



| IBM SOA

# Accelerating Business Agility with Smart SOA

Smart  
SOA



## Welcome to the SOA Fall Launch Business Partner Call

### Call objectives:

- Provide you an overview of the key SOA messages and announcements
- Identify the PartnerWorld resources that will help you grow your SOA business



# IBM SOA Fall Launch – The Biggest SOA Launch to Date

## Agenda & Speakers

Fall Launch Overview



Sandy Carter, IBM  
Vice President, SOA  
& WebSphere  
Marketing, Strategy  
and Channels

PartnerWorld  
Program Highlights



Jim Corgel, IBM  
GM, ISV &  
Developer Relations

Get Started Today



John Gordon, IBM  
Director, Channels  
Marketing, SOA and  
WebSphere



IBM SOA

# Accelerating Business Agility with Smart SOA

**Sandy Carter**

IBM Vice President, SOA & WebSphere  
Marketing, Strategy and Channels

A 3D graphic featuring the word "Smart" in a white, handwritten-style font above the letters "SOA" in a large, blue, blocky font. Below the text is a horizontal bar with a green-to-blue gradient, and the entire graphic is reflected on a dark surface.

Smart  
SOA

# IBM SOA Four-Prong Strategy

# 1

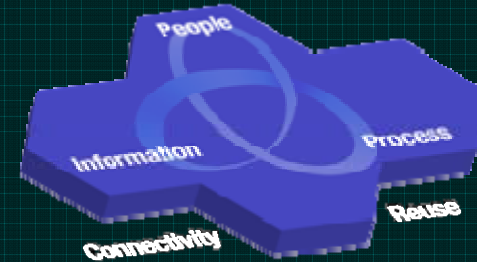
Deliver on Business Value of SOA through Industry Specialization



Expand differentiated SOA solutions that address industry-specific business needs

# 2

Deliver an Integrated and Consumable Technology Portfolio



Enable clients to easily consume our portfolio across all aspects of the lifecycle

# 3

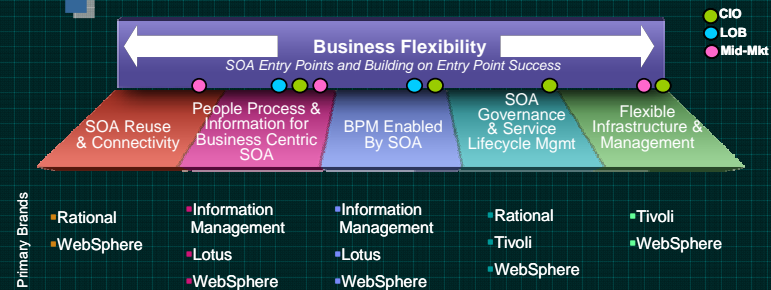
Grow Right Skills to Deliver SOA Solutions



Provide deep skills to facilitate SOA project implementation & unify methods & practices across practitioner communities to support SOA adoption

# 4

Accelerate SOA Adoption through Unified Go-to-Market Approach



Cross-brand EBF Program

# Sharing the Launch Excitement

## Key Launch Events

- 25 worldwide SOA Executive Summits
- 40 SOA Architect Summits
- 300 Regional Events
- 150 Impact Comes to You Events
- Monthly Webcast & Podcast Series
- Monthly Deep Dive Articles
- 3 Day Developer Jam



