Operational Efficiency Achieved through People and SOA

Mike Rhodin
GM, Workplace, Portal, and Collaboration Software

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SOA Entry Points Help Customers Get Started
Both Business Centric and IT Focused

Rabobank : Asset Re-use within SOA

Business Challenge: *Simplify IT infrastructure and give better access to information to improve competitive standing and lower costs*

*SOA based middleware components **consolidate data** from in-house systems and various data vendors*

*Reuse **platform independent** components*

*Employees and customers monitor developing trends via **streaming data** in **WebSphere Portal***

Innovation; cost savings from simpler IT management; easy new apps creation increases adaptability / responsiveness, higher productivity / customer satisfaction

On the Minds of Top Executives Worldwide

Key Focus:

Revenue Growth, Profitability, Asset Utilization with Cost Containment

Key Challenges:

Process Efficiency, Meeting Customer Expectations, Employee Productivity, Security & Privacy
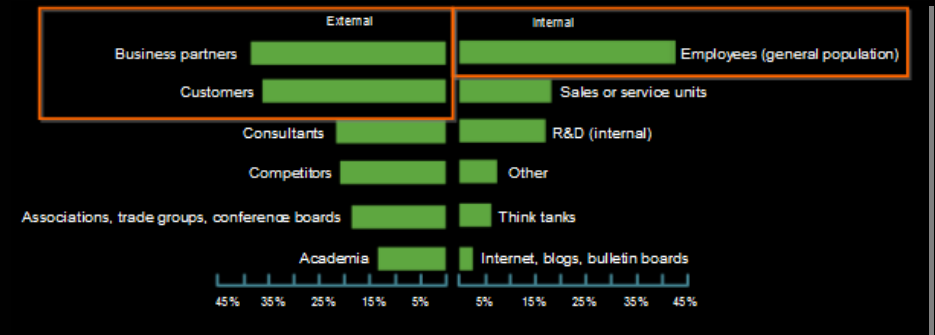
CIO Challenges

- Aligning IT & business goals to grow revenue and contain costs

- Building responsiveness and agility into the organization through IT

- How can IT help enable *people* & teams be more effective?

Source: IBM Corporation - July 2005 (Over 1400 Survey's Worldwide)

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Innovation that Matters To CEOs

Top Innovation Priorities:

- Extend the ability to collaborate inside & outside

- Innovative, distinct, differentiated business models & processes

- Leverage information for business optimization

87% of CEOs believe fundamental **change** is required in next two-years to drive innovation

Source: 2006 IBM Global CEO Survey

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From Architecture to Action
Rapidly applying SOA to Business

Portals and work environments provide security-rich and managed interaction between people, process, and information - driving

