



IBM SOA

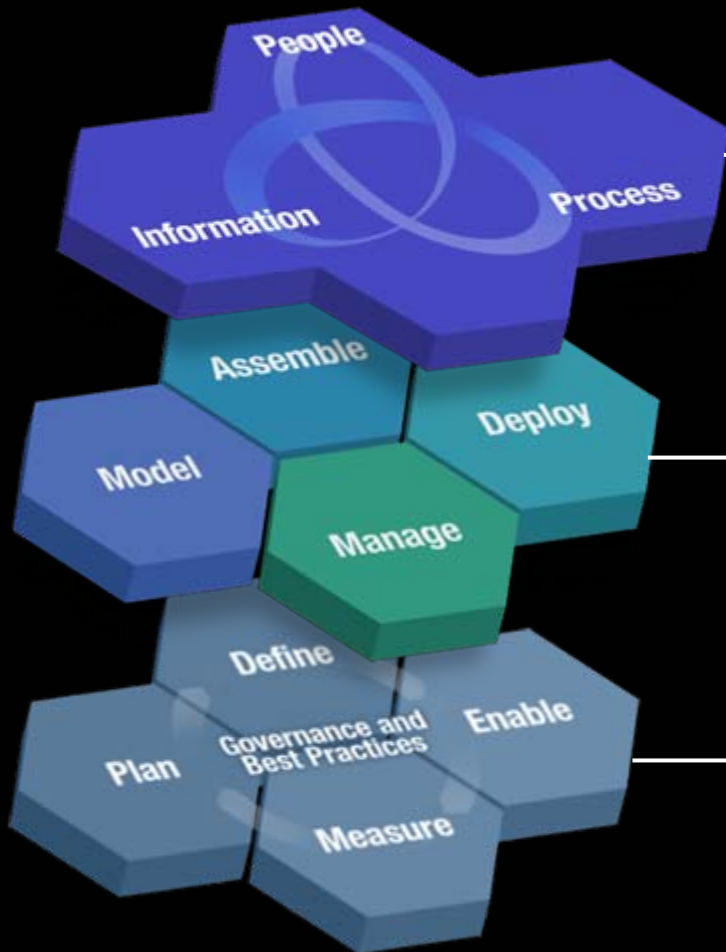
The “Art” of making SOA Consumable and Usable

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ON DEMAND BUSINESS™

Building out IBM's SOA capabilities



- **Building upon** Entry Points
- Industry-specific though **business services**
- Increasing focus on **Business Process Management enabled by SOA**

Extending **Infrastructure and Management in Support of SOA**

SOA Governance is tightly associated with **Service Lifecycle Management**

SOA Enables Dynamic Interchanges *Between People, Process, and Information*

Context for Better Decisions

Delivering the right information in context to optimize business processes, applications, and productivity

Information

People

Partners
Customers
Employees

Interaction and Ideas

Enabling people to virtually interact and collaborate for dynamic decision making

Targeted for results

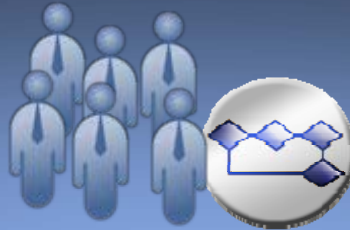
Use targeted tasks and functions as basis for information and people interactions

Process

Elements for Making SOA Consumable

Which People?

Roles
Responsibilities
Context



What Business Processes?

Change or new process
Monitor and manage
Process actions for people

Right People + Right Information > Right Results

What Information?

Master data
Information Integration
Centrally managed XML



What Delivery Mode?