# Top 5 Takeaways

1	IBM's continues to invest in its SOA strategy	<ul style="list-style-type: none"> <li>Over \$1B annual investments</li> <li>4100+ SOA Business Partners bring soa skills to customers</li> <li>Skills – Innov8 in 17 universities, 182% increase in certifications, SOA Curriculum in 351 schools</li> </ul>
2	Customers' first-hand accounts help peers understand the value of SOA	<ul style="list-style-type: none"> <li>Customers telling their story at all SOA events (50+ customer speakers)</li> <li>Customer case studies and eBook publication</li> <li>Most customers of any vendor – over 5700 using our SOA offerings</li> </ul>
3	Globally Integrated Enterprises thrive with SOA in era of unprecedented change	<ul style="list-style-type: none"> <li>Globally Integrated Enterprise assessment</li> <li>Pioneering Key Agility Indicators with the IBM Benchmark Wizard</li> <li>Blueprint for Supply Chain Visibility</li> </ul>
4	BPM Enabled by SOA helps optimize and innovate end-to-end business processes	<ul style="list-style-type: none"> <li>Advanced modeling and simulation to empower the business analyst</li> <li>Accelerate deployment with pre-built, industry-specific best practices</li> <li>Business and IT dashboards with industry benchmarks for role-based actionable insight</li> </ul>
5	Smart SOA delivering business and IT value for every customers' path	<ul style="list-style-type: none"> <li>Foundational; Extend End-to-End; Transform; Adapt Dynamically</li> <li>SOA Continuum – Basic to advanced; simplicity and robustness throughout</li> <li>Introductory projects– SOA Entry Points &amp; Web 2.0</li> <li>SOA Configurations for Leveraging Legacy and Packaged Applications &amp; SOA Security and Management</li> <li>Process Integrity for advanced deployments</li> </ul>

# The Business Landscape is Changing

*Forcing Companies of All Sizes to Respond to a 'Flat World'*



*Analytical framework from the IBM Global CEO Study to be published May 2008*



# Sustainable Agility Needs the Power of....

## ... service orientation

A way of integrating your **business as linked services** and the outcomes that they bring



## ... a service

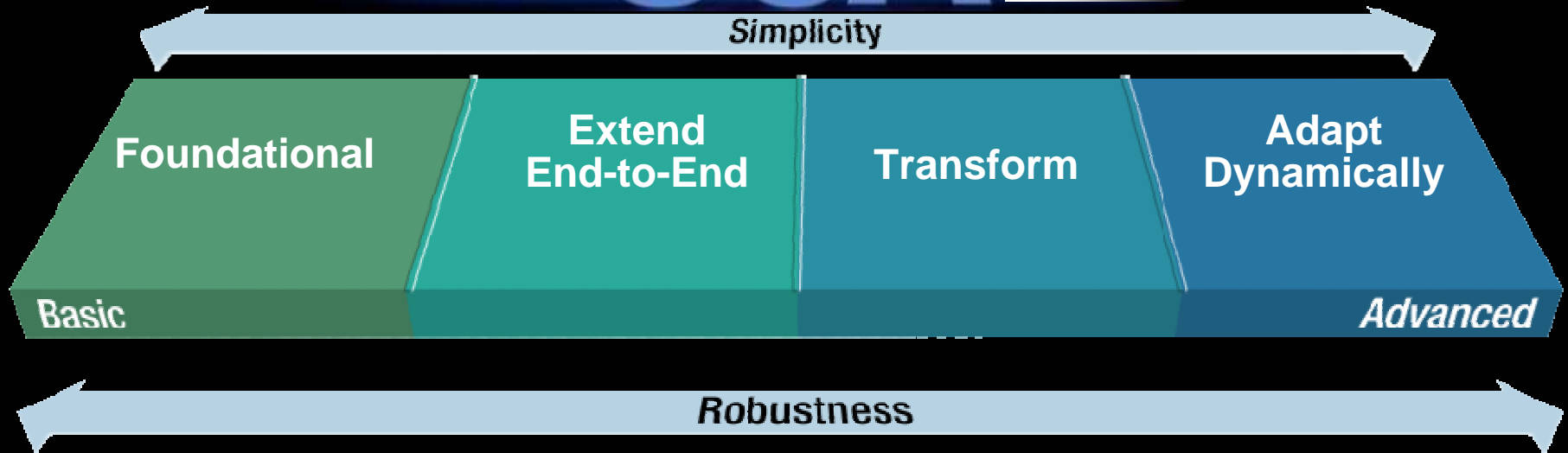
A **repeatable business task** – e.g., check customer credit; open new account