- Innovation
- Operational efficiency
- Organizational productivity

and helping deliver results
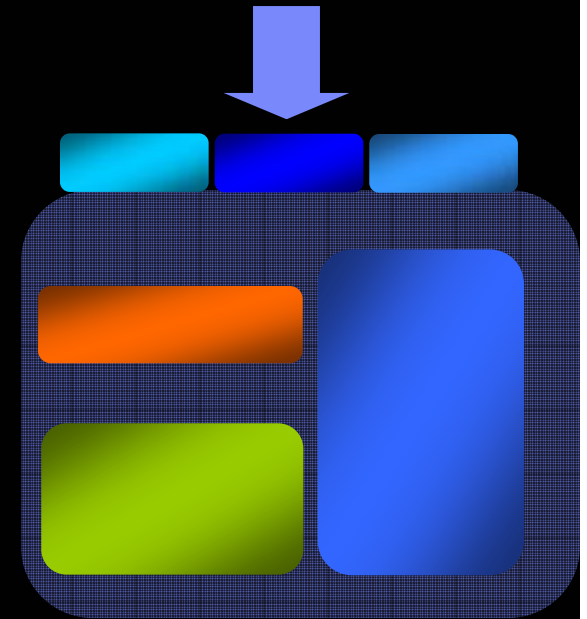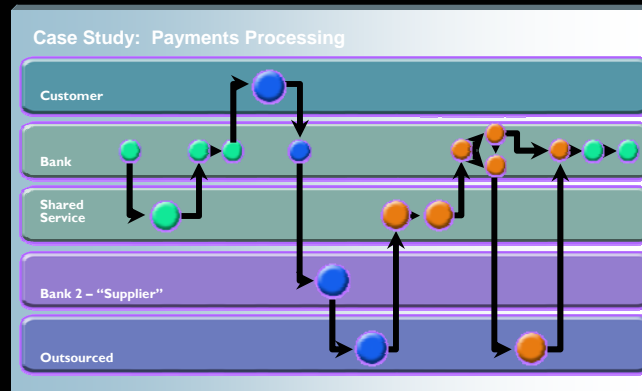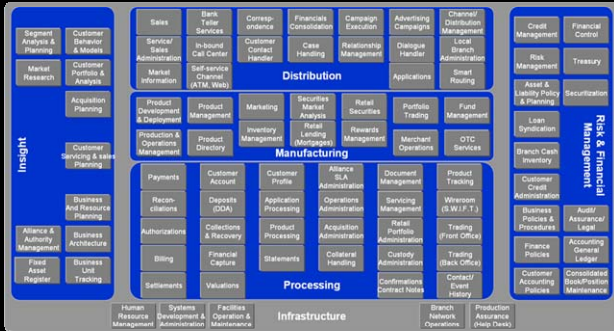
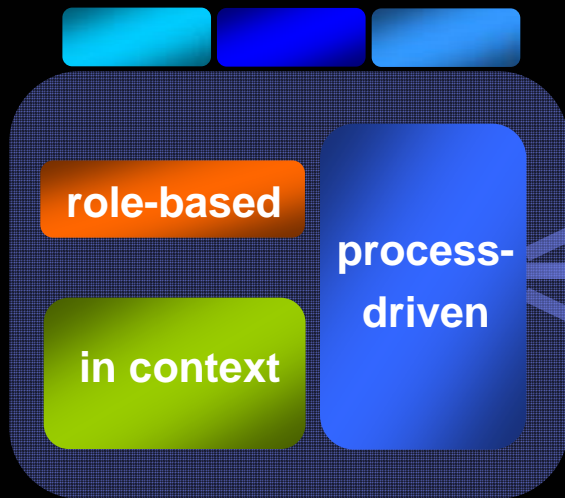**SOA Defines the Architecture for an On-Demand Business**

Architecture provides foundation for creating Portals and work environments

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Dynamically Delivered Portal and Work Environment Based on Choice, Openness, Flexibility

Natural, Intuitive, Adaptive User Experience

role-based

process-driven

in context

Security-Rich Composite application or view, that assembles and delivers <u>services</u> in the form of <u>portlets</u> in the context of a business process

