



IBM SOA

Business Impact of SOA



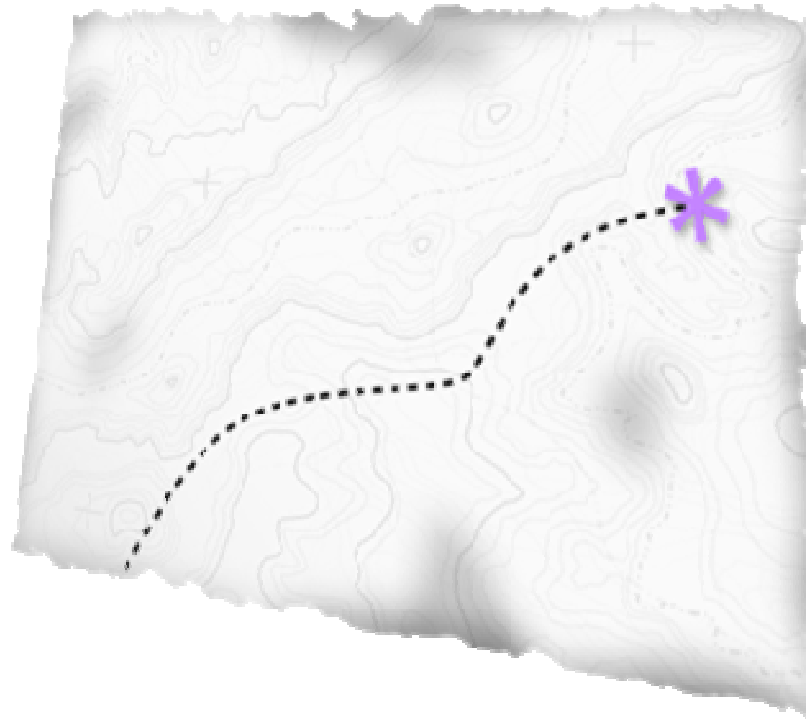
6/14/2007

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What is SOA?

... a service?

A **repeatable business task** –
e.g., check
customer credit;
open new
account

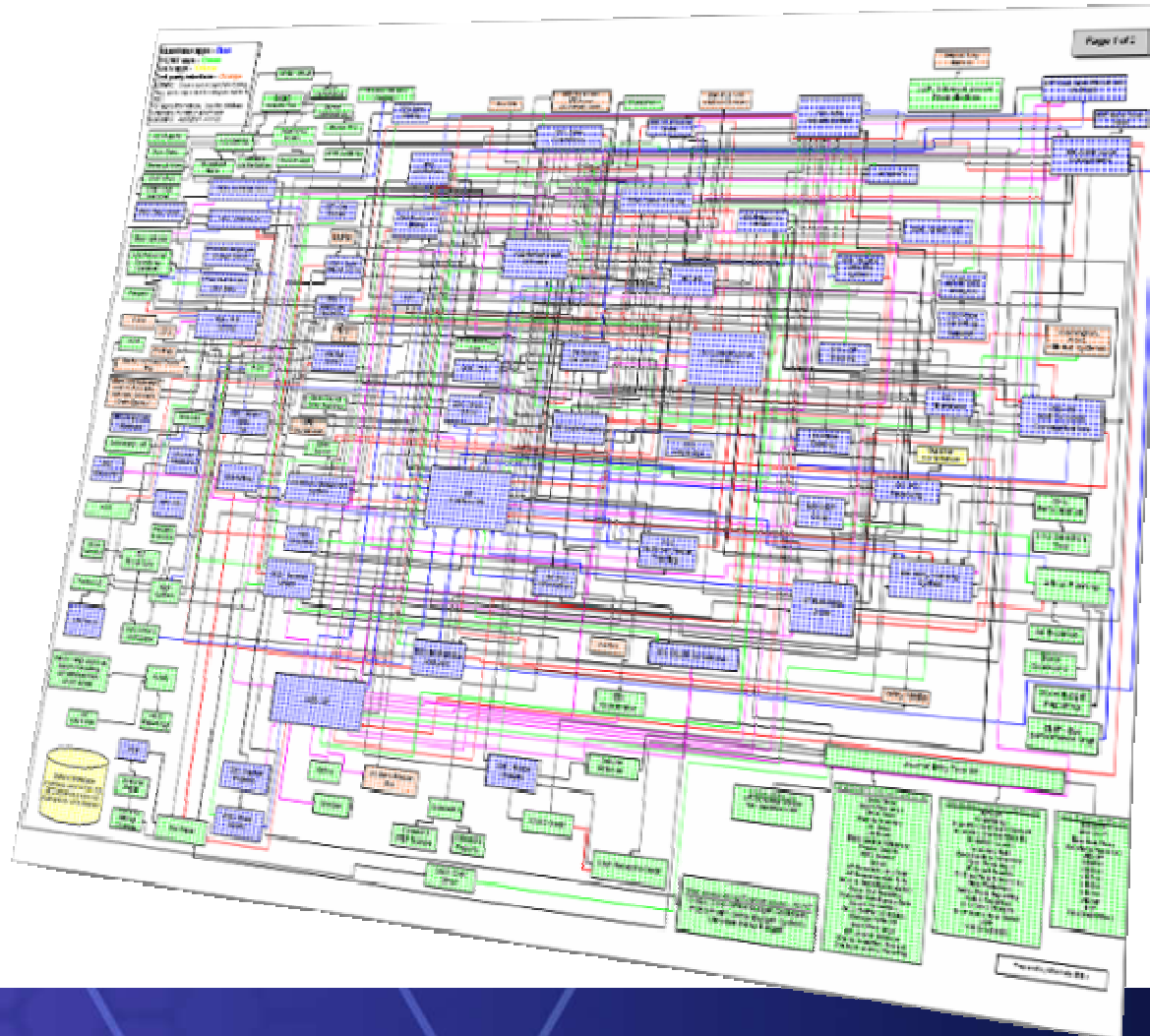


... **service oriented architecture (SOA)?**

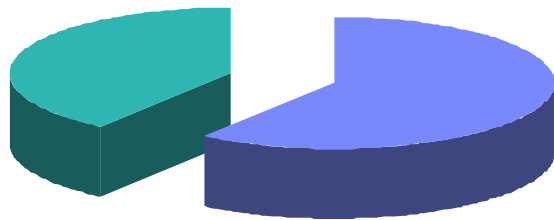
An IT **architectural style** that supports
integrating your
business as
linked
services

SOA can be your treasure map to innovation

...But Does Your Treasure Map
Look More Like This Today?



CEOs are Not Completely Satisfied *With IT's Roles in Providing Business Value Today Yet*



