Service Oriented Architecture

SOA in Action

Alberto Bravo
SW IT Architect
abravo@mx1.ibm.com

SOA on your terms and our expertise

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On the Minds of Top Executives Worldwide

Key Focus:

Revenue Growth, Profitability, Asset Utilization with Cost Containment

Key Challenges:

Process Efficiency, Meeting Customer Expectations, Employee Productivity, Security & Privacy

CIO Challenges

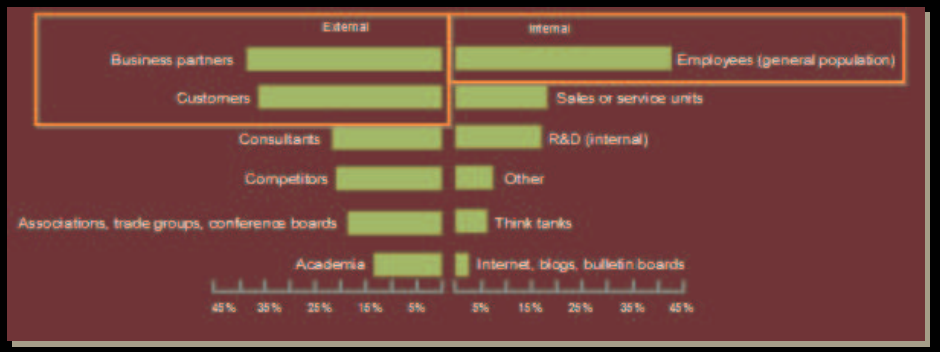
- Aligning IT & business goals to grow revenue and contain costs
- Building responsiveness and agility into the organization through IT
- How can IT help enable *people* & teams be more effective?

Source: IBM Corporation - July 2005 (Over 1400 Survey's Worldwide)

Innovation that Matters To CEOs

Top Innovation Priorities:

- Extend the ability to collaborate inside & outside
- Innovative, distinct, differentiated business models & processes
- Leverage information for business optimization



Value to IT and Line of Business

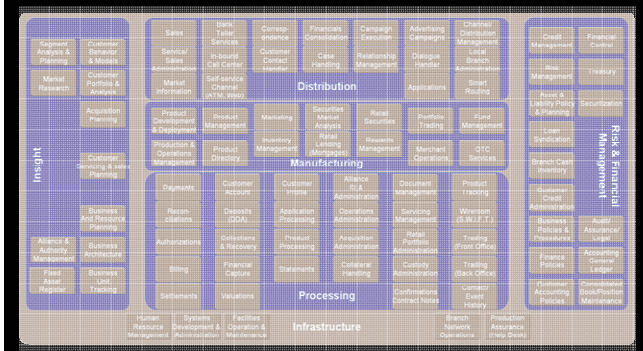
From Architecture to Action

Rapidly applying SOA to Business

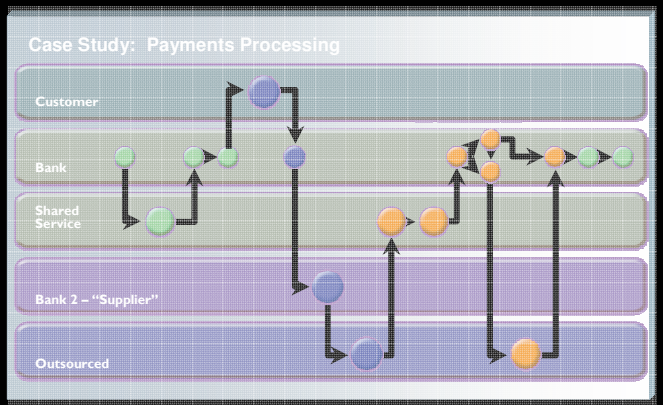
Portals and work environments provide security-rich and managed interaction between people, process, and information - driving