Rich Clients

Browser

Mobile Clients

Customers

Employees

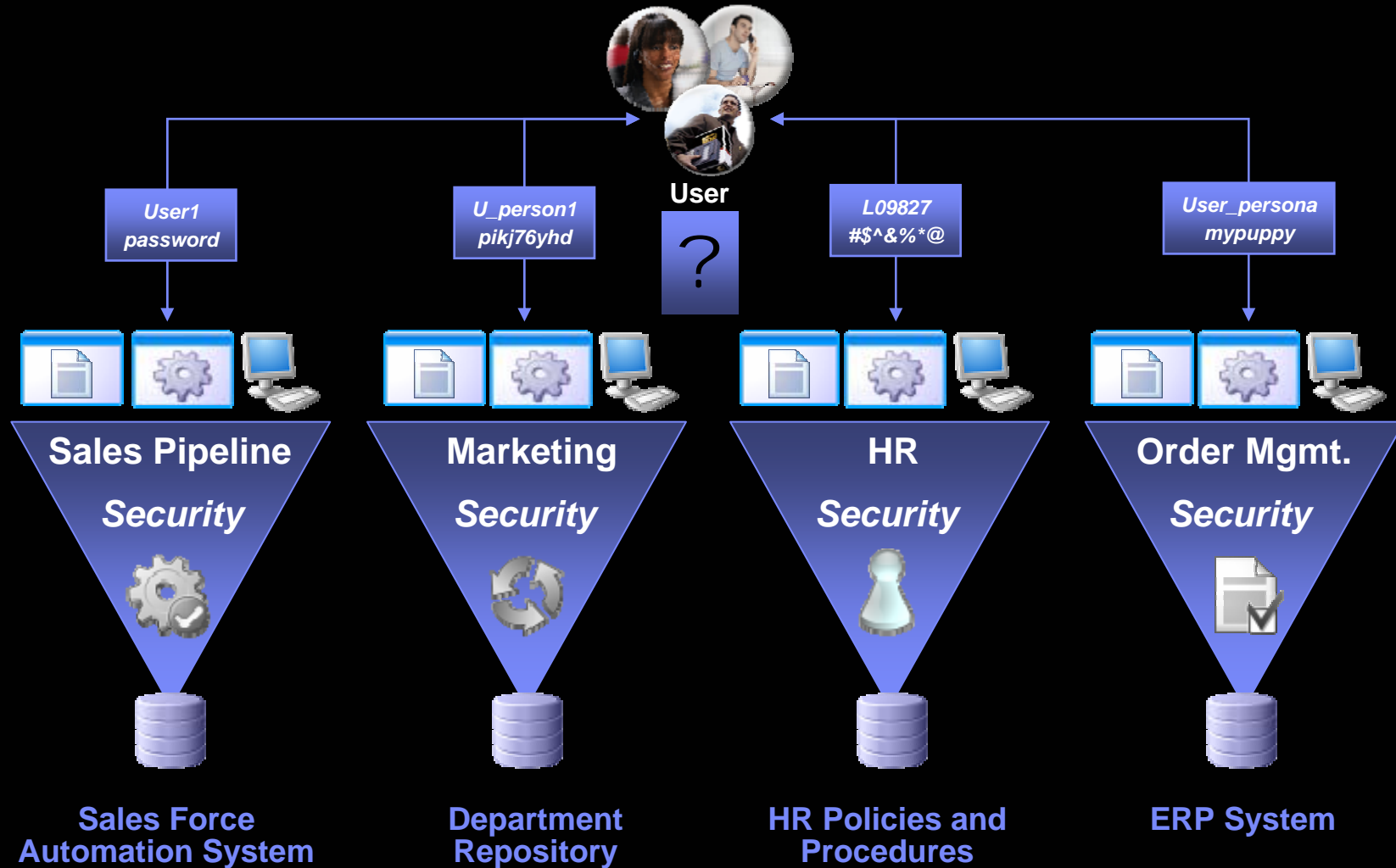*Partners/Suppliers*

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Enterprise Portals Represent a Compelling First SOA Project

