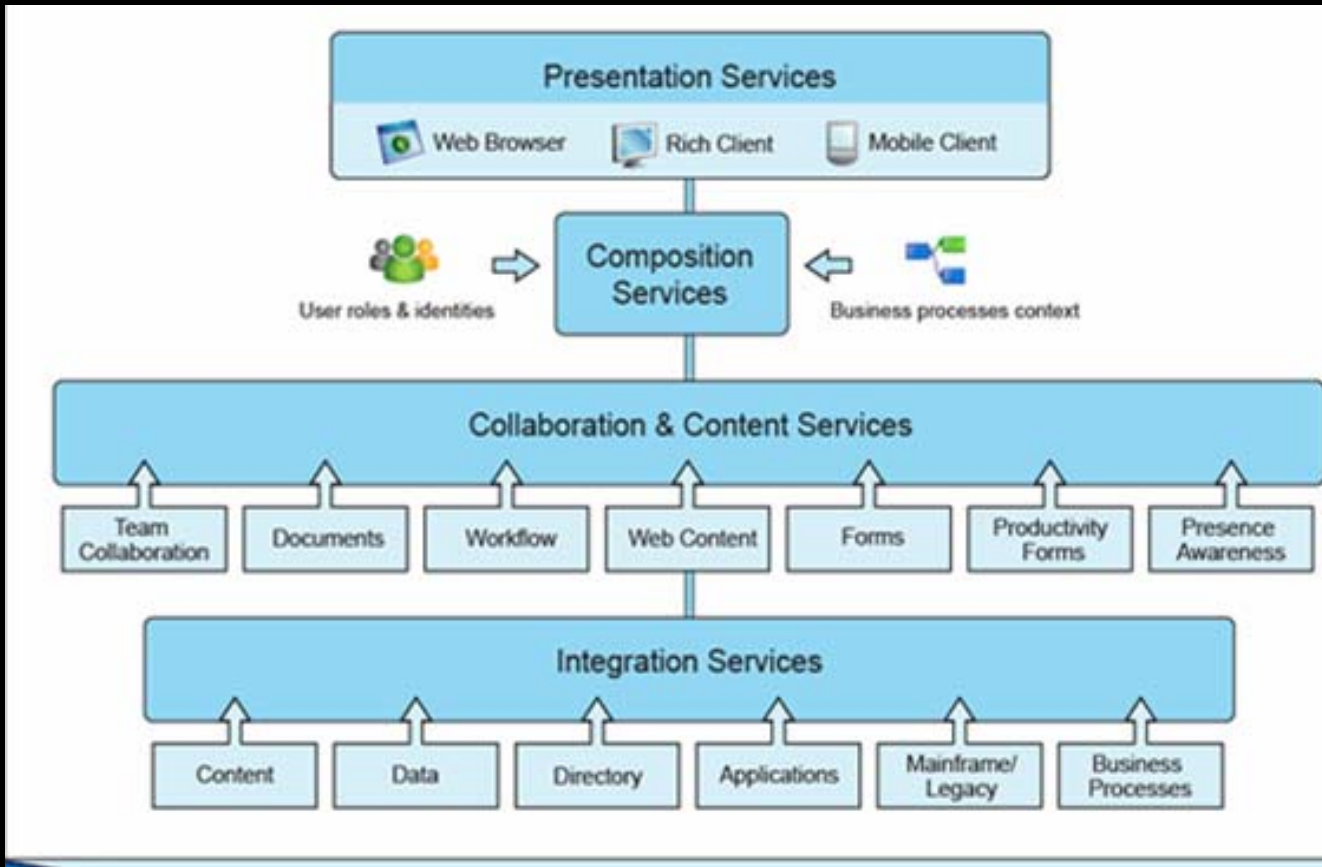
Start with

Build a view of a key business process by integrating information in front of people to improve decision making

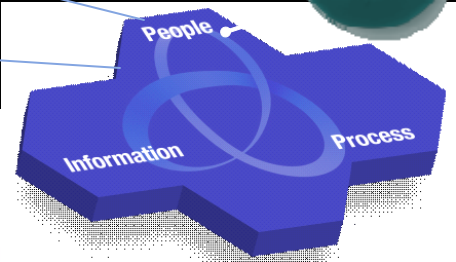


Next steps

Manage performance more efficiently with alert-driven dashboards tied to key metrics



