

# SOA Smooth Start

How to get up and running in  
minutes not months!



# Agenda

- Why
- What to build
- How to build
- Why to do it this way
- Pitfalls and Traps
- How to accelerate

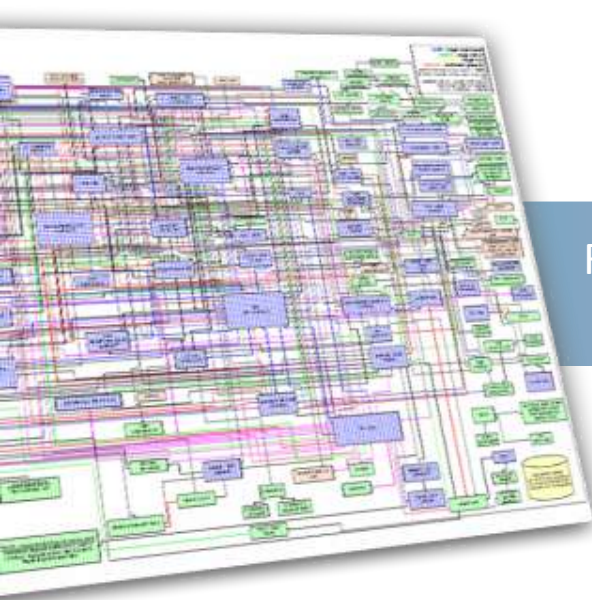
# Why

## • The Reality

- Complex integration
- Varying protocols and formats
- Business/IT Gap
- Long lead times

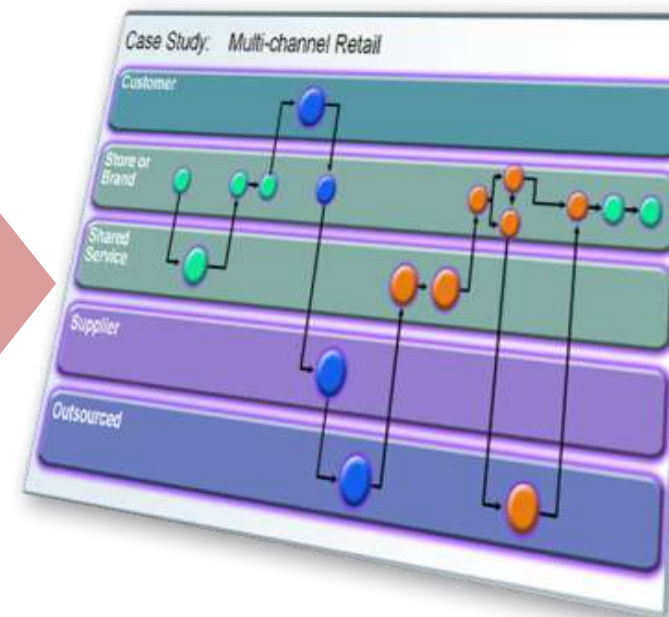
## • The Vision

- Reduced time to market
- Improved business alignment for growth
- Reduced costs
- Reduced business risk.



