

Getting Started with SOA – Key Concepts and Next Steps

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Today's economic turmoil has shifted priorities



Reduce operating costs

Integrate merger / acquisitions

Reduce capital investments



Increase productivity

New offerings to gain market share

Source: McKinsey Global Survey Results: Economic conditions snapshot, November 2008 / N= 1424

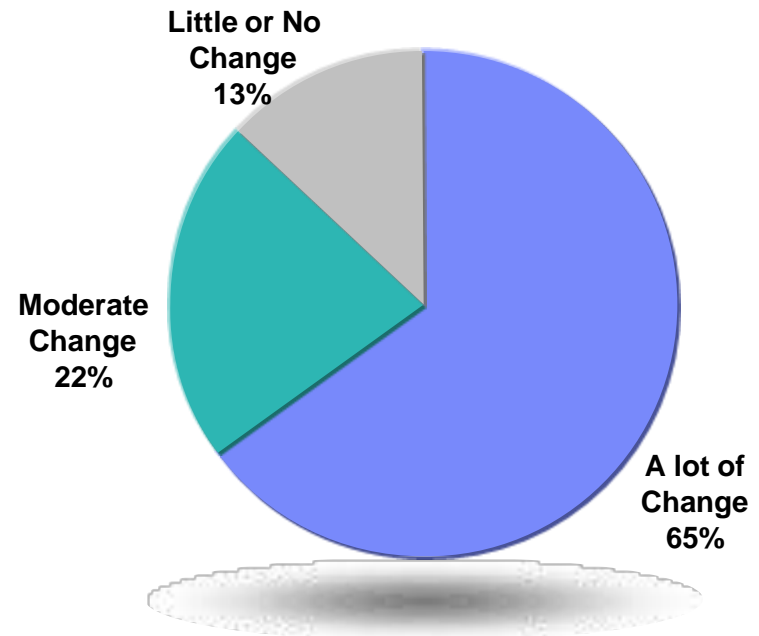


Only those businesses who can adapt with speed will survive



- CEOs have recognised that survival in today's climate requires change
- Business and technology integration is fundamental for supporting the innovation types that enable change
- IT needs to increase flexibility and responsiveness to enable innovation, while at the same time containing costs

Extent of Fundamental Change Needed Over the Next Two Years



Source: "IBM Global Business Services The Global CEO Study"



***Significant change is inevitable...
Innovation is key to survival***



Innovation and change can't be realised unless business and technology are integrated



Innovation Types

(1) Business and Enterprise Models

Innovation applied to restructure and extend the enterprise

- Focus on core competencies, partner for rest
- Streamline and integrate processes across the extended value chain

(2) Operations

Innovation to improve effectiveness and efficiency of core functional areas

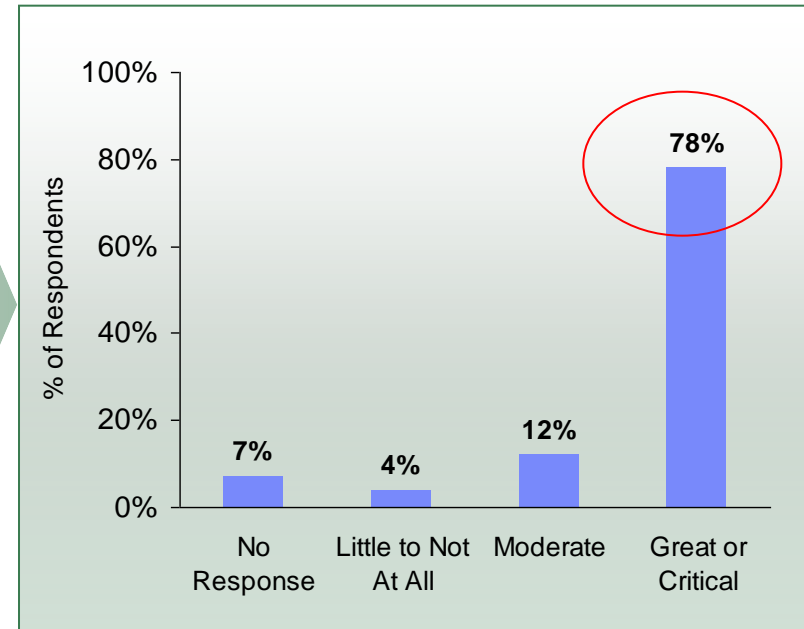
- Enhancing communication & collaboration
- Eliminating redundancy
- Increasing organisational effectiveness
- Improve process and information integration

(3) Products, Services and Markets

Innovation applied to customer-focused, go-to-market areas

- Developing and launching innovative products or services
- Entering new markets
- Reaching out to new audiences
- Launching new channels and delivery paths