People



Enterprise Portals Represent a Compelling First SOA Project

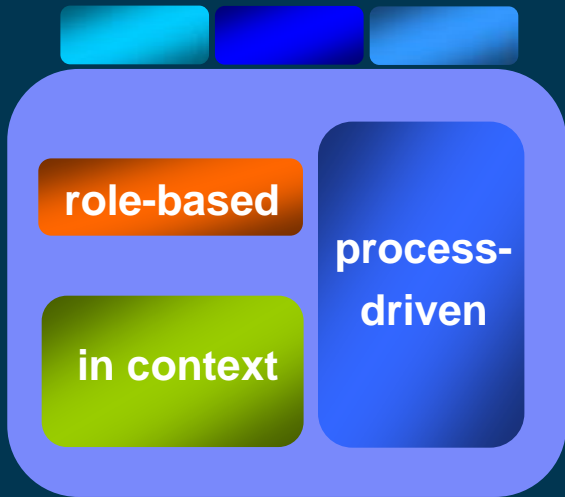
“Through 2007, an enterprise portal will be the first major application of SOA concepts for more than 50 percent of enterprises (0.6 probability).”

Analytical source: Gene Phifer, Gartner Research;
Publication Date: 12 October 2005/ID Number: G00132930 Gartner 10/12/05



Dynamically Delivered Portal and Workplace Environment Based on Choice, Openness, Flexibility

Natural, Intuitive,
Adaptive User Experience



*Security-Rich Composite application
or view, that assembles and delivers
services in the form of portlets
in the context of a business process*



Rich Clients



Browser



Mobile Clients

Customers

Employees

Partners/Suppliers



SOA and Portal

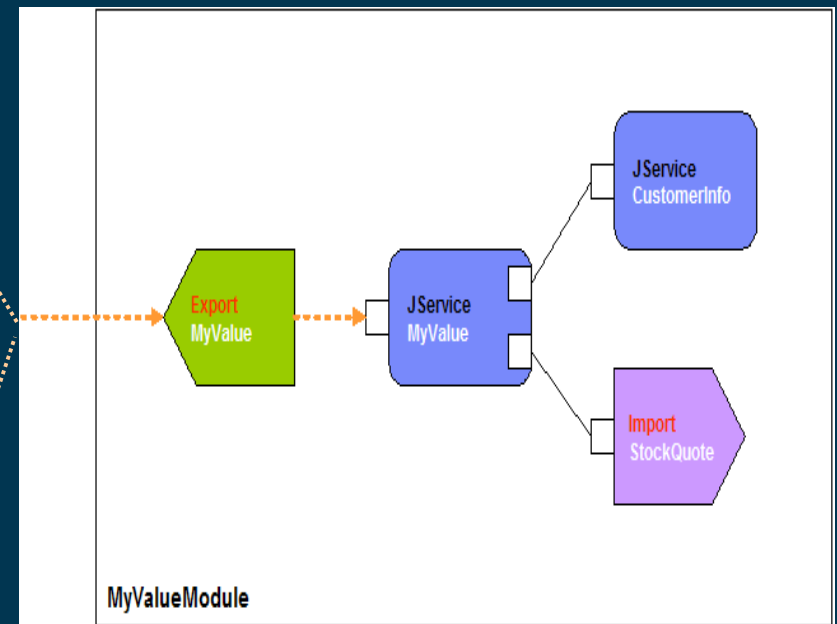
Portlets are the natural way for users to interact with an enterprise “Service”

Flight Selection Portlet

Flight Select Portlet				
Frankfurt, Germany (FRA) to New York City, NY, USA (JRA)	Economy	Air Pakistan	450.00\$	
Departure: 2002/10/05, 19:05 - Return: 2002/10/09, 07:30				
Frankfurt, Germany (FRA) to New York City, NY, USA (JRA)	Economy	Air France	450.00\$	
Departure: 2002/10/05, 19:05 - Return: 2002/10/07, 15:10				
Frankfurt, Germany (FRA) to New York City, NY, USA (JRA)	Business	Lufthansa	1,400.00\$	
Departure: 2002/10/05, 19:05 - Return: 2002/10/07, 09:45				
Frankfurt, Germany (FRA) to New York City, NY, USA (JRA)	Business	British Airways	1,299.00\$	
Departure: 2002/10/05, 09:45 - Return: 2002/10/10, 09:45				
Frankfurt, Germany (FRA) to New York City, NY, USA (JRA)	First Class	Air Pakistan	2,100.00\$	
Departure: 2002/10/05, 09:45 - Return: 2002/10/09, 19:05				
Frankfurt, Germany (FRA) to New York City, NY, USA (JRA)	Business	Lufthansa	1,299.00\$	
Departure: 2002/10/05, 07:30 - Return: 2002/10/10, 07:30				
Frankfurt, Germany (FRA) to New York City, NY, USA (JRA)	Business	American Airlines	900.00\$	
Departure: 2002/10/05, 15:10 - Return: 2002/10/07, 19:05				

