



# IBM SOA Summit

 Informations valorisées et SOA,  
le couple gagnant.



# De SOA au Web 2.0

## TA90

### Philippe Bournhonesque

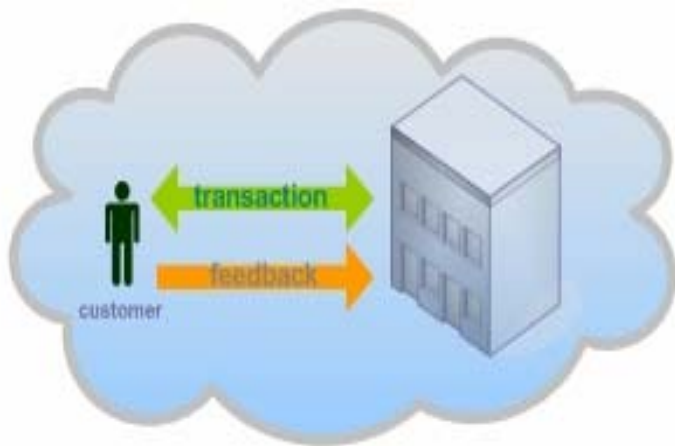
*Stratégie IBM Software France*



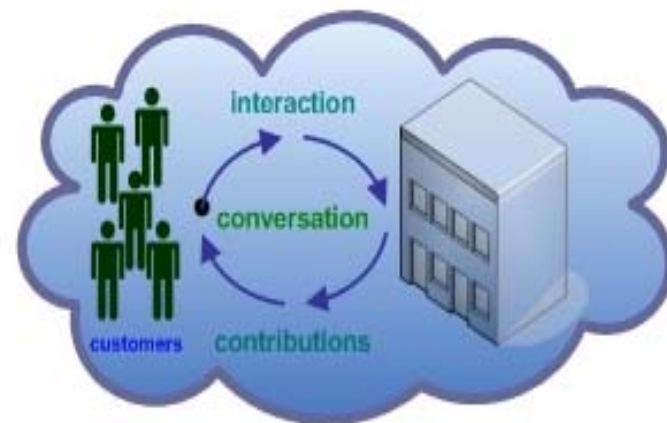
Le **Web 1.0** était centré sur la «**connection avec l'ordinateur**» et sur des mécanismes simples et standards



Le **Web 2.0** est centré sur «**l'utilisateur et ses inter-relations**», et sur les technologies orientées utilisateur