Importance of Integrating Business and Technology



Business & IT integration is a critical enabler of innovation

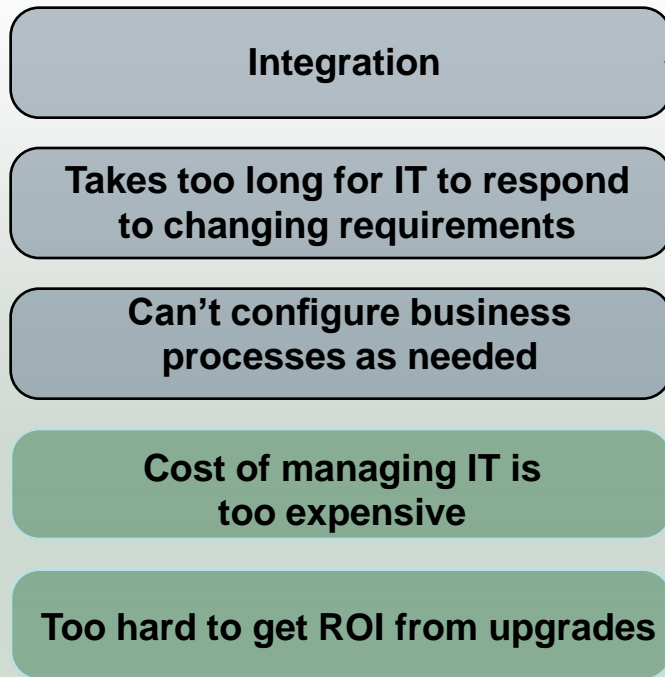
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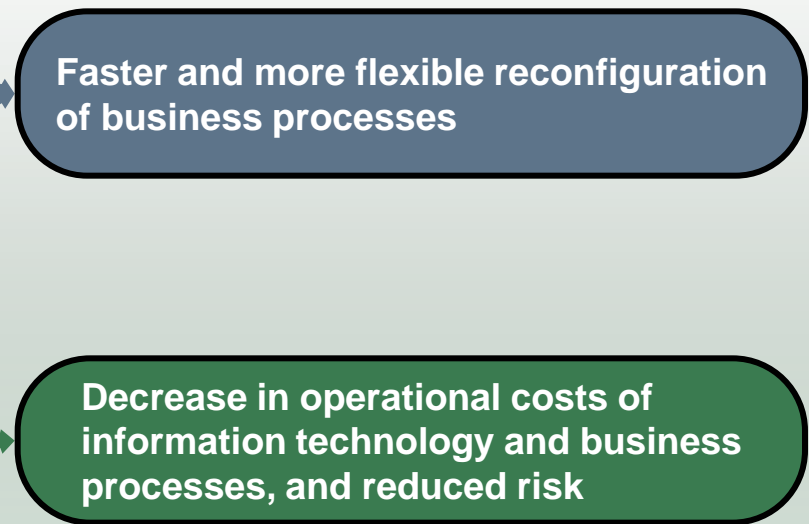
Services Oriented Architecture is a key tool for enabling change and alignment between business and IT



