



SOA: The Key to Business Flexibility

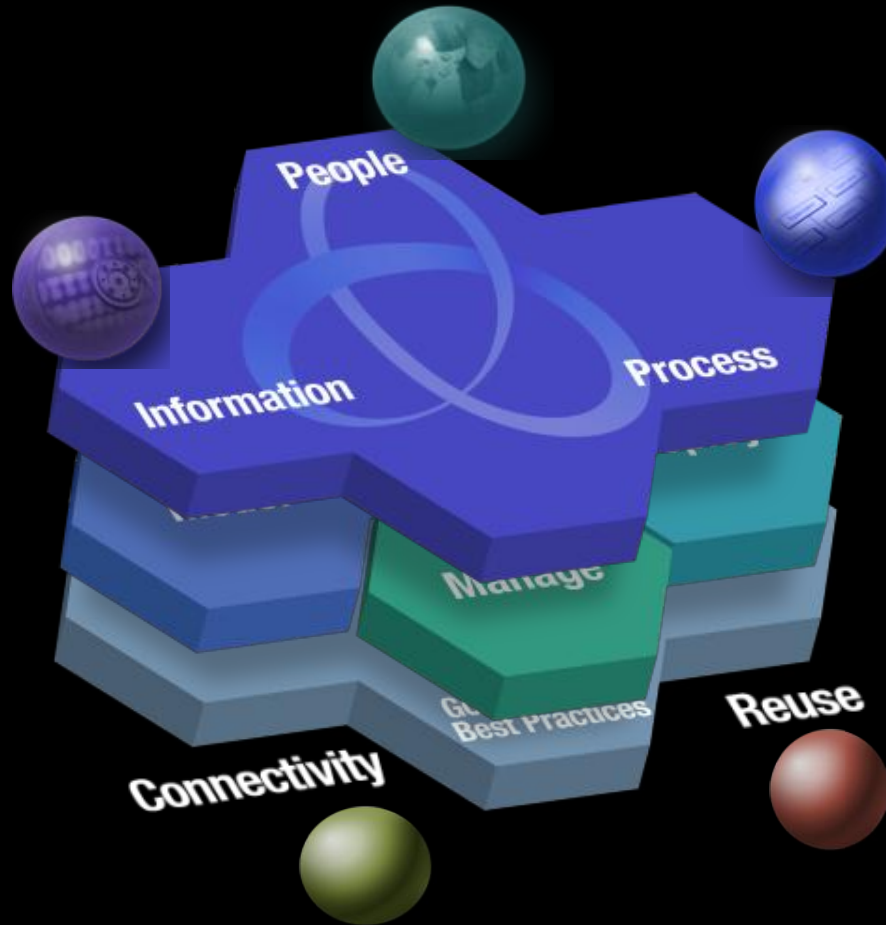
SOA Productivity through Automating Business Processes

Sandy Carter
VP, Strategy, Channel & Marketing
IBM SOA & WebSphere



SOA Entry Points Help Customers Get Started

Both Business Centric and IT Focused



Process Centric Approach - Greater Value through SOA

Business Process Management for Continuous Innovation

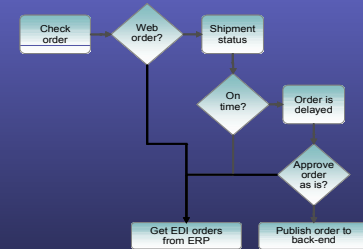
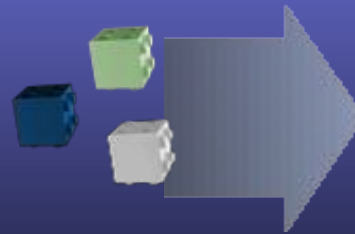


Value

Innovative business models deployed quickly with flexible and optimized processes.
Measure performance to drive improvement.

Why SOA?

Modeled processes, converted into services, are re-used, connected and re-deployed more flexibly and quickly with SOA



Start with

A single process – Model an underperforming process. Optimize and deploy as enhanced process.