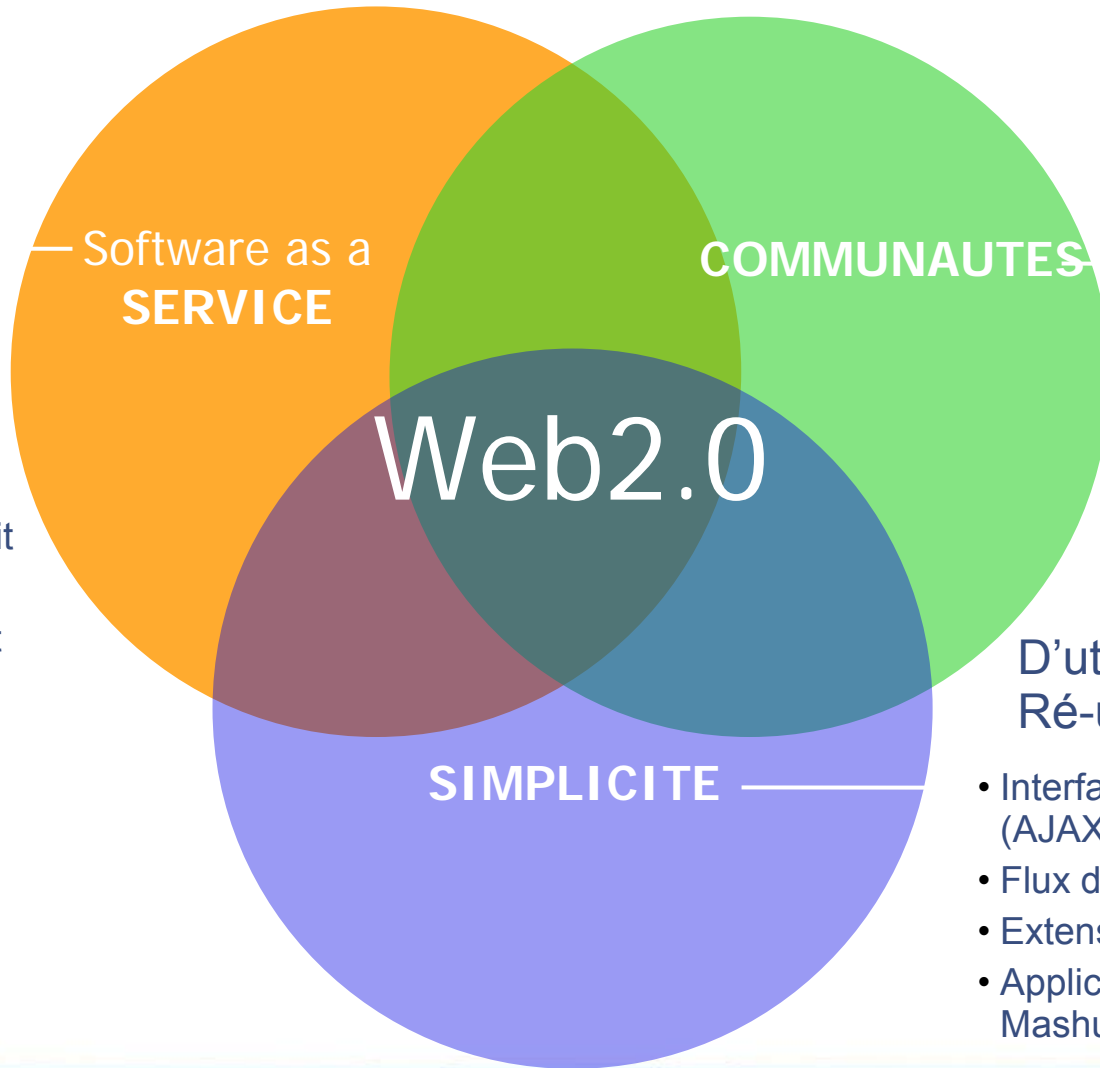


Le Web 2.0 transforme l'interaction entre le client et ses fournisseurs



*De quelques douzaines de marchés comportant des millions de personnes à des millions de marchés comportant une douzaine de personnes*





## Web is the Platform

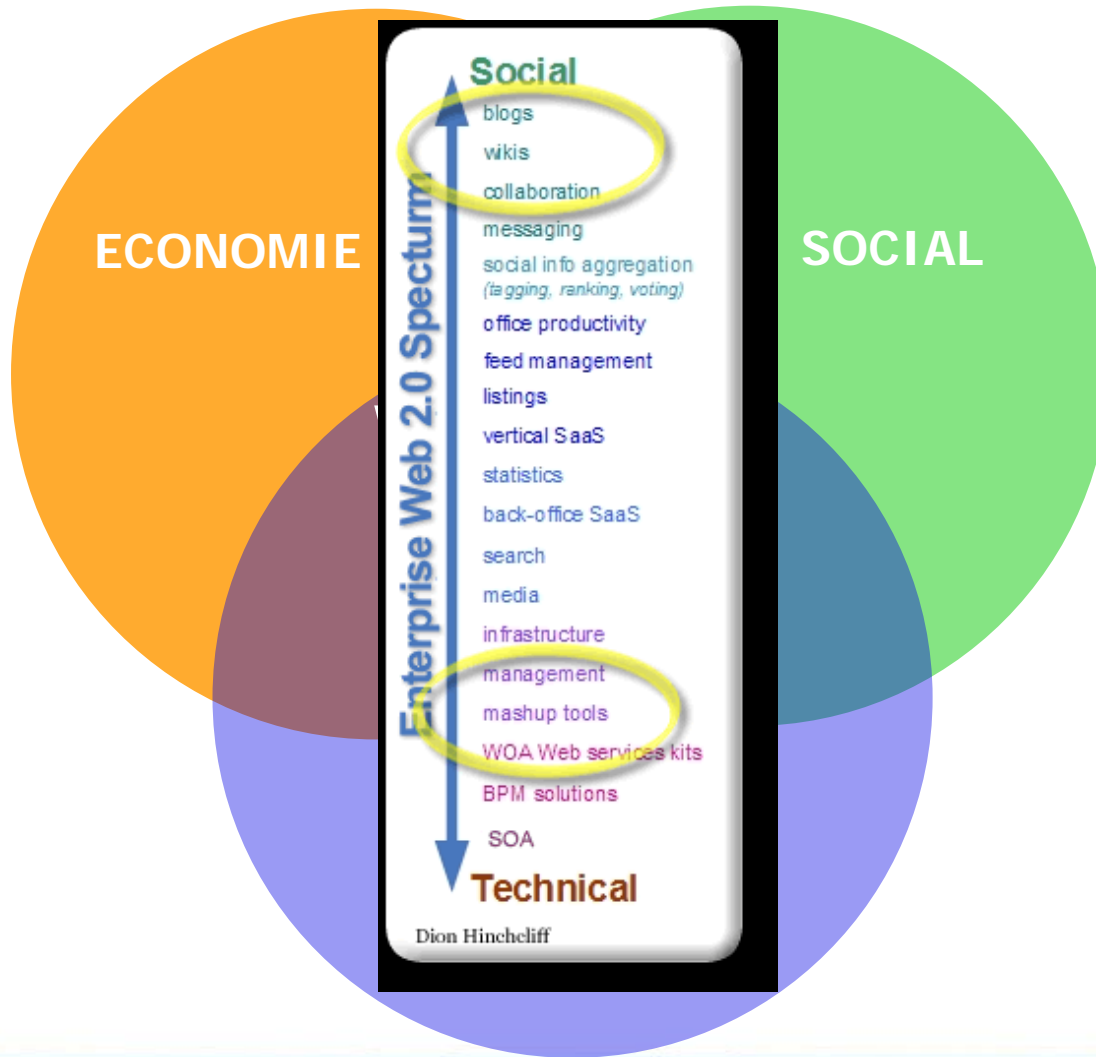
- Importance des données
- Centré sur les utilisateurs
- Coût d'entrée réduit
- Standards
- Accessible par tout device
- Evolutions rapides