Top Challenges in Managing IT



Top Expected Benefits of Services Oriented Architecture



SOA is key a key enabler of business & IT integration and flexibility

Source: AMR Research

Source: *The Business Value of SOA, Institute for Business Value Study*

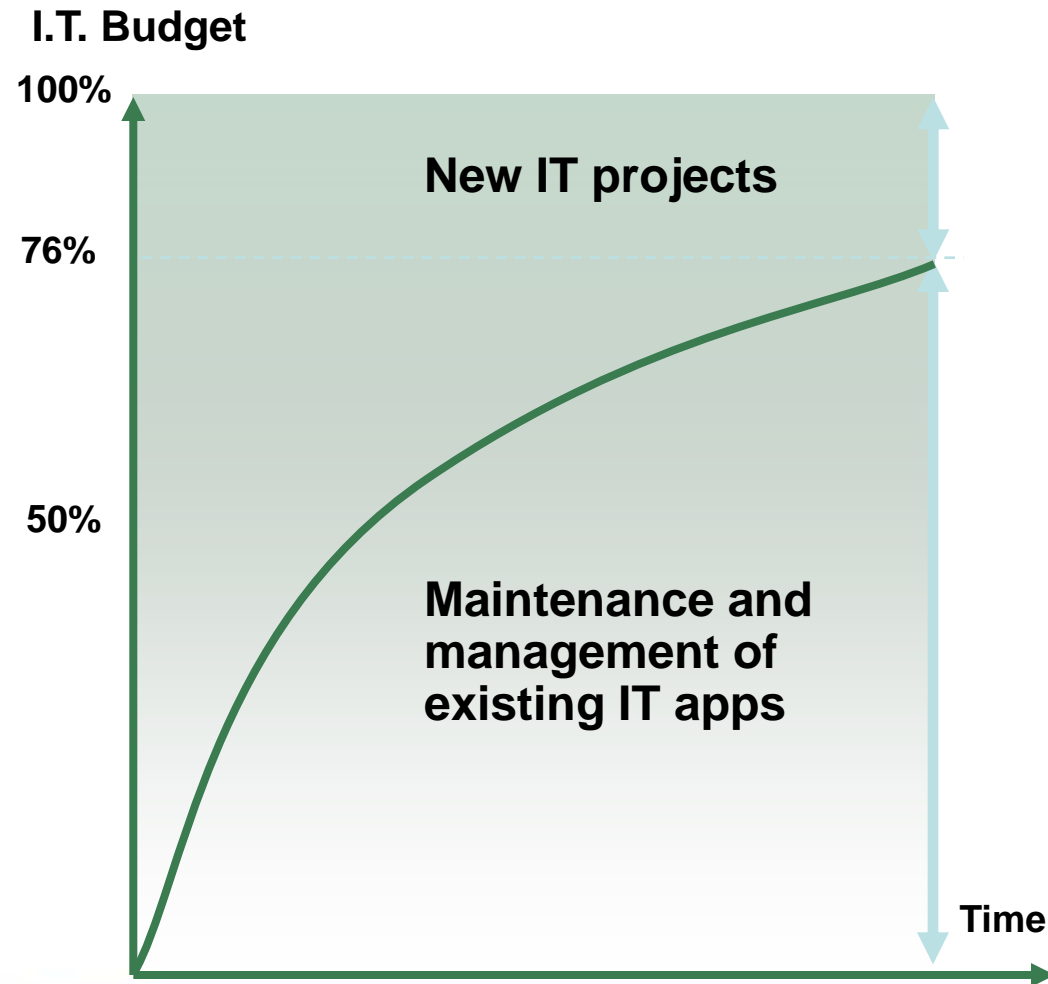


CIOs are expected to work smarter with their IT Budgets



Traditionally... “76% of I.T budgets are spent on MAINTENANCE, leaving only 24% for NEW INVESTMENTS.”

--- “2005 Enterprise IT Outlook,”
Forrester Research

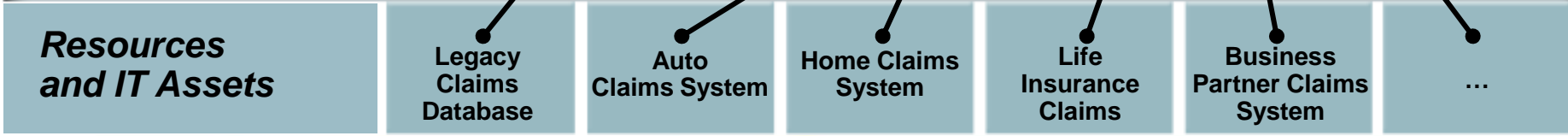
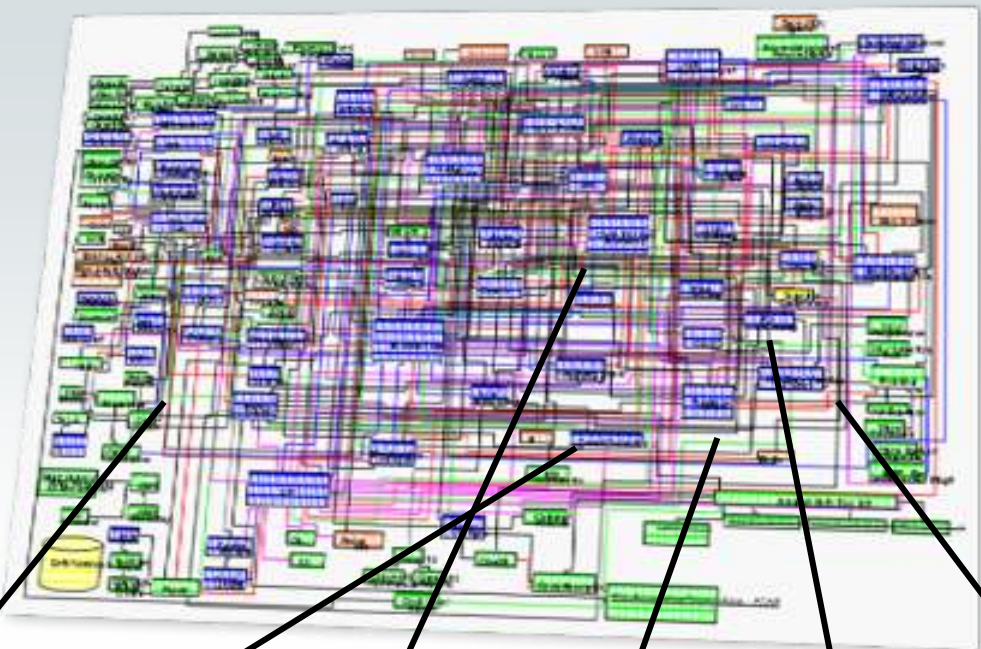




