



# SOA Leadership Center - Mission Statement

## **Accelerate Adoption of Leading Edge IBM Software Technology to Deploy SOA Solutions in the Middle East**

Strengthen Service Oriented Architecture (SOA) Skills within

- Clients
- Gulf Business Machines
- Business Partners
- Systems Integrators
- The Gulf Community, including Universities

By....

- Sponsoring educational offerings
- Expanding SWG resources
- Building physical IBM Center
- Leveraging additional IBM investment

While....

- Ensuring synergy and integration across SW and IBM brands
- Providing engagement management for large projects, as needed
- Strengthening relationships between all constituents

And over time....

- Expand scope beyond SOA



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## **Accelerate Adoption of Leading Edge IBM Software Technology to Deploy SOA Solutions in the Middle East**

Strengthen SOA Skills within Clients, Gulf Business Machines, Partners, Systems Integrators, and IBM

By....

- Sponsoring educational offerings and ensuring customer success

While....

- Leveraging teamwork across constituents

And over time....

- Expand scope beyond SOA

# Software Leadership Center