Reality

Needs to Be



# Our experience

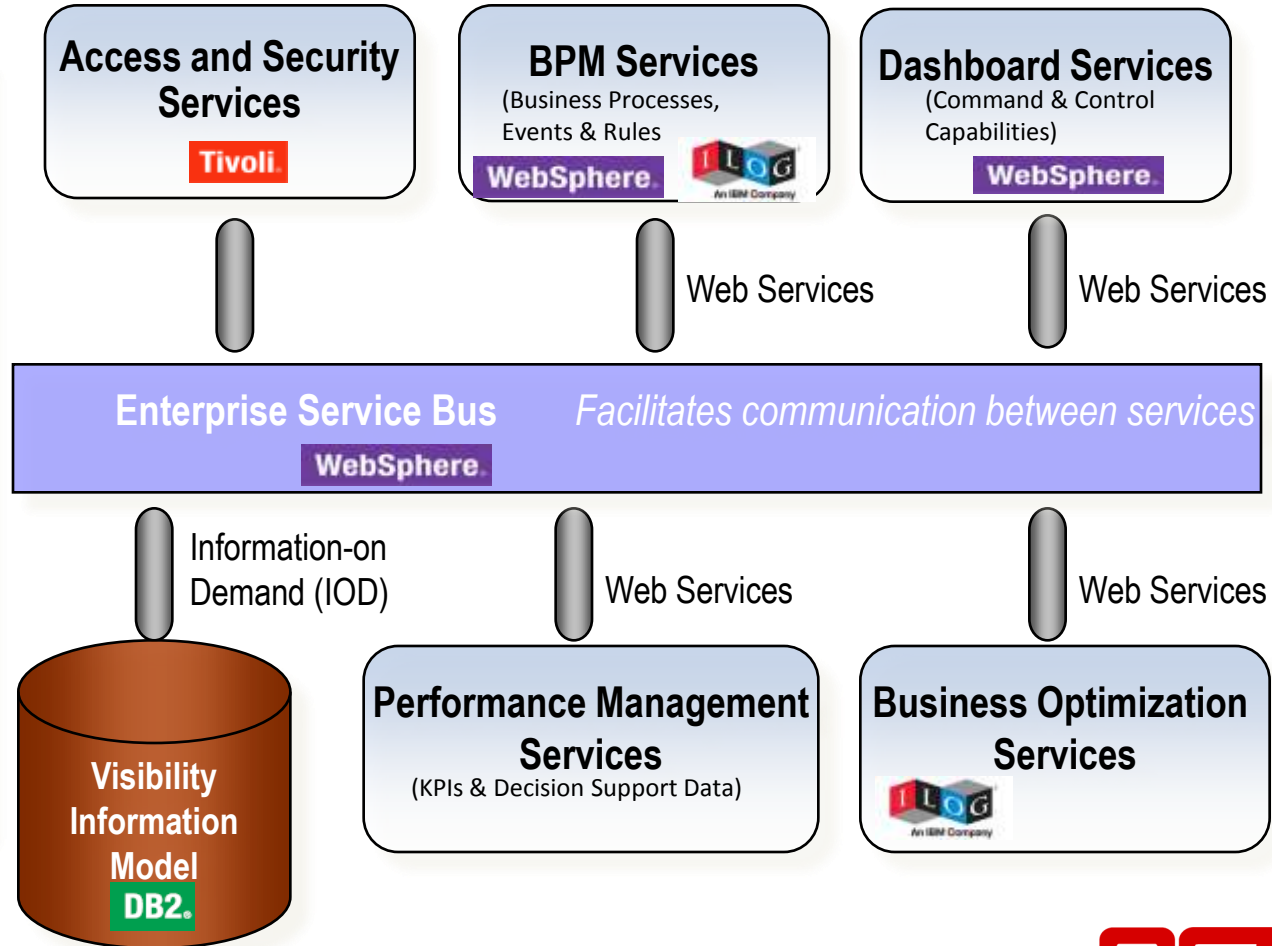
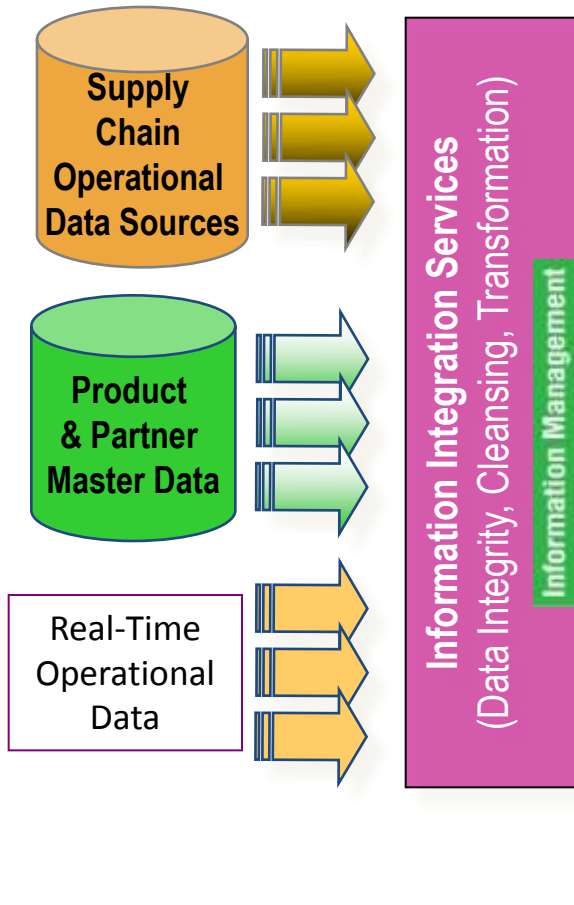
- Global Telco
- Some Stats
  - 75 Business Processes
  - 1089 Operations on 444 Services