*"Through 2007, an **enterprise portal** will be the first major application of SOA concepts for more than 50 percent of enterprises (0.6 probability)."*

Analytical source: Gene Phifer, Gartner Research;
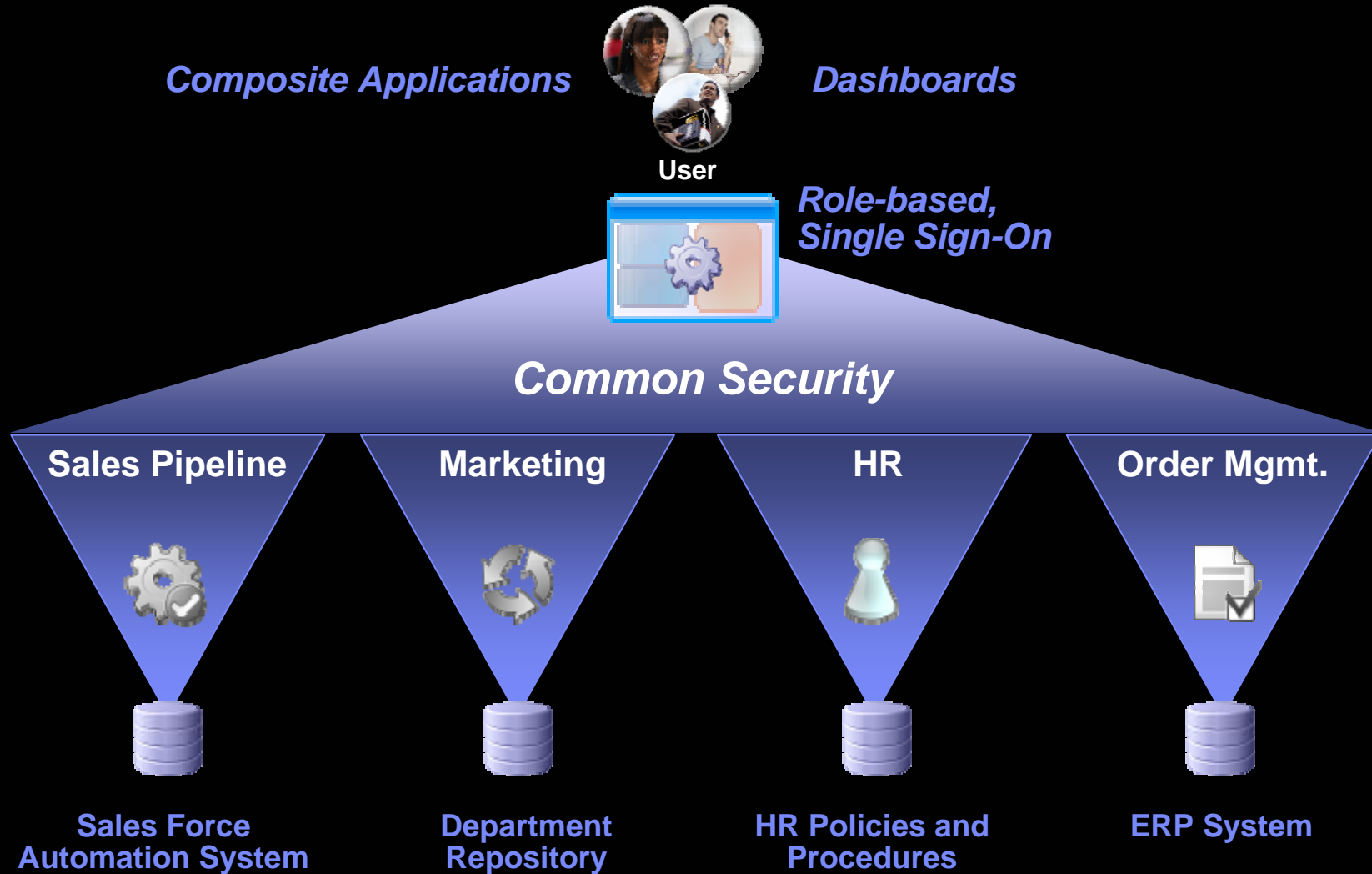Publication Date: 12 October 2005/ID Number: G00132930   Gartner 10/12/05