## ... service oriented architecture (SOA)

An IT **architectural style** that supports service orientation

There is a Smarter Way!  
*Aligning Service Oriented Approaches*

Smart  
 SOA



*A set of guiding principles to extend business value of deployment*

# Distinct Value with Every Style

## Regardless of Where You Choose to Engage

<b><u>Value to business</u></b>	Greater agility in specific, departmental business areas	Optimization and innovation across end-to-end business processes	Business model innovation to support the Globally Integrated Enterprise	Predictive business automatically responding to market forces
	Collaboration within a line of business	Coordination across lines of business	Enterprise-wide organizational cooperation	Enact significant shifts without direct IT involvement
Scope				
	<b>Foundational</b>	<b>Extend End-to-End</b>	<b>Transform</b>	<b>Adapt Dynamically</b>
	<i>Basic</i>			<i>Advanced</i>
<b><u>Value to IT</u></b>	Focused, proven, high-ROI projects	End-to-end business process management to innovate and optimize	IT for strategic advantage and business model innovation	Technology becomes invisible
% functions expressed as services	<10%	<40%	<80%	>80%
% of services reused	<5%	<20%	<50%	>50%

Based on 5700 customers using our SOA offerings

Understand where you are and where you are going  
*Knowing where your industry will be helps set priorities*

New and Enhanced!

**IBM Industry Thought Leadership**

*Insights into where your customers, competitors and industry are headed with over 35 industry-specific research papers*

**CEO Report**



**Business Model Innovation**

*May 2008*

**CFO Report**



**Performance Management**

*October, 24 2007*

**Industry Reports**



**Best Practices**

*Available now*

The SOA Entry Points are a great way to build for change  
*To help achieve rapid business return*



Focused, proven, high-ROI projects focused on a single application or business unit



Scenarios to get started with SOA Entry Points

# SOA Entry Points: Enhancing Our Portfolio

## *People, Process, Information*

**\* New!**

### WebSphere Portal Accelerators

- Collaboration Accelerator
- Content Accelerator
- Enterprise Suite Accelerator



People

**\* Enhanced!**

### WebSphere Process Server

Usability:

- Installation, configuration and profile-management enhancements

Enhancements:

- Human workflow, platform support, security, business rules, ESB Mediation



Process

**\* Enhanced!**

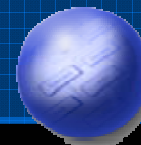
### WebSphere Integration Developer

Usability

- Portlet-creation wizard
- Simplified integration

Enhancements:

- Adapter experience
- Reduced build time and memory footprint
- Human workflow



Process

**\* New!**

### IBM Optim

- From Princeton Softech acquisition
- Ensures entire business record remains intact
- Safeguards privacy in complex application environments



Information

# Simpler than ever to use SOA Entry Points

*Proven configurations, best practices, and step by step guides*

## SOA Sandbox



*Examples and best practices provide low-risk, practical, hands-on path to understanding*

[ibm.com/soa](http://ibm.com/soa)



Full version software trials  
 'Try online' hosted environments  
 Tutorials  
 Architectural Guidance

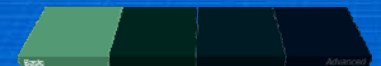
## SOA Configurations



*Solutions for common SOA use cases helps reduce deployment time*

- **System p Configurations for SOA**
- **Leveraging Legacy and Packaged Applications**
- **SOA Security and Management**

Configuration guides  
 Solution Guides  
 Demos  
 Tested platforms



# Extending Value from Legacy and Packaged Applications

## *Accelerate service enablement*

SOA extends applications such as SAP and Oracle for reuse in move valuable ways



IBM SOA Configuration:  
Leveraging Legacy and Packaged Applications

Expert guidance for common applications:

- Architectural best practices
- Step-by-step configuration



# Extend SOA Reach with Web 2.0 to Unlock Content Simply *Helps Serve New Markets with Specific Needs*

**Simple to use**

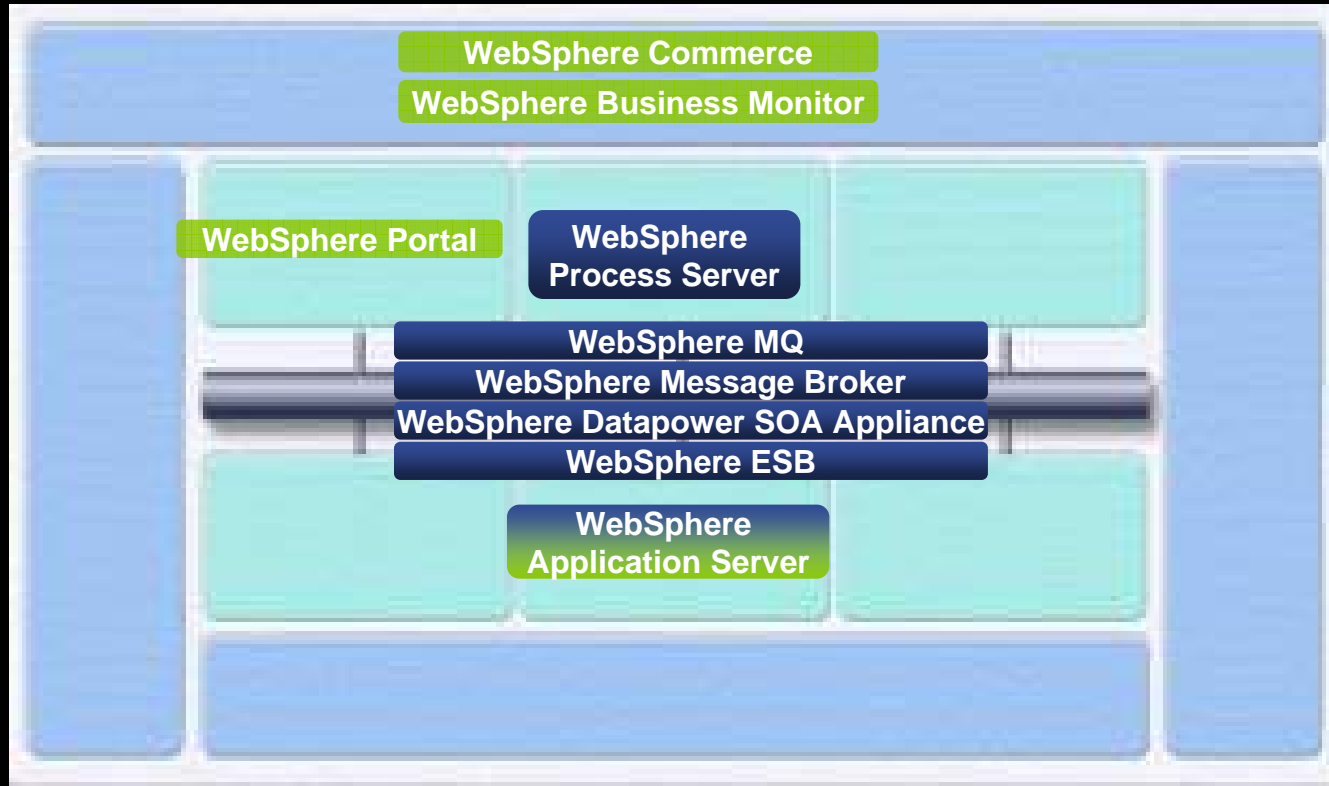


**Simple to access**



# Enhancing the SOA Portfolio to Address Web 2.0

*Use the same products for either approach*



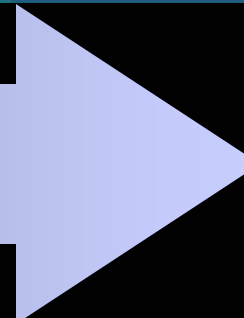
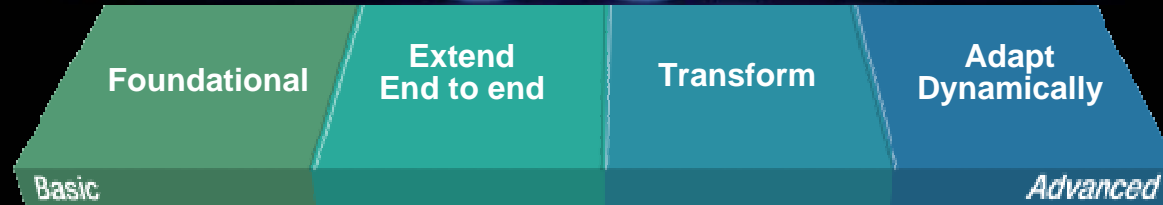
Simple to Use

Simple to Access

SOA Infrastructure Services

The SOA Entry Points grow with you  
*Use the same software as your needs advance*

# Smart SOA



SOA Entry Points BPM & Process Integrity

# BPM enabled by SOA – Making Better Business Decisions

*Innovation and Optimization for the Globally Integrated Enterprise*

## Business Modeling

- Traceability for Consistency
- Human Task Collaboration  
FileNet P8, Rational Data Architect, Lotus Forms, MS Word

## BAM for Actionable Insight

- Customizable, Web 2.0 Dashboards
- Enhanced Reporting

## Industry Accelerators

- Pre-built assets based on IBM and Partner Best Practices  