  - 750 Portlets
  - 500 Service requests/seconds

# What to build

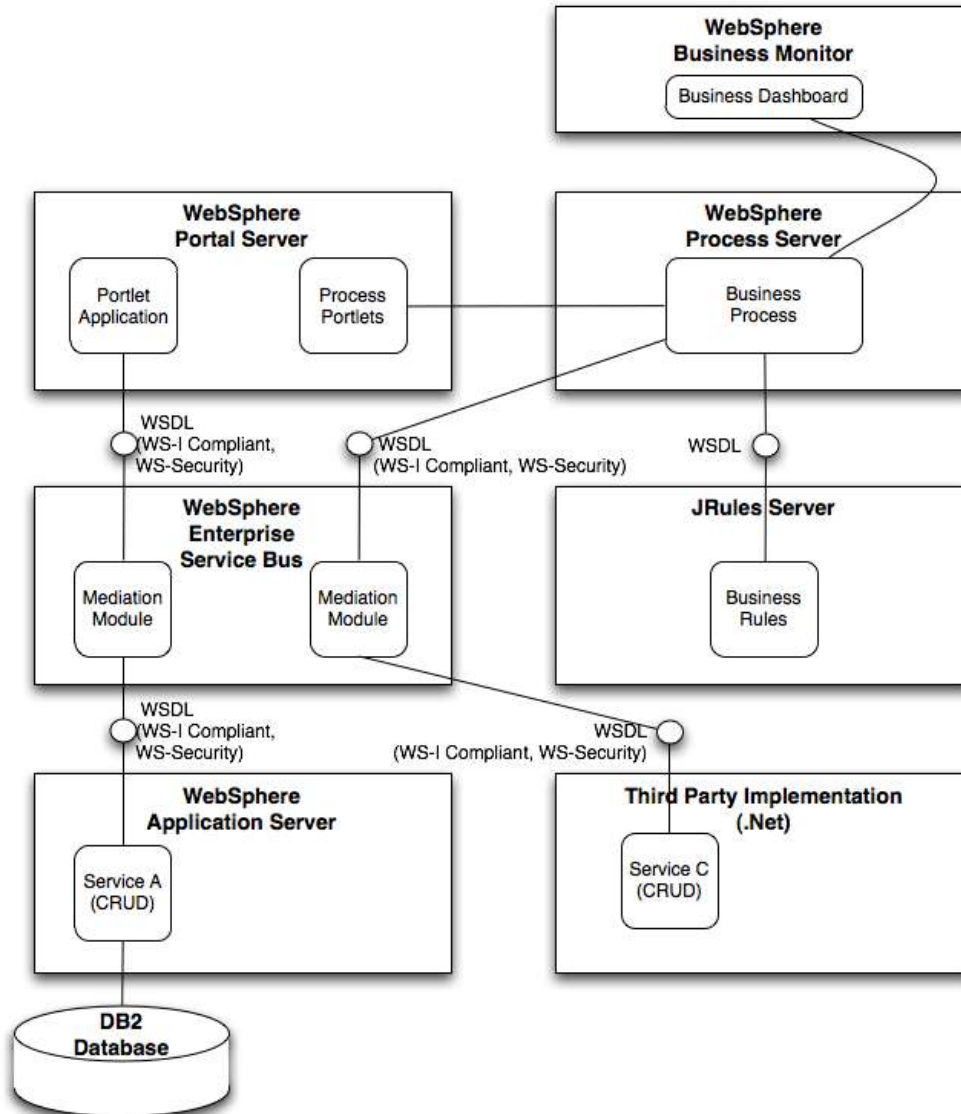
- Start small
- Focus on Web Services standards as the basis of integration
- Build up capability
- Extend