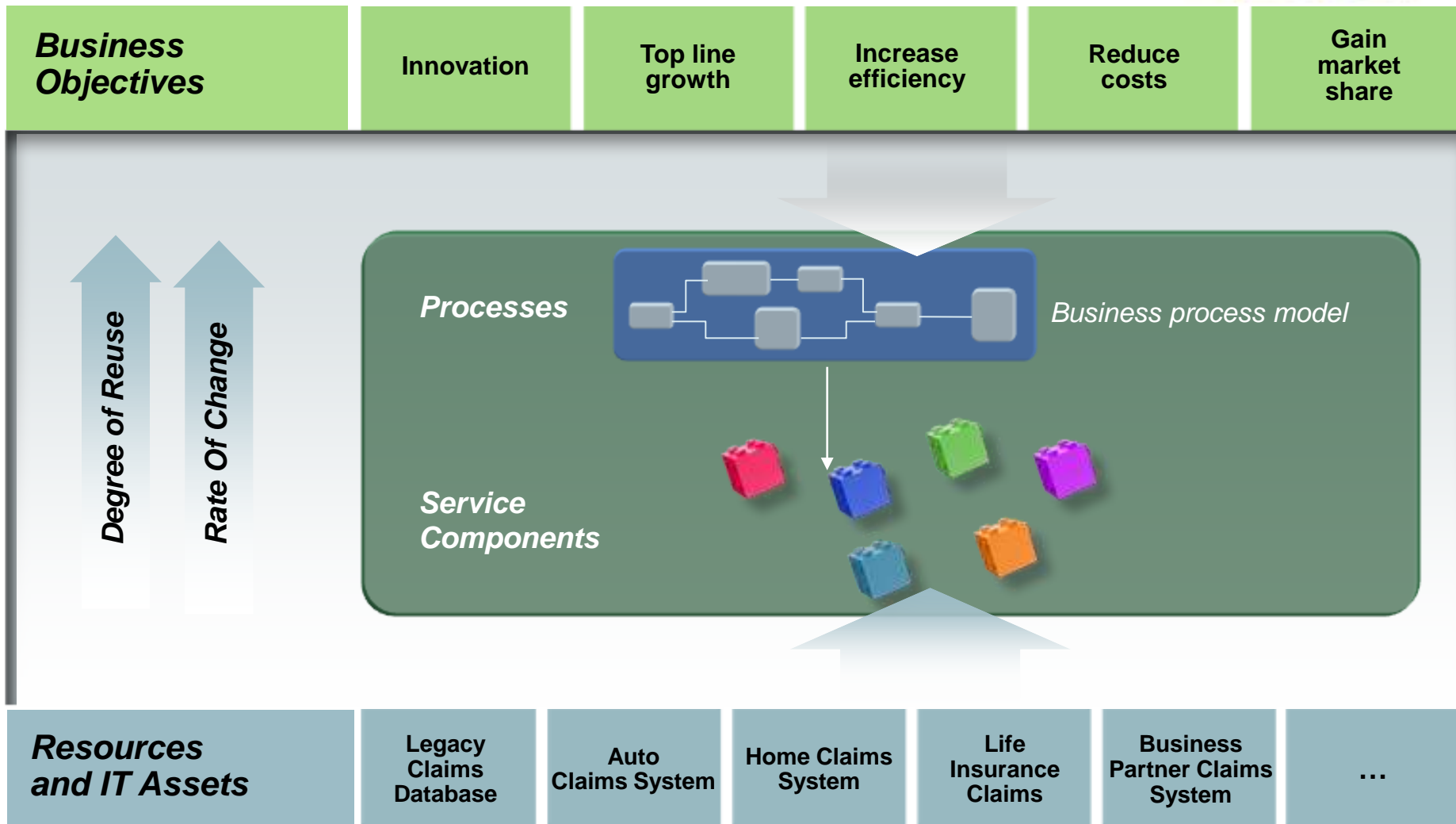
So what's the challenge?



- *Complex processes & systems*
- *Complex applications & interfaces*
- *Difficult to adapt quickly*
- *Large portion of IT budget spent on maintenance, not on new value add investments*



Service Oriented Architecture Addresses this Challenge





So what is SOA?

A **service-oriented architecture (SOA)** is an architectural framework that takes business applications...

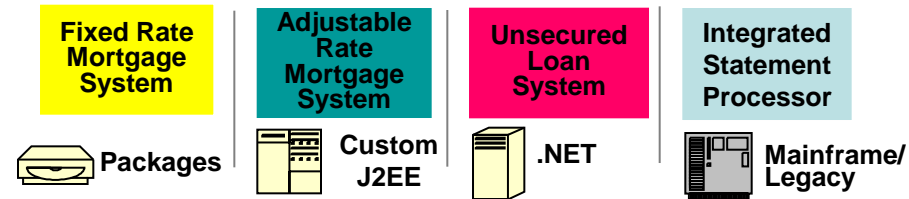
...and breaks them down into **services**...

...that can be made available for use **independent of the applications** and the computing platforms on which they run.

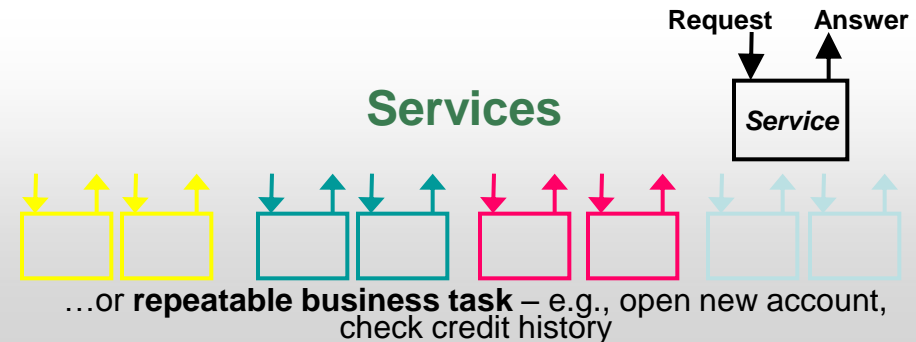
These services can be integrated and used to build **new capabilities**...

...supporting **new functionality** from within your current portfolio or from your extended value chain.