Industry Models, Content Packs, and Composite Business Services

## Process Expertise

- BPM Methodology

## Most Platform Choices

- Enhanced support for z/OS
- New support for i5/OS



*Leader in Integration-centric BPMS Wave -- Forrester Research, Inc.*

# Process Integrity Takes SOA to the Next Level

## *Enabling Integrity of Transactions, Interactions and Information*

**Process Integrity** is the ability to conduct reliable business activity in a secure, scalable SOA environment with seamless synchronization between:  
*Services ■ Human Tasks ■ Information ■ Domains ■ Users*

Users Must Be Provided with Up-to-date, Secure Access to Information and Content

Transactions Must Execute Consistently with Ability to Recover as Required



Information Must be Reliable, Complete and Manageable

# IBM Offers an SOA Portfolio that Grows with You

## *Enabling the Right Degree of Integrity for all your Processes*

### Transaction Integrity

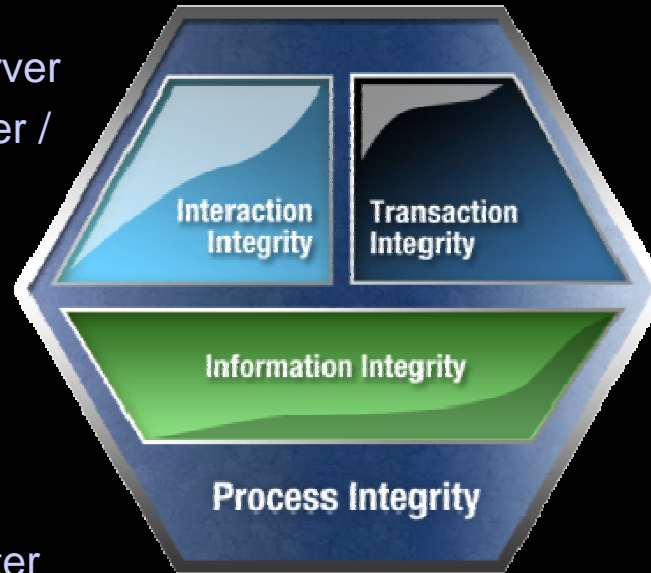
- WebSphere Process Server
- WebSphere ESB
- WebSphere Application Server
- WebSphere Message Broker / WebSphere MQ