## L'utilisateur crée de la valeur

- Recommendations
- Réseaux Sociaux
- Tagging
- L'utilisateur "auteur"
- Gestion des droits par la communauté

## D'utilisation et de Ré-utilisation

- Interface utilisateur avancé (AJAX)
- Flux de données (Atom, RSS)
- Extensions Simples
- Applications par assemblage Mashups (APIs REST)



# Web2.0 et les technologies d'aujourd'hui Feeds & Domino



[Podcast] Sales Tools - Thunderbird

File Edit View Go Message Tools Help

Get Mail Write Address Book Reply Reply All Forward Delete Junk Print Stop

Folders: carol\_jones@teapothill.org, News & Blogs, Local Folders

View: All Subject or Sender

Subject	Sender	Date
Political Savvy	Lisa Gurney/IBM/US	5/8/2006 10:04 AM
Look in the mirror before picking up the phone	Lisa Gurney/IBM/US	5/8/2006 10:07 AM
Night sounds	Lisa Gurney/IBM/US	5/8/2006 10:08 AM
Homer's advice	Lisa Gurney/IBM/US	6/14/2006 10:23 AM
Eleanor Roosevelt's Speech	&gt;Bumble Bee/IBM/US&&t;br/&gt;L...	6/14/2006 10:23
The How of Wow!	Shasta Cola/IBM/US	6/14/2006 10:26
Off the Cuff	Shasta Cola/IBM/US	6/14/2006 10:27
Voice Power	Shasta Cola/IBM/US	6/14/2006 10:27

Subject: Political Savvy  
From: Lisa Gurney/IBM/US  
Date: 5/8/2006 10:04 AM  
Website: <http://9.33.165.96:8080/SalesInfo.nsf/894310A1C0AD92958525716800547761/0686D894CDF2DA1185257168004CF040>

Action Bar

Doc Library  
Main Topic  
Lisa Gurney/IBM/US  
05/08/2006 10:00 AM

Subject: Political Savvy  
Category: Political  
Originator: Lisa Gurney/IBM/US

Attachments: al...wav

Et même dans des readers non conventionnels, tels que iTunes

S'abonner aux données de toute base Domino à partir de n'importe quel "feed Reader"

iTunes

Voice Power  
Soundview Executive Book Summaries  
0:22 -20:25

Source	Podcast	Time	Release Date	Description
[Podcast] Sales Tools	PDF File		7/13/2006	Sales Tools
	✓ Voice Power	20:47	6/14/2006	Using Your Voice to Captivate, Persuade, and Command Attention - E...
	Off the Cuff		6/14/2006	What to Say At a Women's Notice - ExecSummaries-Off_The_Cut-lofi...
	The How of Wow!		6/14/2006	A Guide to Giving a Speech That Will Positively Blow 'Em Away - ExecS...
	Eleanor Roosevelt's S...		6/14/2006	
	Homer's advice		6/14/2006	
	Night sounds		5/8/2006	Listen to relaxing music before you meet with customers.
	Look in the mirror bef...		5/8/2006	Are you smiling when you pick up the phone? Put a mirror on your des...
	Political Savvy		5/8/2006	This audio file will teach you a few political skills.

Podcast Directory Report a Concern

Unsubscribe Settings...

1 item, 20.7 minutes, 6.1 MB

Client riche



Navigateur



Portail



Mobile



Intégration et accès aux services (connecté et déconnecté)