- Innovation
- Operational efficiency
- Organizational productivity

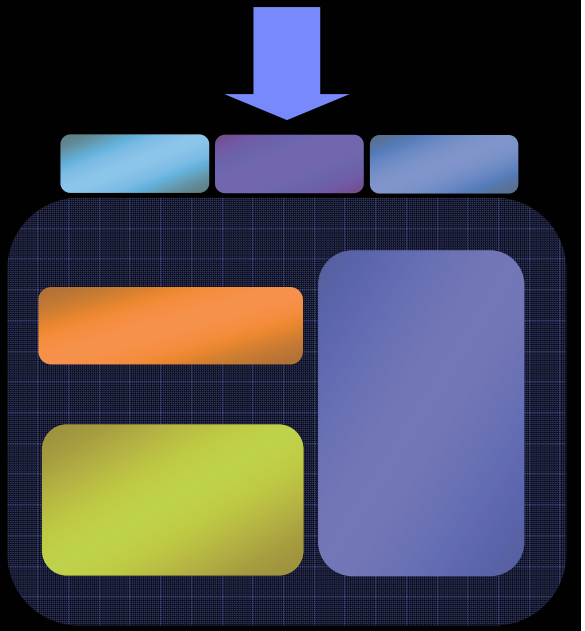
and helping deliver results



SOA Defines the Architecture for an On-Demand Business

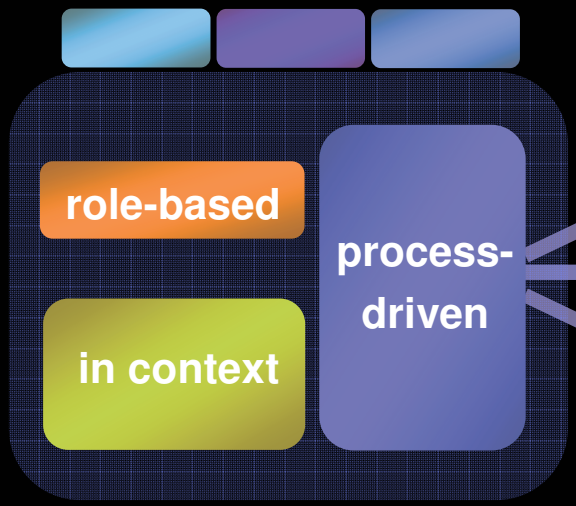


Architecture provides foundation for creating Portals and work environments



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

Natural, Intuitive, Adaptive User Experience



Rich Clients

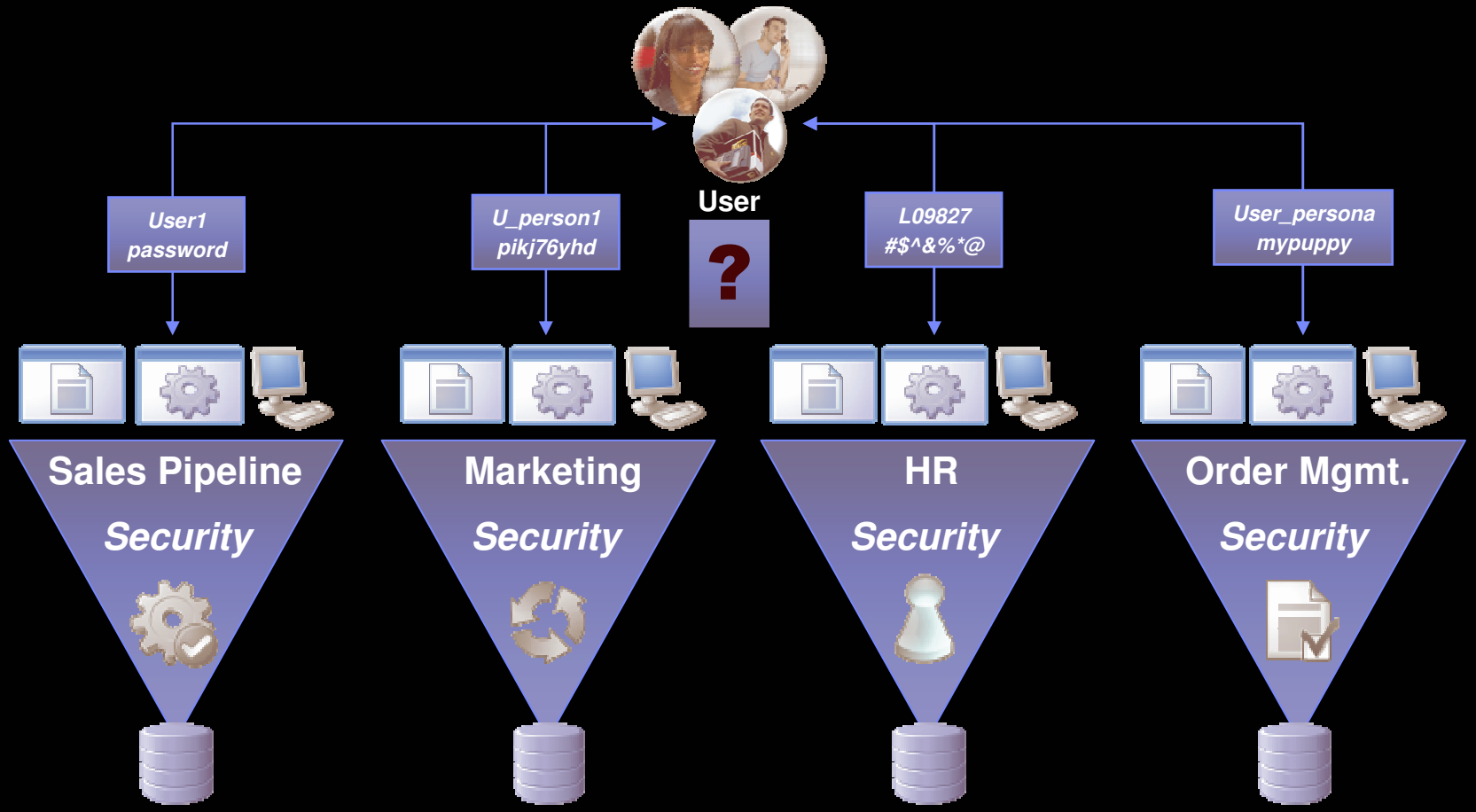
Browser

Mobile Clients

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

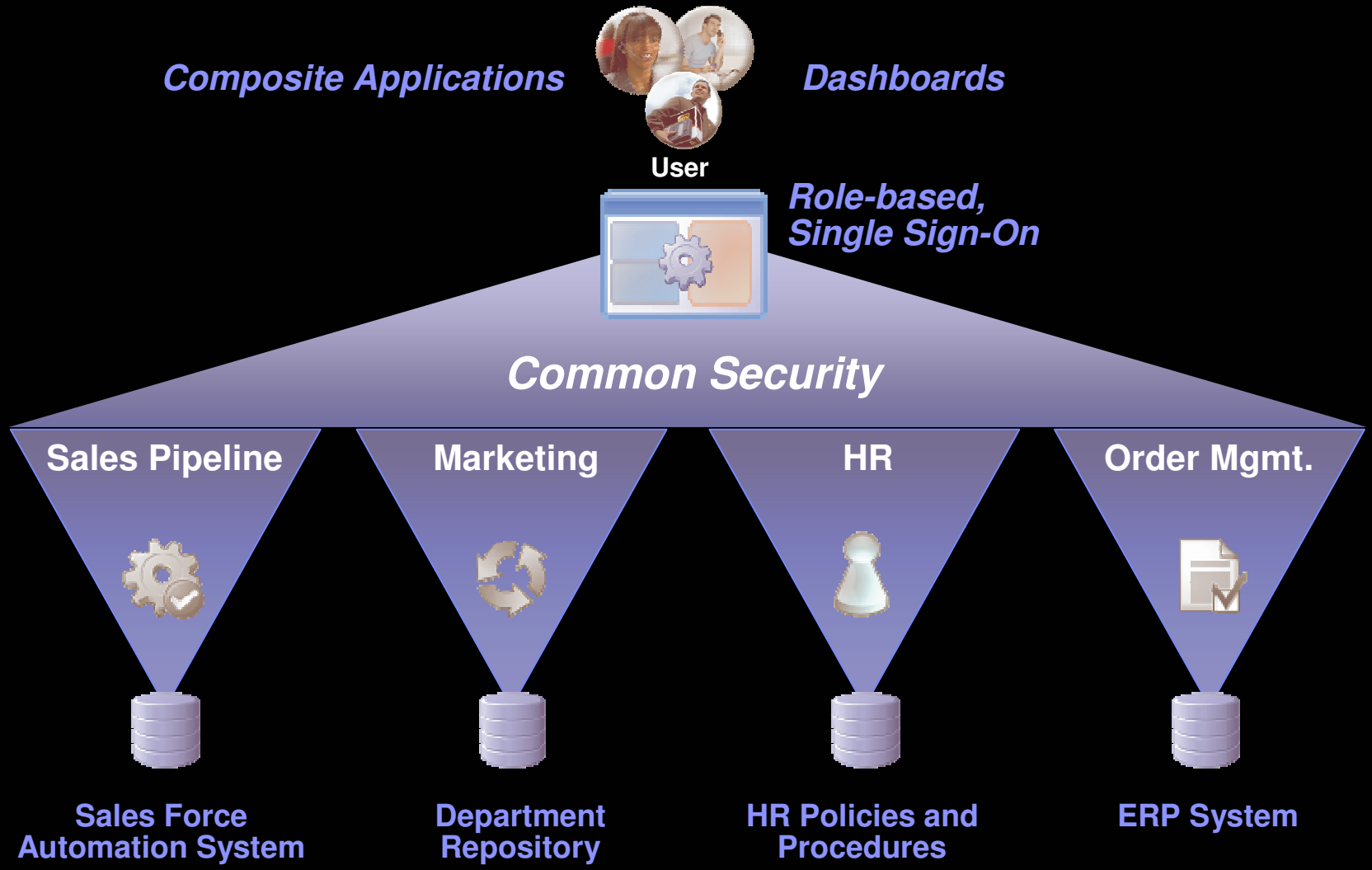
The Usability Challenge

Applications and information are delivered in silos



The Answer to the Problem

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

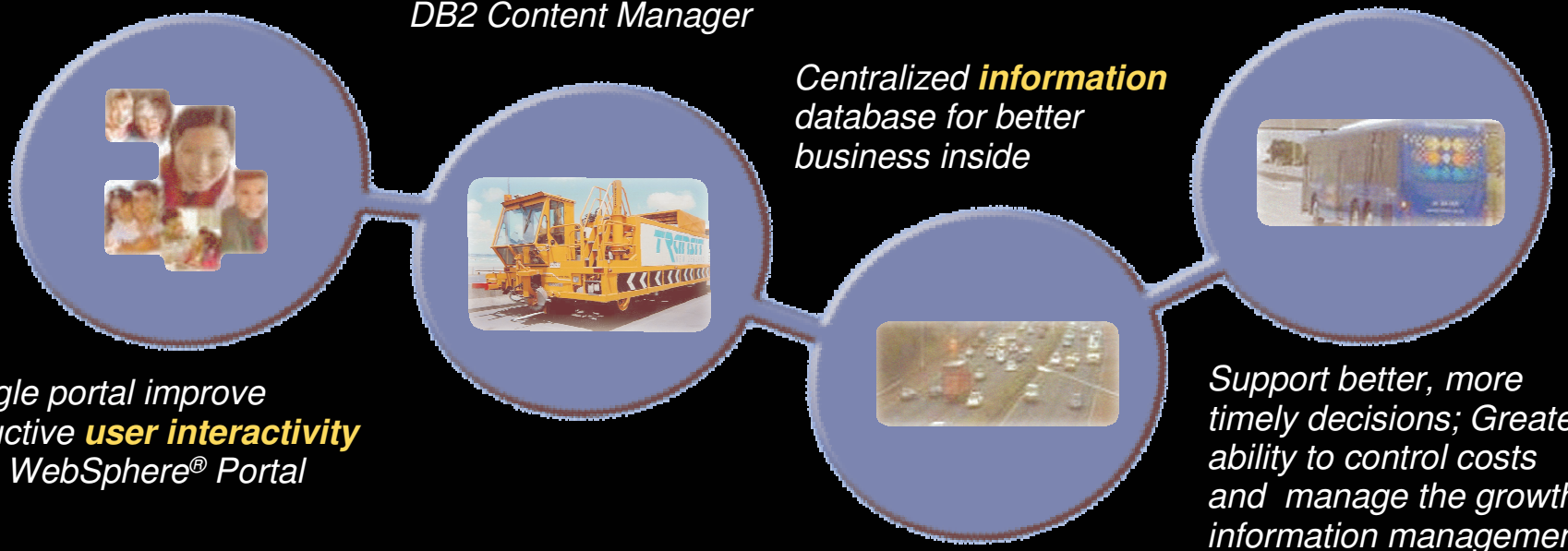