refresh list

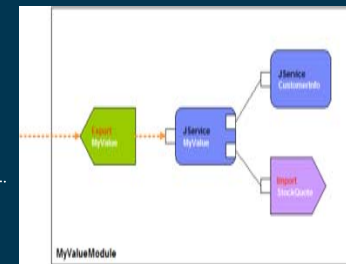
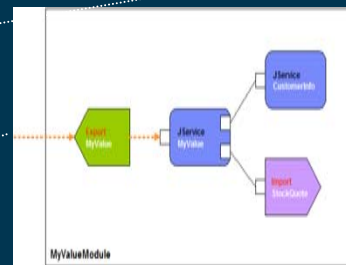
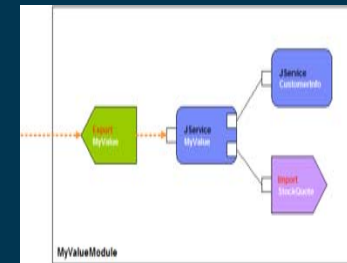
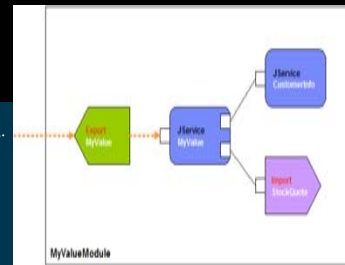
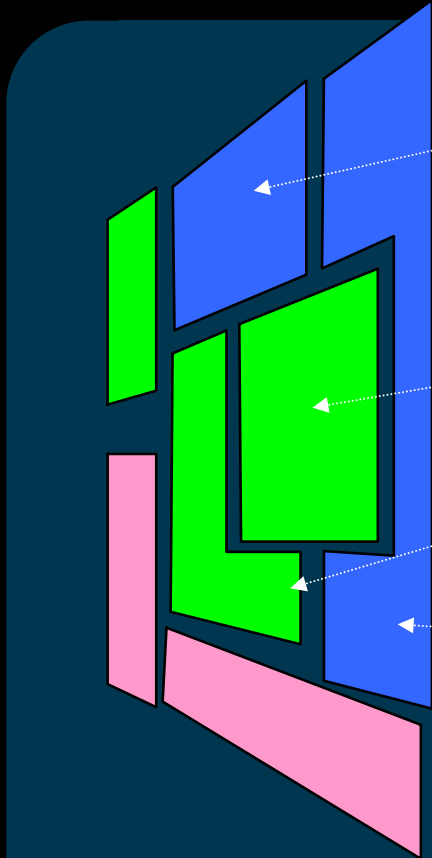
Flight Selection Service





SOA and Portal

Portal page create an assembly of the individual interfaces to a number of services



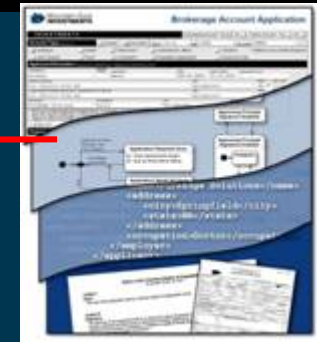
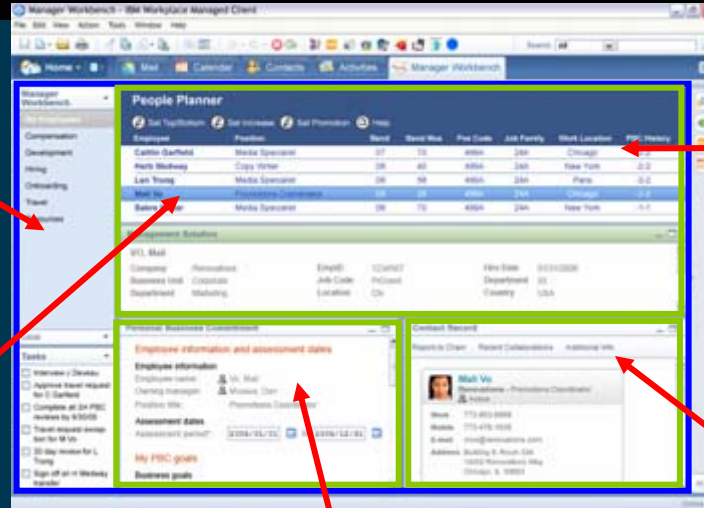
- According to the users identity and role
- Creating a “place” to perform a particular business function