Next steps

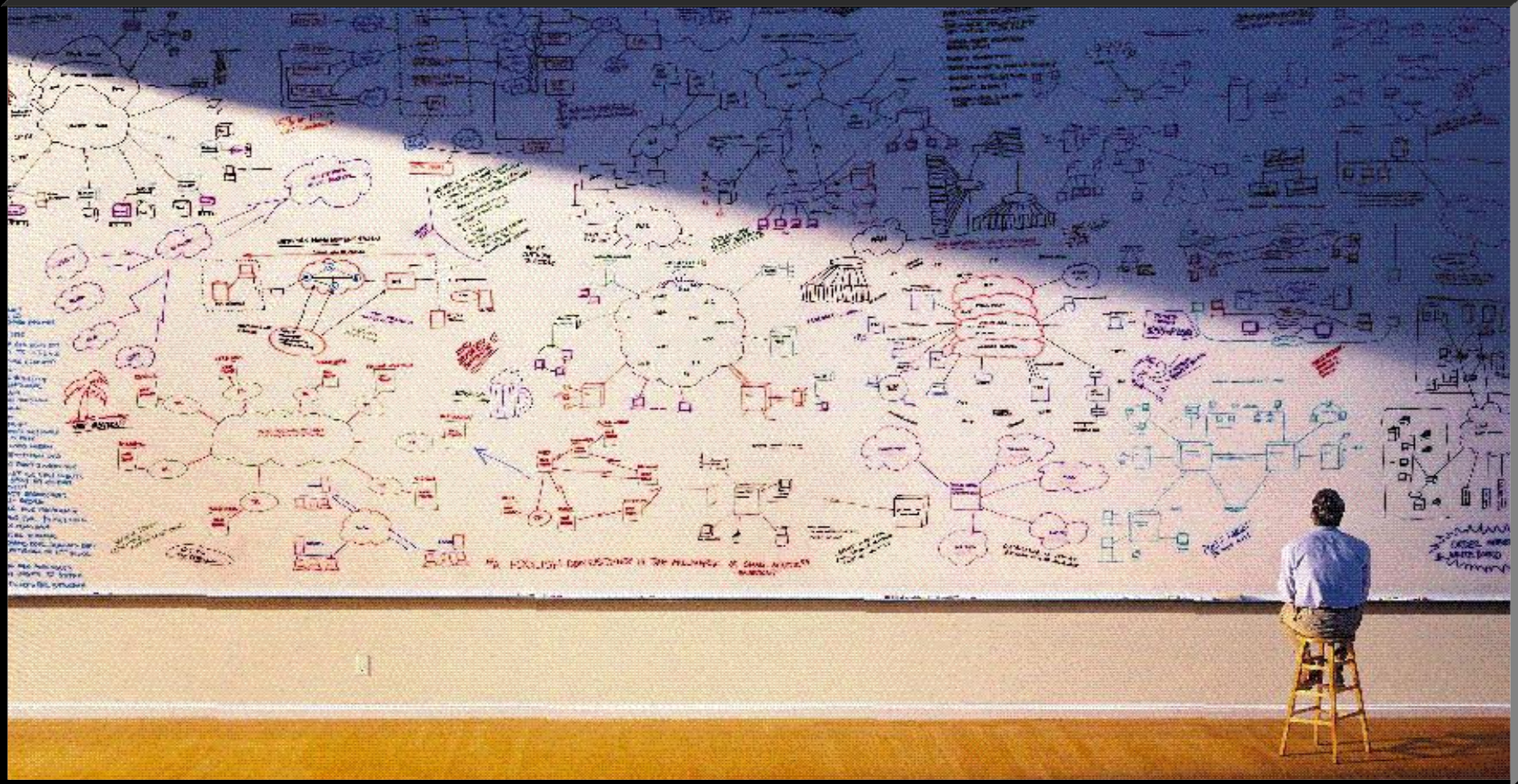
Flexibly link multiple processes across the enterprise & to suppliers / partners. Monitor the process to measure & track performance.

“SOA, done right, enables the creation of a common language shared by IT and the broader business stakeholder community..”

- Neil Ward-Dutton



Most Businesses are a Long Way From the Goal



Business knows what it wants...and what's preventing progress

What businesses want:

A way to **change** their operational processes quickly...

To deploy automated processes **fast**...

A real time view of operations and be able to **intervene**...

To see results and **value** fast...