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The Usability Challenge

Applications and information are delivered in silos

User

| User1 password | U_person1 pikj76yhd | ? | L09827 #$^&%*@ | User_persona mypuppy |

Sales Pipeline
Security

Marketing
Security

HR
Security

Order Mgmt.
Security

Sales Force Automation System

Department Repository

HR Policies and Procedures

ERP System

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The Answer to the Problem
An environment that easily adapts to the needs of each user, in their role

Composite Applications   *Dashboards*

User

Role-based,
Single Sign-On

Common Security

Sales Pipeline	**Marketing**	**HR**	**Order Mgmt.**

**Sales Force
Automation System**

**Department
Repository**

**HR Policies and
Procedures**

ERP System

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Transit New Zealand: Value of People, Process, and Information

1

Business Challenge: Minimize complexities of managing siloed information and provide faster, better access to various communities

*Streamline and optimize **business process** with DB2 Content Manager*

*Centralized **information** database for better business inside*

*A single portal improve productive **user interactivity** using WebSphere® Portal*

Support better, more timely decisions; Greater ability to control costs and manage the growth in information management

"Our service oriented architecture is based on a single development paradigm that leverages reusable parts of the existing solution. We can add new functionality very easily and present data in a number of ways, adding value to the services we provide to our constituents."

Geoff Yeats, CIO, Transit New Zealand
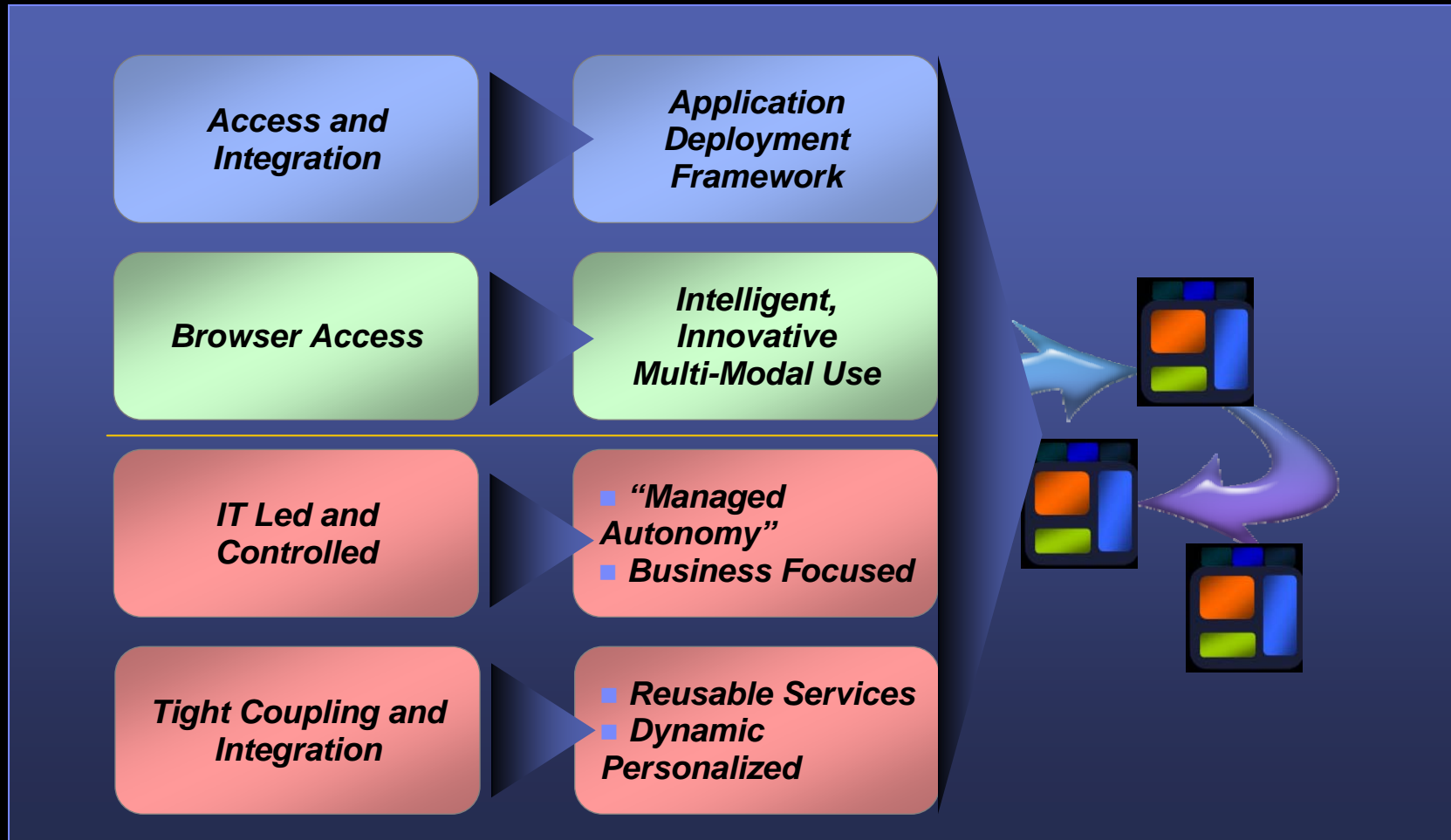
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Interaction Services within SOA Reference Architecture

- Delivering a vital component of overall reference architecture

- Standards-Based integration with all other services

- Provides composite applications and views

- Portal framework provides the platform flexibility and responsiveness that businesses require to respond quickly to change

Interaction Services

*Enables collaboration between, people, process & information*

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Evolution of a Portal

Access and Integration	**Application Deployment Framework**
Browser Access	**Intelligent, Innovative Multi-Modal Use**
IT Led and Controlled	■ **"Managed Autonomy"** ■ **Business Focused**
Tight Coupling and Integration	■ **Reusable Services** ■ **Dynamic Personalized**

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Dynamic Delivery of Vital Interaction Services

Services

Presence Awareness	Management Dashboards
Instant Messaging	Sales Force Automation
Business Alerts	Customer Relation Management
Communication	E-Forms
e-Mail	Content Management
Document Management	Collaboration
E-Learning	eHR
ERP Information	Composite products
Workflows	Syndicated Rates

Natural, Intuitive, Adaptive User Experience
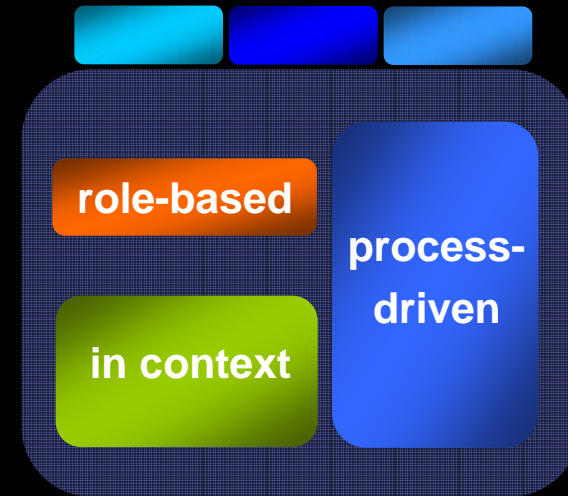
role-based

in context

process-driven

Security-Rich Composite application or view, that assembles and delivers services in the form of portlets in the context of a business process

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Integrating Process and Flow into Portal and Work Environments

