



Sandy Carter – Inside SOA Scoop

Hi, my name is Sandy Carter. I'm the Vice President at IBM in charge of Strategy, Channels and Marketing for Service Oriented Architecture and WebSphere. And what I'd like to do today is to share with you 3 exciting announcements that we've made on October the 3rd. The first is around IBM and its partner's leadership in Service Oriented Architecture. With over 3,000 customer engagements, 3,300 assessments, and a 108% increase in the number of partners that support IBM's strategy, I think every customer would like to go and partner with a leader on their first SOA engagement.

Secondly, announcements of how customers who have already started are already seeing business value. And they're doing that through IBM's SOA Entry Points, a very flexible way that you can start an SOA project at your pace delivering business value.

And third and finally, about the new capabilities and enhanced capabilities that IBM has announced to the marketplace to continue to build out our SOA foundation capabilities and business process management, and business services for the line of business or business-focused customer. And also enhancements for SOA around infrastructure and management, as well as SOA Governance, covering a lot of the IT topics.

Now I know that you're looking to really begin your first SOA project, and I'd like to invite you to join us on October the 9th, for our webcast with Robert LeBlanc, our General Manager at IBM in charge of SOA for the corporation, as well as Judith Hurwitz, who is the author of "SOA for Dummies". I look forward to seeing you on October the 9th.