Lotus

Domino



Messagerie et applications collaboratives

Lotus

Sametime



Collaboration synchrone

Lotus

Quickr



Partage et gestion de documents

Lotus

Connections



Réseaux sociaux

WebSphere

Portal

Applications composites



Processus métier

Information





## Bookmarks



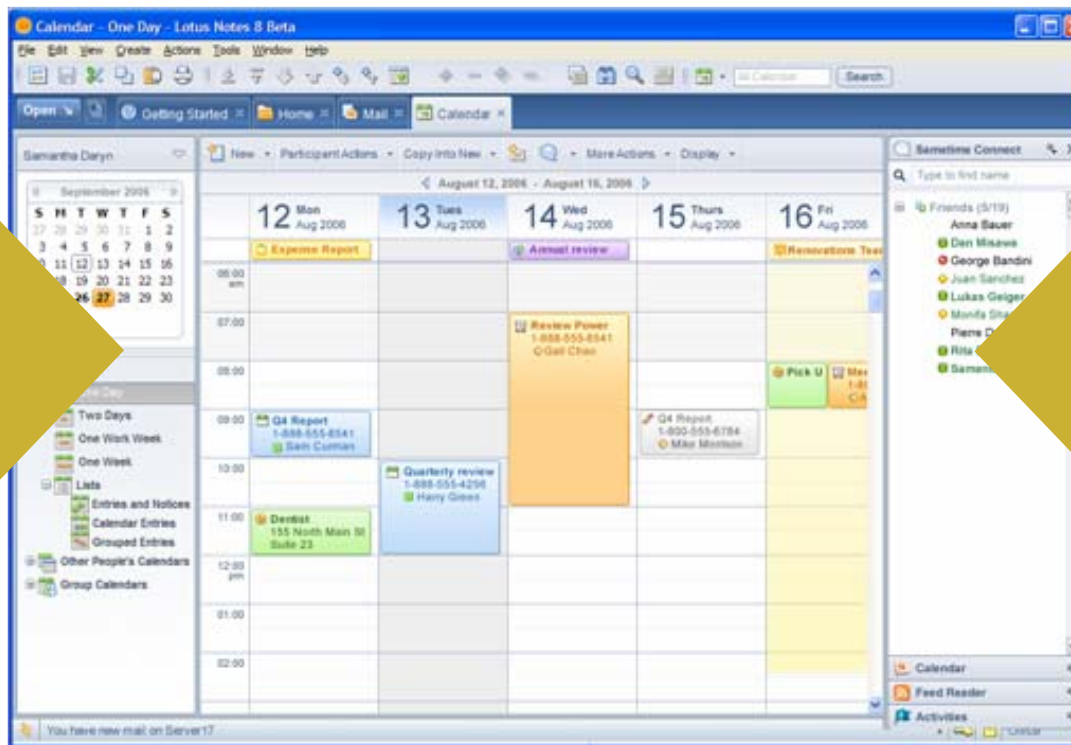
## Profil personnel



## Communautés



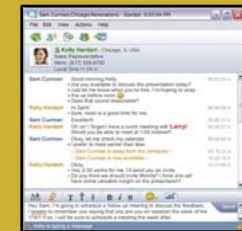
## Lotus Notes - E-mail / Agenda



## Blogs



## Messagerie instantanée



## Activités







## Bookmarks



## Portail Web

**Welcome,**

- My History
- My Profile
- Zeitgeist
- Advanced Search
- Report Bugs
- About Fringe (Bluepages+1)

**Gail Chao**  
Marketing Manager  
Renovations, Inc.  
Chicago, IL United States

**Building:** CHI5 | **Floor 1** | **Office:** 1736A  
**Phone:** 1-415-555-1489  
**Email:** gchao@renovations.com  
**Notes mail:** Gail Chao/ Chicago/ Renovations  
**IM:** I am available, Chicago, IL, US, Sametime 7.5

**Local time:** 21:24 / 9:24 PM

**My preferred contact method is e-mail**

**Add to:** Notes address book Sametime list

**Connections:** Samantha Daryn, Ted Amato, Betty Zechman

**Communities:** Collaboration Tools and Initiatives, Social Networking Forum, University Skills Development, Virtual Universe Community

**Bookmarks:** w3 News | Sam Palmisano enters the virtual world, IBM SWG DD&S - DEMOCentral, w3 News | Sam reveals InnovationJam results in Beijing, w3 News | Gaming in the real world, IBM Systems Journal | Vol. 45, No. 4, 2006 - Business C...

**Activities:** Marketing of Social Networking, WPLC SW VC Portal Kickoff Call, Lotus Strategy Presentation Project, WPLC SW VC Portal Call - IBM Workplace Web Content Managem, MS Knowledge Worker Comeback for Mike & Ambuj, Create a Redpaper: Lotus Notes for Outlook Users, Team Collaboration Project 2006, Increase Awareness of Lotus Brand within IBM, Nifty Fifty 2007, August 2006 Forrester Briefing, ODF Integration, Presentation: Lotusphere comes to development, Mission, Vision & messaging sub-group fodder

**Management:** Mike Motler (General Manager), Kristen MacGyver (Vice President), Dorrie Champion (Director), Same Manager (Gordon Sumner)

## Blogs



## Profils Personnel

**Gail Chao**  
IBM Software G  
IBM employee,  
Project Manage  
Chicago, IL Unit

**Building:** TE5 | **Floor:** 11.0  
**Phone:**  
**Email:**  
**Notes m:**

## Messagerie Instantanée



## Communautés

**HNWI Watchers**

This community is me up of ZetaBe services for High Net Worth Individua customer base. We have resources:

- Str
- Educ
- Share
- Identify

## Activités

**Your Activities - What's New**

- Social Networking - Morning sessio
- Requr
- Enr
- Mon, 7 Mon
- Custom
- Ceting

## Bookmarks



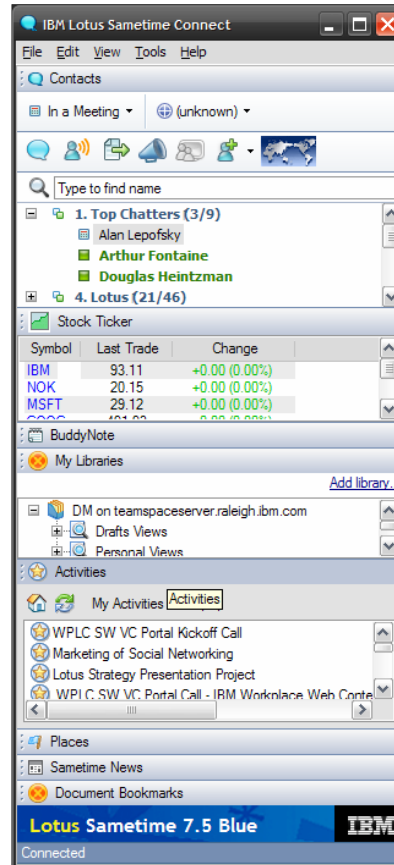
## Profil Personnel



## Communautés



## Sametime - Messagerie instantanée



## Blogs



## Messagerie Instantanée



## Activités





## Profils

IBM BluePages contient 475.000 profils et assure 3.5 million de recherches chaque semaine. Il est le coeur de la recherche des utilisateurs et assure également l'authentification aux applications IBM.