Power of SOA with Portal

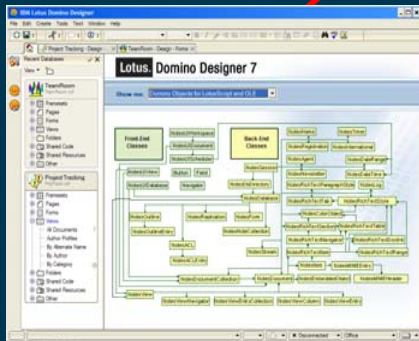
Services can be built with a variety of tools and developer skills & independently from the assembly.



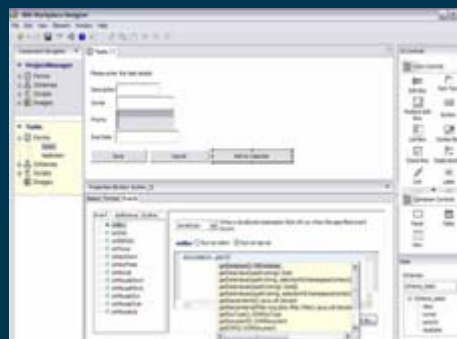
Composite built with WebSphere Portlet Factory



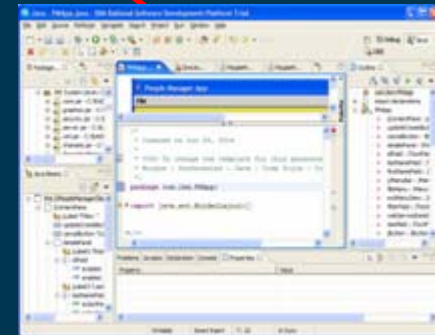
E-form built with Workplace Forms Designer



Notes app built with Domino Designer



Collaborative app built with Workplace Designer



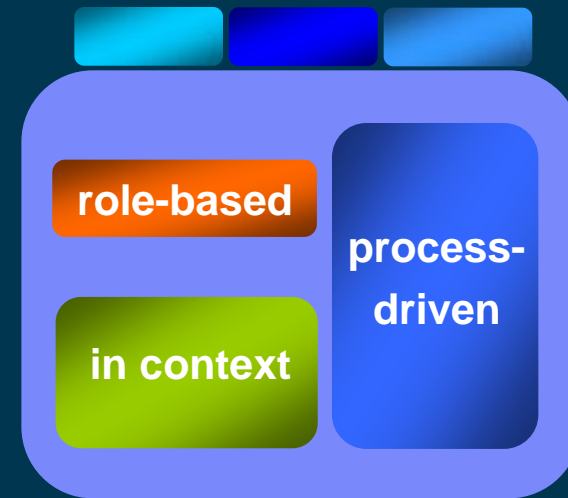
Eclipse component built with Rational RAD

Dynamic Delivery of Vital Interaction Services

Services

Presence Awareness	Management Dashboards
Instant Messaging	Sales Force Automation
Business Alerts	Customer Relation Management
Communication	E-Forms
e-Mail	Content Management
Document Management	Collaboration
E-Learning	eHR
ERP Information	Composite products
Workflows	Syndicated Rates