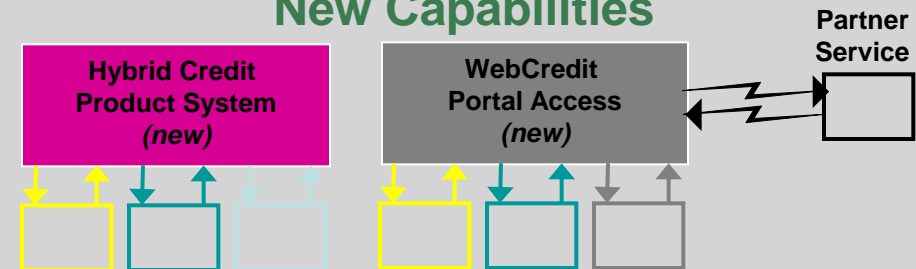
Business Applications



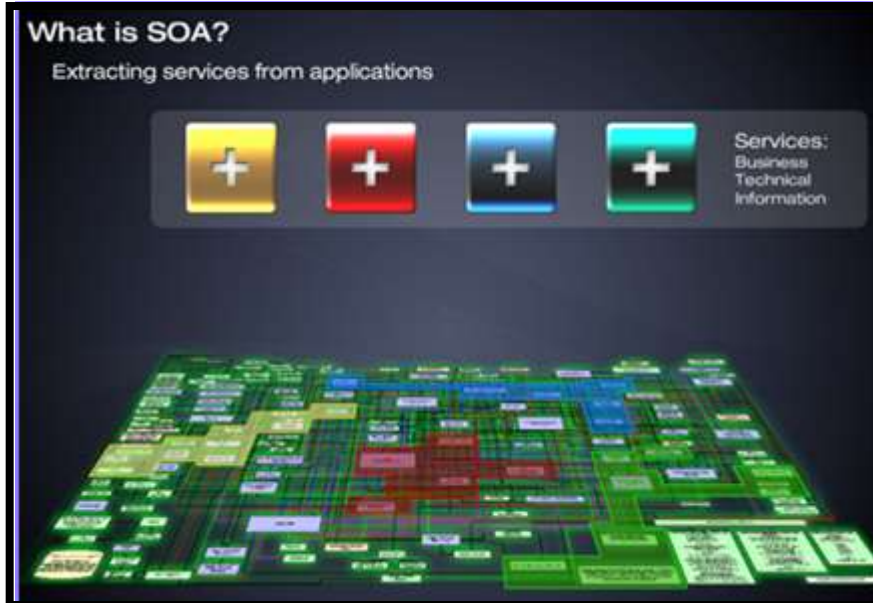
Services



New Capabilities



Why go down this path?



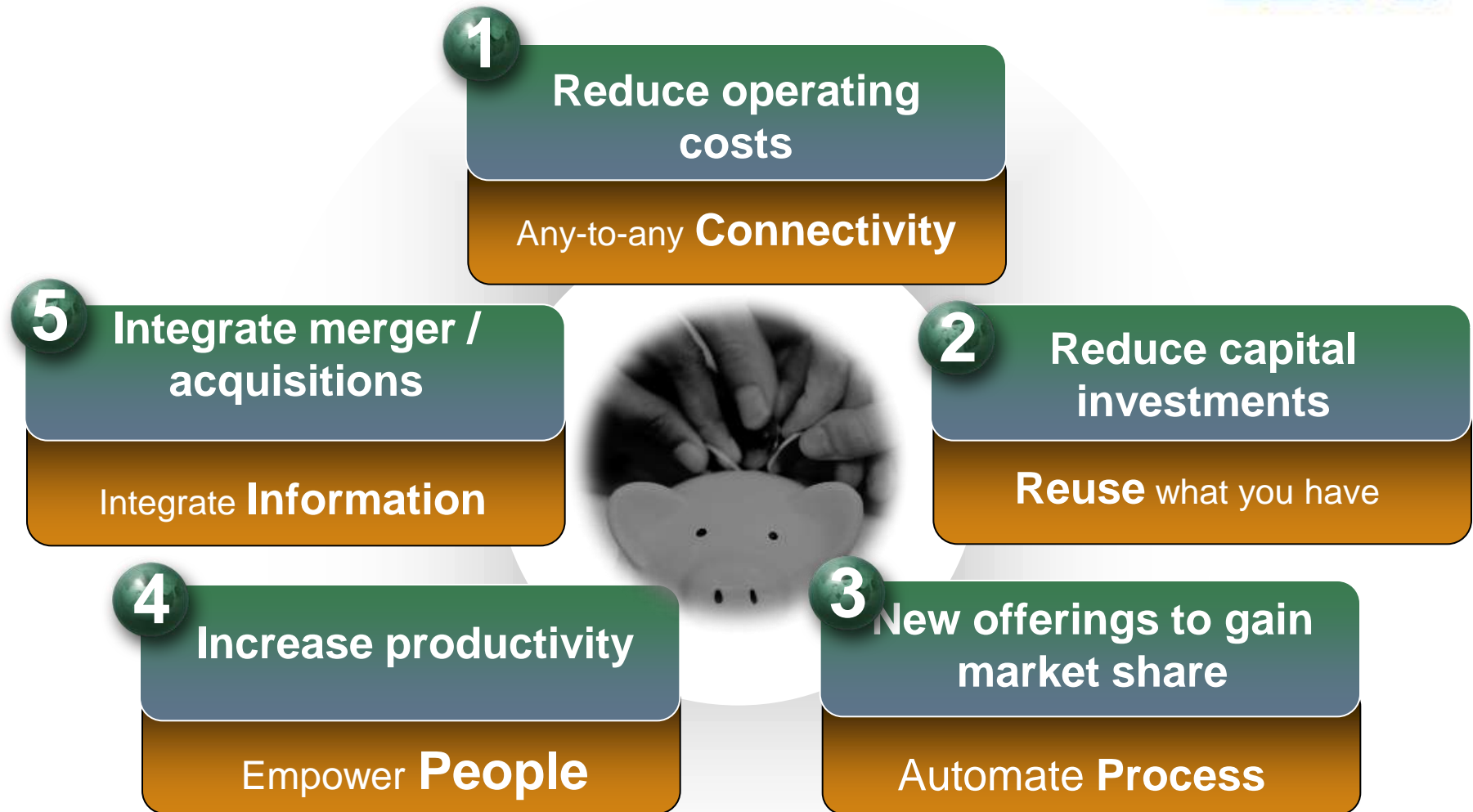
- **Optimise reuse of existing assets**
- **Quickly shift direction to reflect economic realities**
- **Flexibly connect information and application**