Rich Clients
Browser
Mobile Clients

Making Information Consumable and Usable in an SOA

Expanding the Business Value of Data

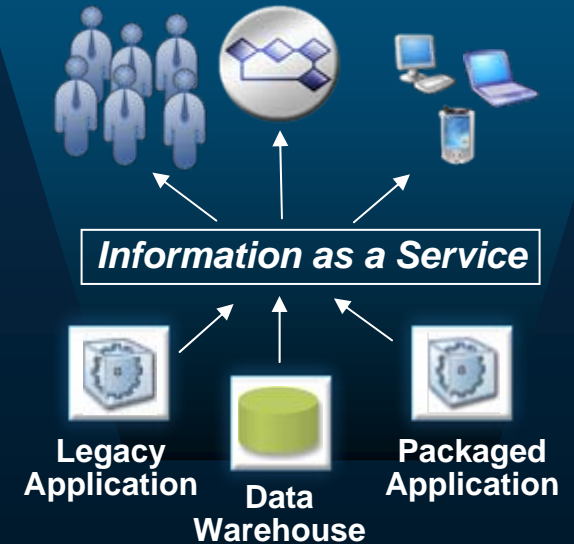
Disconnected Silos of Information



Rich Standards, Flexible Architecture



Dynamically Deliver Master Information



70% of people's time can be spent finding relevant information

"Effective SOAs include robust data services within an enterprise information management enabling infrastructure."...Gartner Inc, 2006

5X More Value creation by organizations effective at using information

Sources: IBM Attributes & Capabilities Study, 2005; Client Interviews 2004; IBM CFO Study, 2006

Honeywell

Re-architecting for a Single Version of the Truth with SOA

Challenge

- Identify new opportunities and improve win rates
- Establish a global account strategy and plan
- Perform strategic pricing activities
- Increase customer focus and improve customer sat

Solution

- Consolidation of customer information across four business units using SOA information services
- Link customers directly to sales reps using SOA information services
- Applied best practices and data governance with SOA master data services
- Accessed controls through rules of visibility

Benefits

- **ROI of \$50M** to top line by cross- and up-selling
- Enforces enterprise-wide standards for customer treatment scenarios
- Shortens time to value
- Scales to real-world customer: offerings configurations



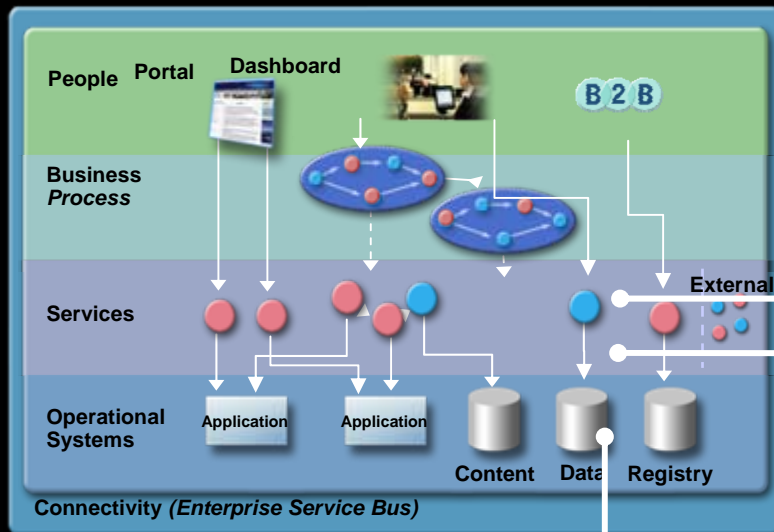
Honeywell



- WebSphere Customer Center
- WebSphere DataStage
- WebSphere QualityStage
- WebSphere MQ
- WebSphere Business Integration server
- WebSphere Application Server

SOA Solution Elements for Information

Delivering a Single Version of the Truth



Master Data Services
 “Single View of the Truth”
 Collaborate, Synchronize, Analyze

Information Services
 “Trusted Information Services”
 Understand, Cleanse, Transform, Deliver

Data Services
 “pureXML Data Services”
 Deliver XML and Relational Data

Cardinal Health

Profile

Products, services and technologies supporting the health care industry.

Challenge

Many sources needed to be queried to get the information to create a financial report

- month end close takes 8-10 days
- query 52 different systems for information

Benefits

- **Shortened financial close to 4 days – a multimillion dollar annual benefit !**
- **Improve decision making:**
 - getting targeted information to right users
 - enabling collaboration



What Cardinal is Saying

“Common data and process will unleash the power of our people”
– CEO

“... it's all about simplicity. We are looking to create common process across the board”
– CAO

“Increase simplicity ... ‘de-mystify’ common business processes...reduce operational complexity.. Thus increasing realized benefits.”
- VP, Financial Systems