# The Target

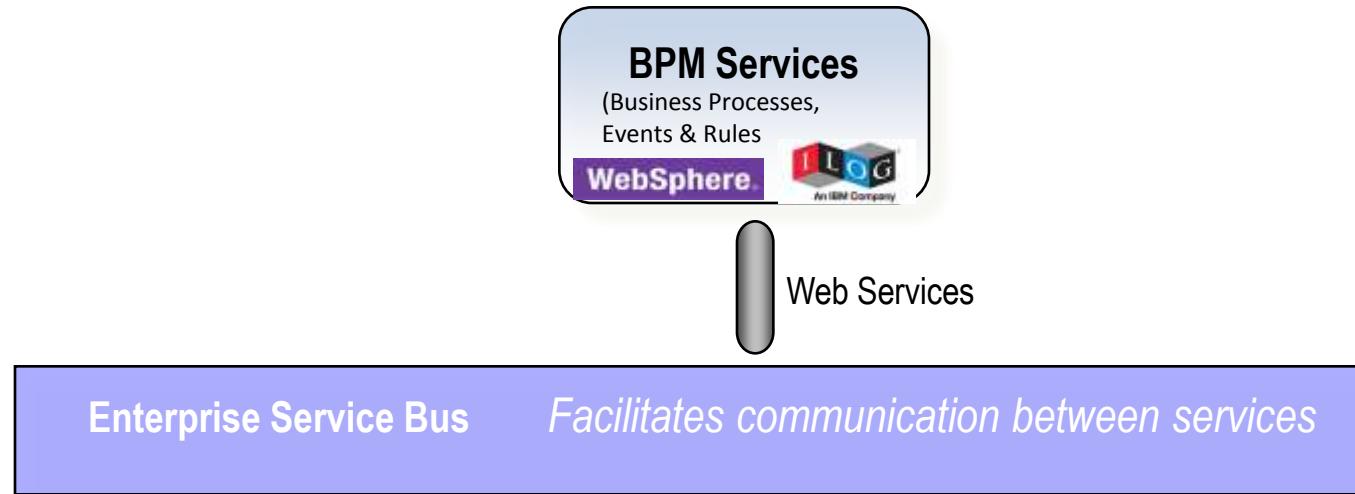
## Data / Events / Messages



# The Target

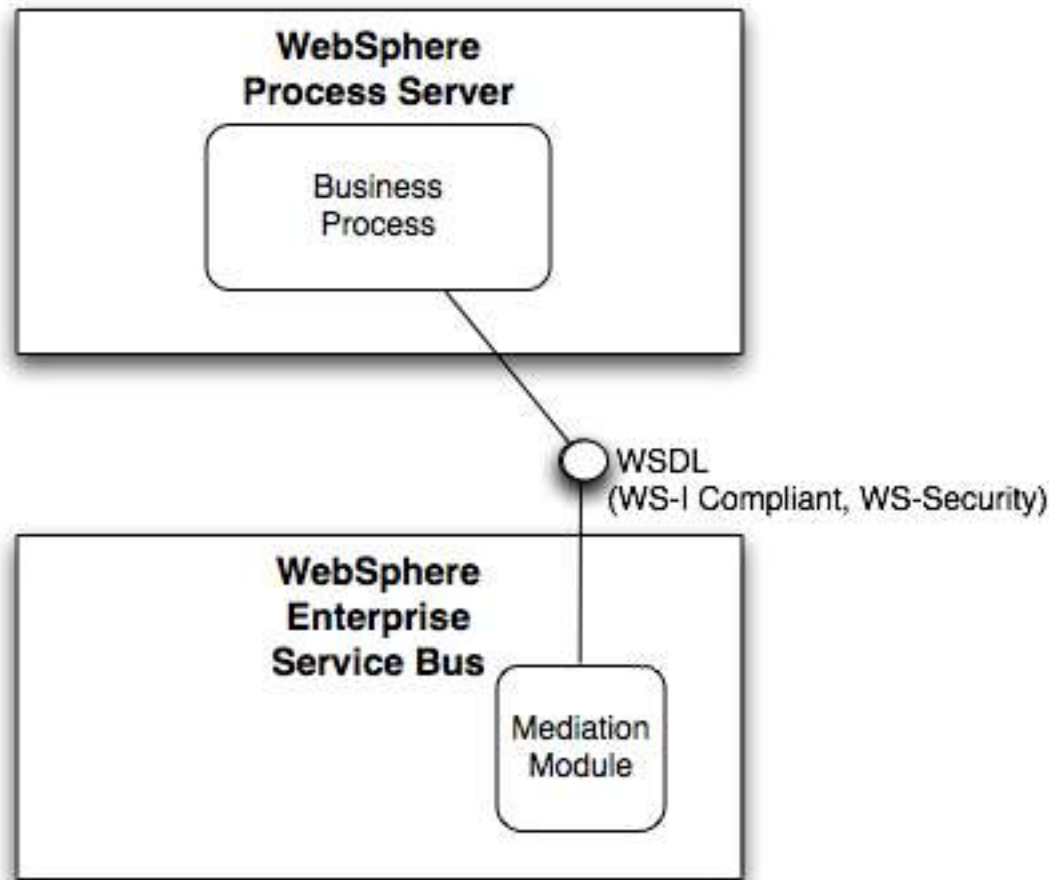


# The Start





# The Start



# The Scenario Objectives

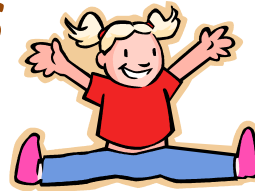
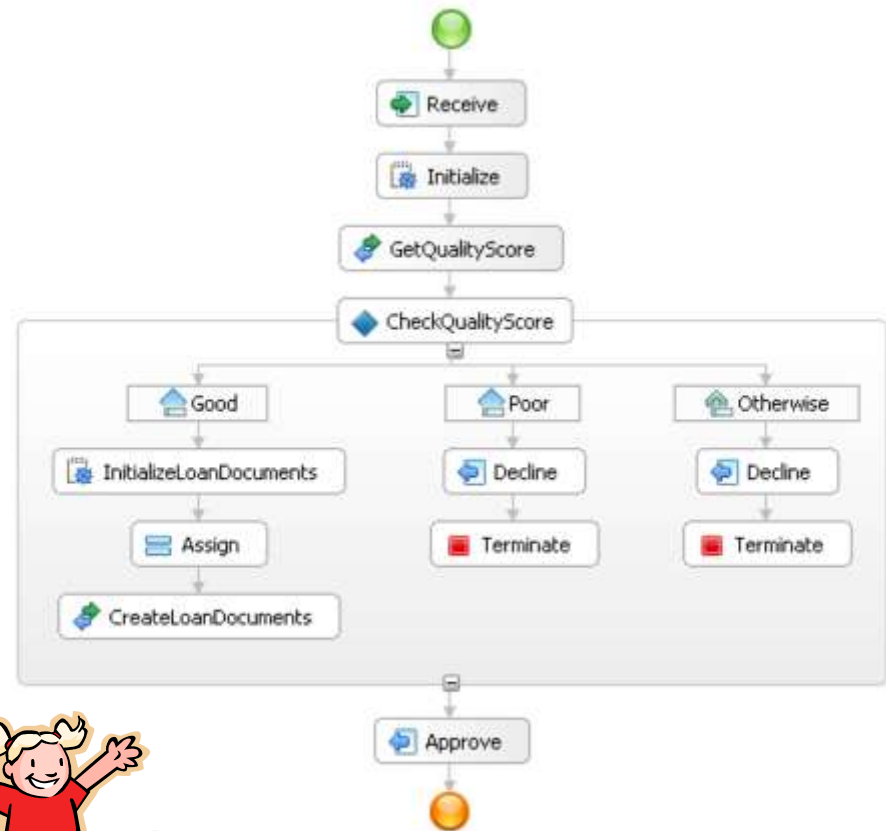
- Full end to end implementation
- J2EE Application with multiple services
- WS-I Compliant, Secure Web services
- Business Process
- Portal Application
- Real business, get Customer Details and Approve a Loan
- Build it fast

# Scenario Story Board

- Call up the Customer Details
    - Calls web service across the bus into J2EE application, returns customer details
  - Apply for Loan
    - Calls web service on Bus to kick off process. Process gets customer details from application across bus, performs credit check and returns you yes or no
- ***Service Call To ESB***
  - ***ESB call to application***
  - ***Web Services result placed on screen***
- ***Service Call To ESB***
  - ***ESB call to process***
  - ***Process service call to ESB***
  - ***ESB call to application***