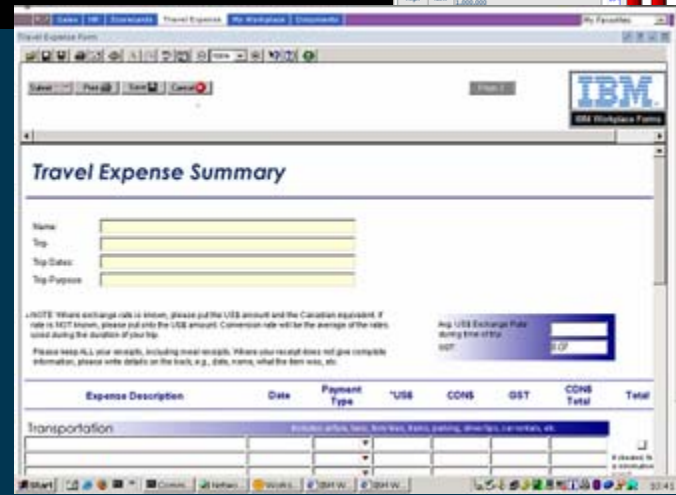
Natural, Intuitive, Adaptive User Experience



Security-Rich Composite application or view, that assembles and delivers services in the form of portlets in the context of a business process

IBM® Workplace™ for SAP® Software

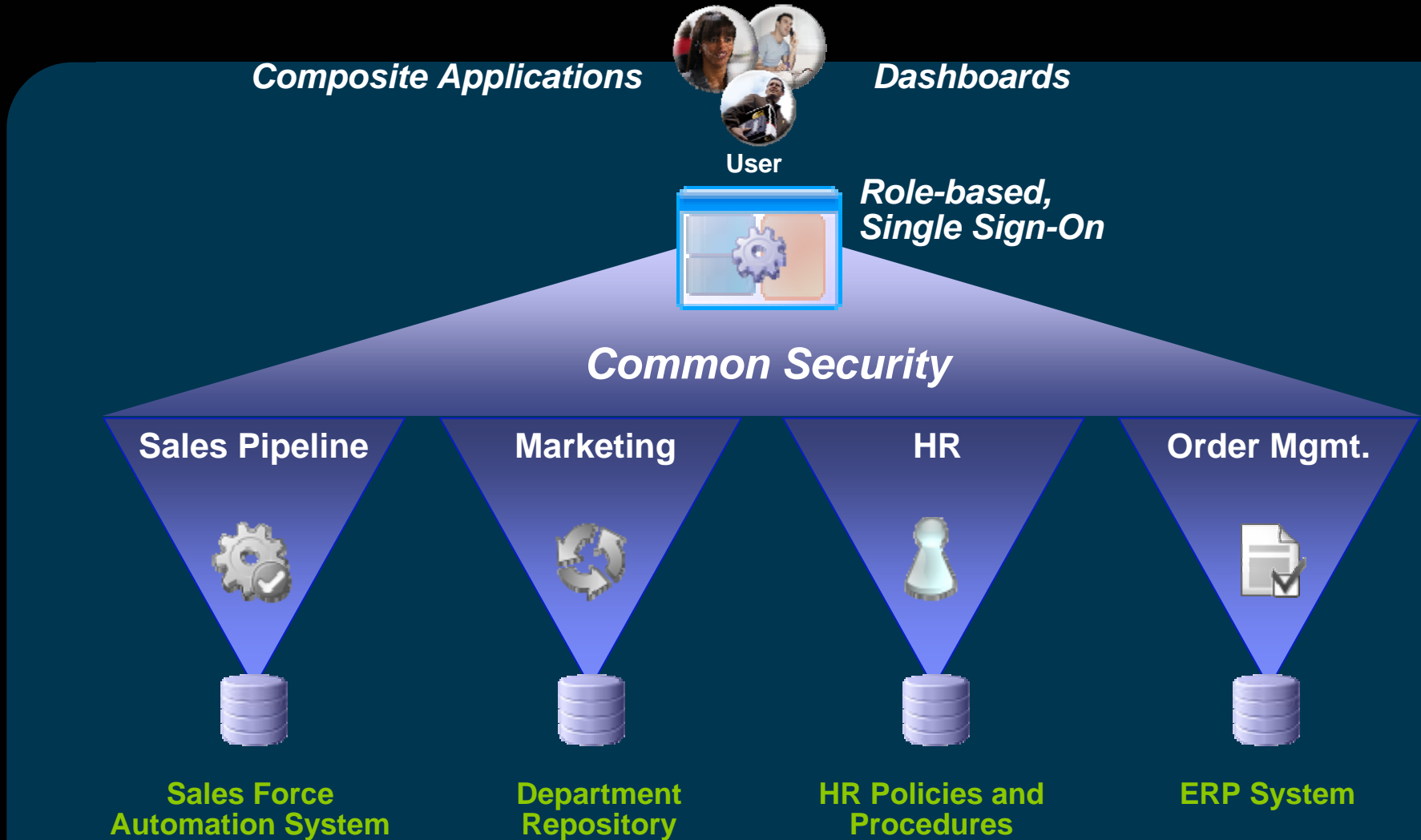
- Offers SAP customers new ways to extend, enrich, & complement existing investments...in an SOA environment
- Faster, less-expensive integration with SAP and non-SAP processes and data sources
- Greater productivity with world-class dashboard & collaboration capabilities