Making Information Consumable in an SOA

Delivering Information in an Industry Context

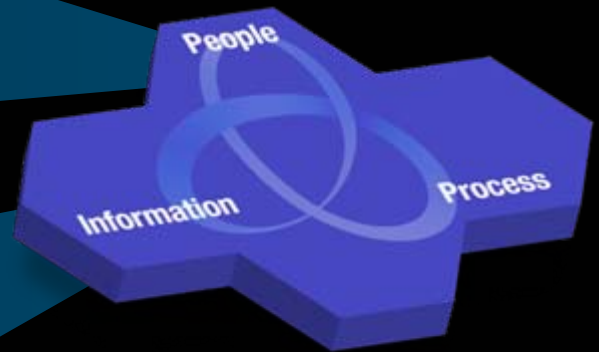
(1) Capture Business Viewpoint
Customized Industry Models

(4) Perform Metadata Mapping
Implement Master Data Services

Make SOA services consumable by delivering
business centric SOA information services

(3) Analyze Information Assets
Develop SOA Information Services

(2) Discover Information Assets
Define SOA Data Services



SOA Solution Elements – Services for People

User Interface Services

Portal Dashboards

- Decision making?
- Real time alerts?
- Visibility into operations?

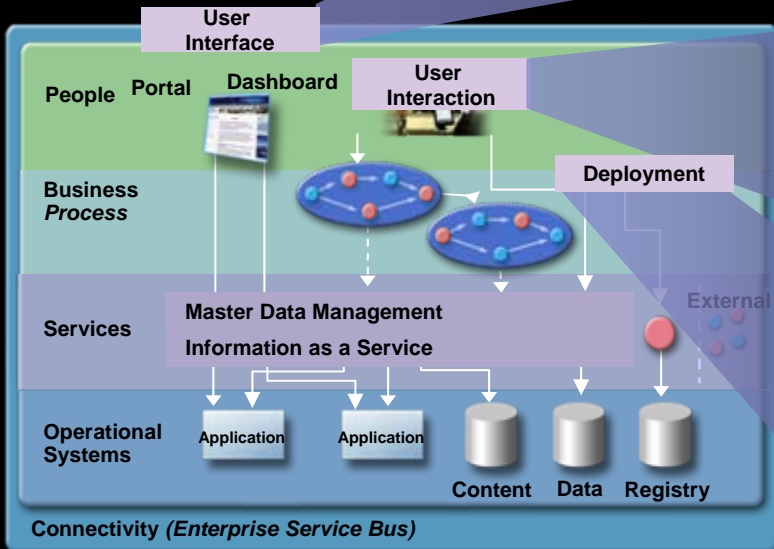
User Interaction Services

Visualization Collaboration Composite Applications Alerts Forms

Deployment Services

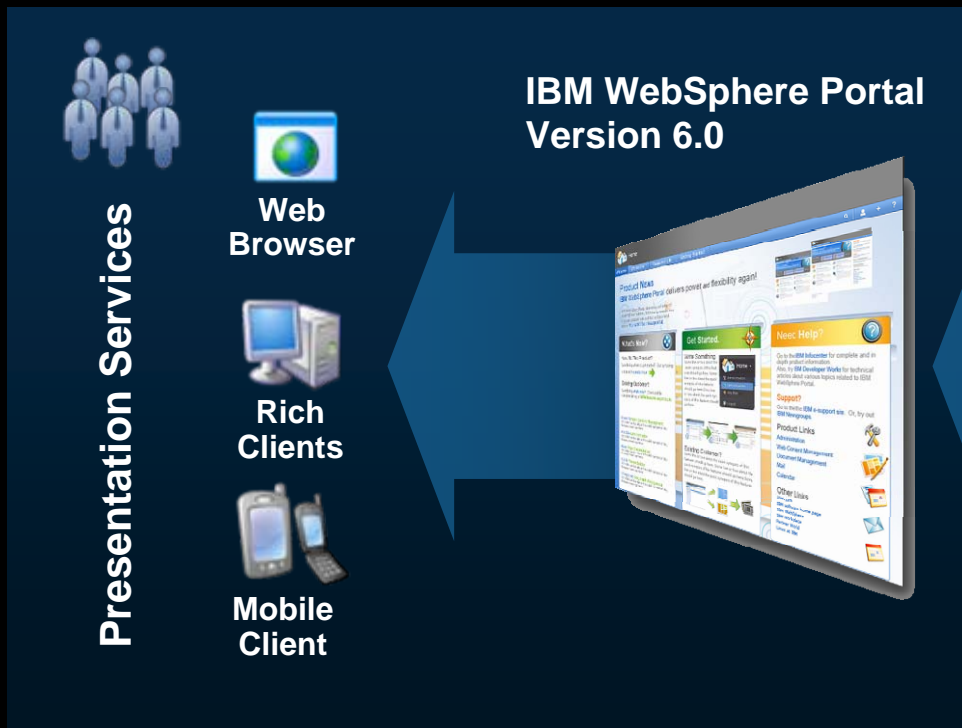
Multiple device management and deployment