Unlock the value of your own...

*Business Resources
Application Resources
Infrastructure Resources*



SOA meets today's top challenges



Source: McKinsey Global Survey Results: Economic conditions snapshot, November 2008 / N= 1424



Use your maintenance savings to fund agility



How many **MORE** projects would you be able to deliver?

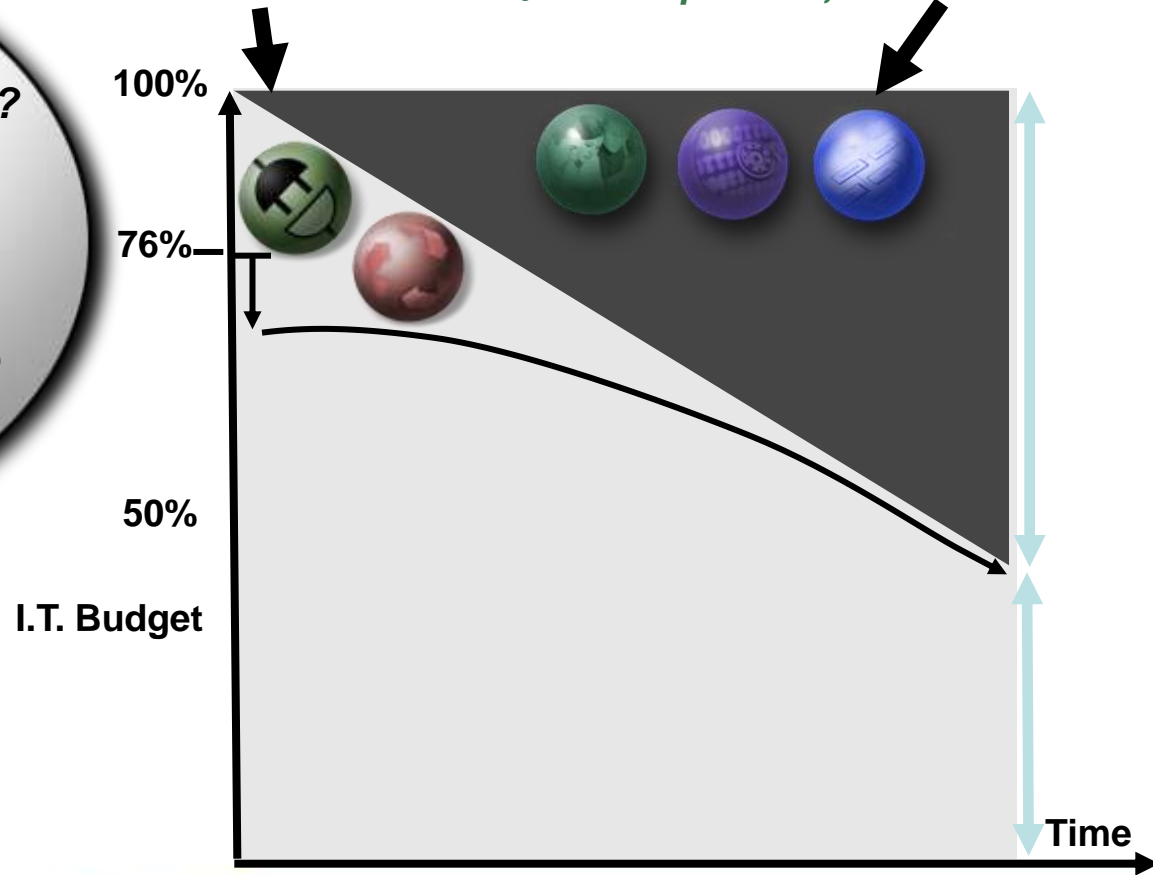
How much **FASTER** would you deliver them?

What **IMPACT** would it have on your organisation's business results?