Transit New Zealand: Value of People, Process, and Information

Business Challenge: Minimize complexities of managing siloed information and provide faster, better access to various communities

*Streamline and optimize **business process** with DB2 Content Manager*

*Centralized **information** database for better business inside*



*A single portal improve productive **user interactivity** using WebSphere® Portal*

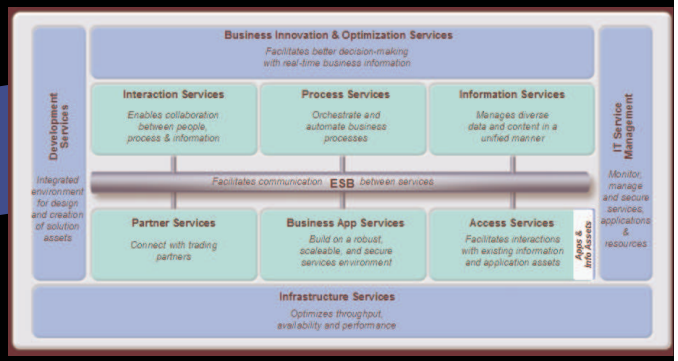
Support better, more timely decisions; Greater ability to control costs and manage the growth in information management

"Our service oriented architecture is based on a single development paradigm that leverages reusable parts of the existing solution. We can add new functionality very easily and present data in a number of ways, adding value to the services we provide to our constituents."