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## Communautés

L'IBM Community Map héberge 700 communautés. Les Forums stockent 36,000 articles.

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## Blogs

BM's BlogCentral hosts 27,300 weblogs (420 group blogs) with 62,000 entries and 60,000 commentaires.

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## Bookmarking

185.000 liens définis par 3.425 utilisateurs. 1/3 sont des liens intranet et seulement 2.5% sont « non partagés ».

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## Activités

L'utilisation des activités a été multiplié par 2.5 durant le 2° semestre 2006 : 10.000 activités, 60.000 entrées et 32.000 utilisateurs.



# IBM : L'annuaire étendu au Web 2.0

## Tirer parti de la connaissance de l'entreprise



- Welcome, EDMUND B. STANTON  
[Sign Out](#)
- My History
- My Profile
- About Bluepages+1
- Report Bugs
- Explore
- Advanced Search

Tag this person:  
[stanton](#)

[drag here to remove](#)

What's this?

4 Tagged by 1 people

[stanton](#)

4 Has tagged 1 people

[stanton](#)

Testimonials



**EDMUND B. STANTON (Ted)**  
IBM Software Group, WPLC  
Premium Service Manager, Accredited IT Specialist

Phone: 1-978-720-0041 (T/L: )  
E-mail: [ted\\_stanton@us.ibm.com](mailto:ted_stanton@us.ibm.com)  
IM: EDMUND B. STANTON (I am available @ Home Office (Sametime 7.5))

"IBM PSM for Verizon."  
Jul 18, 2006

Local Time:	01:56PM Tuesday
Work Location:	ONE ROGERS ST ( <a href="#">site info</a> )
Business Addr:	LOTUS DEVELOPMENT CAMBRIDGE, MA 02142-1203 — USA
Office:	HOME
Department:	PHIH 8M Sales Systems Management
Notes Mail:	Ted Stanton/Cambridge/IBM
Mobile Phone:	1-978-884-0462

- Groups and Communities**
- [accUsers](#) ,  [AIX\\_Support](#) ,  [BSO-GB\\_LOTSTAINES\\_PSALL](#) ,  [BSO\\_WTF5](#) ,  [ISSL WW Portal Ask](#) ,  [ISSL WW Portal Broadcast](#) ,  [ISSL WW Portal Public](#) ,  [ISSL WW Workplace Broadcast](#) ,  [ISSL WW Workplace Community](#) ,  [ISSL WW Workplace Public](#) ,  [linux\\_c4eb\\_400\\_testers](#) ,  [LotusCMTReports](#) ,  [MCE\\_DCEDFS01\\_ECUREP](#) ,  [Notes7\\_EZUpdate\\_English\\_2](#) ,  [Notes7E](#) ,  [TM\\_PROD\\_USERS](#) ,  [University Skills Development](#) ,  [Vault Access](#) ,  [WMP](#) ,  [WW LCS Messaging](#)
- (What's this?)

**Bluepages Profile**  
Last updated: Jun 11, 2006

- Dogear: Edmund B. Stanton's bookmarks**
- Presentation Central home**  
[w3.ibm.com/ibm/presentations/](http://w3.ibm.com/ibm/presentations/)  
Presentation Central is an all-in-one resource designed to help every IBMer who has to speak in front of a group. You'll find all the tools and advice needed to prepare and deliver more effective presentations, whether you're addressing a few colleagues or a large crowd at a trade show or conference.  
[EDMUND B. STANTON](#) | [Jul 18, 2006](#) | [library](#), [presenting](#), [presentation](#), [Templates](#)
  - InnovationJame**  
[w3.ibm.com/news/w3news/top\\_stories/2006/06/chq\\_innovationjam\\_intro.html](http://w3.ibm.com/news/w3news/top_stories/2006/06/chq_innovationjam_intro.html)  
For the first time, IBM's clients, Business Partners, and even IBMers? family members are being invited to join a new kind of jam ? InnovationJam.  
[EDMUND B. STANTON](#) | [Jul 18, 2006](#) | [InnovationJame](#)
  - StumbleUpon**  
[www.stumbleupon.com/](http://www.stumbleupon.com/)  
StumbleUpon helps you discover great websites. With a single click you can find and share cool sites matched to your interests.  
[EDMUND B. STANTON](#) | [Jul 15, 2006](#) | [StumbleUpon](#), [bookmarking](#)

**InsideLotus Blog [Remove]**

- Management**
- [Alistair Rennie](#) 31.8  
VP Software Services
  - [Kathrine Rutledge](#)  
Director, Software Services for Lotus, Americas
  - [Naemi Engler](#) 100  
Americas Leader, Premium Support Delivery
  - [Gail Stein](#) 1.3  
LSM Manager
- Peers (12)**
- [Michael K. Kudla](#)
  - [Kathleen M. Henault](#)
  - [Richard R. Lane](#)
  - [Christopher R. Conley](#)
  - [Damon Osgood](#)
  - [Chris L. Bratton](#)
  - [Jeanette A. Smith](#)
  - [Roberta L. Ingemi](#)
  - [Robert J. Cayer](#)