60% satisfied with the overall performance of IT



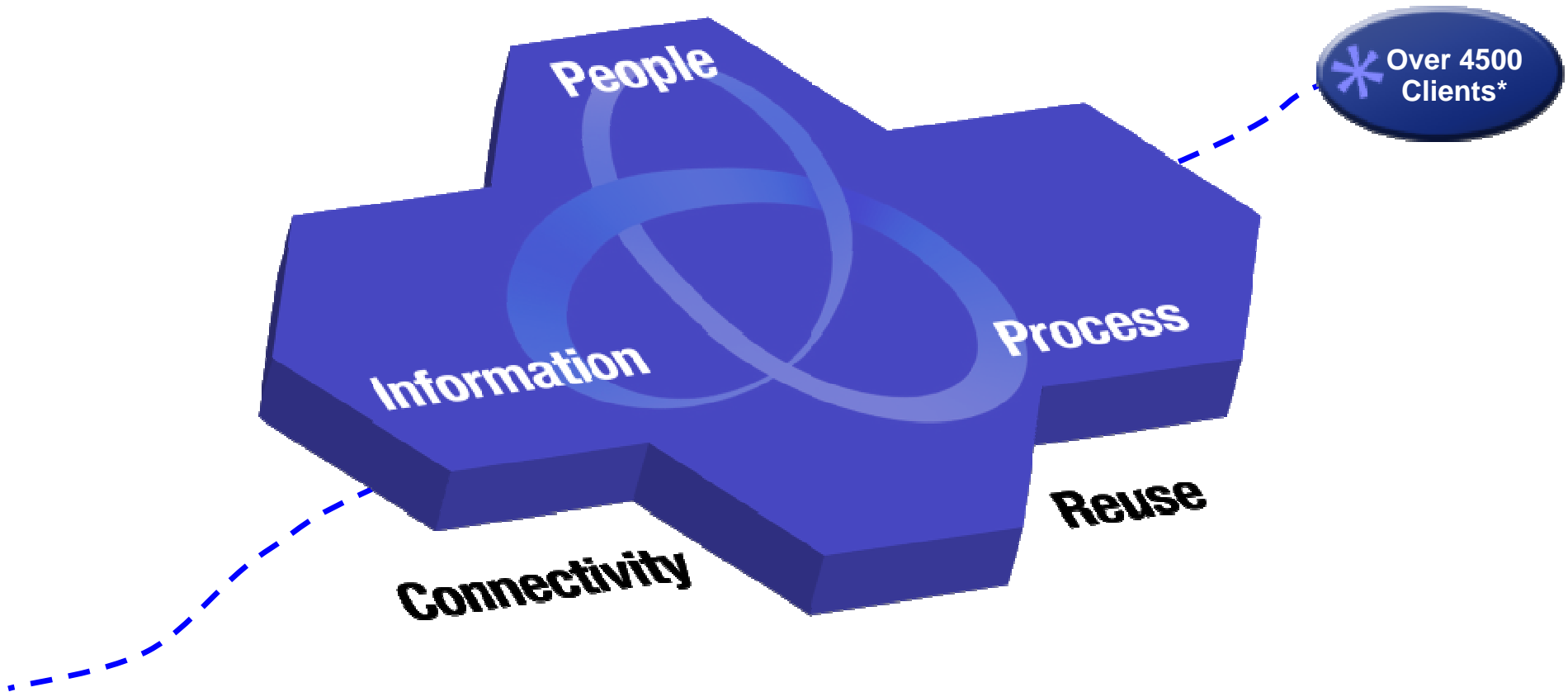
Only 28% see IT as a proactive leader in innovation



Only 30% see IT as a proactive leader in process improvement

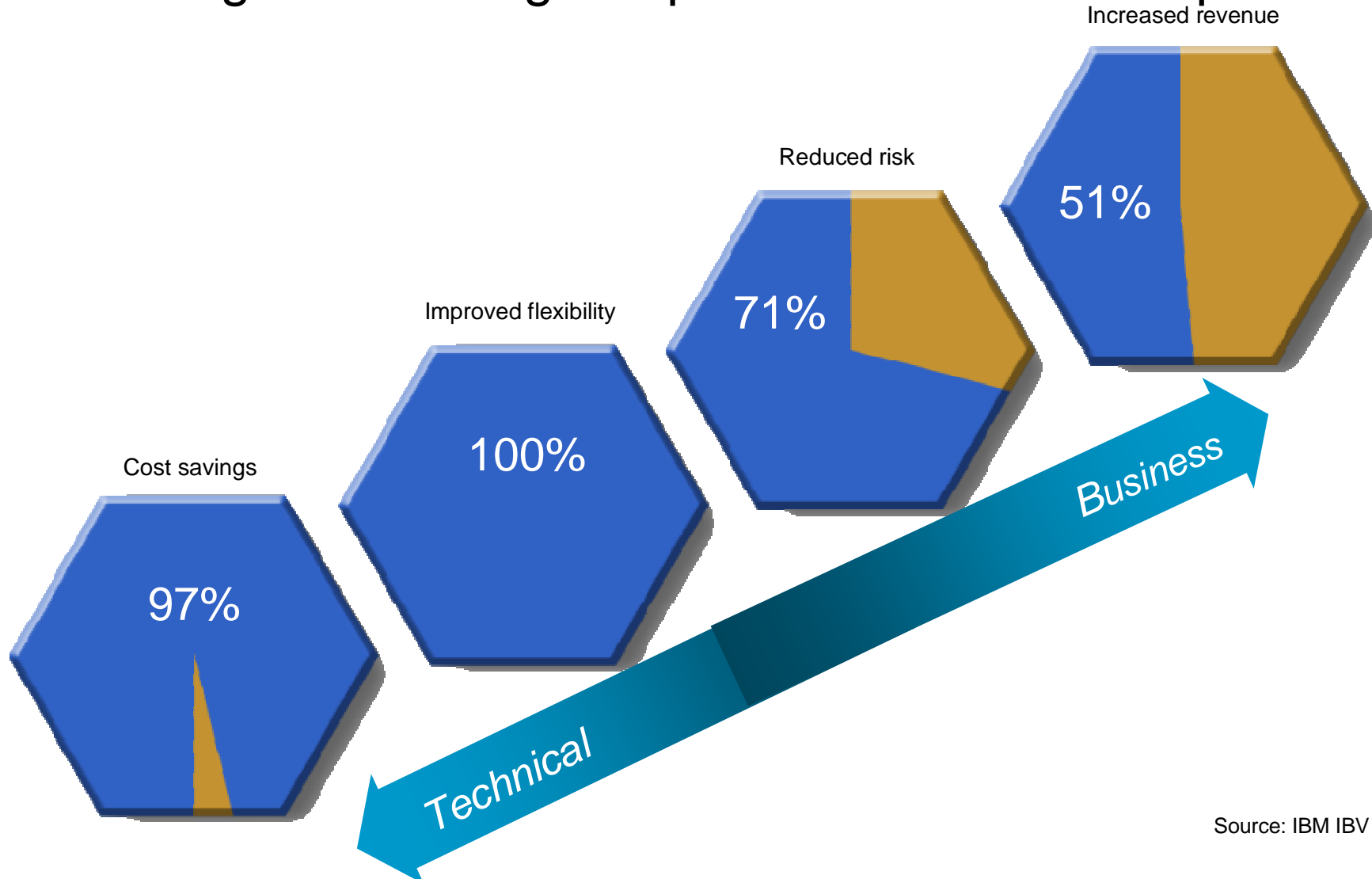
Source: "My View: The CIO And The CEO", by George F. Colony, Forrester, Feb. 7th, 2007

