

Are You SOA Savvy?

Is your knowledge of SOA built on buzzwords?
Take this quiz and find out.

1. When someone says “hot-pluggable,” you think:

- a. “That’s exactly how I want to describe my SOA”
- b. “I’m more concerned about dropping and deploying”
- c. “Does that have something to do with a toaster?”

2. Which do you use to describe your SOA suite?

- a. “shrink-wrapped”
- b. “fusion stack”
- c. “smart”

3. When you hear “rip and replace” in a meeting you:

- a. get excited
- b. get scared
- c. immediately offer an alternative

4. A “real world” approach to SOA is:

- a. something every business needs
- b. a very clear way of describing IT
- c. not clearly related to SOA but may be an MTV show

5. Jim, in finance, needs to know about an improvement in SOA. You offer to:

- a. loop him in
- b. circle back to him and connect later
- c. talk to him

6. You have used the following phrase today:

- a. “evolve global paradigms”
- b. “engage next-generation technologies”
- c. “thank you”

Turn over and get results!



How did you do?

Tally up how many As, Bs and Cs you answered and read below to find out.

If you answered mostly 'A's or 'B's:

Your understanding of SOA is built on buzz.

You hear lots of talk and sometimes you feel the words have no meaning. We recommend attending IBM sponsored sessions to learn how IBM can provide you with a smarter approach to SOA, so your business can be prepared for growth.

If you answered mostly 'C's:

Congratulations! You have eluded the plague that is SOA buzz.

You understand your business needs to communicate using real words. Attend one of the IBM sessions listed below to find out more about how IBM can help you further evolve your SOA using a smarter approach.

IBM Solution Provider Sessions

Monday October 8th, 2007 12:30pm - 1:30pm Northern Hemisphere A-C Code: SPS1A	ReIMAGINE Your Business: Do You Have a Business Architecture? <i>Speaker: Robert LeBlanc, General Manager, Global Consulting Services & SOA IBM Global Business Services</i> The world is Flat. Agility is King. So what do you do about it? Align your Business and IT. Hear from an IBM business leader and featured customer how to build competitive advantage through your business architecture backed by SOA.
Monday October 8th, 2007 5:00pm - 6:00pm Northern Hemisphere A-C Code: SPS2A	Are You Doing SOA? Technological Aspirin for Business Ailments! <i>Speaker: Tom Rosamilia, General Manager, Application & Integration Middleware (AIM) Division IBM Software Group</i> Can you have it all? Start with simple, proven projects, and the confidence to grow with the selected technology to support mission-critical, enterprise-wide initiatives. This session's demonstration and customer testimonial will show how SOA brings simplicity to rock-solid technology to address your needs.

Premier Theatre Presentation

Tuesday October 9th, 2007 2:00pm - 2:45pm Premier Theater A Code: PST5A	What's the Buzz about Breakthrough Business Process Optimization? <i>Speaker: Craig Hayman, Vice President, IBM WebSphere® Application & Integration Middleware Software Division IBM Software Group</i> Why is BPM so HOT again? Because change is inevitable and the pace of change is rapidly increasing. Companies are constantly evolving as they introduce new products, enter new markets and create new business models. BPM-enabled by SOA helps you manage change. Is your company ready?
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IBM ITxpo Theatre Presentations

Monday October 8th, 2007 6:30pm - 6:50pm ITxpo Theater A Code: IT2A	SOA & Web 2.0 – Agility, Speed & Simplicity <i>Speaker: Gennaro (Jerry) Cuomo, IBM Fellow, Chief Technology Officer, IBM WebSphere® Brand Director of the WebSphere Technology Institute (WSTI)</i> Web 2.0 and SOA dramatically increase business agility for enterprises – creating new ways of combining services for increased speed and simplicity. Come learn how IBM is helping enterprises extend SOA with Web 2.0 technologies.
Tuesday October 9th, 2007 1:30pm - 1:50pm ITxpo Theater C Code: IT8C	The Dirty Little Secret – Process Integrity in an SOA World <i>Speaker: Rob High, Distinguished Engineer, SOA Foundation Chief Architect, IBM</i> In the SOA world, Process Integrity becomes more important than ever. Horizontal integrity across transactions, information, and interaction is where business linkage and alignment will occur. Is your SOA deployment capable of handling Process Integrity in a horizontal fashion? Come and hear what it's all about.
Wednesday October 10th, 2007 1:30pm - 1:50pm ITxpo Theater A Code: IT17A	Adapting to a Changing World with IBM SOA Strategy <i>Speaker Matt Porta, Partner, SOA Transformation & Technology Strategy</i> Enterprises need to adapt to a changing world. An agile business architecture is needed to align business and technology to meet those challenges. Come learn how IBM SOA Strategy can provide a vision for your new agile business and a roadmap for realizing value every step along the way.
Wednesday October 10th, 2007 6:00pm - 6:20pm ITxpo Theater A Code: IT21A	Try it Before You Buy It – The SOA Sandbox! <i>Speaker: Kareem Yusuf, Director, SOA Strategy & Planning</i> Attend this session to learn about IBM's new SOA Sandbox which provides access to IBM industry leading technologies and helps developers and architects get started with the SOA Entry Points. You'll also learn about SOA Configurations that address key challenges such as reusing legacy assets and securing and managing services.
Thursday October 11th, 2007 1:00pm - 1:20pm ITxpo Theater A Code: IT25A	Accelerate Business Agility in Your Industry with SOA <i>Speaker: Manoj Saxena, Vice President, Global Solutions & Asset Management</i> SOA is about your business tasks. Therefore you want to make sure your deployment of SOA is customized to your industry, your company, and more importantly, to you. Come see how IBM can help you make this happen.