### Interaction Integrity

- WebSphere Portal

### Information Integrity

- IBM Information Server
- WebSphere Customer Center
- WebSphere Product Center



### Enabling Products/Services

#### Security

- Tivoli™ Federated Identity Manager
- WebSphere DataPower Security Gateway

#### Quality of Service

- Tivoli Composite Application Managers
- WebSphere XD
- IBM Systems Servers

#### Professional Services

- SOA Design, Development and Integration Services
- BPM Enabled by SOA Services

*IBM delivers unmatched Process Integrity to support critical business processes!*

# SOA Governances provide oversight and control

*As end-to-end processes change*

## What is SOA governance?

- Decision making rights, and measurements and controls across the lifecycle of services

## Value of SOA Governance

- Mitigate business risk and maintain control of services and processes
- Improve team effectiveness

- **WebSphere Service Registry and Repository**
- **Proof of Technology for SOA Governance**
- **Rational Asset Manager**
- **Rational Tester for SOA Quality**
- **SOA Center of Excellence professional services**



# Why IBM?

Trusted, experienced guidance based on 5700 customers\*



\*# of Customers using our SOA offerings



# What are we announcing?

## Business View

- CEO, CFO, and Industry Thought Leadership

## Cross-SOA Offerings

- SOA Sandbox
- Leveraging Legacy and Packaged Applications Configuration
- SOA Security and Management Configuration