SOA Entry Points



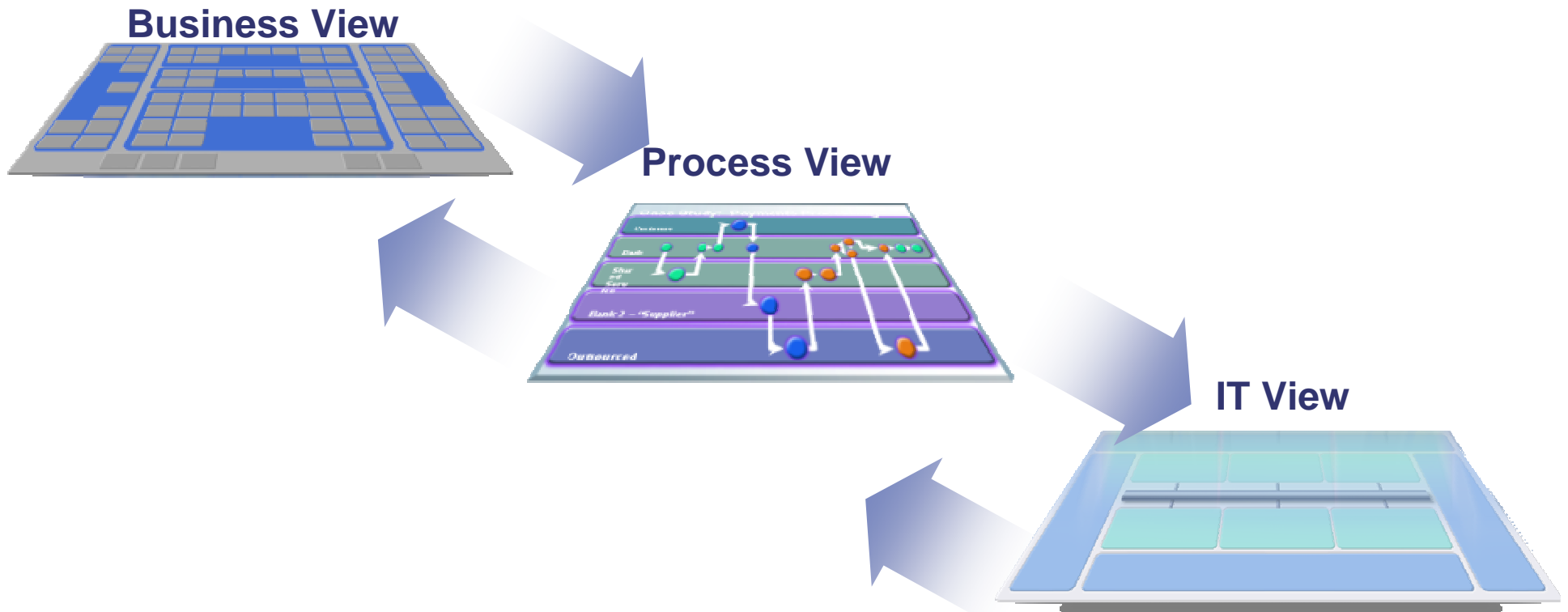
Your Compass to Guide Your Innovation

Percentage of Leading Adopters of SOA Who Report:



Source: IBM IBV Study

SOA Drives Greater Alignment Between Business and IT

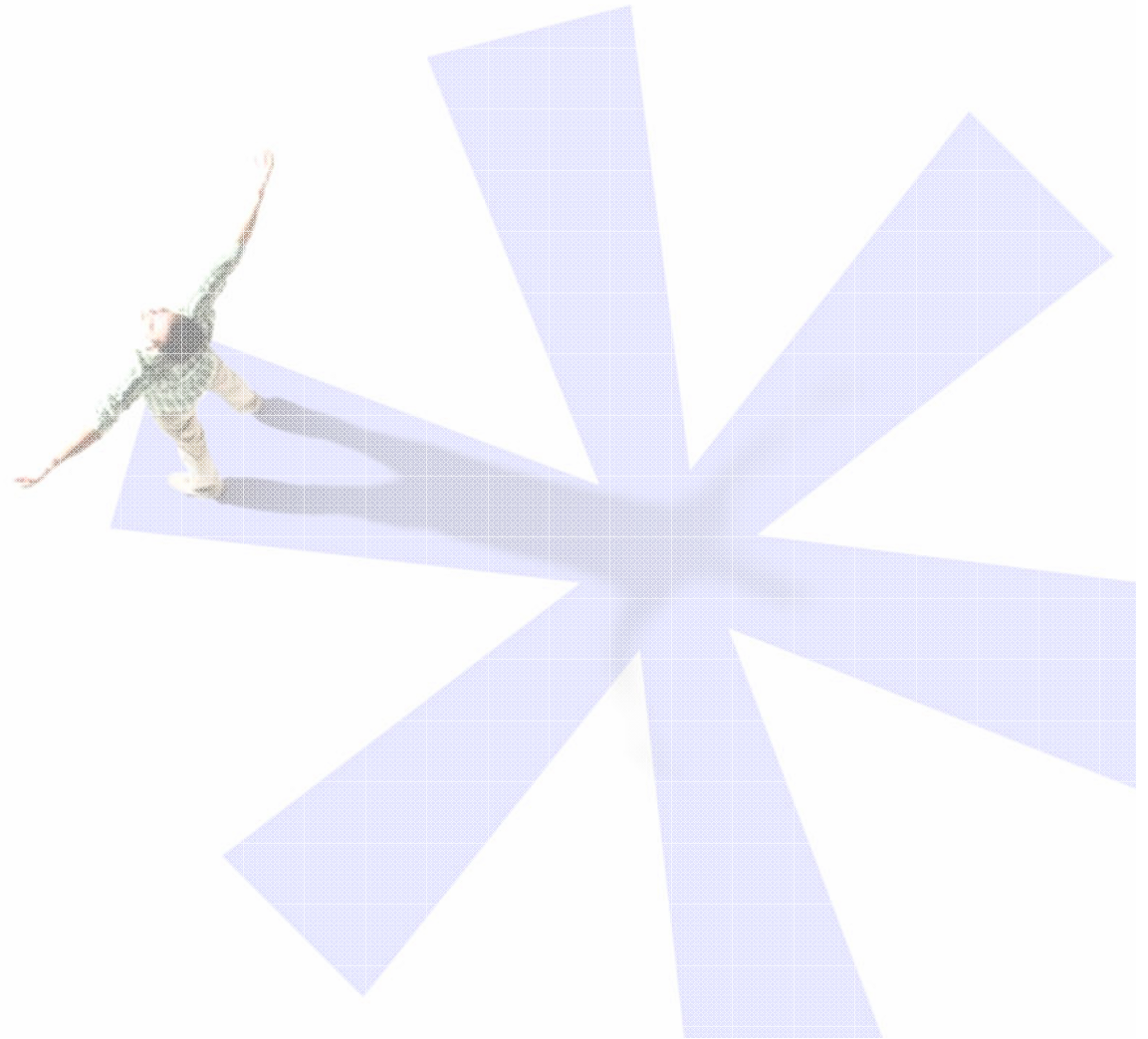


SOA Drives Enduring Impact through:

 Business Impact

 Technical Impact

 Personal Impact

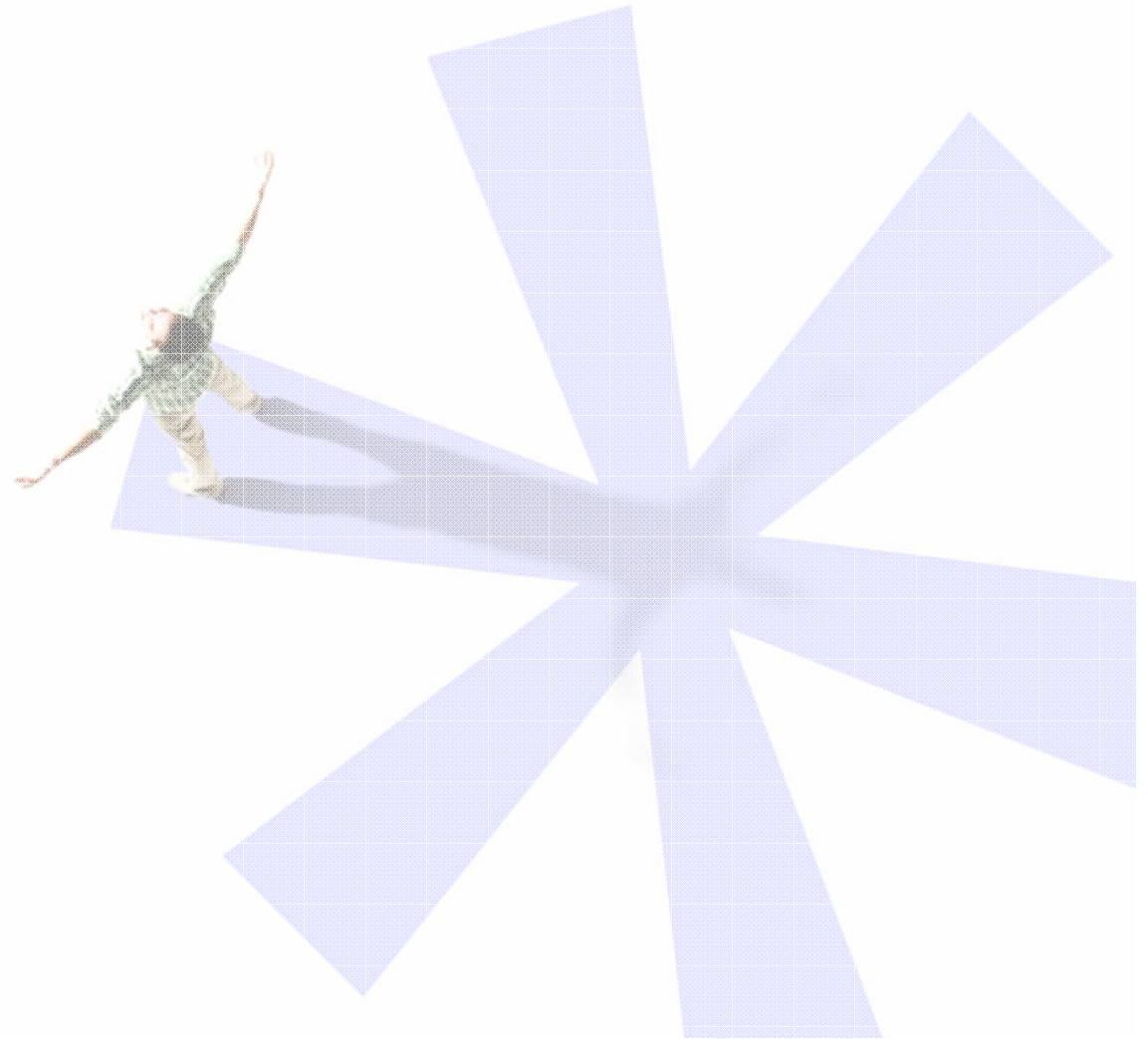


SOA Drives Enduring Impact through:

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Technical Impact

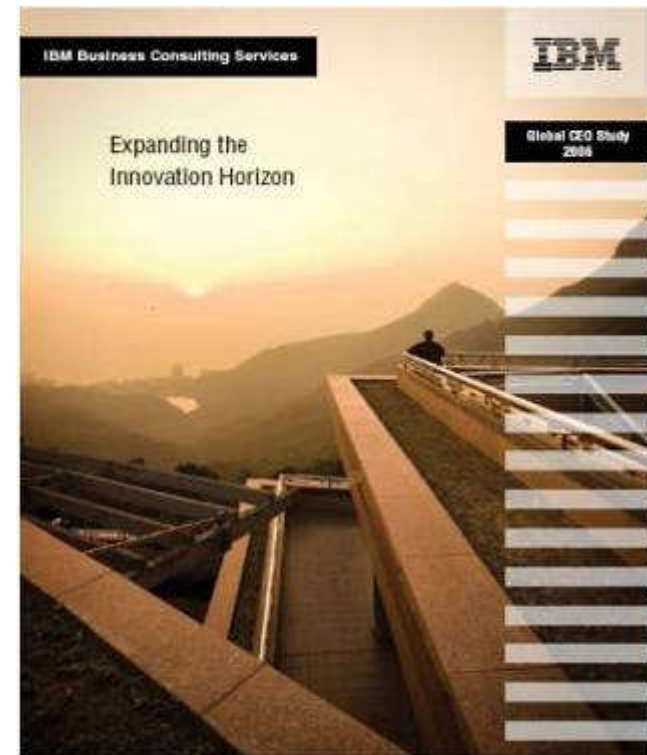
Personal Impact



Innovation that Matters To CEOs

Top Innovation Priorities:

- Extend the ability to collaborate inside & outside
- Innovate business models & processes
- Leverage information for business optimization



87% Expect fundamental change in next 2 years

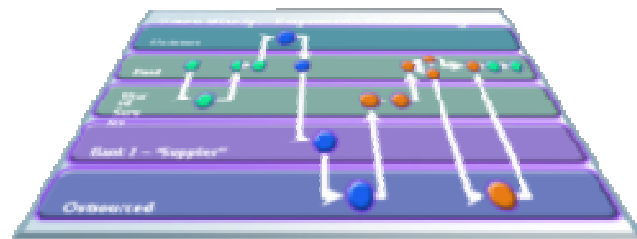
78% Believe innovation requires business and technology

SOA Industry Roadmaps are the bridge between the IT View and the Business View

*** New!**

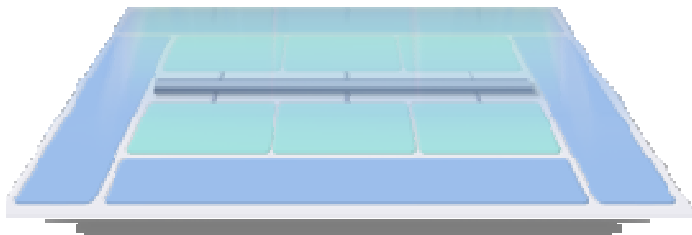


- **Business Blueprint**



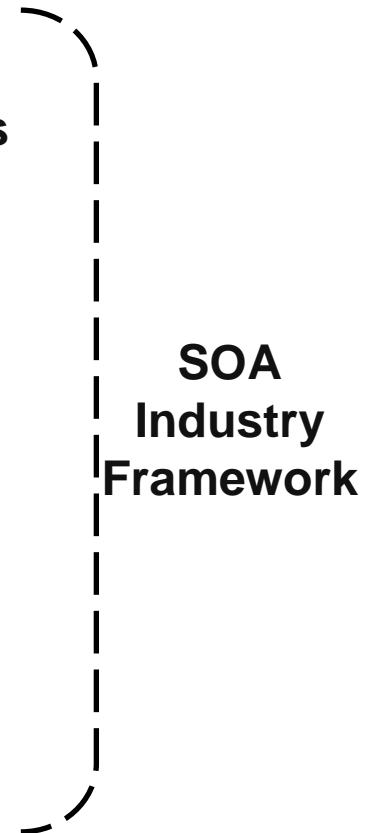
Business Process Management

- **Composite Business Services**
- **Business Partner Content**



SOA Reference Architecture

- **SOA Foundation**



SOA Industry Framework

Announcing SOA Industry Roadmaps

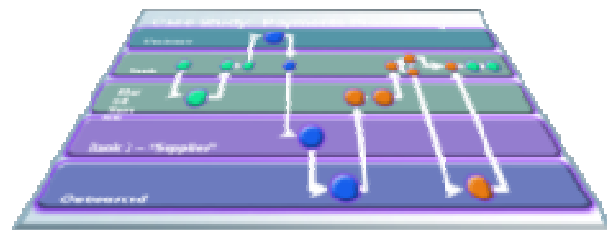
Eight Roadmaps in Six Industries

* New!