Geoff Yeats, CIO, Transit New Zealand

Interaction Services within SOA Reference Architecture

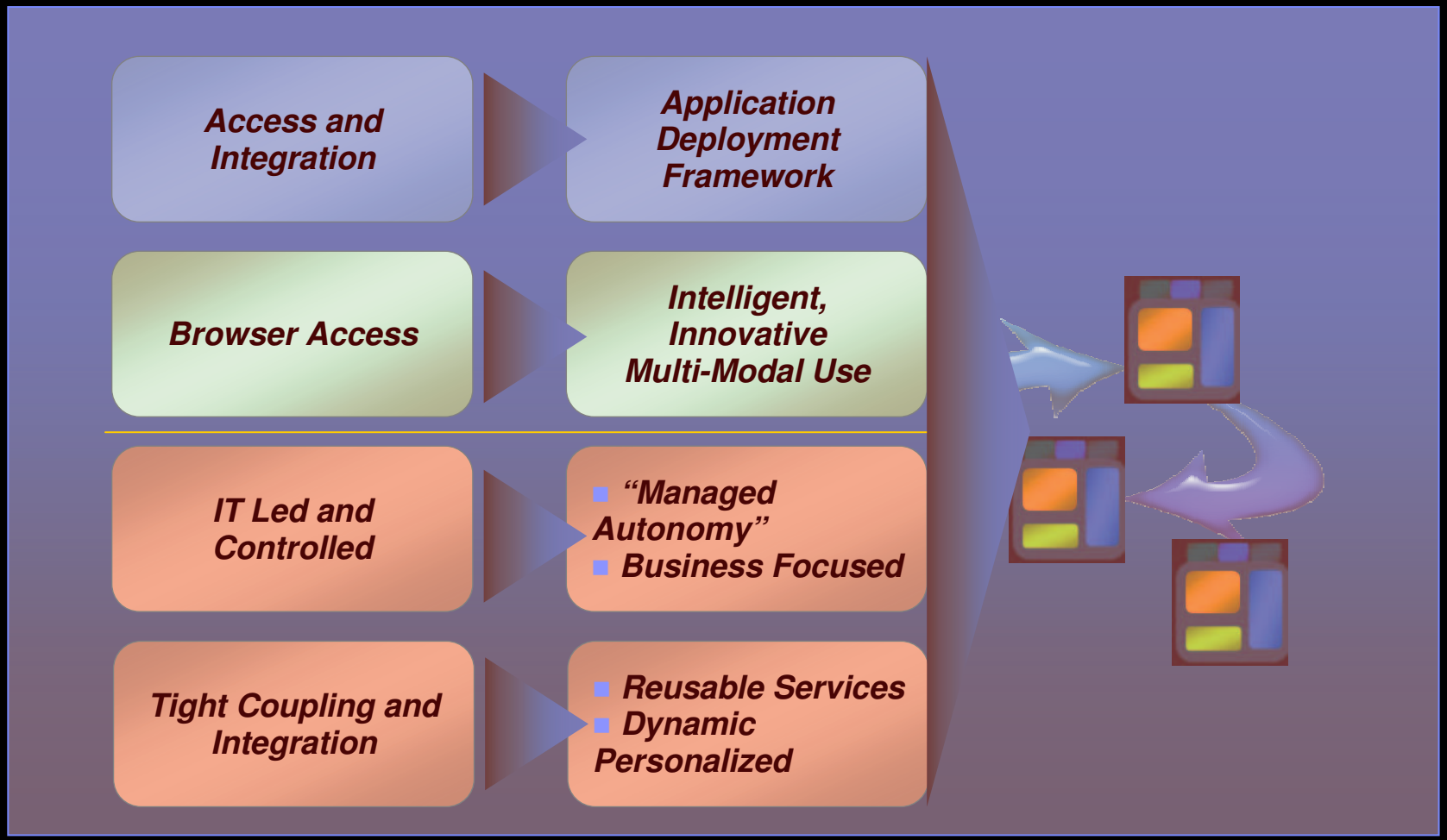
- Delivering a vital component of overall reference architecture
- Standards-Based integration with all other services
- Provides composite applications and views
- Portal framework provides the platform flexibility and responsiveness that businesses require to respond quickly to change



Interaction Services

Enables collaboration between, people, process & information

Evolution of a Portal

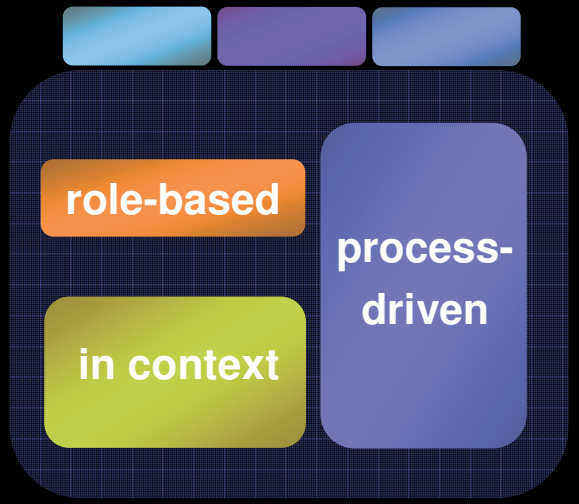


Dynamic Delivery of Vital Interaction Services

Services

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

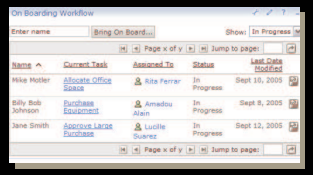
Natural, Intuitive, Adaptive User Experience