- Pre-built functions utilize SAP & other applications to enable better business strategy execution
- Rapid application development environment with many pre-built assets
- Flexible, new capabilities via intelligent, interactive Web-based forms

The Answer to the Problem

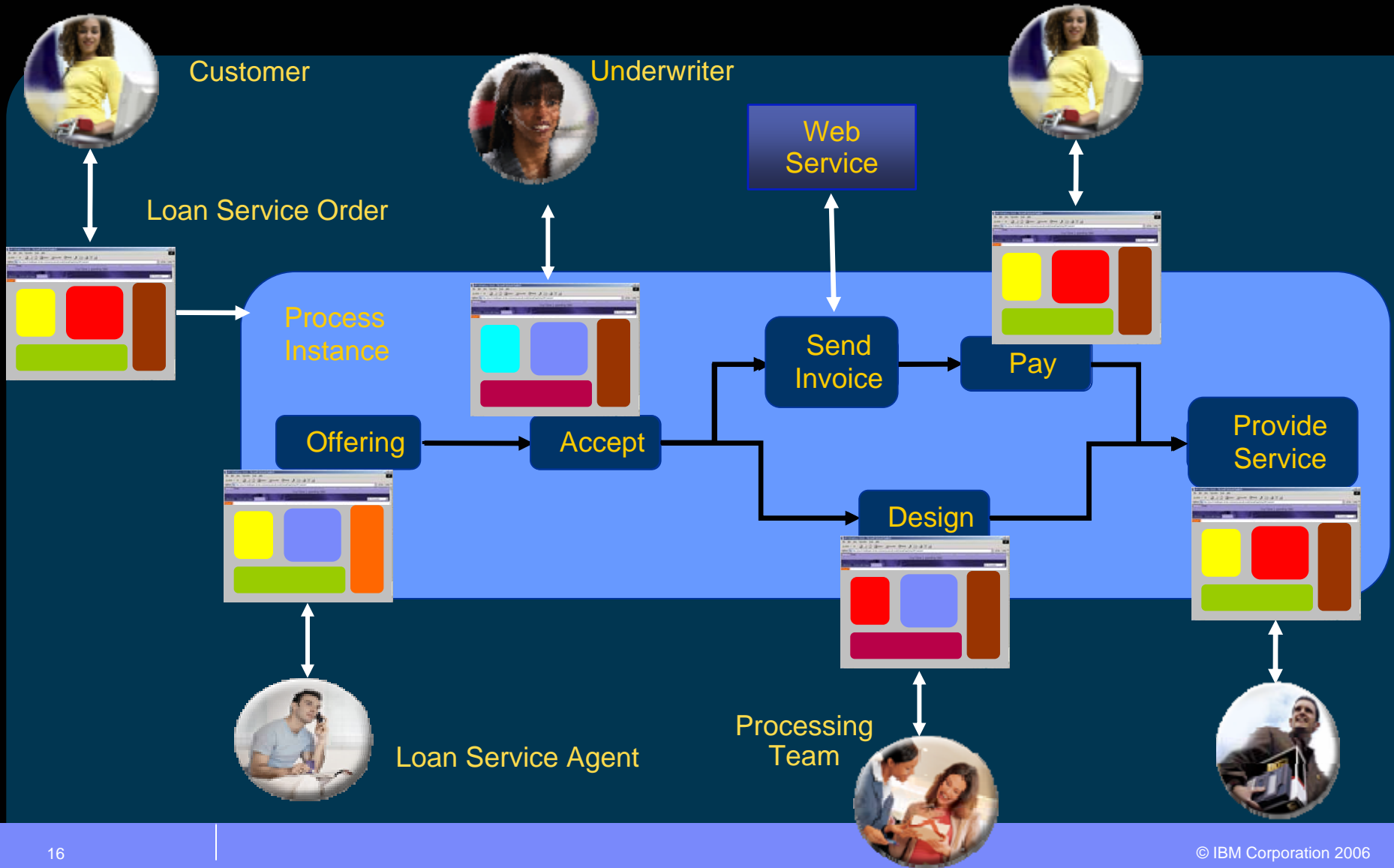
An environment that easily adapts to the needs of each user, in their role