What's preventing them:

...processes are inflexible or unclear

...integration challenges prevent timely implementation

...long lag-times and inadequate alerting mechanisms prevent insight or action

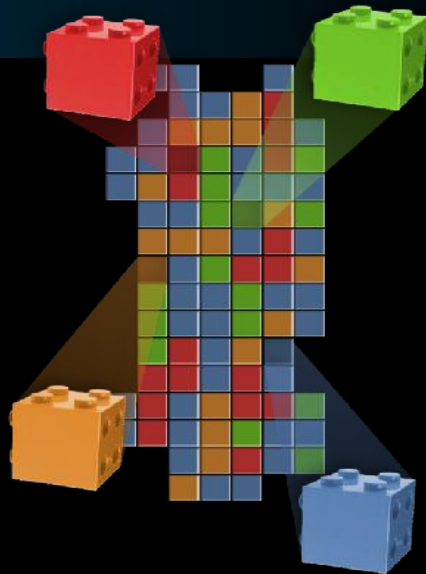
...changes had been expensive with long payback periods

Companies Want Change At The Speed Of Business

Services Oriented Architecture changes the game

SOA allows you

To create a set of related and integrated services that support a business process



SOA is at the core of BPM

SOA improves how you Design, Manage, and Optimize your business processes by enabling:

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

Business Process Management with SOA allows companies to address and improve key business processes

BPM Type

Example*

- **People intensive** business processes, decisions and work flows

- Employee on boarding
- Order to Cash



“Pick business processes with pain points that the business clearly recognizes — processes for which the business most clearly needs end-to-end visibility, control, insight, and flexibility”

- **System, Application, and Integration intensive** business processes, decisions and flows

- Claims Processing
- Contract Management
- Order fulfillment
- Straight-Through Processing



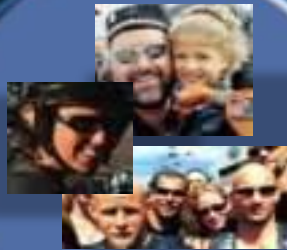
*Source: Forrester

Harley Davidson Financial Services: Business Process Management with SOA

Business Challenge:

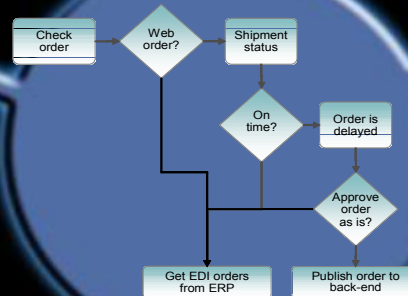
Creating financing programs quickly in support of marketing directions

Actions & Benefits:



Enable existing systems to integrate and exchange data to increase financing options to dealers and customer

Improve loan processing and flexibility by **uncoupling hard-wired integrations as services** using WebSphere Process Server



Financial Programs that map to Marketing Promotions can be done **faster and cheaper**

Harley Davidson creates an innovative solution to align production with demand

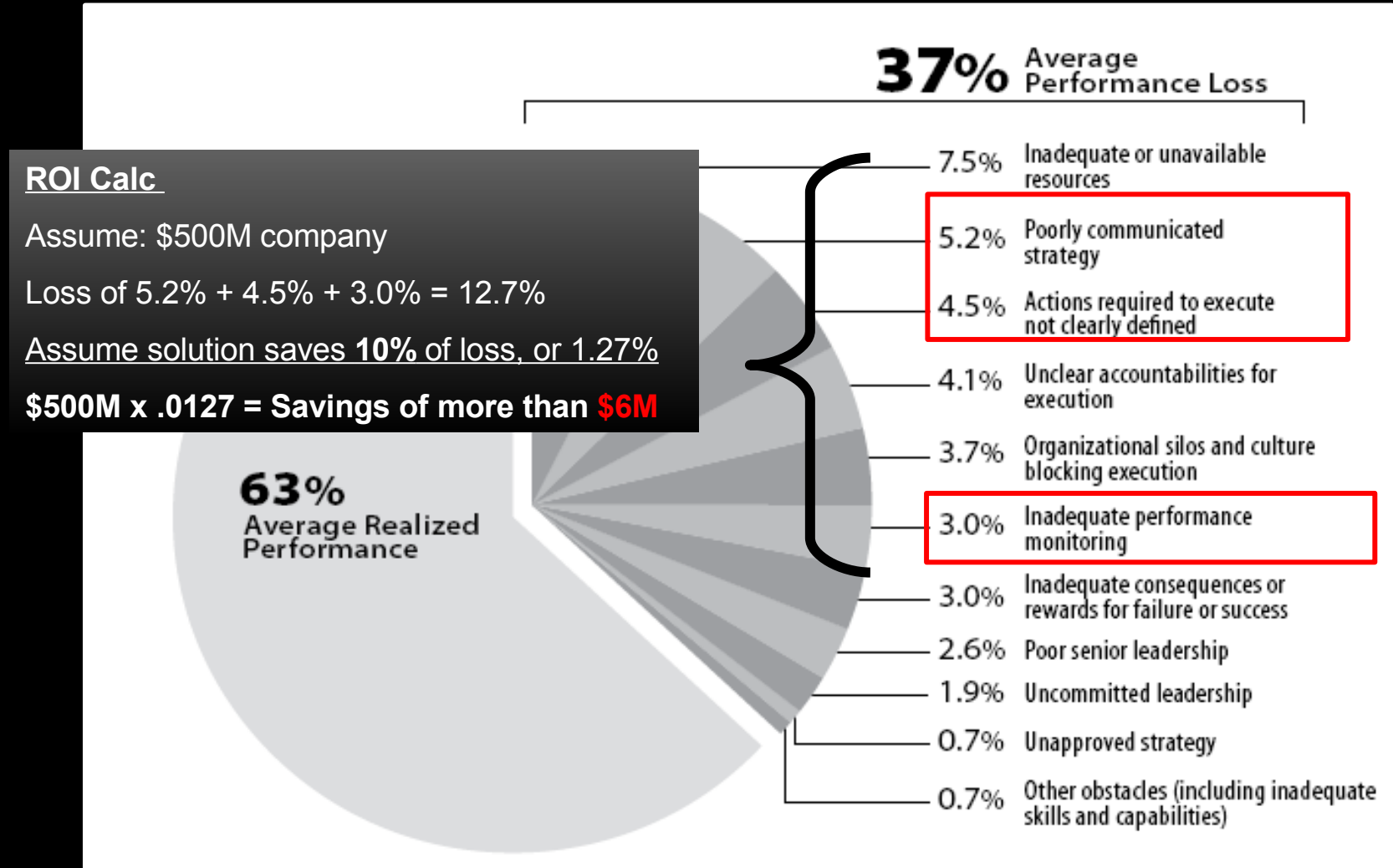
- Financial processes were **optimized** and **automated** with production
- Competitive leasing **options** were made available to customers
- Assets to create new processes were reused to **reduce cost**
- New processes were deployed **quickly** to avoid lost revenue opportunities