# Collaboration 2.0 Lotus connections



**Lotus ventura** PROFILES COMMUNITIES BLOGS BOOKMARKS ACTIVITIES Welcome Dan Misawa | Log out

About | Help | Settings | Feedback

## Activities

Your Activities Public Templates

Search activities

### Your Activities - What's New

Display options

1 - 50 of 183 <<NEWER | OLDER>>

- Social Networking brainstorming session**  
David A. Brooks - Yesterday 10:17 AM [more](#)
- Requirements documents for Social Networking**  
Heidi R. Votaw - Friday 6:14 PM [more](#)
- Enable Activities Documentation Wiki**  
Robert A. Roldan - Friday 4:45 PM [more](#)
- M3 - Clean up activities UI**  
Marty T. Moore - Friday 4:37 PM [more](#)
- Common CSS Effort**  
Christine L. Samoiloff - Friday 3:52 PM [more](#)
- Getting OA on Greenhouse**  
Miguel A. Estrada - Friday 3:38 PM [more](#)
- Review SN engineering values/culture**  
Ethan Perry - Friday 12:15 PM [more](#)
- Subactivity: Define visual style for Ventura**  
Sue Un - Thursday 7:19 PM [more](#)
- Adding meat to OA**  
Robert Stachel - Thursday 6:48 PM [more](#)
- Alerting fun**  
Meng Mao - Thursday 5:04 PM [more](#)
- Timelines for OpenActivities**  
Paul B. Moody - Thursday 3:17 PM [more](#)

**February 2007**

Su	Mo	Tu	We	Th	Fr	Sa
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	1	2

**High priority (4)** [more](#)

- Stuff I gotta do today
- M3 - Clean up activities UI
- Subactivity: Define visual style ...
- Improve Hannover (UI Task for...

**Medium priority (6)** [more](#)

- Common CSS Effort
- Adding meat to OA
- Submit a paper to CHI 2007
- Prepare session abstracts for L...
- Get feed-reader plugin running i...
- Getting OA on Greenhouse

**Activity Dashboard**

- My Priority List
- Completed Activities
- Everything
- Trash

[Create a new activity!](#)

**Tags** People

**Activity tags**

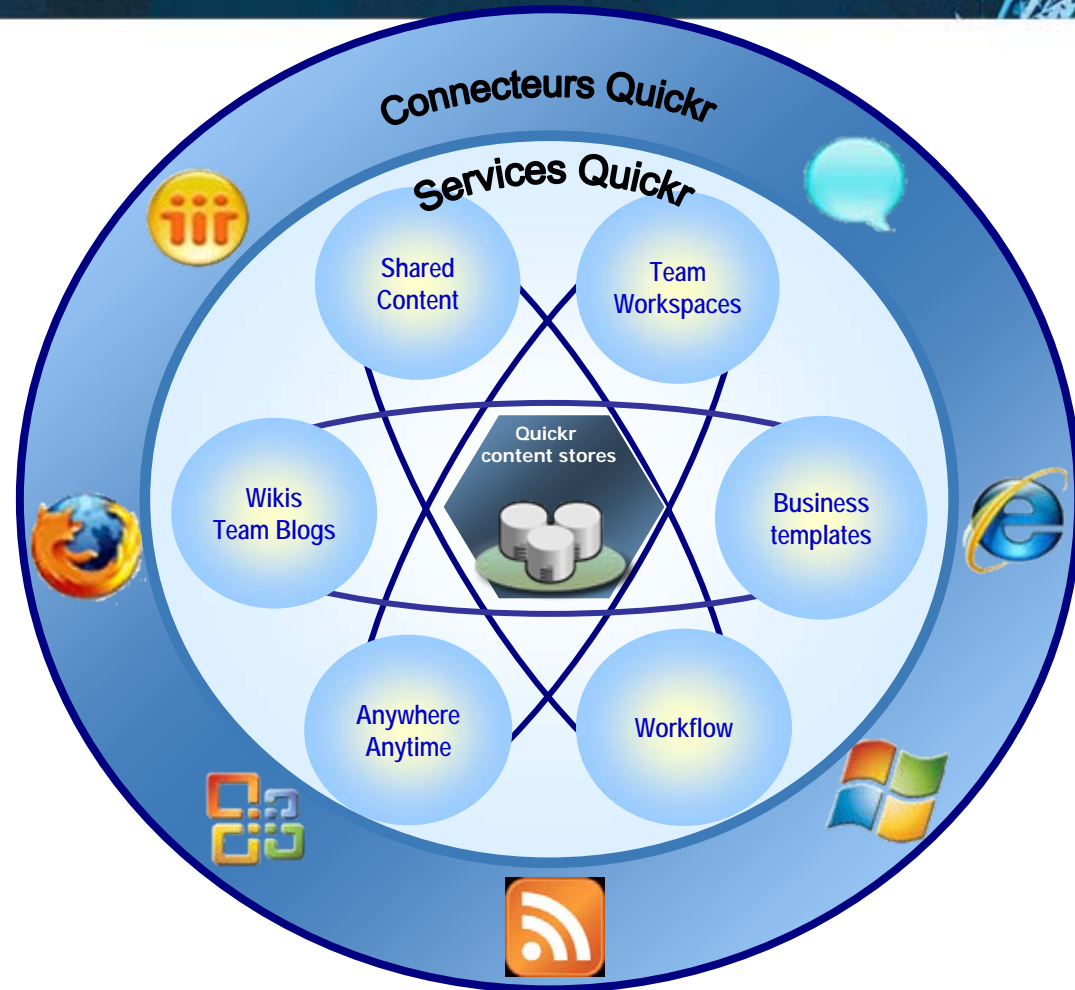
- linux software howto reference opensource tutorial programming unix windows tools security news hardware os ubuntu sysadmin distro video debian tips server desktop kernel livecd networking