<u>Industry</u>	<u>Roadmap</u>
Insurance	Agent Collaboration: <i>Online Book of Business</i>
Healthcare	Member Enrollment: <i>Quote to Card</i>
Healthcare	Benefits & Eligibility: <i>Procedure Authorization</i>
Banking	Payments: <i>Security & Fraud</i>
Retail	Total Store: <i>Personal Shopping</i>
Telecommunications	Business/Operational Support Systems: <i>Service Provisioning</i>
Telecommunications	Service Delivery: <i>Converged Services</i>
Industrial	Product Lifecycle Management: <i>Supply Chain Collaboration</i>

Example: Insurance Agent Collaboration Roadmap

*** New!**



- Component Business Models for Insurance
- SOA Agent Collaboration Scenario
- SOA Business Case Models

- Auto Quote Composite Business Service
- Home Quote Composite Business Service
- Business Partner Content



**SOA
Industry
Framework**

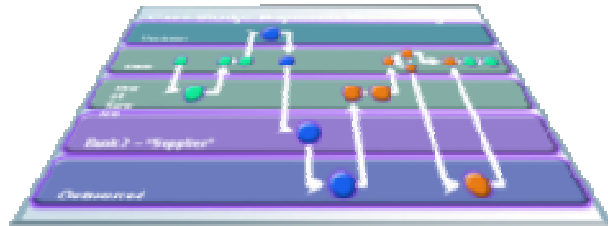
SOA Foundation enhanced with capabilities like Insurance Models

Using SOA Industry Roadmaps



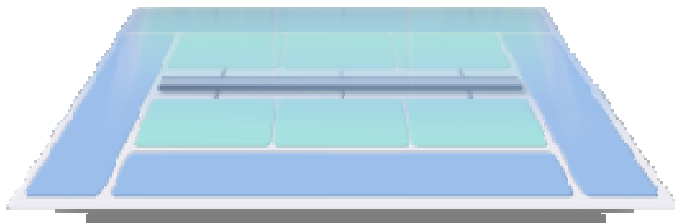
Define your Journey

- Assess business areas to improve
- Build SOA transformation plan using blueprint and industry expertise



Embark on your Journey

- Leverage industry roadmap and reuse composite business services with BPM
- Deploy with industry-specific capabilities



Deliver Benefits

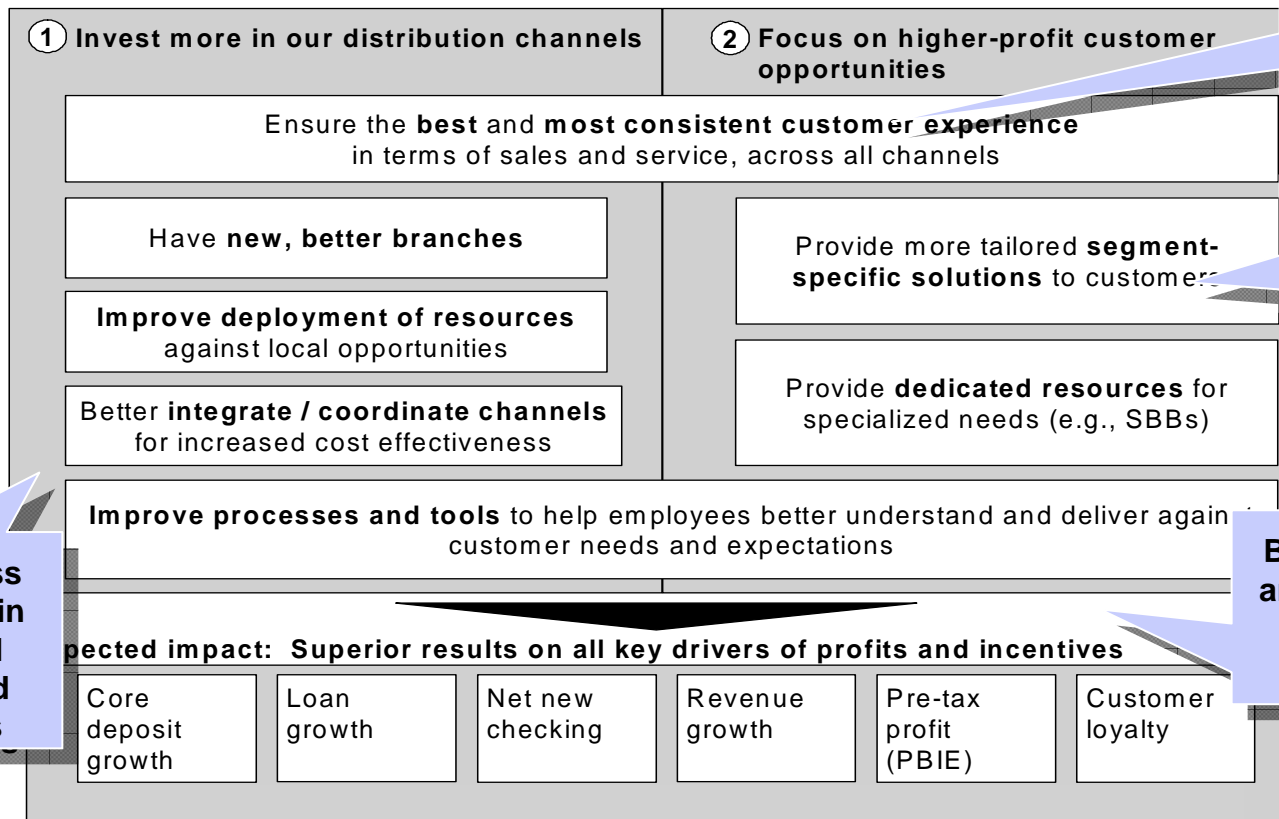
- Reduce operational costs and/or increase revenue
- Adjust using BPM during your journey

Why Wachovia Believes SOA is Important to their Business Strategy?

"...business executives are making decisions based on what they need to do ...not based on whether or not we can hook up a new system..."



GOOD TO GREAT = OUR ENHANCED STRATEGY FOR THE RETAIL BANK "BECOME A DISTRIBUTION EXPERT WITH A SEGMENT OVERLAY"