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

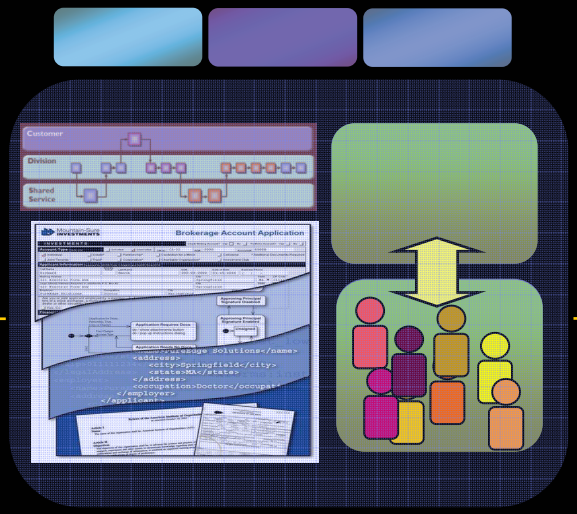
ON DEMAND BUSINESS™

Integrating Process and Flow into Portal and Work Environments



Process Orchestrating within Portal

Form Driven Workflows



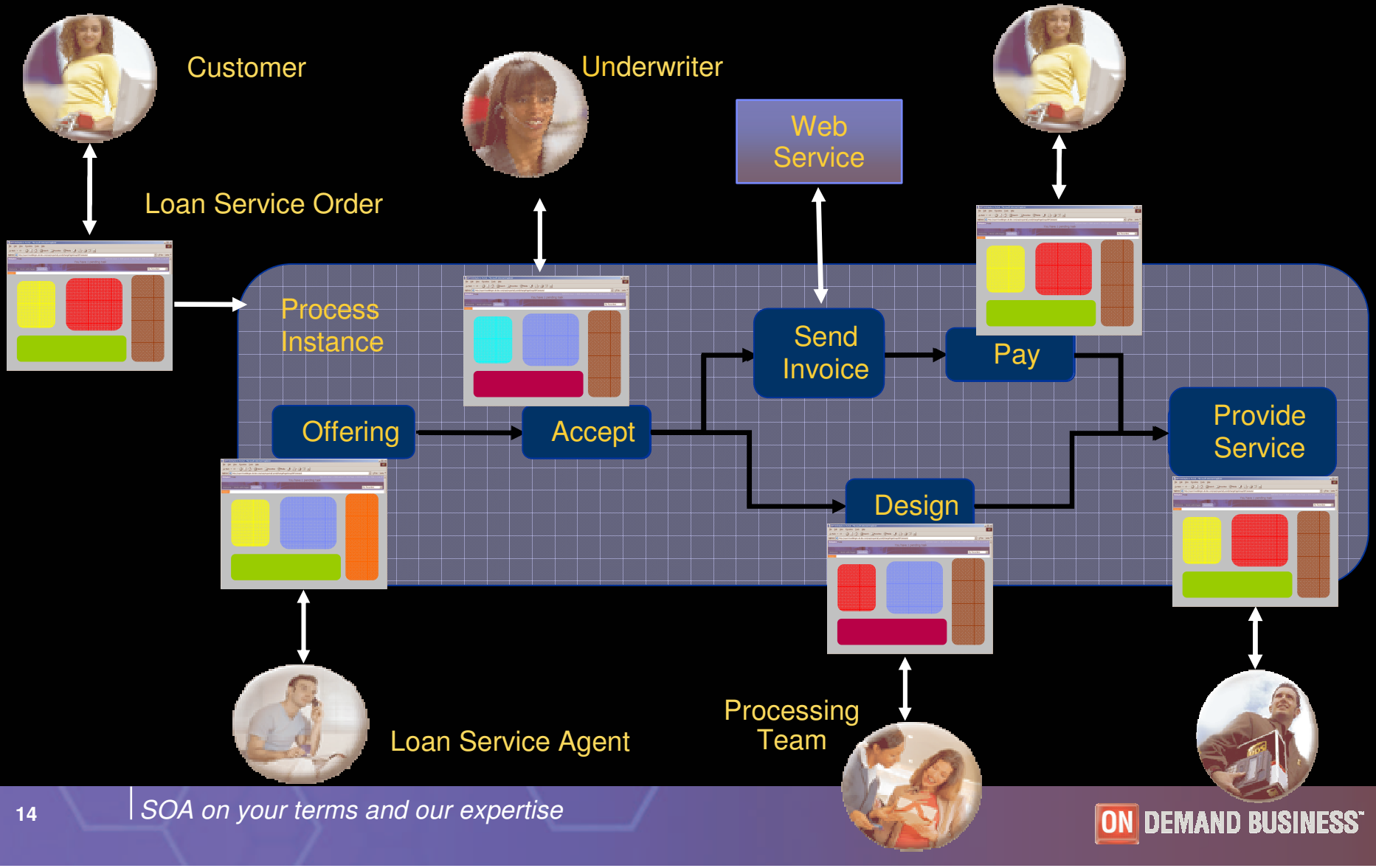
Portlet to Portlet Interaction

Ad-Hoc Person to Person Exception Handling and Problem Resolution

Dynamically Presented Based on Role & Security

Interface Provides Process Interaction

Delivers rich composite applications with orchestrated workflow

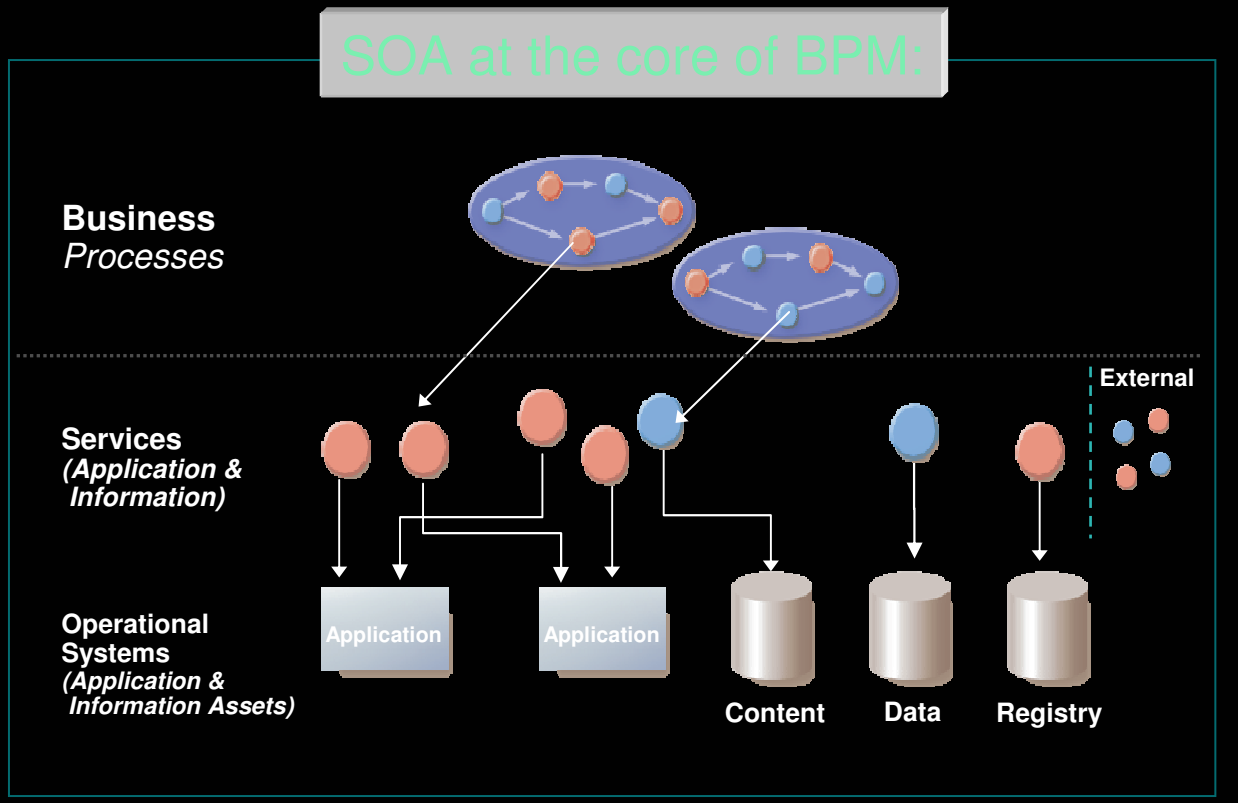


Business Process Management is Better with SOA