“In addition to the obvious time and cost savings that an SOA can help deliver, we’ll be able to improve the customer experience and dealership profitability through more targeted marketing strategies that are based on customer and business needs.”

Jim Haney, CIO, Harley-Davidson

There are many opportunities to grow revenue by removing loss and inefficiencies from your business

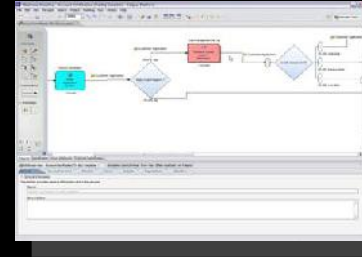


Business achieves its goals with BPM for SOA

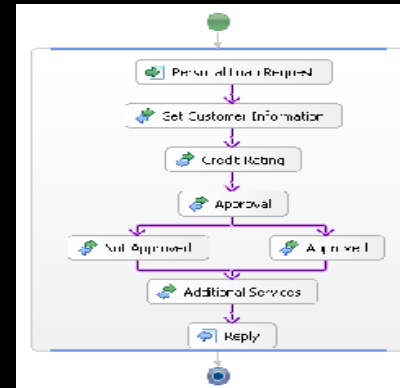
- **Customers Understand their processes**
 - Document and validate current business processes, simulate “what-if” scenarios

- **Quickly assemble and deploy solutions**
 - Offers clear understanding of the businesses needs to construct processes on-demand
 - Allows new and changes to business processes quickly, flexible business

- **Monitor Processes to ensure optimization**
 - Improve business operations through process improvements