Visit IBM Booth PS4 and receive your copy of the book “The New Language of Business, SOA & Web 2.0,” compliments of IBM. Spend some time with our experts and you will get another surprise gift.

Web 2.0 Extends Value of IBM's SOA Portfolio

IBM's SOA portfolio gives businesses the flexibility they need to take advantage of Web 2.0 technologies for growth and efficiency. Web 2.0 extends the value of SOA in new ways to new audiences. Come learn how new Web 2.0 innovations and enhancements to IBM's WebSphere® portfolio can help your business.

IBM Business Process Management (BPM) Enabled by SOA Solutions

IBM Business Process Management (BPM) enabled by SOA solutions enables organizations to streamline and integrate business processes. IBM offers comprehensive solutions that allow customers to model, assemble, deploy and manage their business process to maximize business effectiveness. To learn more, stop by the IBM booth or visit <http://www.ibm.com/software/innovate>.

Process Integrity

Come see a demonstration of how Process Integrity is achieved with the IBM SOA portfolio. Processes in SOA often consist of multiple interactions, transactions and data flows. This demonstration will focus on achieving frictionless execution of business activity that spans multiple platforms, applications, data sources, domains and users.

Industry (Roadmaps & Standards)

Business agility is accessing business functions, processes, and information on demand and then coupling them in innovative ways to improve results and create a competitive advantage. This demonstration will focus on industry-based roadmaps that will help fulfill this vision by aligning business and IT.

IBM SOA Business Catalog – Streamline Your SOA Integration!

IBM SOA Business Catalog is an on-line directory of SOA services, designed to help businesses integrate and deploy SOA-based solutions quickly and easily. Come see how these critical, validated SOA assets, from IBM and Business Partners, can extend the value of your existing solutions and streamline integration, leveraging the market leading IBM SOA foundation. Visit the IBM booth or <http://www.ibm.com/soa/soabusinescatalog> to learn more.

Application/Legacy Integration with SOA Reuse & Connectivity

As your business needs change, can you still leverage the value in your existing applications, systems and data? Come and see SOA Reuse and Connectivity solutions from IBM, which help to make the most of your IT budget, minimize the cost of maintaining connections, maximize reuse and power business growth.

IBM Benchmark Wizard

IBM Benchmark Wizard is an online tool used by IBM practitioners to add value to their client engagements. Benchmark Wizard provides real-time access to more than 1,200 performance metrics; 1,100 qualitative business drivers; 700 leading practice statements; 1,600 case studies and most recently added Key Agility Indicators for Supply Chain Management.

IBM SOA Healthcheck – Helping Clients Avoid Rescue Missions

SOA Healthchecks examine current operational success and help you prepare to extend an SOA deployment with checkup, identify trouble areas and corrective actions, and preventive care to highlight best practices. SOA Healthchecks can provide holistic coverage for applications, services and operational infrastructure.

INNOV8: Experience Business & IT Innovation as Never Before

Save AFTER Inc. by innovating outdated processes! With INNOV8: A Business Process Management (BPM) Simulator, IBM takes business simulators to a new level, combining the educational value of traditional simulators with the latest 3D-gaming technologies. INNOV8 is designed to captivate audiences with an engaging approach to learning Business Process Management, enabled by SOA.

SOA Fireworks Spectacular!

The SOA Fireworks Spectacular demo allows users to create and program their own customized fireworks show, “SOA-style!” Each user assembles a unique composition by freely combining flexible, reusable service components that determine the musical, pyrotechnical and color characteristics of the fireworks segue.



**There is a smarter
approach to SOA.**



To learn more visit: ibm.com/soa

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