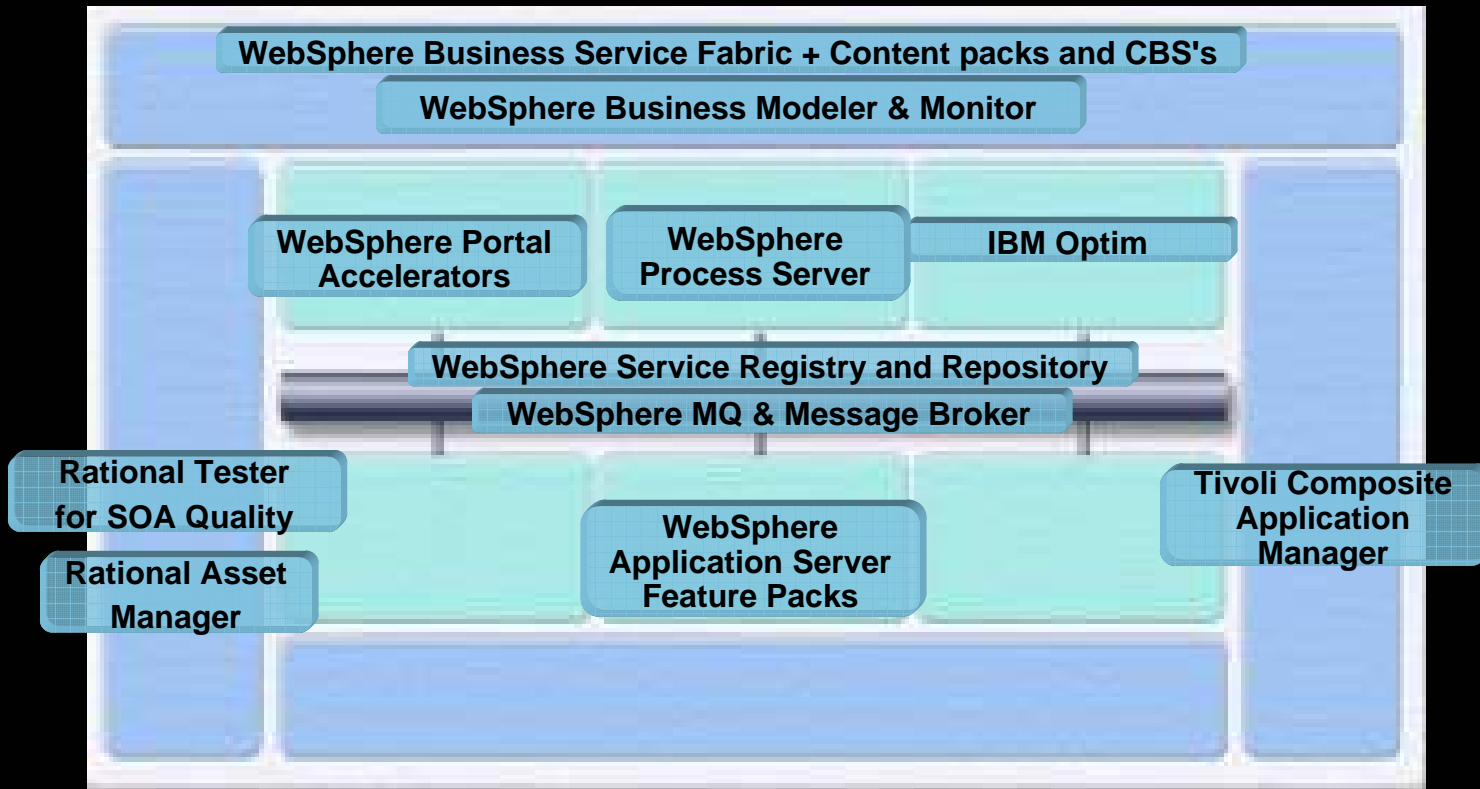
## T-Shaped Skills

- Interdisciplinary skills initiatives with Universities, Innov8, training, and certifications

## Enhanced product offerings

- Covering basic to advanced
- Including Governance

# What are we announcing?



# The Smart SOA Widget – DOWNLOAD IT NOW!



- **Your personal SOA assistant is here!** The SOA web widget is a dynamic, mini application.
- **Streaming RSS Feed ensures you always have the latest SOA information.** Continuously updated views and links to updated videos, case studies, presentations, newsletters, events and more – directly from your desktop
- **Quickly locate exactly what you need without wading through pages of unrelated content.** Customizable by location and industry.

**Look for it on Oct. 9**

[ibm.com/isv/soa/launch\\_overview.html](http://ibm.com/isv/soa/launch_overview.html)

# Smart SOA WORLD Tour!

## Heard in Germany

- Smart SOA Partnercamp
- BPM Club at Boeblingen Lab
- QuoVadis Smart SOA Blog

## Heard in the UK

- Smart SOA Launch Web Kit
- SOA BP Academy
- BPM Breakfast Briefings

## Heard in France

- Gartner ITXPO – Cannes
- SOA IDG Conference



## Heard in the Nordics

- Smart SOA Track at IBM Software Day
- Computerworld Smart SOA Campaign (Denmark)

## Heard in Central Europe

- IBM Smart SOA Days (Russia)
- BPM Workshop (Croatia)
- SOA Architect Summit (Slovenia, Hungary, Austria)

## Heard in Italy

- Smart SOA Launch Dinners in 16 cities
- Business Integration Forum 2007 – Smart SOA track

## Heard in Asia

- Gartner ITXPO – Japan, ANZ
- SW Universe – India
- Smart SOA CIO Breakfasts – Korea
- Smart SOA Event - China



| IBM SOA

# PartnerWorld Resources to Help Drive SOA Revenue

*Smart*  
SOA

Jim Corgel  
IBM GM, ISV & Developer Relations -  
Software Group



# Building an Ecosystem to Drive Innovation

**Build**  
*Technical skills*  
*Applications*

**Market**  
*1:1 guidance*  
*Marketing benefits*

**Sell**  
*Enhanced selling benefits*

**Collaborate**  
*Partner collaboration*



# Build

*Grow technical skills and develop applications*

*500 SOA enablements*

*2,800 hours logged in SOA Virtual Workshops*

*34 IBM Innovation Centers supporting Business Catalog SOA Validations*

*1500 partners attended Self-Paced Workshops*



**IBM  
Innovation  
Centers**

*150 SOA e-architecture briefings conducted*

*2000 partners attended WebSphere and SOA classes*

# Collaborate

*Link with IBM & other partners*

- **SOA Business Partner Community**

- Collaborate with over 4,000 SOA Business Partners
- Receive technical and sales resources
- Submit your solution to the SOA Business Catalogue