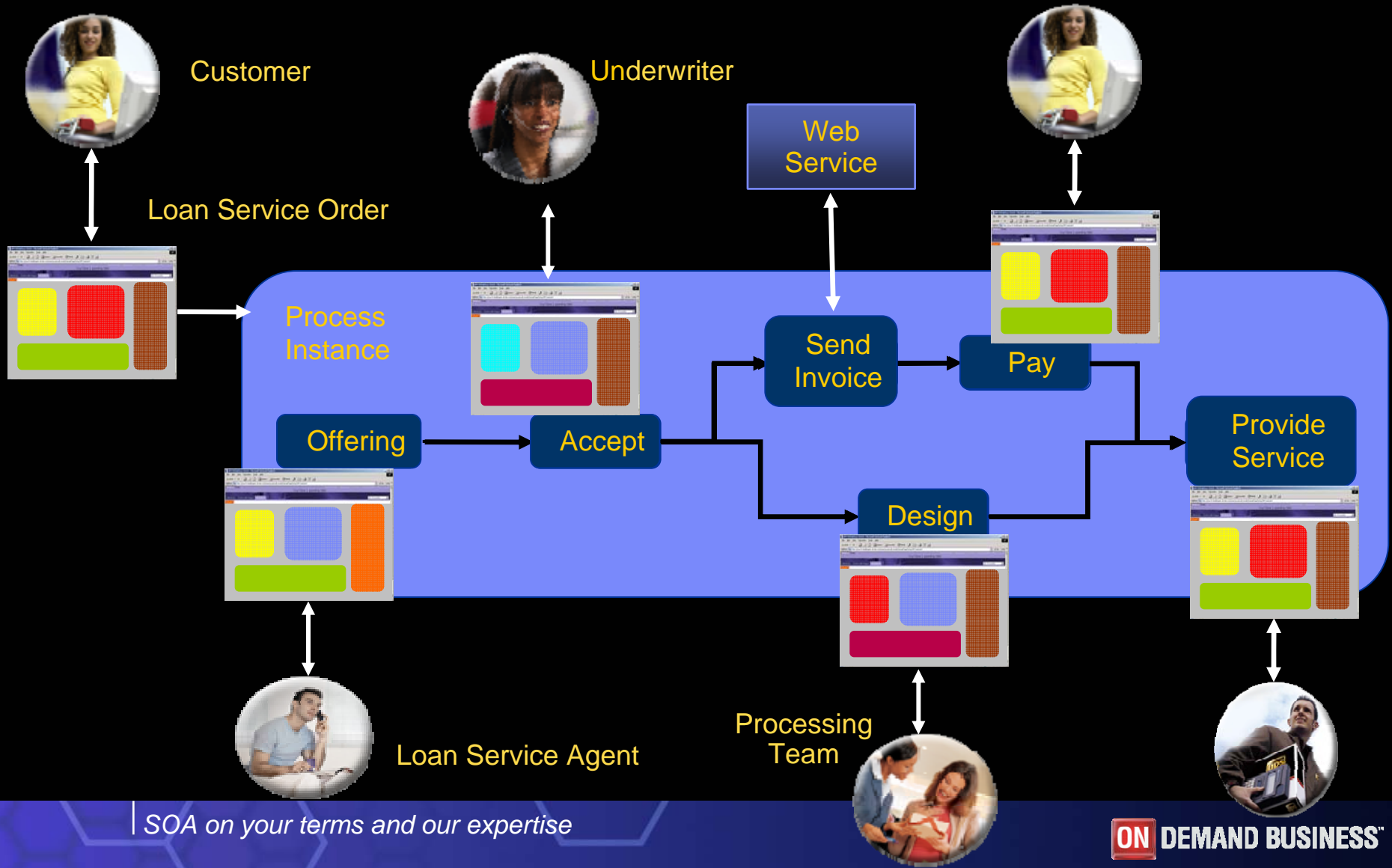**Process Orchestrating within Portal**

Form Driven Workflows

Portlet to Portlet Interaction

Ad-Hoc Person to Person Exception Handling and Problem Resolution

*Dynamically Presented Based on Role & Security*

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Interface Provides Process Interaction
Delivers rich composite applications with orchestrated workflow

Customer

Underwriter

Web Service

Loan Service Order

Process Instance

Offering → Accept

Send Invoice → Pay

Design

Provide Service

Loan Service Agent

Processing Team

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Newly Announced!
IBM WebSphere Portal Version 6.0 Highlights

- **Helping Organizations to Rapidly Respond to Change**
  - Integrate with IBM WebSphere Portlet Factory
  - AJAX support to deliver compelling user experience