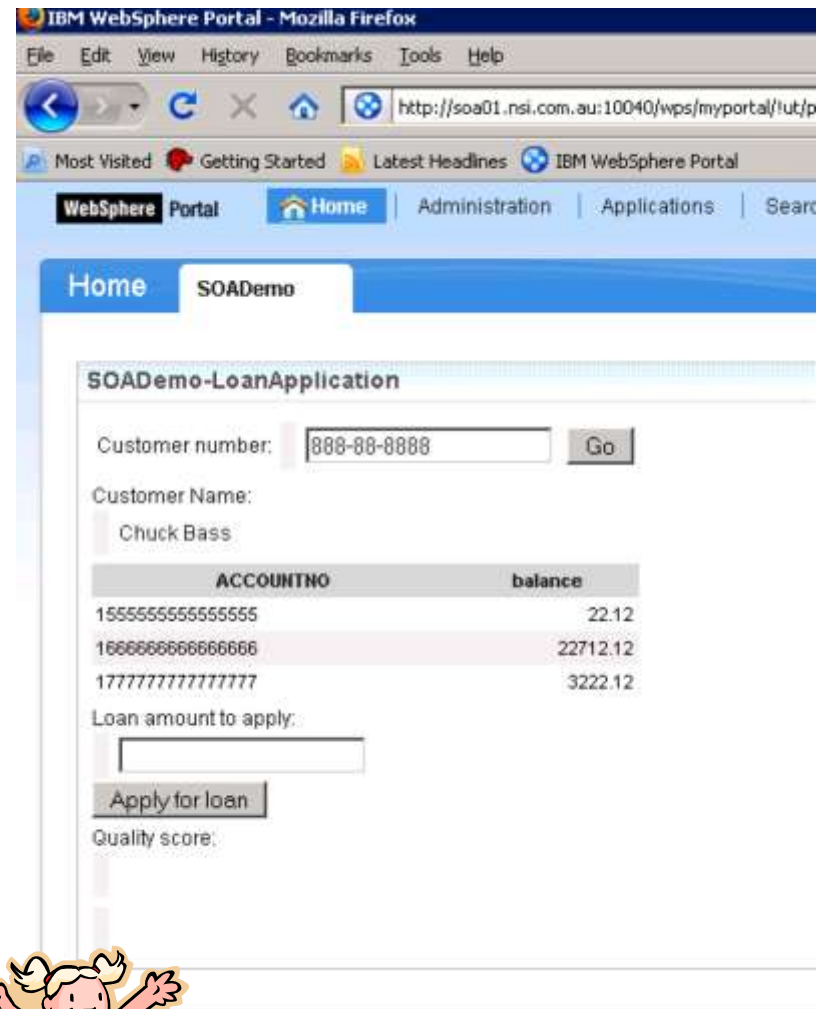
# The Process

- Business centric process
- Human Interactions and Service Interactions
- Built using Modeller and WID, deployed To Process Server
- ***Process only talks to the Bus***



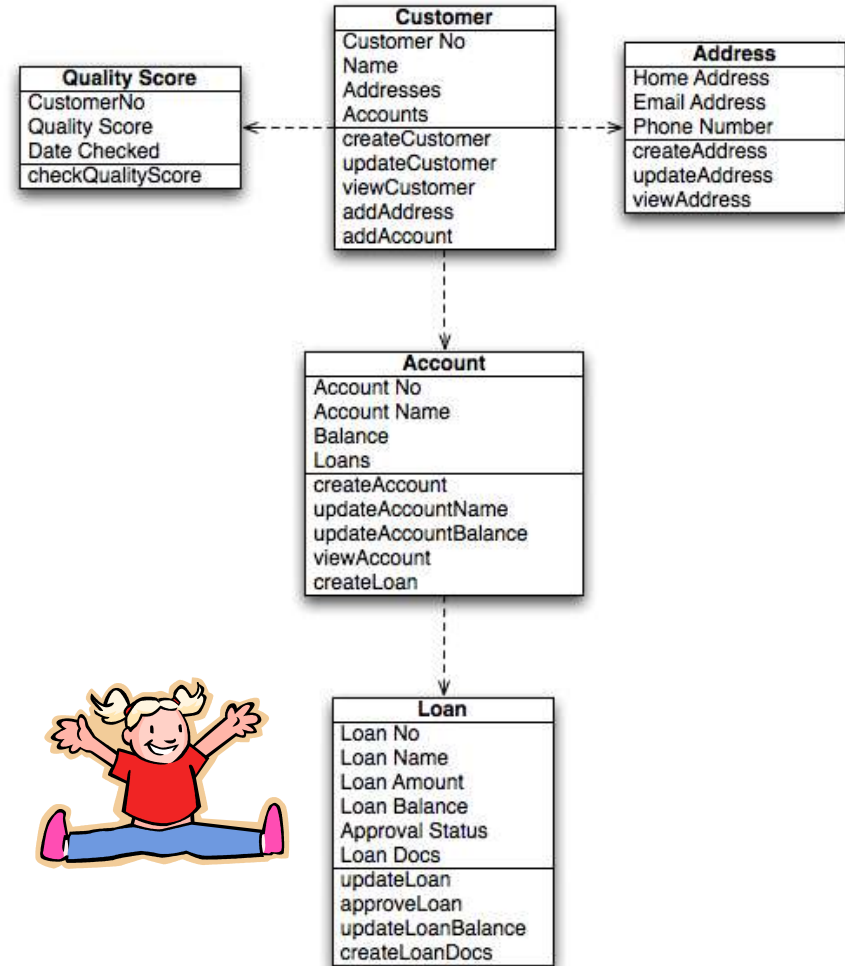
# Front-End

- Portal User Interface
- Portlet Factory consuming web services from the ESB and deployed to Portal Server
- ***Front-end only talks to the Bus***