Services are the "building blocks" for business processes

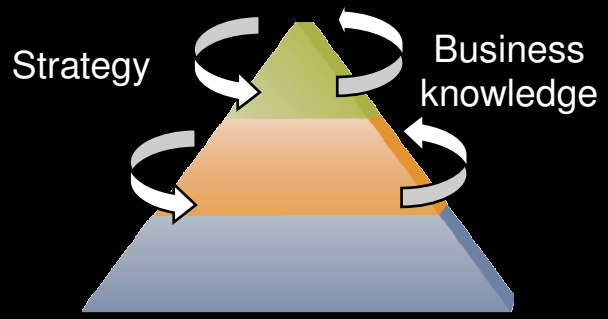
SOA improves how you design, manage, and optimize your business processes by enabling:

- Solution Building Efficiency
- Reuse of existing assets
- Flexibility in change

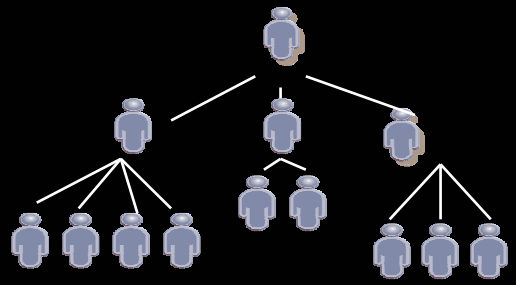


Helping Companies Better Align Employees, Strategy, and Execution

Cascade strategy down, and roll insight up, with clear ownership and tracking

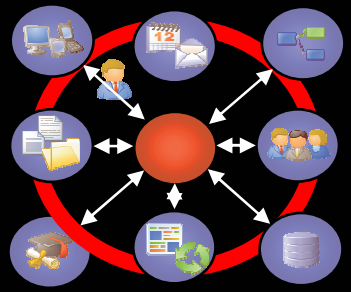


Achieve a clear line of sight and buy-in from every level of an organization



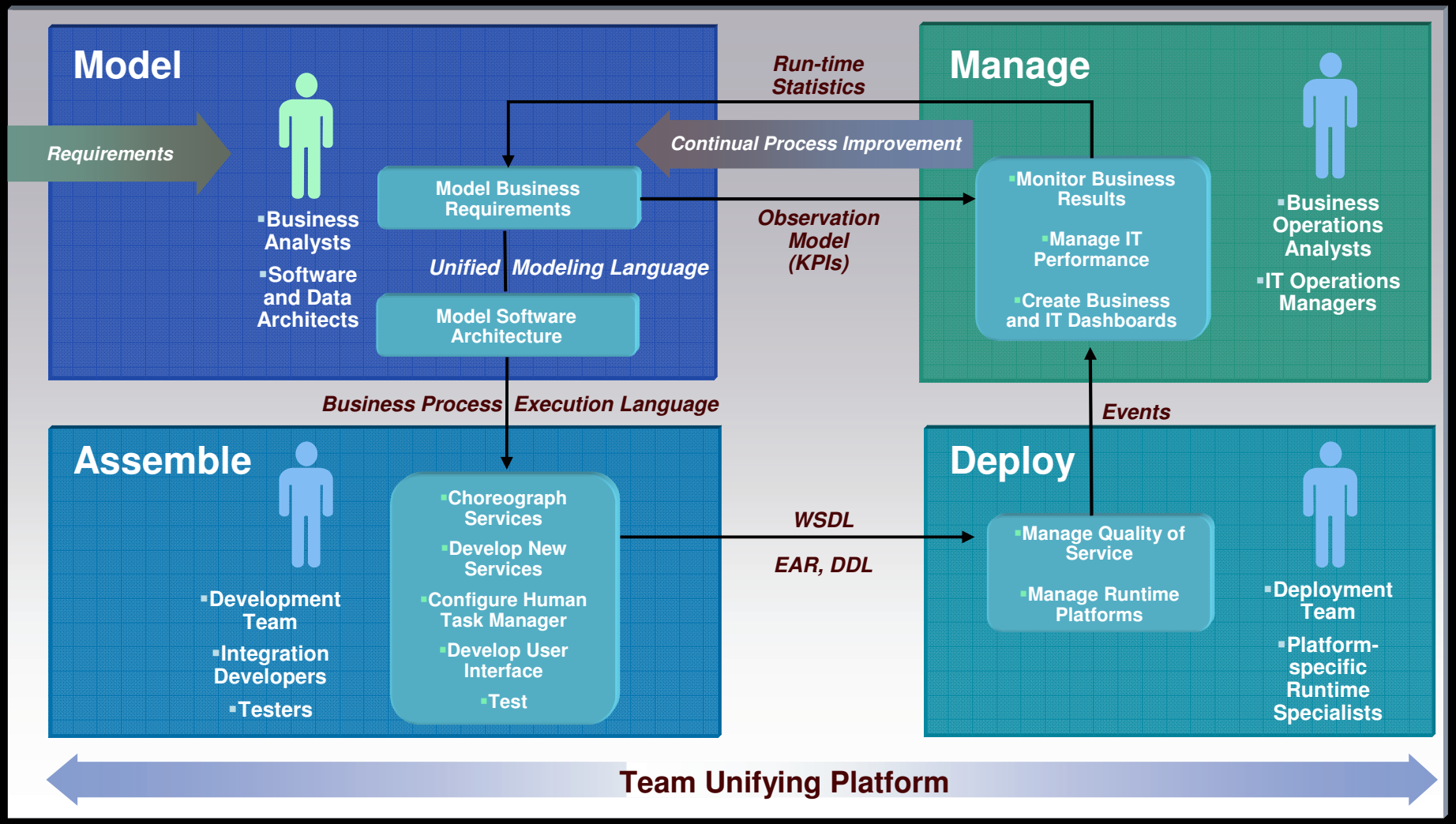
Role-out targets that are measurable at many levels