- **Optimize business**



- **Solution Building Efficiency**
- **Reuse existing assets**
- **Flexibility**



- **Responsiveness**
- **Monitor and manage critical business events**

New! Reuse for BPM: SOA Business Central

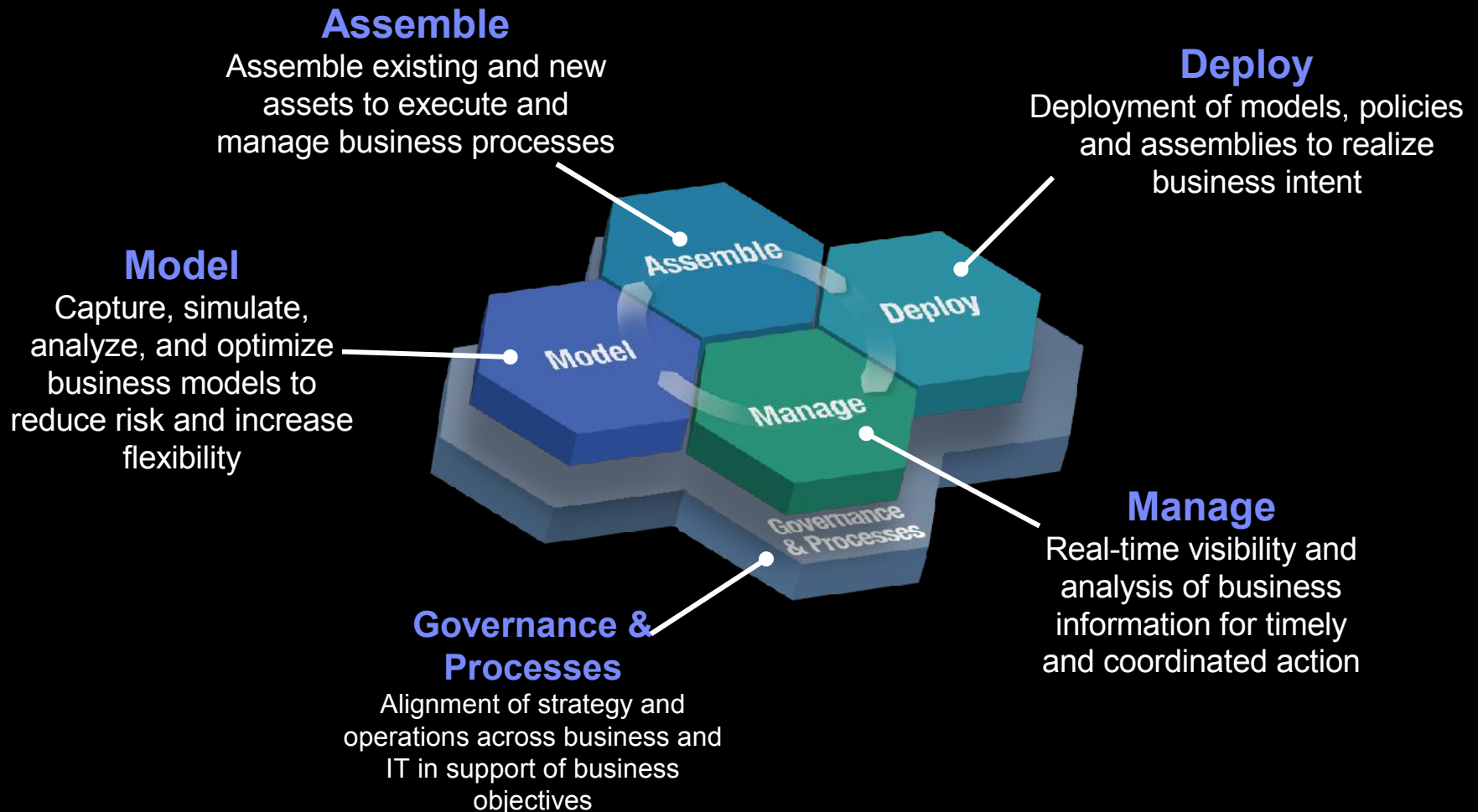
Access point for Industry-Specific SOA offerings to speed deployment of Business Process Management solutions

- Federated search across solution catalogs for SOA offerings
- Speed up SOA solution creation
- IBM & Partner SOA offerings