- **Flexibility to Easily Customize Interfaces**
  - Leverage a new workflow builder
  - Easy-To-Use Composite Application Templates
  - Portlet Palette & Enhanced Portlets

- **Helping Increase Organizational Productivity and Operational Efficiency**
  - Enhanced IBM Workplace Web Content Management
  - Leverages IBM Workplace Forms (e-forms) capabilities
  - Fly Out Menus & Page navigation
  - Drag & Drop support
  - Enhanced Search
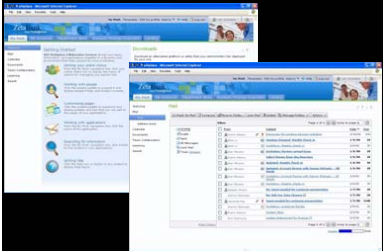 - Native MS Windows & MS Office Integration

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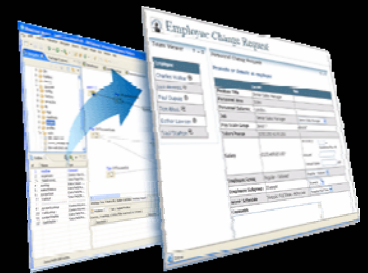
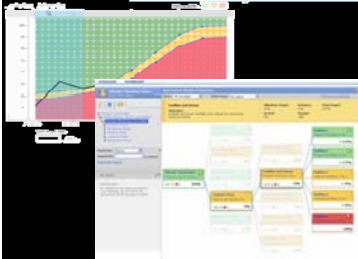# IBM WebSphere® Portal: Bringing Together Key Elements to the Front-End

IBM Workplace Dashboards

IBM Workplace Forms

IBM Workplace Collaboration Services

IBM Workplace Composite Products

IBM Lotus® Notes ® /Domino™

role-based

in context

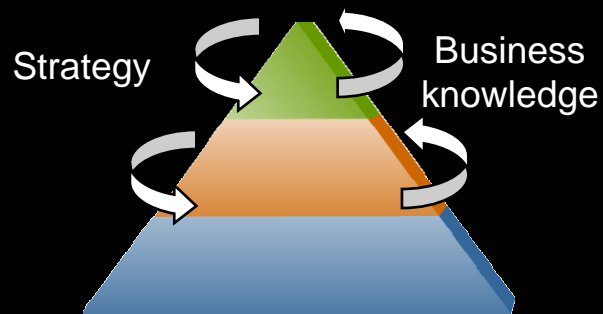process-driven

Rich Clients

Browser

Mobile Clients

- *IBM Workplace™ Managed Client*
- *IBM Lotus Notes*
- *WebSphere Everyplace Deployment*

- *WebSphere Portal*
- *Dashboards*

WebSphere Everyplace Deployment

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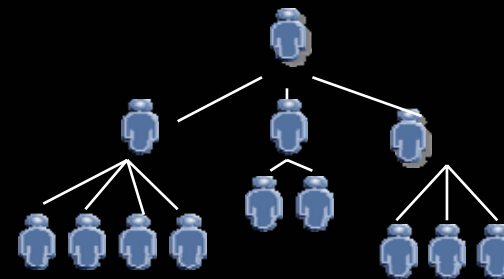
Helping Companies Better Align Employees, Strategy, and Execution

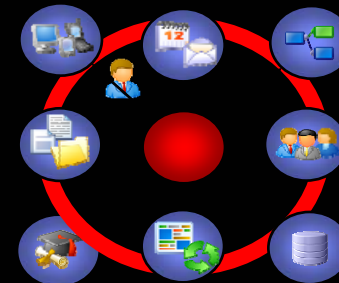**Cascade strategy down, and roll insight up, with clear ownership and tracking**

Strategy

Business knowledge

Role-out targets that are measurable at many levels

Achieve a clear line of sight and buy-in from every level of an organization

Understand all the areas, internal or external, that impact results

The Cost of Strategy Failure is Great…

As many as 70% of CEO failures occur not as a result of poor strategy, but of poor execution.

-- Fortune Magazine

Companies typically realize only about 60% of their strategies' potential value because of defects and breakdowns in planning and execution.

-- Harvard Business Review

But the Benefits of Success are Significant

The prize for closing the strategy to performance gap is huge – an increase in performance of anywhere from 60% to 100% for most companies.

-- Harvard Business Review

Michael C. Mankins and Richard Steele, "Turning Great Strategy into Great Performance," *Harvard Business Review*, July-August 2005.