Multiple server sources Mobile Browser Rich Clients



SOA Solutions: An Extensible Portal Framework for SOA

The foundation for user interface, user interaction and deployment



Portal SOA foundation elements:

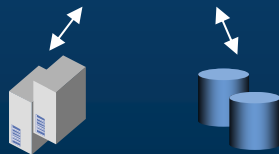
- 1 Integration and collaboration
- 2 Real-time access & decisions
- 3 Composite applications
- 4 Process portal services
- 5 Federation services
- 6 Offline use of services

SOA Solutions: Dashboards

Combining Information and People for Business Dashboards

Past

IT Focused Dashboards



IT focused optimization and efficiency for infrastructure:

- Performance
- Spend Management

Now

Business Dashboards

Real time collaboration

Flexible SOA Information Services

Monitor critical processes

Business driven:

- **Optimization** - Reduce business risk by improving real time visibility into operations using SOA Information Services
- **Flexibility** in information and system access using SOA – aligning data to business metrics and problems
- **Innovation Catalyst** – from deep insights that drive new solutions and process ideas



UNICCO

Real-time Operational View with SOA enabled Dashboards

Challenge

- Differentiate in commodity facilities management space
- Streamline account management

Solution

- WebSphere Portal and Portlet factory delivering SOA based performance information to customers

Benefits

- Deliver flexible SOA services for value add to customers
- Offer new features to increase customer satisfaction



- “We are positioning ourselves through the use of the portal with our customers.. it gives us a real differentiation.” - CIO

“IBM’s Dashboard ... within the WebSphere Portal environment ...provide[s] our customers with improved visibility into important information.”

Sr. IT Director

- IBM WebSphere Portal
- IBM WebSphere Portlet Factory
- IBM Workplace Dashboard Framework

Designing Services to Make SOA Consumable for People

Enabling people and enterprises to interact, solve problems, and collaborate using SOA

1) Define User Interface Services

- Job based views
- Functions needed
- Information needed
- Intuitive design
- Information organization

2) Define User Interaction Services

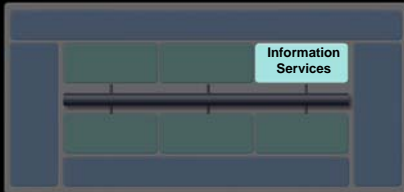
- Which people
- Actions
- Communities
- Cross-device collaboration
- Relevant information

3) Define Deployment Services

- Device used
- Format for effective use
- Connectivity options
- Deployment and management

New News! Announcement Highlights

New and Enhanced!



Information Services

- **Master Data Management**
 - **WebSphere Customer Center V7**
 - Delivering a single view of the customer
- **Information Services**
 - **IBM Information Server**
 - Delivering trusted information services
- **Content Services**
 - **IBM FileNet**
 - Delivering content in the context of business process
- **XML Services**
 - **DB2 9 Data Warehouse Edition V9.1.1 with pureXML**
 - Delivering greater insight faster and easier



Interaction Services

- **IBM Lotus Sametime 7.5**
 - Extend services in real time across collaboration modes
- **IBM Lotus Expeditor**
 - Develop & extend composite applications to managed clients
- **IBM Workplace Dashboard Framework and Workplace for Business Strategy Execution**
 - Turnkey Bundle of Dashboards and Scorecards

Taking Action

The “Art” of making SOA Consumable and Usable

- Deep IBM Expertise
- Rich portfolio of SOA products

Projects

- Master Data Management
- Information as a Service
- Data Services
- Portal /Dashboard Frameworks

Whitepapers:

- “Fostering people’s interactions and collaboration through SOA”
- “SOA Delivering Information as a Service Executive Brief”

ibm.com/soa/