Consistency assured by shared business services

SOA enables agility and flexibility

Shared business services result in better channel integration and reduced costs

Business architecture and SOA help improve process design and execution

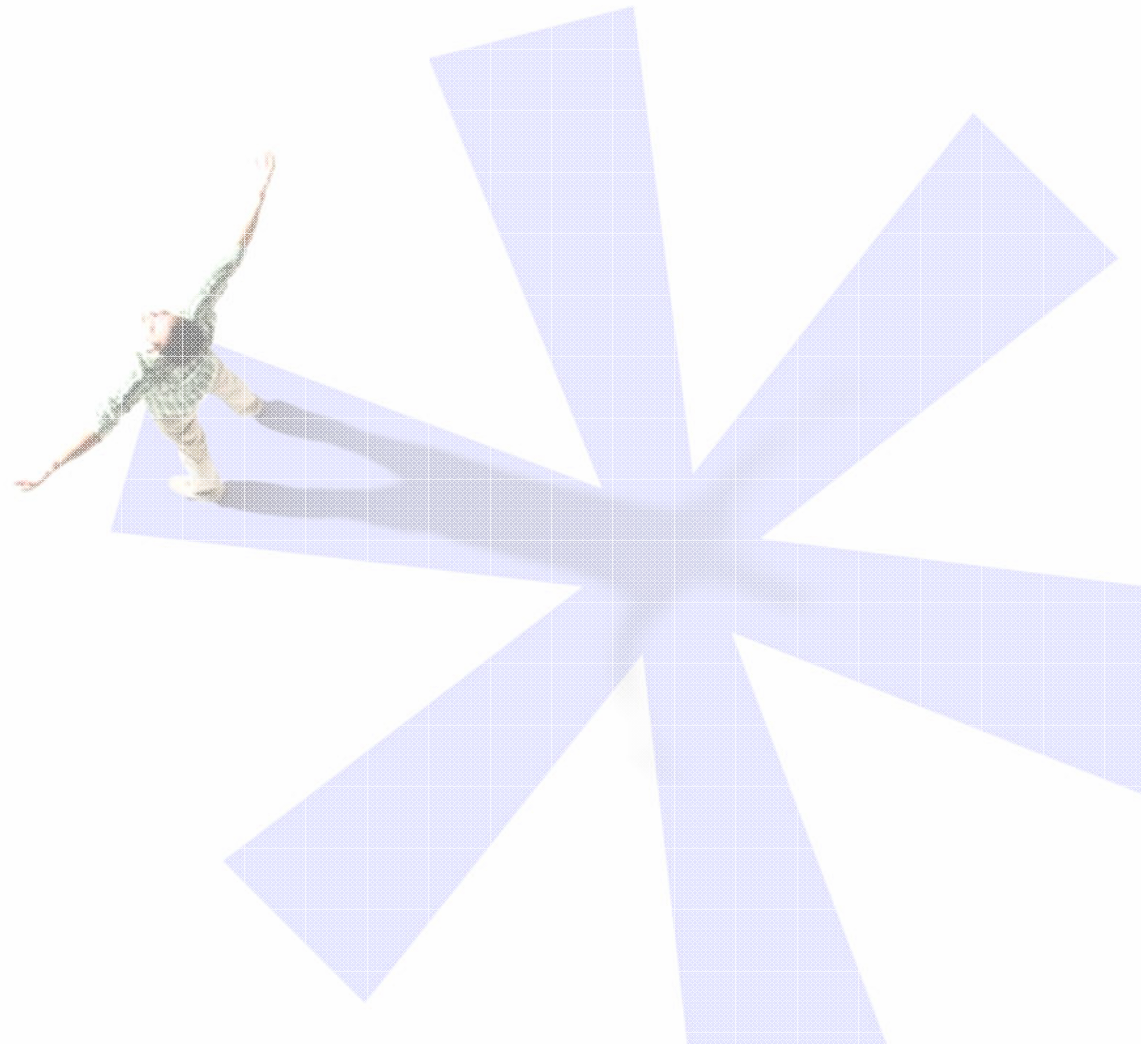
WACHOVIA

SOA Drives Enduring Impact through:

Business Impact

 **Technical Impact**

Personal Impact



Technical Impact: IT Value With SOA

Reuse: Service Enable What Have

*24% Faster ROI
Through SOA!*

*Source: The ROI of SOA. Poulin & Himler –
LogicLibrary Inc White Paper 2006*



Over \$15M Saved

Connectivity: Mission Critical SOA

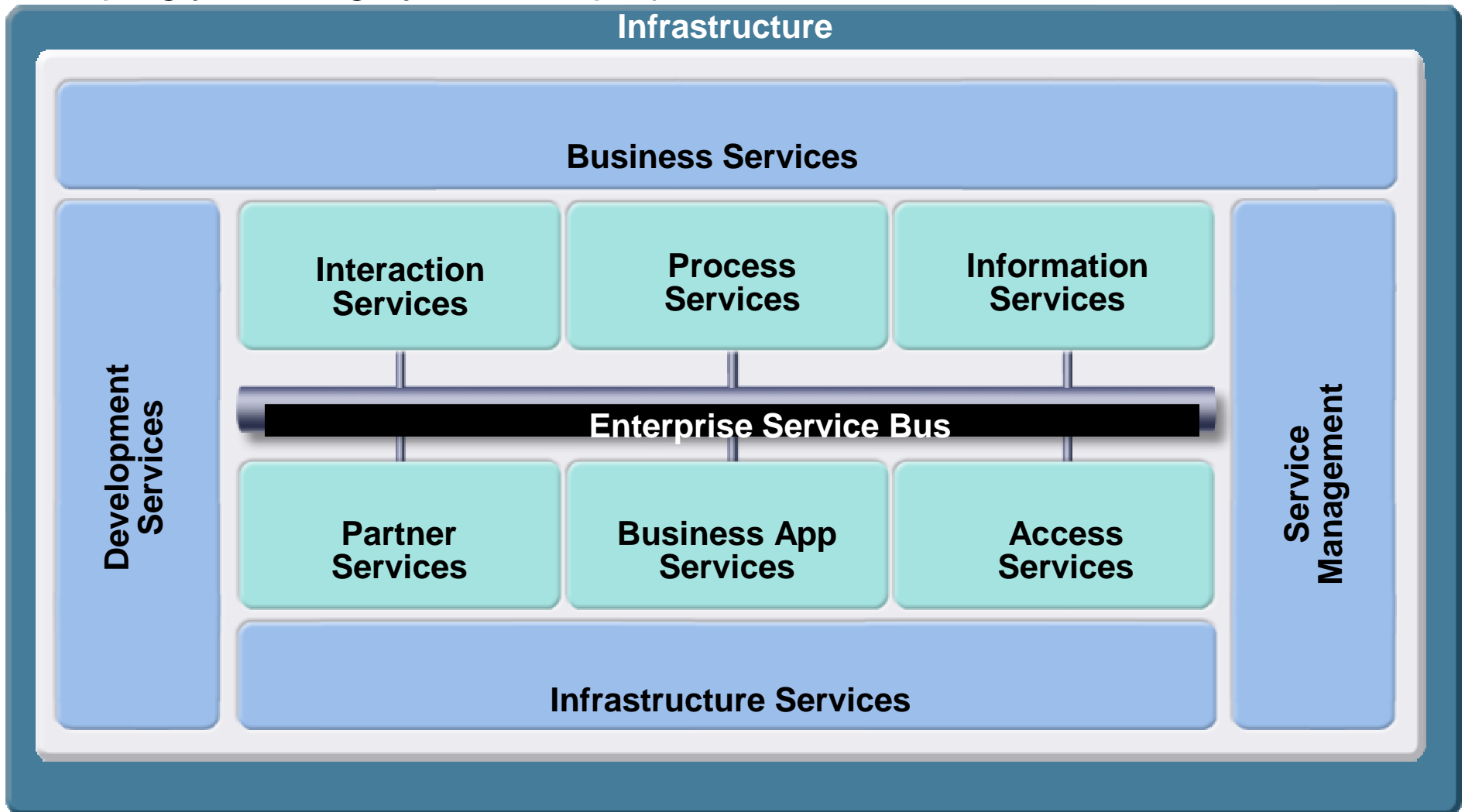
- Robust Scalability
- High Security
- Recoverability
- Manageable



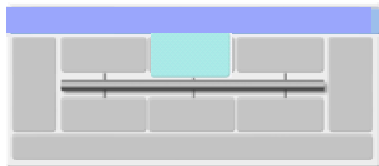
16 month project;
Cut development time by 35%