- **developerWorks Spaces**

- Develop collaboratively
- Share best practices
- Chat with experts





# Market

*Reach new customers, industries, and geographies*

## Your Virtual Marketing Department



## Build Awareness and Interest



# Sell

*Click. Connect. Close.*


### Sales Connections

Find the right IBM Seller



### Sales Acceleration Plays

Learn proven selling approaches



### Business Value Assessment Toolkit

Get an ROI estimate



### Success Stories

Showcase your success to prospective customers



# IBM helps ease the transition to SOA

## Build



- Education
- Technical resources

## Collaborate



- Join the community

## Market



- Marketing consultant
- Demand generation resources

## Sell



- Sales Connections
- Sales plays



| IBM SOA

Get Started Today

Smart  
SOA

A 3D graphic featuring the words 'Smart SOA'. 'Smart' is written in a white, cursive script font, while 'SOA' is in a large, blue, blocky sans-serif font. Below the text is a horizontal bar composed of several rectangular segments in shades of green and blue, resembling a bar chart or a data visualization element.

| John Gordon

IBM Director, Channels Marketing, SOA  
and WebSphere

# Get Involved with SOA

Display Smart SOA logo

Link back to IBM SOA Launch site

To participate, email [staceym@us.ibm.com](mailto:staceym@us.ibm.com)



Publicize your successes to media

Invite your customers to speak to press

[ibm.com/partnerworld/soa](http://ibm.com/partnerworld/soa) ( Benefits tab)



# Take Your Customers to SOA Events

**SOA FALL LAUNCH VENUES**  
 Gartner ITxpo: Orlando - October 8-11  
 Gartner ITxpo: Cannes – November 4-8  
 Gartner ITxpo: Tokyo – November 12-16  
 Rolling Thunder Summit Events.....



**SOA SPRING LAUNCH**  
  
**IBM IMPACT**  
*Las Vegas, Nevada*  
 April 7-11, 2008

[Click here to see even more events](#)

- |        |               |
|--------|---------------|
| Oct 4  | Memphis       |
| Oct 4  | Luxemborg     |
| Oct 5  | Brussels      |
| Oct 9  | Coral Gables  |
| Oct 10 | Santiago      |
| Oct 16 | Calgary       |
| Oct 25 | Lansing       |
| Nov 13 | Copenhagen    |
| Dec 4  | Washington DC |



# Accelerate business process innovation with industry-specific assets

*Pre-built capabilities and best practices for rapid value*

- Proven industry thought leadership
- Adaptable packaged industry processes
- Use industry standards to decrease risk

## New Industry Capabilities



- Banking, Healthcare, Insurance, Teleco Content Packs
- 9 Industry specific SOA products
- New WebSphere Commerce Feature Pack

[ibm.com/partnerworld/soa](http://ibm.com/partnerworld/soa) (Get Started tab)



- Over 4500 SOA assets
- 67% from Business Partners

# Stay Informed about SOA



*Extra, Extra Read all about it!*

Newsletter for WebSphere and SOA

**Look for October's issue soon  
See the September issue at:**

[ibm.com/isv/soa/news/current.html](http://ibm.com/isv/soa/news/current.html)

## SOA Website

- SOA messaging and resources
- Hot News and latest information
- Get started with Business Catalog
- Benefits for Community and Specialty

[ibm.com/partnerworld/soa](http://ibm.com/partnerworld/soa)







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