Lotus Quickr - gérer et partager du contenu, construire des espaces de travail

**Services** : partage de fichiers, collaboration

**Connecteurs** pour accès depuis poste de travail (Windows Explorer, MS Office, Sametime...)

**Gestionnaires de Contenu** accessibles: ECM, Domino, Sharepoint...

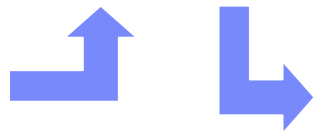


# Partager la connaissance avec outils de Broadcast



IBM Lotus Sametime Connect interface showing contacts and broadcast tools. The interface includes a menu bar (File, Edit, View, Tools, Help), a contacts list with search and location settings, and a broadcast tools section with various communication options.

Skill Tap Broadcast Tools Event Wizard dialog box. Step 2 of 2: Compose broadcast. The wizard is titled "Skill Tap: Sales and Marketing Channel" and prompts the user to enter a question and search for an answer in the FAQ archive. It includes a checkbox for "Start a FreeJam in addition to individual Skill Tap sessions" and buttons for navigation.



Skill Tap: SAP Experts session window. The session is titled "Skill Tap: SAP Experts" and features a question from George Bandini: "Which of the following products are significant competitors?". A "Respond" dropdown menu is visible, with options for "Check Response Status...", "Join FreeJam...", and "Join Skill Tap Session...".

SkillTap Response Status dialog box. The dialog prompts the user to provide feedback on the assistance provided. It includes radio button options for "Assistance was provided", "Offer to assist withdrawn after further clarification", "Requester acknowledged problem already answered", "Requester did not respond to feedback", and "Deemed inappropriate use of SkillTap". The "Add to SkillTap FAQ" checkbox is checked. Buttons for "OK" and "Cancel" are at the bottom.







*Stratégie : Créer un socle AJAX commun, basé sur des standards, défini par une communauté ouverte*

- Création d'un groupe de sociétés afin de développer des technologies et outils de développement open Ajax
- Support initial des frameworks **Dojo**, Zimbra, et Rico.
- IBM contribue initialement du code permettant aux développeurs Eclipse d'utiliser les fonctions debugging de Mozilla (Ajax Toolkit Framework)
- OpenAjax Hub prévu début 2007

*Réponse de l'industrie : 40 sociétés on rejoint les 15 fondateurs (Adobe, Tibco, Intel, Software/AG, Opera, etc...)*





1. Depuis Websphere Portail, rechercher un gadget Google Gadget (quelques milliers...)

## Integrated Google Gadget Portlet



1. Sélectionnez un gadget et configurez le...

## Integrated Google Gadget Portlet

Address Name	Google
Address or Zip*	1600 Amphitheatre P
Zoom	Street
View Type	Map

\* required

Save

- Cliquez pour sauvegarder... C'est prêt...