Integrating Process and Flow into Portal and Workplace Environment

Delivers rich composite applications with orchestrated workflow



IBM Workplace Composite Products

Extending Portal to solve specific business needs



Focus
Solving a Particular Business problem vs a functional component

Accelerate
A customer's "time to value"

Benefits
"Out of the box" end user product

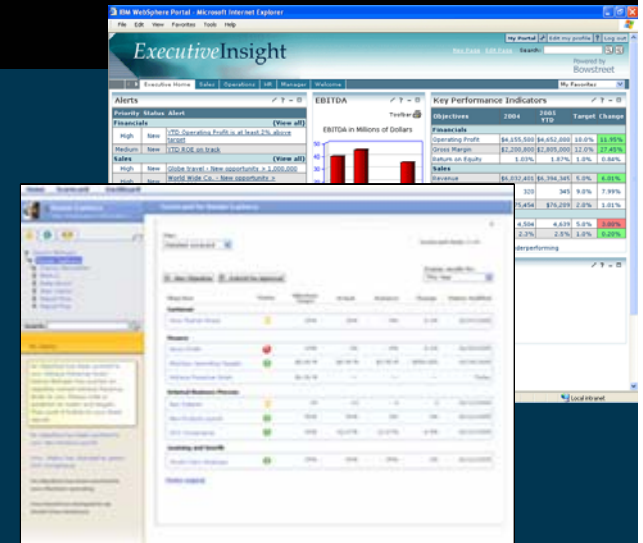
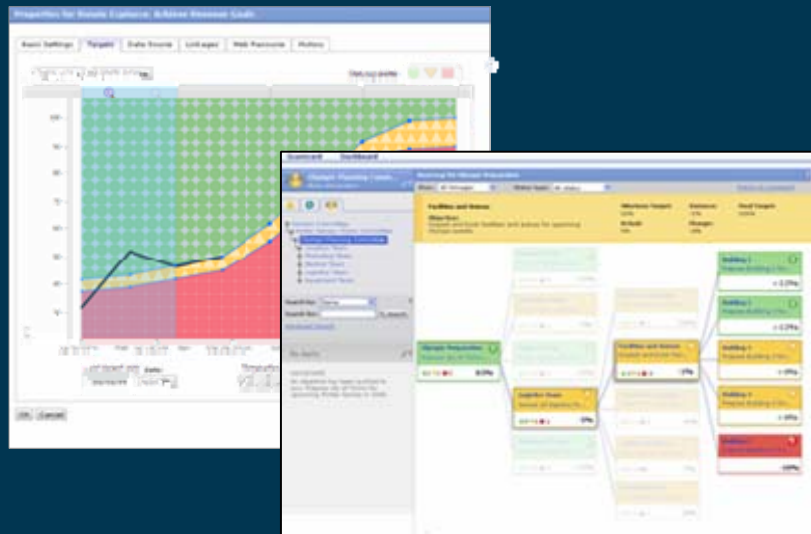
Maintains flexibility with SOA platform & tools to Extend capabilities

Business Oriented
Focused on emerging business needs

IBM Workplace for Business Strategy Execution

Simply a better way to manage your business objectives

- Translates company strategy into specifics for execution
- Cascades, interlocks and links objectives
- Supports real time management of interactions, metrics, and dependencies
- Rapid resolution of existing and projected gaps in plans



- A dynamic change management system to quickly push, reach agreement, and implement modified objectives
- Embeds collaborative services to support correcting objective shortfalls
- Tools to rapidly build and link composite, role-based dashboards

IBM Workplace Dashboard Framework and Workplace Dashboards

Workplace dashboards and Workplace Dashboard Framework extend WebSphere Portal to drive faster time-to-value, enabling accelerated deployment of role-based dashboard solutions.