Understand all the areas, internal or external, that impact results



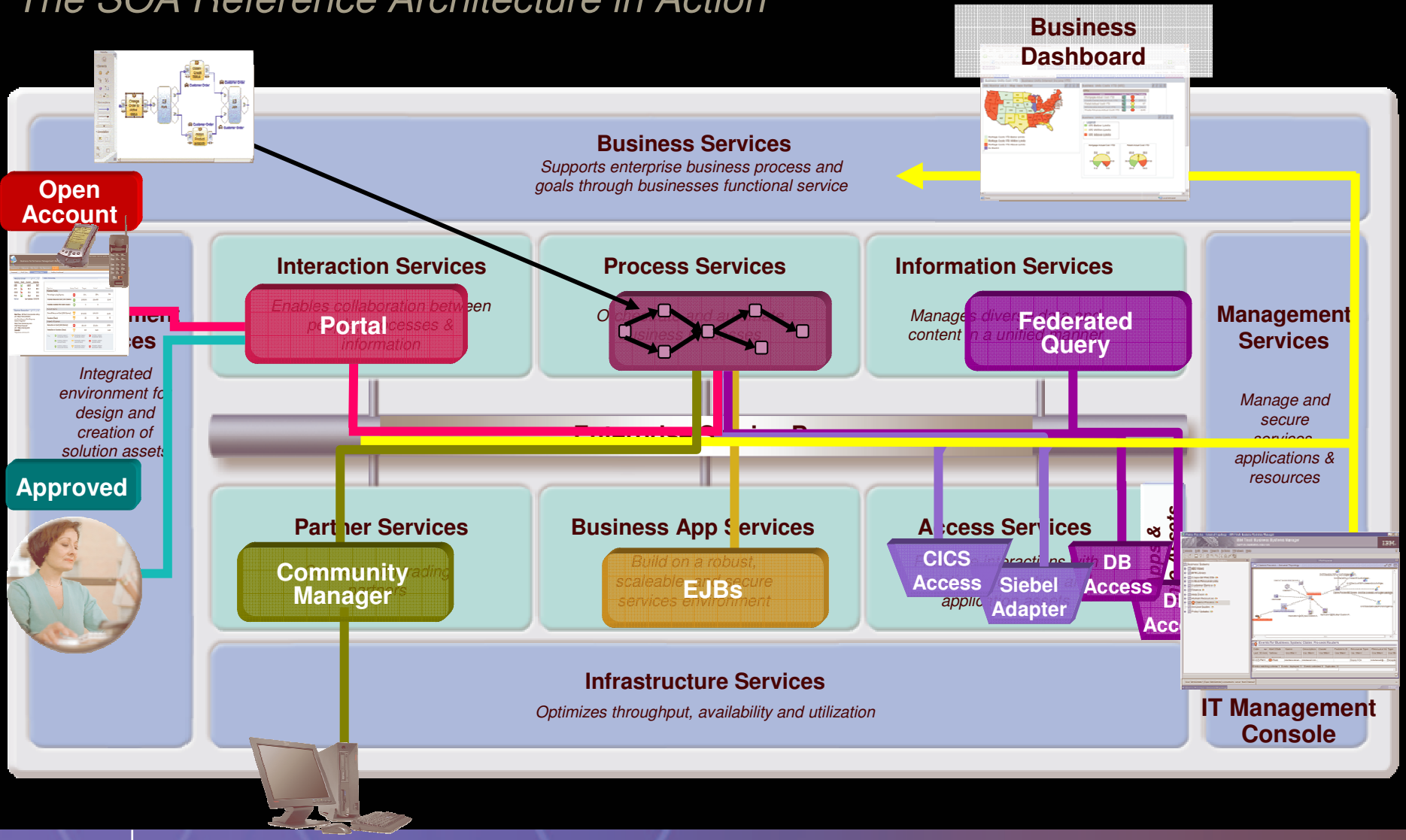
Business Driven Development

An Iterative, Business-focused Development Process

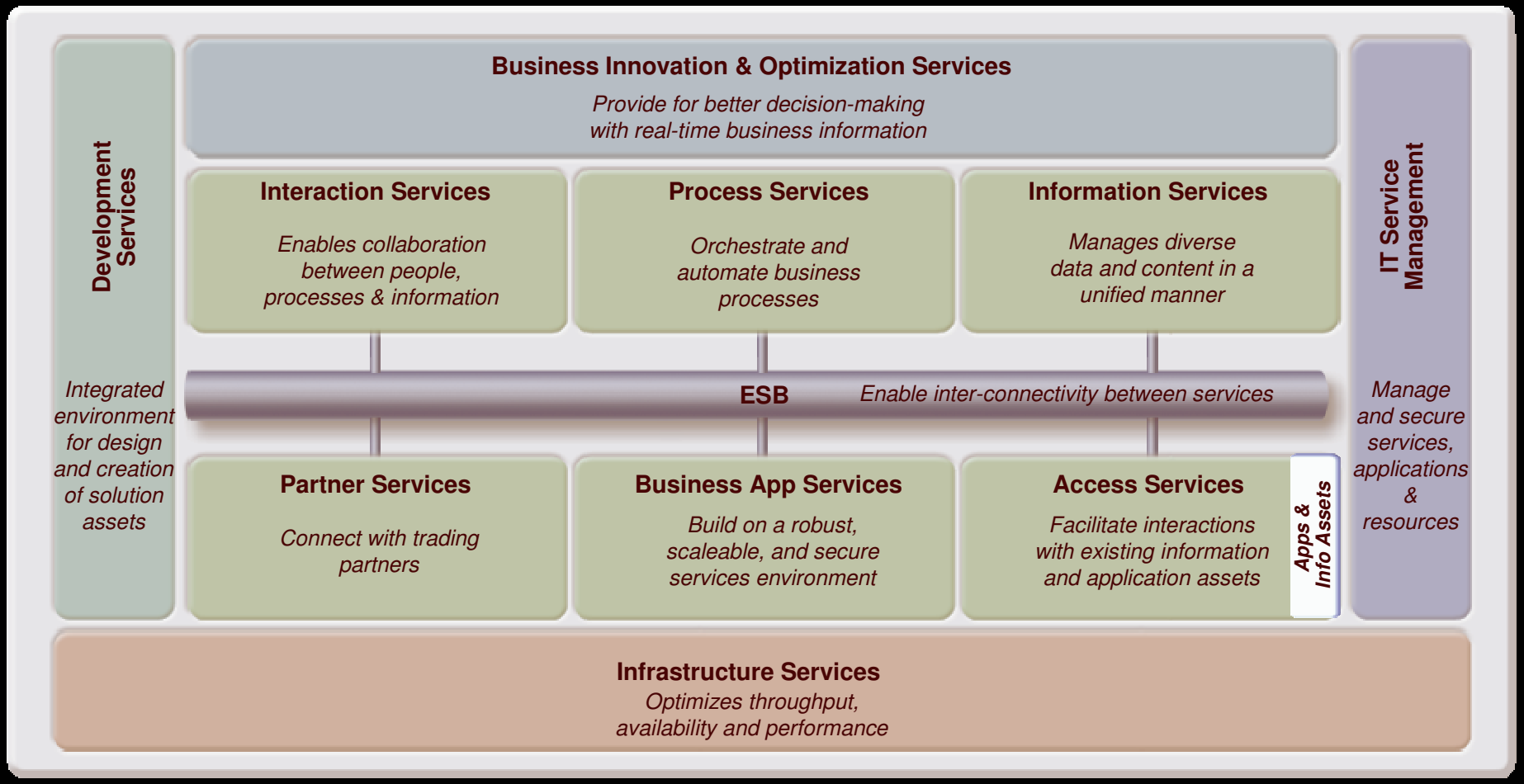


Separation of Concerns

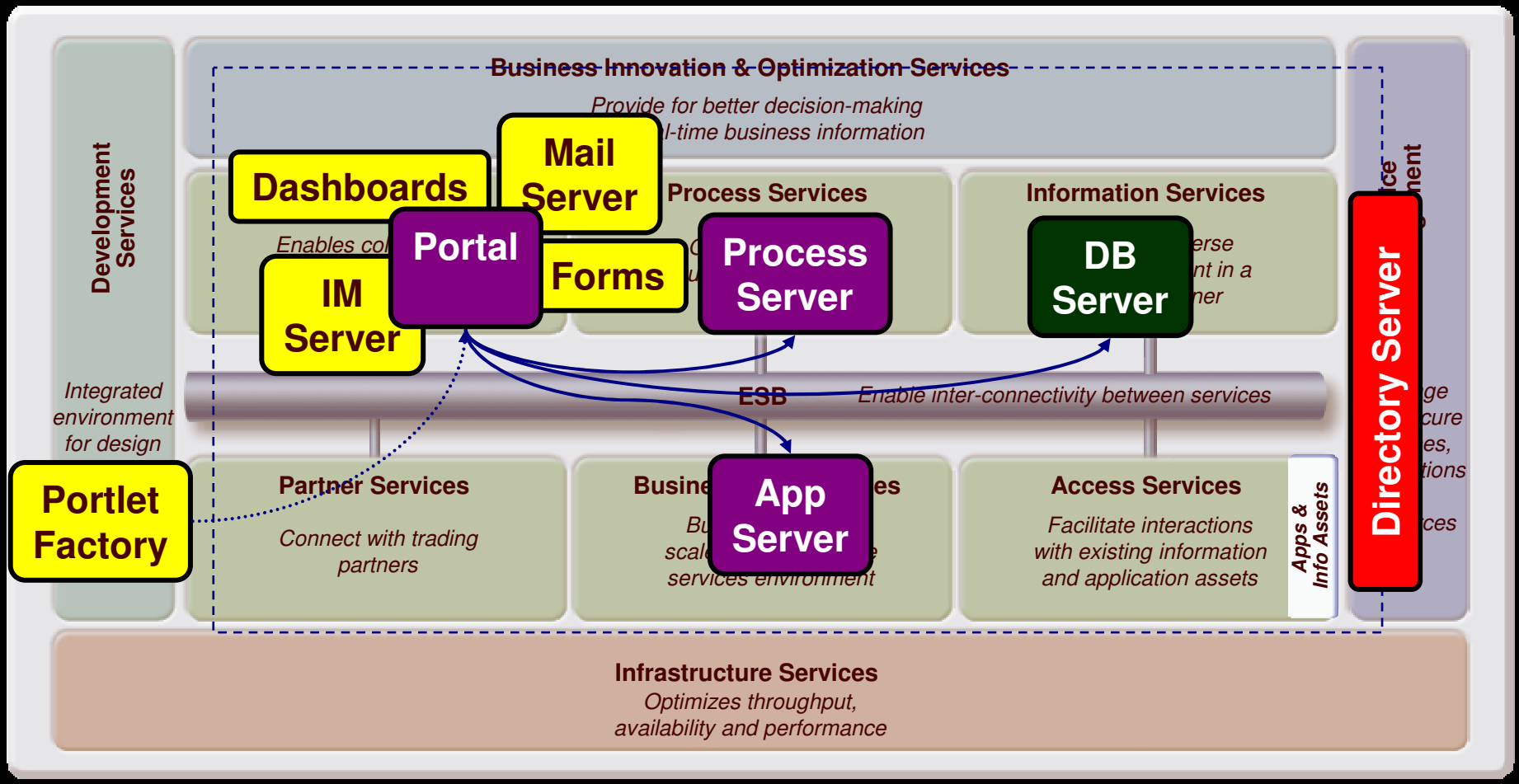
The SOA Reference Architecture in Action



SOA Reference Architecture: Separation of Concerns



Demo


Business Innovation & Optimization Services
Provide for better decision-making
Development Services
Dashboards
Mail Server
Portal
Forms
IM Server
Process Services
Process Server
Information Services
DB Server
Directory Server
ESB
Enable inter-connectivity between services
Integrated environment for design
Portlet Factory
Partner Services
Connect with trading partners
App Server
Access Services
Facilitate interactions with existing information and application assets
Apps & Info Assets
Infrastructure Services
Optimizes throughput, availability and performance

Service Oriented Architecture

Thank You

Alberto Bravo
SW IT Architect
abravo@mx1.ibm.com

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