Drive down maintenance cost with reuse and connectivity

Boost agility-driven revenue with people, process, and information



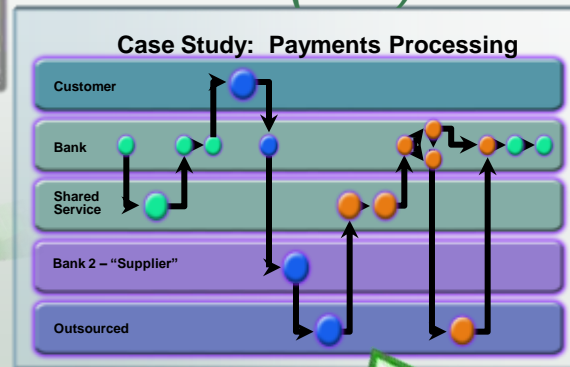
2 key SOA approaches are being adopted by IBM's clients



End-to-end Business view



Process to optimise (BPM)

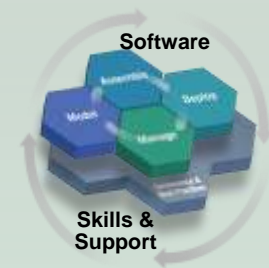


TOP DOWN STRATEGY

1. Focus on Business
2. CEO is the stakeholder
3. Big dev. projects expected to commence

Creating IT flexibility

IBM SOA Foundation



SOA Software is a key "building-block" for delivering IT flexibility mandated by today's businesses

BOTTOM UP STRATEGY

1. Focus on IT
2. CIO is the stakeholder
3. Savings are key concern



Getting started with SOA5 Entry Points for SOA + underpinning SOA Governance



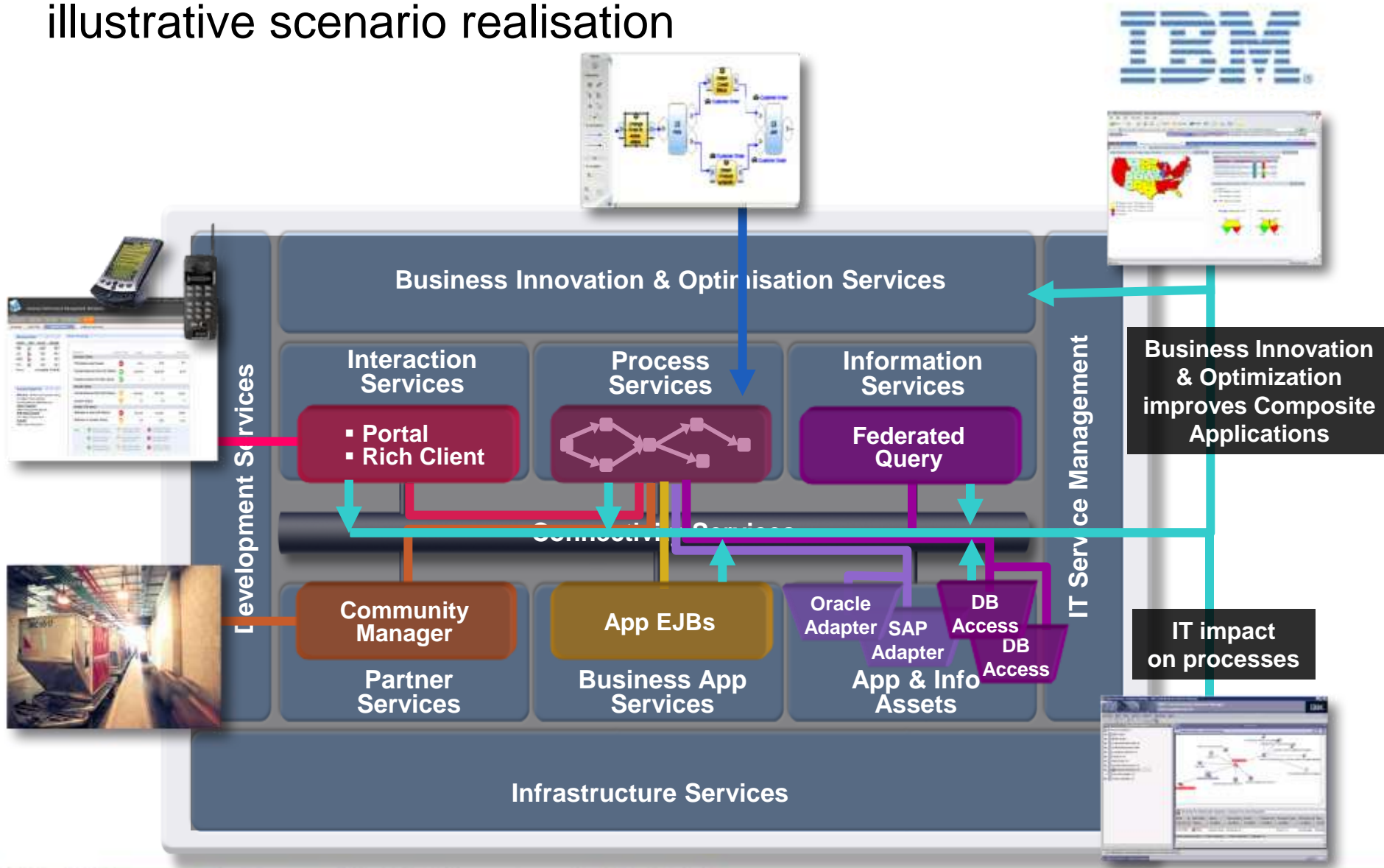
		What is it?	Value
People		Deliver role-based interaction and collaboration through services	Improved productivity and flexibility by enabling targeted user interactions for improved business operations and collaboration
Process		Achieve business process innovation through treating tasks as modular services	Greater innovation and flexibility through faster deployment and modification of business processes
Information		Provide trusted information in business context by treating it as a service	Better business operations, more informed decisions and reduced risk with information delivered in-line and in-context
Reuse		Service-enable existing assets and fill portfolio gaps with new reusable services	Lower risk and faster time to market by leveraging proven, time-tested functionality
Connectivity		Connect systems, users, and business channels based on open standards	Reduced maintenance costs and greater reliability and consistency through flexible, any-to-any linkages