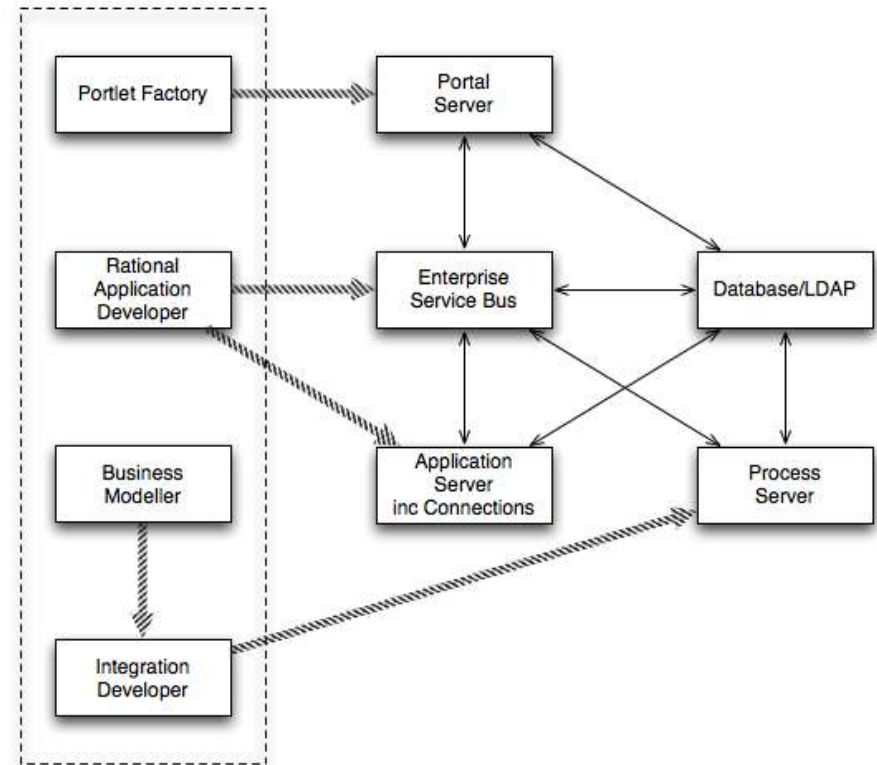
# The Application

- J2EE
- EJB 3.0
- Methods exposed as web service operations
- Built using RAD, deployed to WAS Application Server
- ***Application does not know what it is talking to only the Bus***

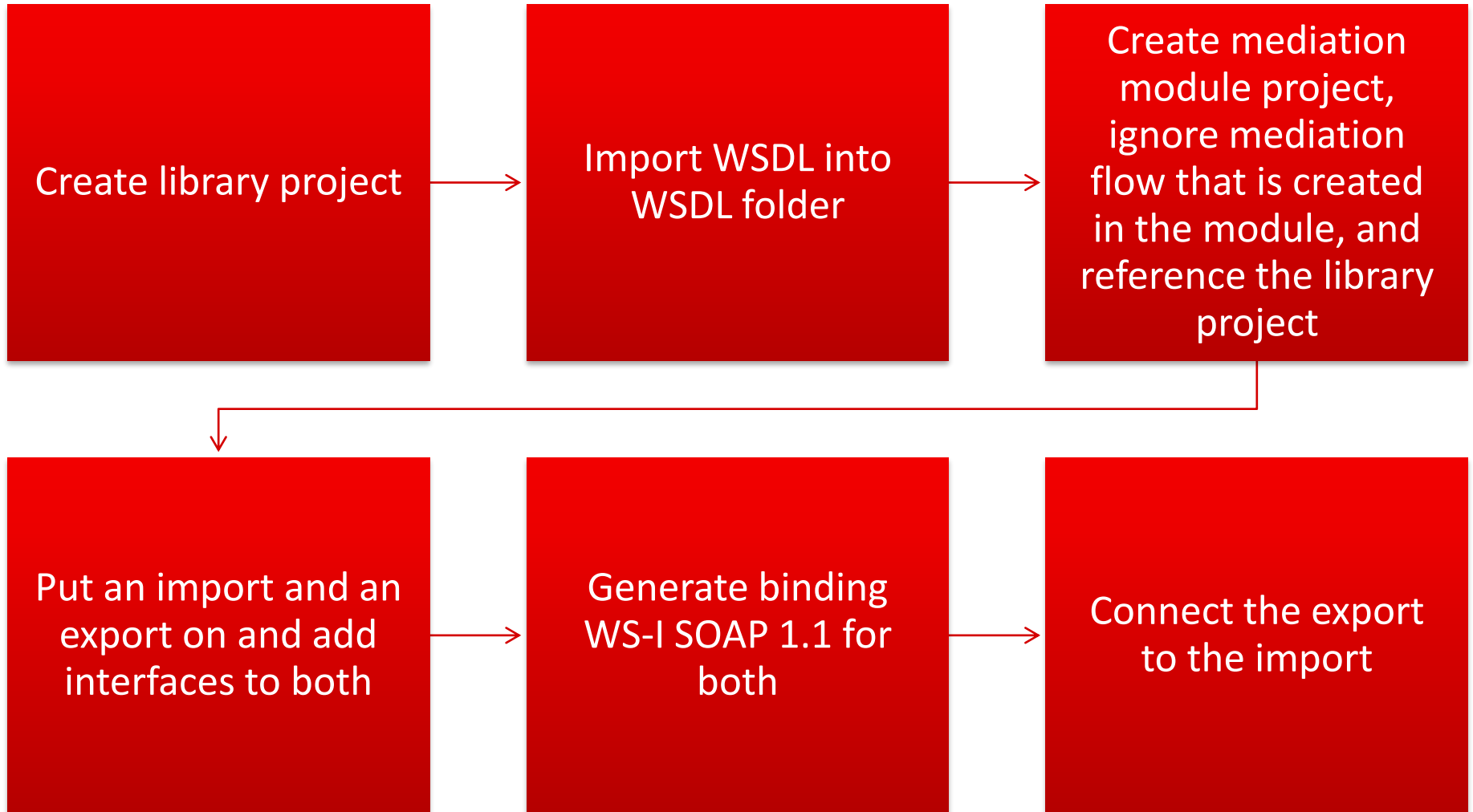


# The Wiring

- Application talks only through the Bus
- The right tool for the right job
- Common LDAP and DB