R.Charan and G. Colvin, "Why CEO's Fail," *Fortune*, June 21, 1999.

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IBM Workplace for Business Strategy Execution

- **Translates company strategy into specifics for execution**

- **Cascades, interlocks and links objectives**

- **Supports real time management of interactions, metrics, and dependencies**

- **Rapid resolution of existing and projected gaps in plans**
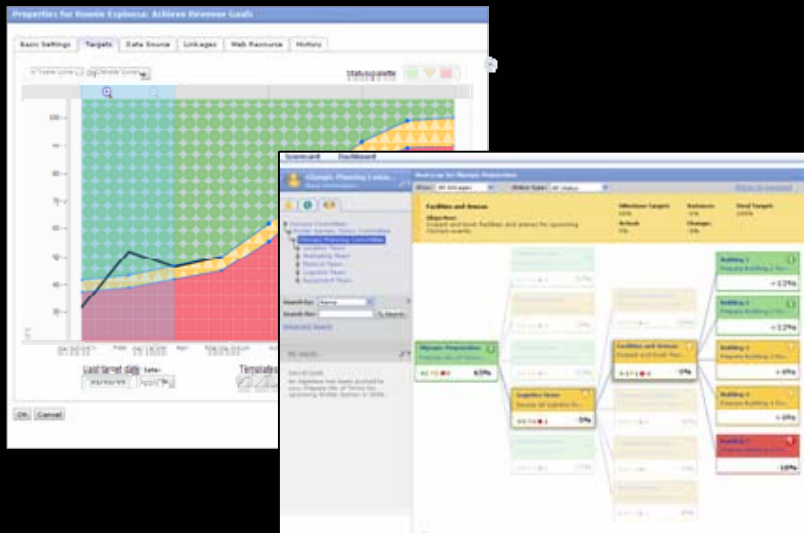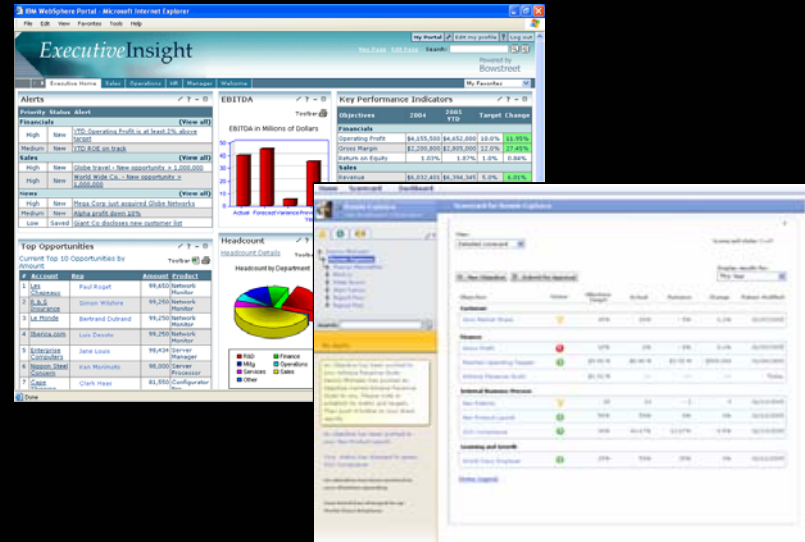
- **A dynamic change management system to quickly push, reach agreement, and implement modified objectives**

- **Embeds collaborative services to support correcting objective shortfalls**

- **Tools to rapidly build and link composite, role-based dashboards**

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People Centric Approach - Greater Value through SOA
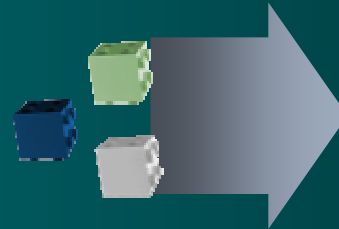## *Intuitive & Adaptive User Experience*

1

Value
Improve people productivity by aggregating views that deliver information and interaction in the context of a business process

Why SOA?
Composite applications created, deployed, and updated faster with SOA portlets

Start with
Build a view of a key business process by integrating information in front of people to improve decision making

Next steps
Manage performance more tightly with alert-driven dashboards tied to processes

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Summary

1 SOA Defines the <u>Architecture</u> for an On-Demand Business

2 Portal and work environments provide adaptive, security-rich & managed interaction between people, process, & information

3 Portals represent a key "first-step" SOA project with potentially low risk and rapid ROI

4 High-Performance Workplaces are the "places" where people will consume the value of your SOA for productive use

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Thank You

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