



Hurwitz & Associates

Judith Hurwitz & Carol Baroudi

Judith Hurwitz: This is a really important time for organizations to move to SOA. When I talk to CIO's in companies, (omit: large companies) they really understand that for them to differentiate themselves from competitors (transcript error) to be able to take advantage of new opportunities that they haven't been able to do before.

Carol Baroudi: You can't innovate if you are constrained by your IT. To innovate really requires liberating business from its IT. So if we want to create a new business model, if we want to try a new product, if we want to instantiate something and see if it works well, SOA allows us to do that in a way that doesn't involve betting the farm.

Judith Hurwitz: Through SOA what we are able to do is we now have those nice well defined business services and now we link them together based on what we want to accomplish from a business process standpoint.

Carol Baroudi: So that we can take a process here take a process here link them together to define the business process in a new flexible way.

Judith Hurwitz: Now instead of thinking of data as something that you just throw into an application, we now think of data as a set of information services and this is very consistent for example with what IBM has done with its information servers

Carol Baroudi: We can use this information that has been brought together, created one version and then use that same information in every different instance that it's needed

Judith Hurwitz: Across the organization, across partners, across customers, across suppliers.

Carol Baroudi: People have already embarked on this journey and what people are seeing is a much better coherence through the organization and an ability to reuse.

Judith Hurwitz: There are blueprints and models that you can leverage. IBM has done a lot of work in this area to look at different businesses and patterns of success.

Carol Baroudi: I have been very impressed with what IBM has done with their business consulting unit and their component business models.

Judith Hurwitz: You really need to work with a vendor that has a deep understanding both of practices and software, and innovation, and data management.

Carol Baroudi: We are starting to see timescale shrink and savings start to happen. And this is very visible as soon as you have done your first SOA project.