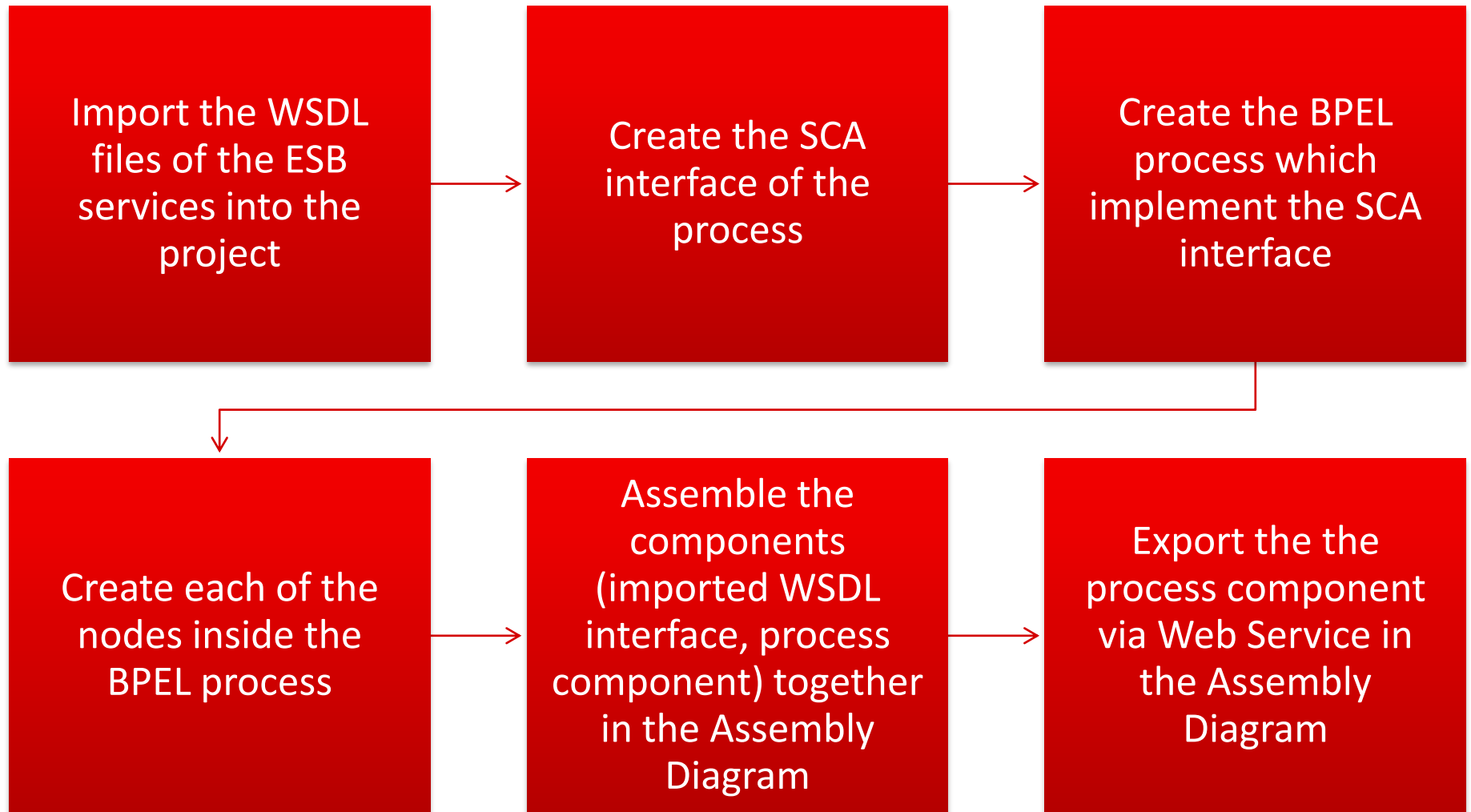


# ESB Steps - WID

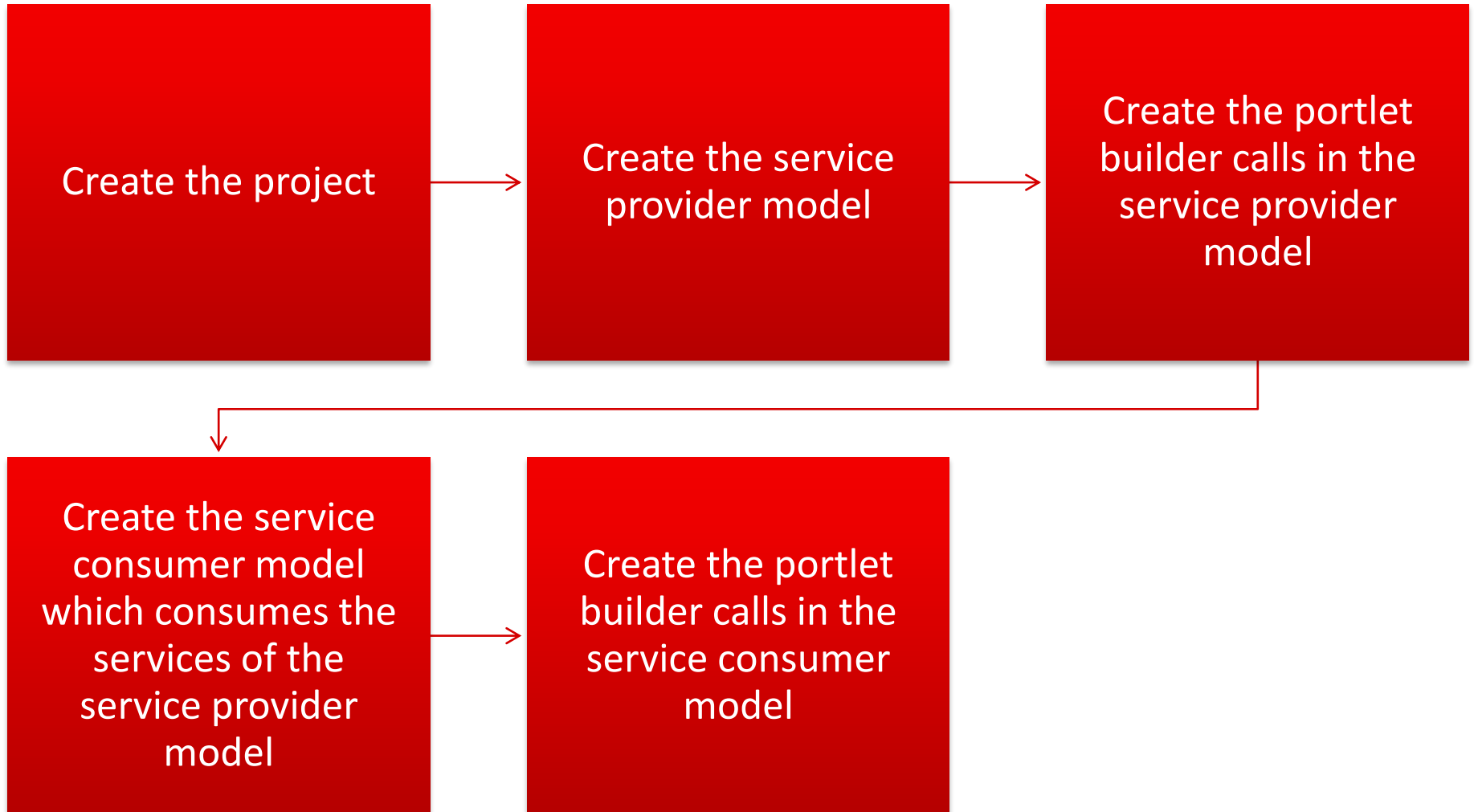




# Process Steps - WID



# UI Steps – Portal Factory



# How Long Did It Take

- Environment build from scratch
  - 1 person, 6 days
- Application built, tested and deployed
  - 1, person 5 days

# Pitfalls and Traps

- Not using WS-I Compliant Web Services
- Focus on data not services with messages
- Unnecessary transformations
- Not keeping it simple
- Starting with high complexity
- Not using what is in the box
- Process reflecting state not business flow

# How to Accelerate Even More!

- Development
- Environment

# Acceleration using SOA Now!

- Development – Use SOA Now!
  - Take the WSDL
  - Generate
    - Mediation module for ESB
    - Expose service on ESB
    - Consume Service in Portal
    - Generate Portlets
  - Left to Do
    - Transformation elements
    - Make the screen look pretty

# SOA Now!

- Let's have a look

# SOA Now - So What!

- Generate 80% of your code and get you running fast
- Leaves only the UI and the Transformations to be developed
- All repeatable code delivered without error in minutes
- Focus your time and effort where it is needed
- Easy to use and consume



# Acceleration using SOA Smooth Start!

- Environment

- YOU

- Define the components you need and the size
      - 200 PVUs of Process Server, WESB & Portal
    - Pay by the month

- WE