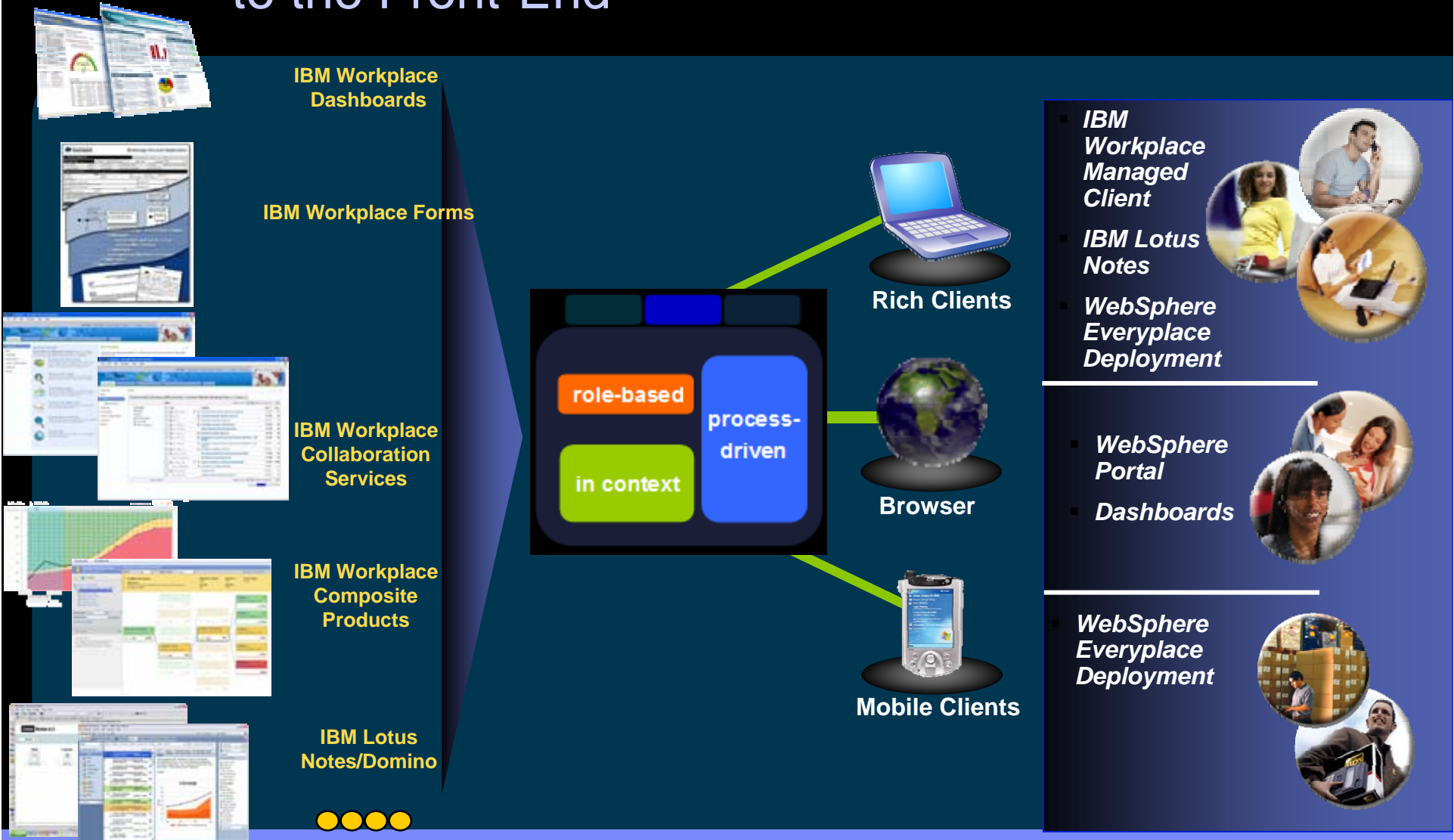
Automation

Change

Action

Workplace Dashboard Framework and pre-built Workplace Dashboards help executives and business users to proactively monitor business performance, make more informed decisions, and quickly resolve business issues.

IBM WebSphere® Portal: Bringing Together Key Elements to the Front-End



Summary

1

SOA Defines the Architecture for an On-Demand Business



2

Portal and workplace environments provide secure & managed **interaction** between **people**, **process**, & **information**



3

Portals represent a key “first-step” SOA project with potentially low risk and rapid ROI



4

High-Performance Workplaces are the “places” where people will consume the value of your SOA for productive use





IBM SOA

Thank You