SOA Reference Architecture

Helping you design your SOA projects

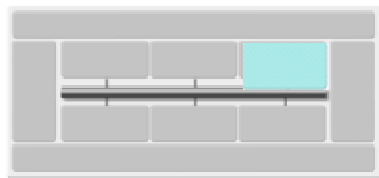


SOA Entry Points- What's New



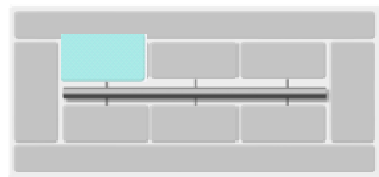
Process

- *WebSphere Process Server on System z*



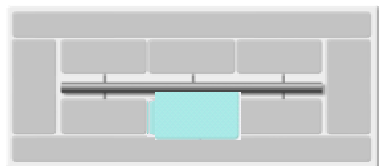
Information

- *Dynamic Warehousing*



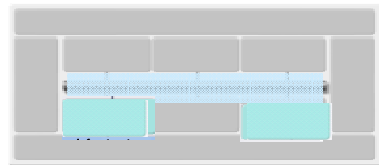
People

- *WebSphere Portal*



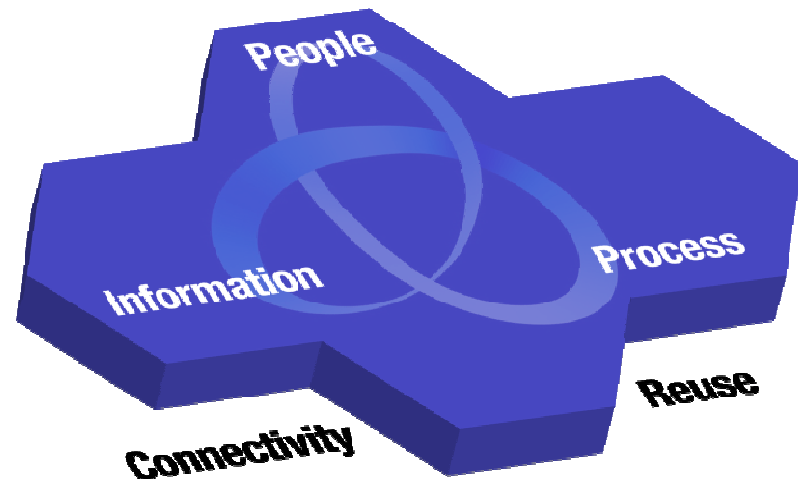
Reuse

- *Web Services Feature Pack for WebSphere Application Server*



Connectivity

- *WebSphere DataPower SOA Appliance*



Cross-SOA Entry Points

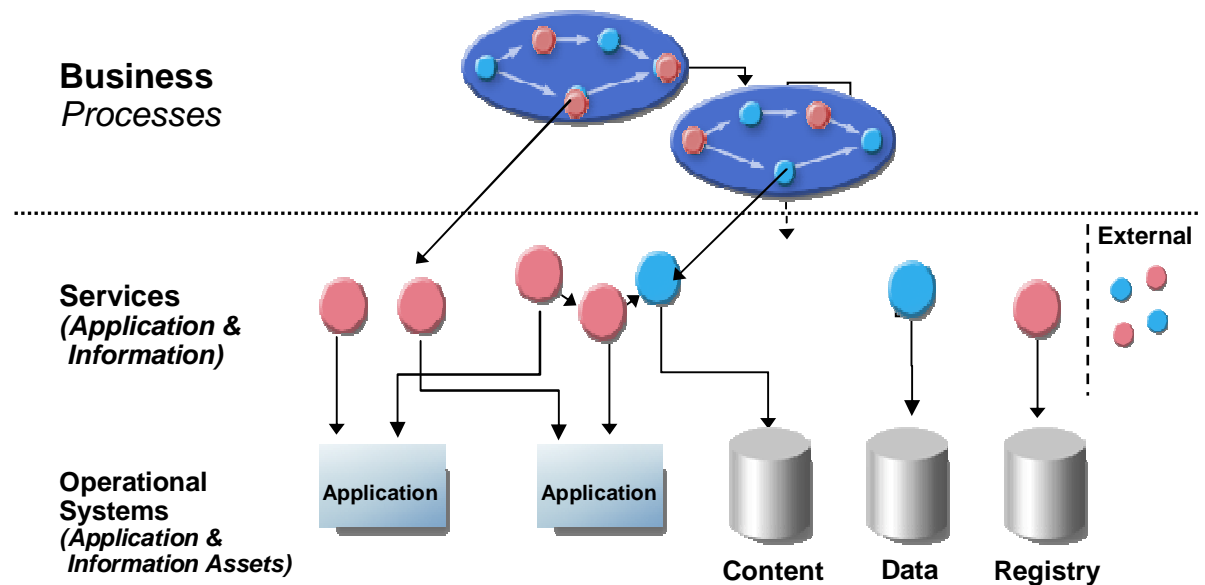
- *System p configurations for SOA Entry Points*

Integrating People, Process and Information with Business Process Management

SOA improves how you design, manage, and optimize your business processes by enabling:

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

SOA at the core of BPM:



BPM and SOA – Better Together!

Business Process Management

What's NEW

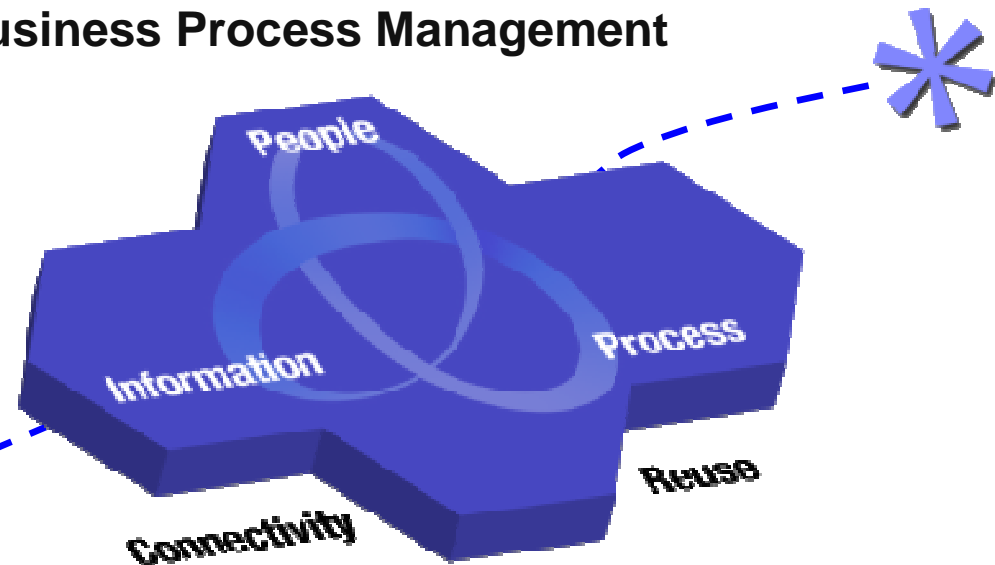
Business Process Management



WebSphere Business Services Fabric



BPM Enabled by SOA Professional Services



WebSphere/FileNet Roadmap



Business Activity Monitoring

SOA Governance: Your Instruction Manual for Successful Projects and Business



* New and Enhanced!

- WebSphere Service Registry & Repository
- Rational Asset Manager
- Tivoli Change and Configuration Management Database
- Tivoli Composite Application Manager

* Enhanced!