- Start up images in your separate secure zone
    - Provide you access to the servers/images of the running infrastructure with all components available

# SOA Smooth Start - So What!

- Environment built run and managed by us
- Get you started quickly
- It just works
- Scalable solution, it can grow with you
- Pay as you go
- Easy to consume

# The Offer - Development

- SOA Now!
  - \$600/Seat/Month\*\*
- New Customers - SOA BPM Smooth Start\*\*\*
  - RSA & WID Image - \$1016/Seat/Month\*
  - Modeller Image - \$1091/Seat/Month\*
- Existing Customers
  - Rapid Development Team
  - Development Effort – case by case basis

\*Minimum 24 Month Contract

\*\*Requires RSA and WID

\*\*\*Subject to terms and conditions

# The Offer - Environment

- New Customers - SOA BPM Smooth Start\*\*\*
  - Process Server Image- \$9,432/100 PVUs/Month
    - Fully hosted, operating and supported environment\*
  - RSA & WID Image - \$1016/Seat/Month\*
  - Modeller Image - \$1091/Seat/Month\*
- Existing Customers
  - Infrastructure Engineers who have been there and done it
  - Time required – case by case basis

\*Minimum 24 Month Contract

\*\*Requires RSA and WID

\*\*\*Subject to terms and conditions

# Questions

- The Material
  - [www.ritchiehale.com](http://www.ritchiehale.com)
  - Enter your email and we'll send it to you and we will have other training material in the Members Area shortly



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