There are 5 "Sweet-Spots" for SOA, each can enable a broader, enterprise-wide transformation program at our clients...all underpinned by proactive governance



SOA Reference Architecture – An illustrative scenario realisation



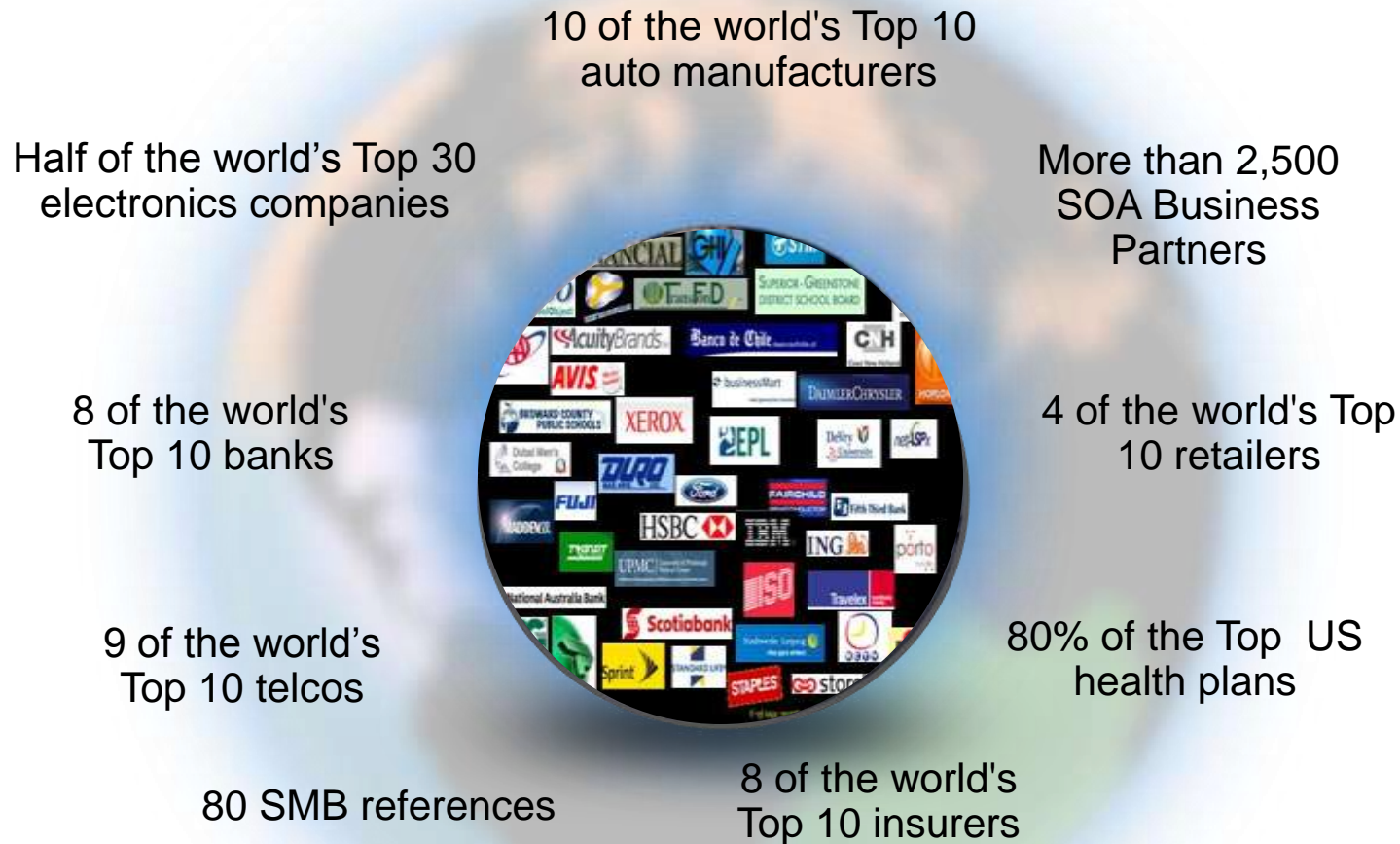
IBM's SOA services offerings to get started



Offering Name	What are the SOA Offerings?
SOA Strategy	How do I define, and plan to realize, the full business benefits of SOA across my enterprise?
SOA Diagnostic	I've started with SOA, how am I doing? What can I do better?
SOA Implementation Planning	There is a specific Business Area I want to improve using SOA – how should I approach it?
Business Process Management (BPM) Enabled by SOA	How can I leverage SOA to implement and improve business processes that meet performance objectives, make better use of IT resources and provide a competitive edge?
SOA Design, Development, & Integration Services	I've done the preliminary planning work, now I'm ready to implement SOA solutions
SOA Management Services	I've implemented SOA based solutions – how can I manage them effectively to ensure on-going benefits realization?



SOA is realising value across industries



➔ *Significant SOA-enabled business transformation projects underway all over the world including government, telecommunications, financial services, retail and SMB clients in this region*



Questions?



Thank You