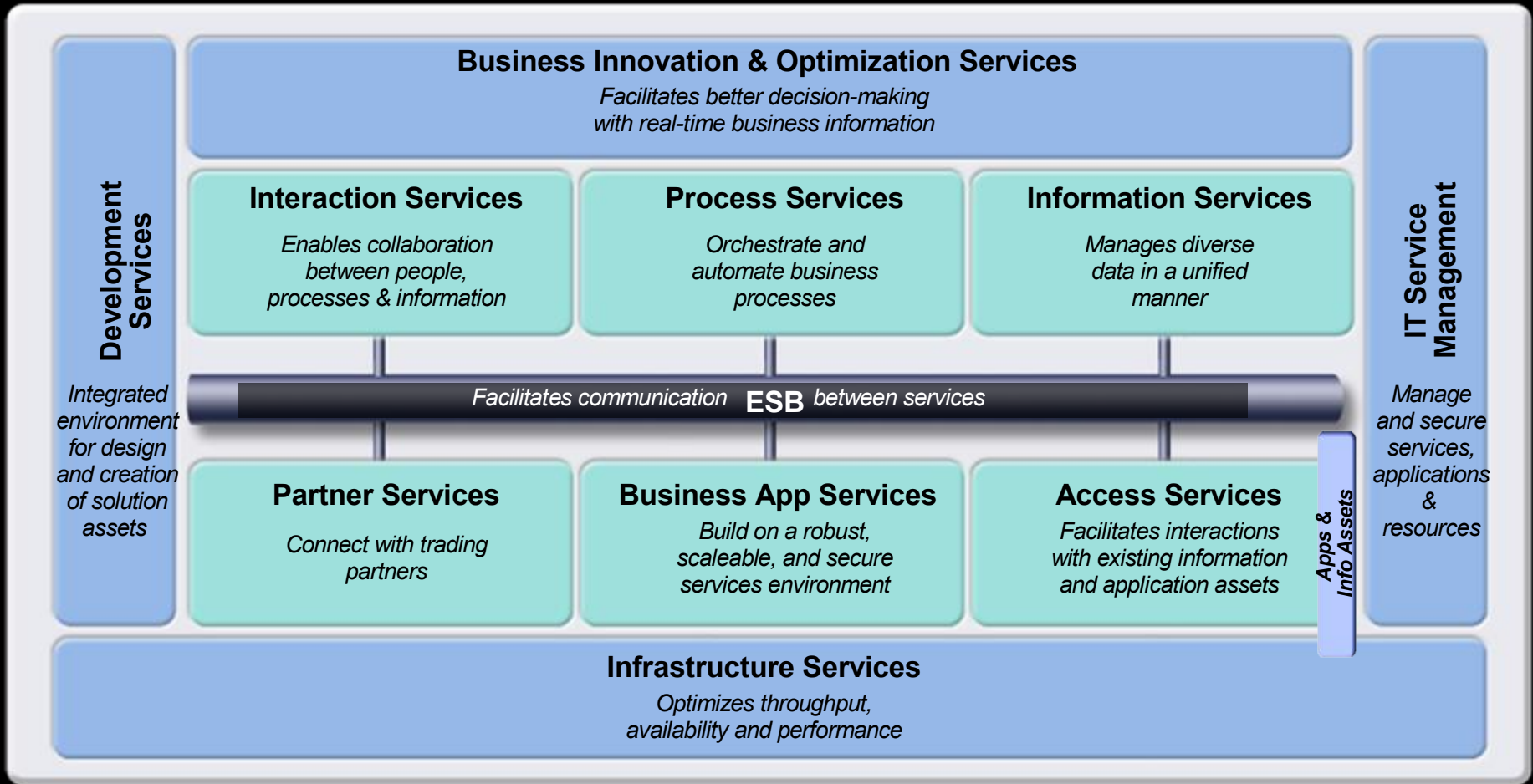


More than 3,000 SOA Industry-Specific assets
 Auto, Banking, Electronics and more
 Over 1,000 partners' SOA Assets

The Goals of BPM are Achieved with the SOA Lifecycle



Business process management leverages capabilities from across the SOA Reference Architecture



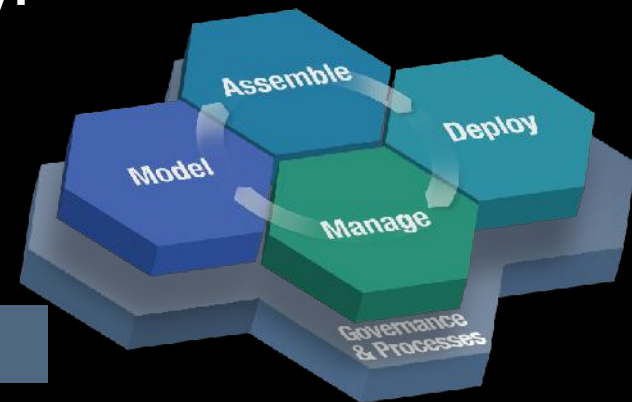
Why IBM WebSphere software for BPM for SOA?

Nobody has the breadth or depth

- **IBM offers end-to-end BPM based on an SOA infrastructure**
- **IBM's BPM portfolio delivers rich functionality:**
 - Sophisticated Modeling/Simulation
 - Closed loop feedback
 - Extensive tooling
 - Best integration engine in the market

Nobody can get you started faster

- **Extensive history and leadership in legacy and application integration—critical aspects of BPM**
- **Leading best practices**
- **Unmatched industry expertise**
- **SOA Business Central**
 - hundreds of pre-existing process models to speed time to value



THANK
YOU