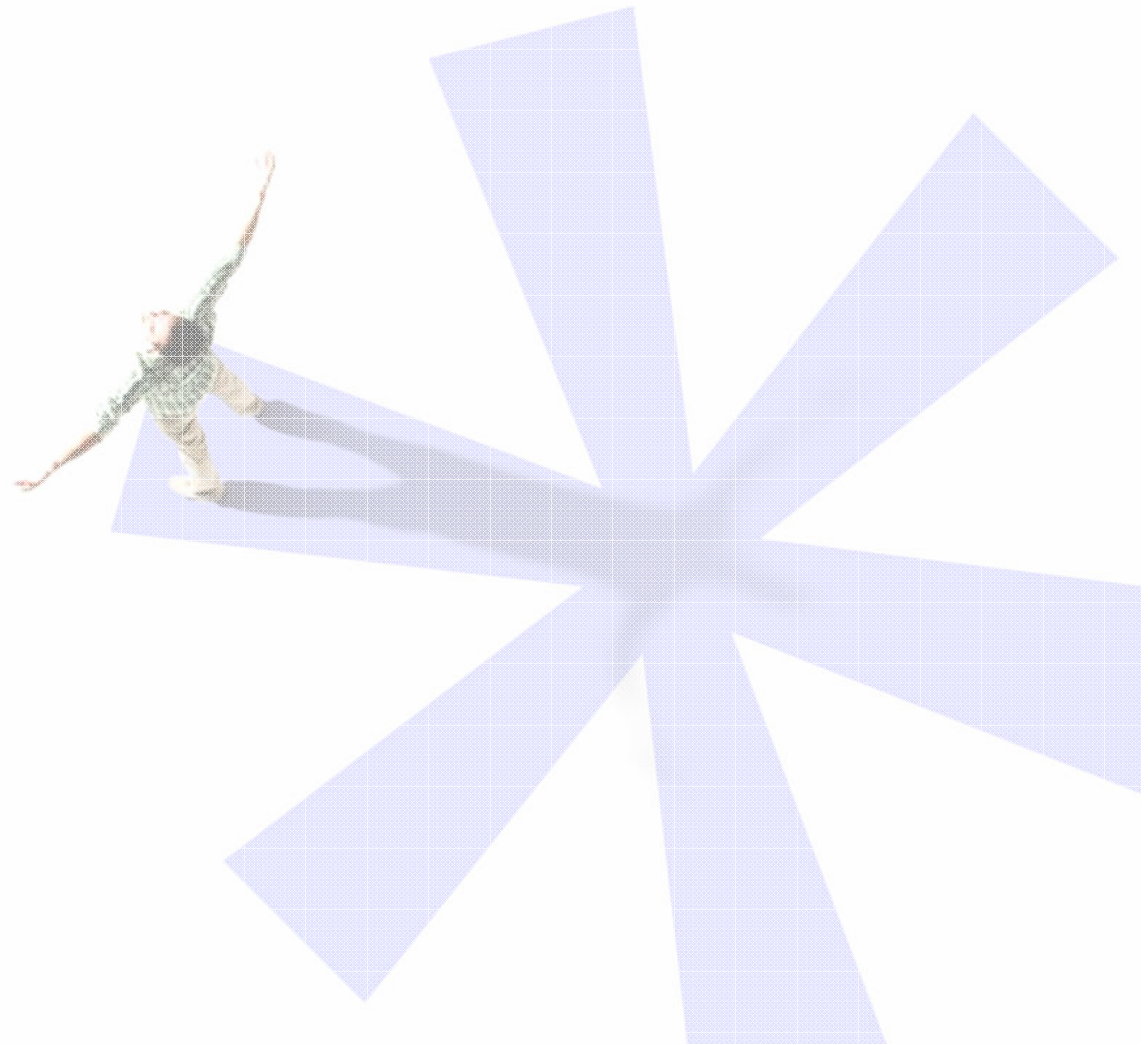
- Foster a culture of reuse
- SOA Governance Management Method

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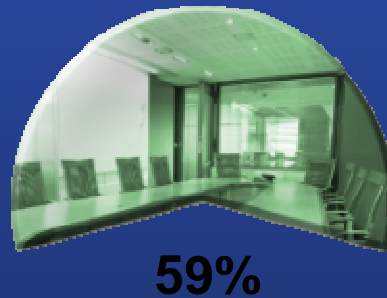


Personal Impact: SOA Drives IT and Business Alignment through CIOs

CIO is Part of the Executive Committee:

WITH SOA

WITHOUT SOA



CIOs who pursue SOA have a seat at the business leadership table

Average Compensation of CIOs

WITH SOA

WITHOUT SOA

\$250,000

\$159,000

Budgets as a % of revenue

WITH SOA

WITHOUT SOA

8.9%

5.8%

Skills Differentiate You and Your Organization

*Impact 24x7:
Second Life*



SOA Business Catalog Overhaul: Assembling 10K Assets!

The screenshot shows the IBM SOA Business Catalog interface. The top navigation bar includes 'Home', 'Products', 'Services & industry solutions', 'Support & downloads', and 'My IBM'. A search bar is prominently displayed with the text 'Search SOA Catalog...'. On the left, a sidebar lists asset types: Web Services (40), Widgets (50), Libraries (30), Templates (20), Feeds (100), and Snippets (75). Below this are expandable sections for 'Industries', 'Business Functions', 'Products', and 'All Categories'. The main content area features a 'Featured Assets' section with a card for 'Celequest Activity Suite', which includes an 'Average Rating' of 4 stars, 'Downloads: 24', and 'Categories: Web Service Provider: Twinsoft'. On the right, there are sections for 'New!' and 'Popular' assets. Red annotations highlight several key features: 'Enhanced Search' points to the search bar; 'Business-Focused Navigation' points to the left sidebar; 'User Feedback' points to the rating and download statistics; 'New News' points to the 'New!' section; and 'Enhanced!' points to a blue starburst icon.

***Demonstrating
IMPACT to future
leaders***



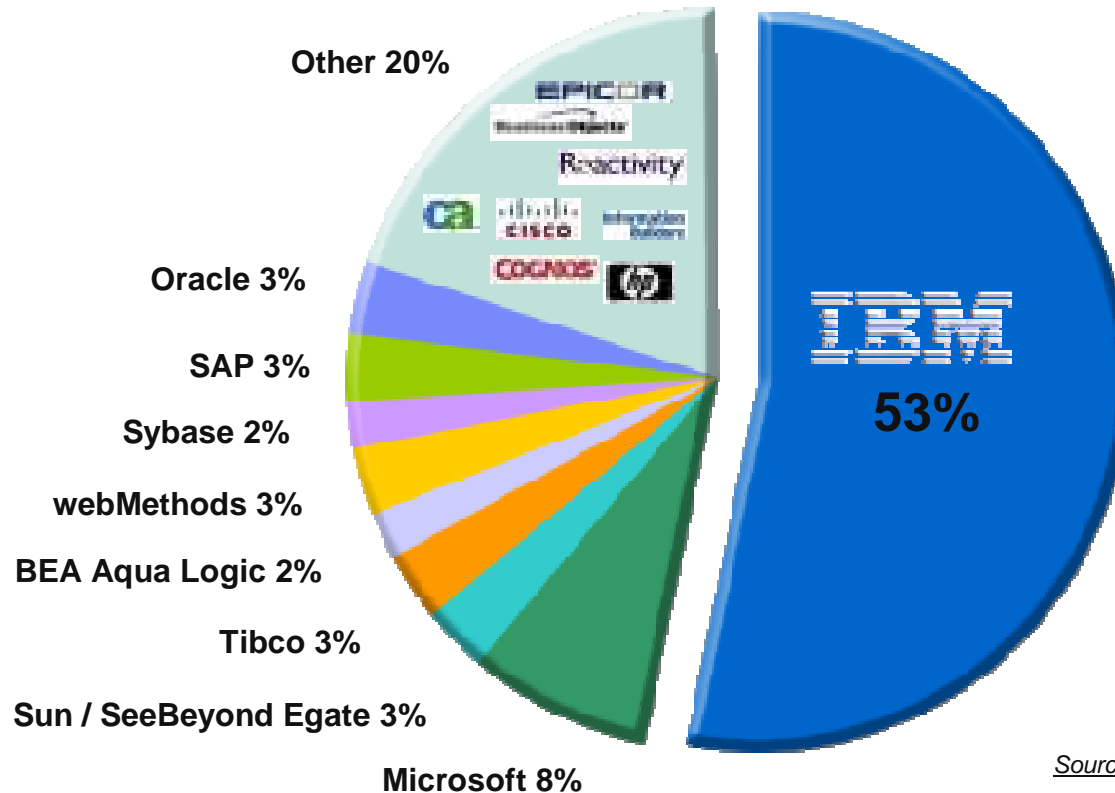
***BPM Simulator
and Contest***

*Future buyers learn
BPM, implement a
project, and discover
the value by living it.*

*Characters follow the
movie
Prototype: May 2007*

According to WinterGreen Research: SOA Market Leadership

Worldwide Services Oriented Architecture (SOA) Engine and Collaboration License, Services and Maintenance Market Shares, 2006
2006 Market Share



*Source: WinterGreen Research, April 2007
SOA Engines and Components only*

Act Now: Learn, Assess, Subscribe!!

- **Learn the new language of business**
 - New book “*The New Language of Business: SOA and Web 2.0*” at:
<http://www-306.ibm.com/software/solutions/soa/newlanguageofbusiness.html>
- **Take the SOA Readiness Assessment:**
 - Discover your level of maturity for SOA adoption at:
www.ibm.com/soa/assessment
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Contact your IBM representatives or Business Partner for Business Value with SOA

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