## Integrated Google Gadget Portlet

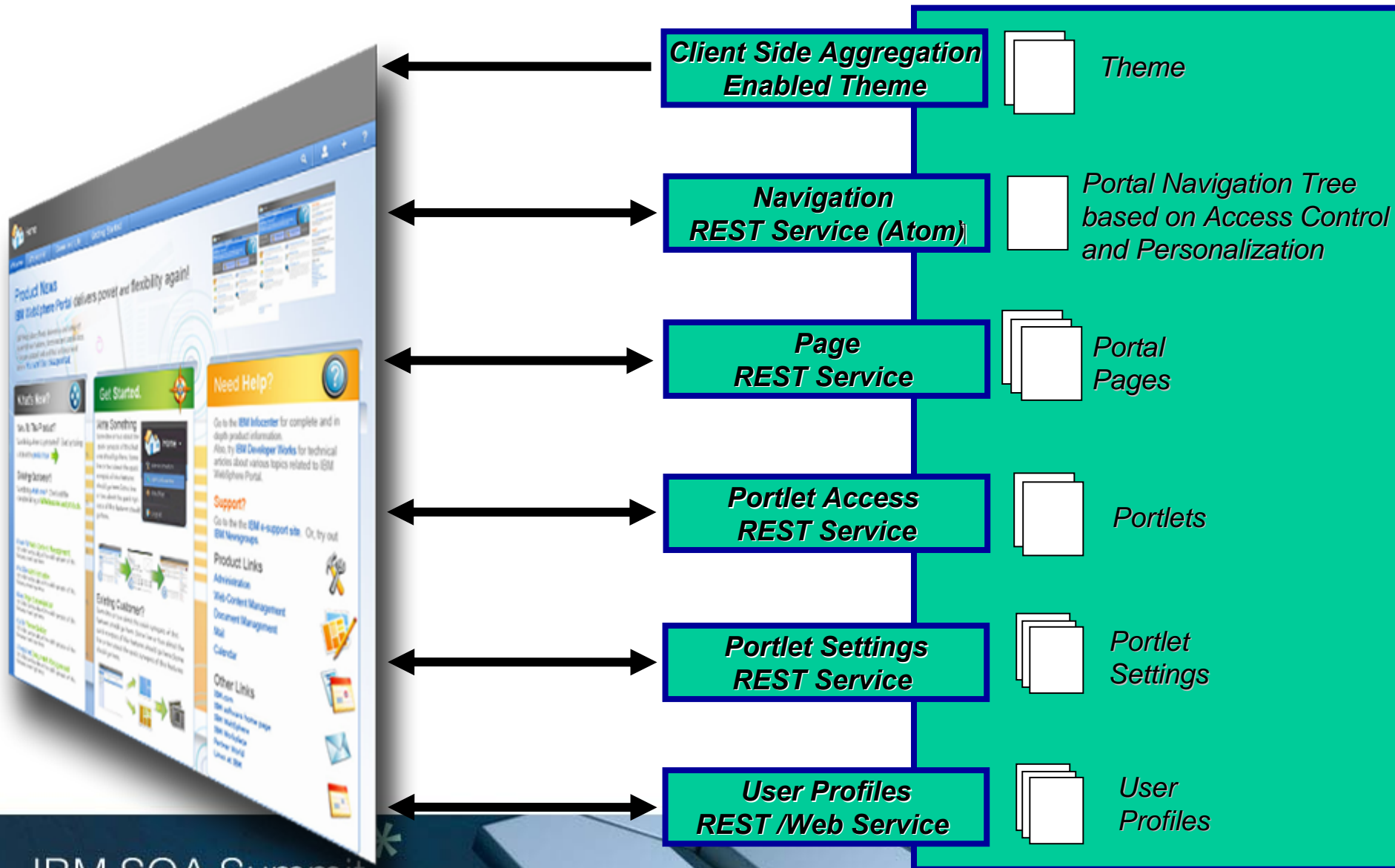


1600 Amphitheatre Parkway, Mountain View, CA

Gadgets powered by Google

# Client Léger Web 2.0

## Aggrégation des services portail dans le navigateur





- Créer et déployer les applications composites de nouvelle génération
- Réutiliser des templates
- Adapter facilement l'interface utilisateur
- ROI rapide
- Déploiement sur Portail ou sur Poste client

## Domino et WebSphere Portal

Composite application framework

Flux (RSS) et Services (SOA) externes

Informations partenaires ou fournisseurs

Applications ad Hoc

Business intelligence

Applications Legacy d'entreprise





# Enterprise mashup - IBM QEDWiki

## Créer des applications par assemblage



Name	Contact	Address	City	State	Zip
Watertown	<a href="mailto:linda@nerdshack.com">linda@nerdshack.com</a>	615 Arsenal Street	Watertown	MA	02471
Somerville	<a href="mailto:jane@nerdshack.com">jane@nerdshack.com</a>	75 Mystic Ave	Somerville	MA	02143
San Mateo	<a href="mailto:tom@nerdshack.com">tom@nerdshack.com</a>	2001 Chess Dr	San Mateo	CA	94404
Lakeline	<a href="mailto:snickolas@nerdshack.com">snickolas@nerdshack.com</a>	11301 Lakeline Rd	Austin	TX	78717



**National Weather Map**

American Samoa · Guam · Puerto Rico/Virgin Islands

Flash Flood Watch	Flood Statement	Flood Warning
Flood Watch	Gale Warning	Hazardous Weather Outlook
High Wind Warning	High Wind Watch	Hurricane Force Wind Warning
Lake Wind Advisory	Marine Weather Statement	Short Term Forecast
Small Craft Advisory	Snow Advisory	Snow And Blowing Snow Advisory
Special Weather Statement	Storm Warning	Wind Advisory
Winter Storm Warning	Winter Storm Watch	Winter Weather Advisory

Weather Alerts (local)  
Forecast  
Radar (local)

- Feeds RSS
- Web services sans développement
- Interface utilisateur riche
- Composants ISV
- Versionning / Déploiement immédiat

### Top Selling Items in the Lakeline Branch

Item Num	Link
1	<a href="#">160973 pkq - Window &amp; Wall Air Conditioners</a>

## ■ Revenu

- Publicité
- Rémunération sur les appels aux API Web services
- Éventuellement à la transaction ou à l'abonnement



## ■ Comment réussir ?

- Prime au premier ( ex : MySpace, Flickr, YouTube ...)
- Le « Long tail » : offrir le produit 'rare'
- Favoriser l'adhérence des utilisateurs : par les données, et par un nombre de services toujours renouvelés

- **Baisse des coûts de la présence sur le Web . Quoique...**
- **Personnalisation extrême**
- **Désintermédiation : La petite entreprise**
- **Impératifs :**
  - Maîtriser les évolutions technologiques : XML, SCA/SDO, Ajax,
  - Rapidité de réaction – métier et IT
  - Innovation
- **Capitaliser sur l'existant :**
  - Données
  - Services et Processus (SOA)





**Merci**

