



IBM SOA Executive Summit

Closing Remarks

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SOA on your terms and our expertise

ON DEMAND BUSINESS™

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SOA Business Value Assessment Tool

Why is ROI Important?

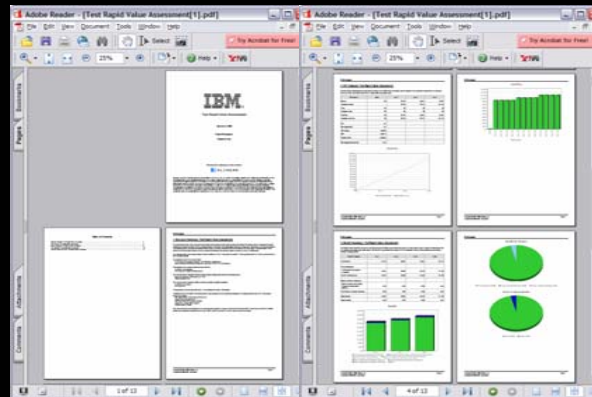
With an ROI a project is 60% more likely to be approved (Gartner)
ROI can reduce sales cycle by 30-40% (IDC)
More than 82% of IT decisions require an ROI (Information Week)

SOA Business Value Analyst Tool

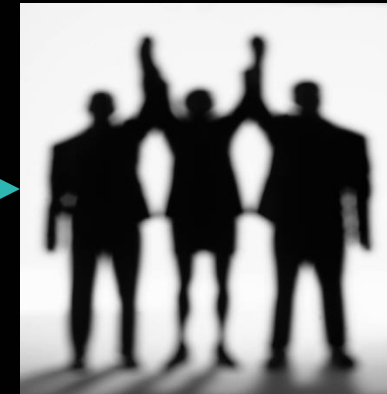
Questions



Generate



ROI



IBM Corporation ROI Analyst™ - SOA - Microsoft Internet Explorer

SOA

Solution Selection Questionnaire (As Is) Benefits Costs ROI Analysis

SOA Business Assessment - Processes and Challenges

Line of business you are seeking to improve (select all that apply):	Applications Being Considered
<input type="checkbox"/> Sales and Marketing	
<input type="checkbox"/> Customer / Field Service	
<input type="checkbox"/> Product Development / Design	
<input type="checkbox"/> Procurement and Supply Chain Management	
<input type="checkbox"/> Production / Fulfillment	
<input type="checkbox"/> Finance and Accounting	
<input type="checkbox"/> Human Resources	
<input checked="" type="checkbox"/> Application Development / IT	

Top business challenges to solve (select a line of business first, then select as appropriate):

- Improve Employee Productivity and Access to Information
- Improve Governance and Operational / Regulatory Compliance
- Improve Operational Efficiency and Business Process Improvements
- Reduce / Avoid Business Costs
- Improve Sales Growth and Expand Business Capacity
- Improve Customer Retention / Satisfaction

Top application development / IT challenges which you are seeking to improve (select all that apply):

- Improve Application Integration Productivity
- Improve Application Development Productivity and Reduce Costs
- Improve Application Deployment Productivity
- Improve IT Infrastructure Productivity and Reduce Infrastructure Costs
- Speed Project (Application, Service, Process Improvement) Time to Deploy
- Enable Projects Requiring Integration or Security Capabilities Not Available Today

Back Next

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Local intranet

Start with selection of LOB or IT organization

Then select challenges/issues

SOA Business Value Assessment Tool

Supports multiple industries, countries, and customers from SMB to I/A. Pulls in industry average cost metrics.

The screenshot shows the 'Questionnaire (As Is)' tab of the IBM Corporation ROI Analyst - SOA application. The form is divided into several sections:

- Company or Organization Profile (As Is):** Includes fields for industry, geographic location, site location, annual revenue, growth rate, and net incremental contribution.
- Financial Metrics:** A table of input fields with values like \$500.0, 0.0%, 23.0%, and \$190.0.
- Operational Metrics:** Fields for average burdened salary rate, average salary increase per year, and average hours worked per year.
- Current (As Is) Sales and Marketing Process:** Includes sections for Productivity and Overhead Tasks, and Compliance Management Costs.

Red arrows point from text boxes to specific fields: one to the 'Pharmaceutical' dropdown, another to the '\$500.0' field, and a third to the '23.0%' field. A fourth arrow points to the 'No' dropdown.

Database prefills out data (yellow) with default values that match the customer profile using the Alinean/IDC database of 20,000+ customers

Fields turn Green as you override the default data

Benefits

IBM Corporation ROI Analyst™ - SOA - Microsoft Internet Explorer

SOA

Solution Selection Questionnaire (As Is) **Benefits** Costs ROI Analysis

Benefits Summary	Year 1	Year 2	Year 3
Total Benefits			\$3,641,000
IT Cost Reductions			
<input checked="" type="checkbox"/> Improve Application Integration Productivity	\$470,433	\$660,174	\$706,000
<input checked="" type="checkbox"/> Improve Application Development Productivity	\$599,423	\$841,191	\$900,000
<input checked="" type="checkbox"/> Reduce Application Development Expenses	\$60,380	\$62,191	\$64,000
Total IT Cost Reductions	\$1,130,236	\$1,563,556	\$1,670,000
Business Operating Efficiency			
<input checked="" type="checkbox"/> Reduce Cost of Goods Sold (COGS) and Cost of Sales (COS)	\$598,500	\$798,000	\$798,000
Total Business Operating Efficiency	\$598,500	\$798,000	\$798,000
Business Strategic Advantage			
<input checked="" type="checkbox"/> Improve Front Office Application Deployment Time to Market - Revenue Impact (Indirect)	\$7,762	\$10,350	\$10,000
<input checked="" type="checkbox"/> Increase Revenue (Indirect)	\$828,000	\$1,128,840	\$1,162,000
Total Business Strategic Advantage	\$835,762	\$1,139,190	\$1,173,000
Direct Benefits	\$1,728,736	\$2,361,556	\$2,468,000
Indirect Benefits	\$835,762	\$1,139,190	\$1,173,000

Benefits **Benefits By Category** Direct vs Indirect Benefits Top Benefits Benefits By Goal Benefits By Stakeholder

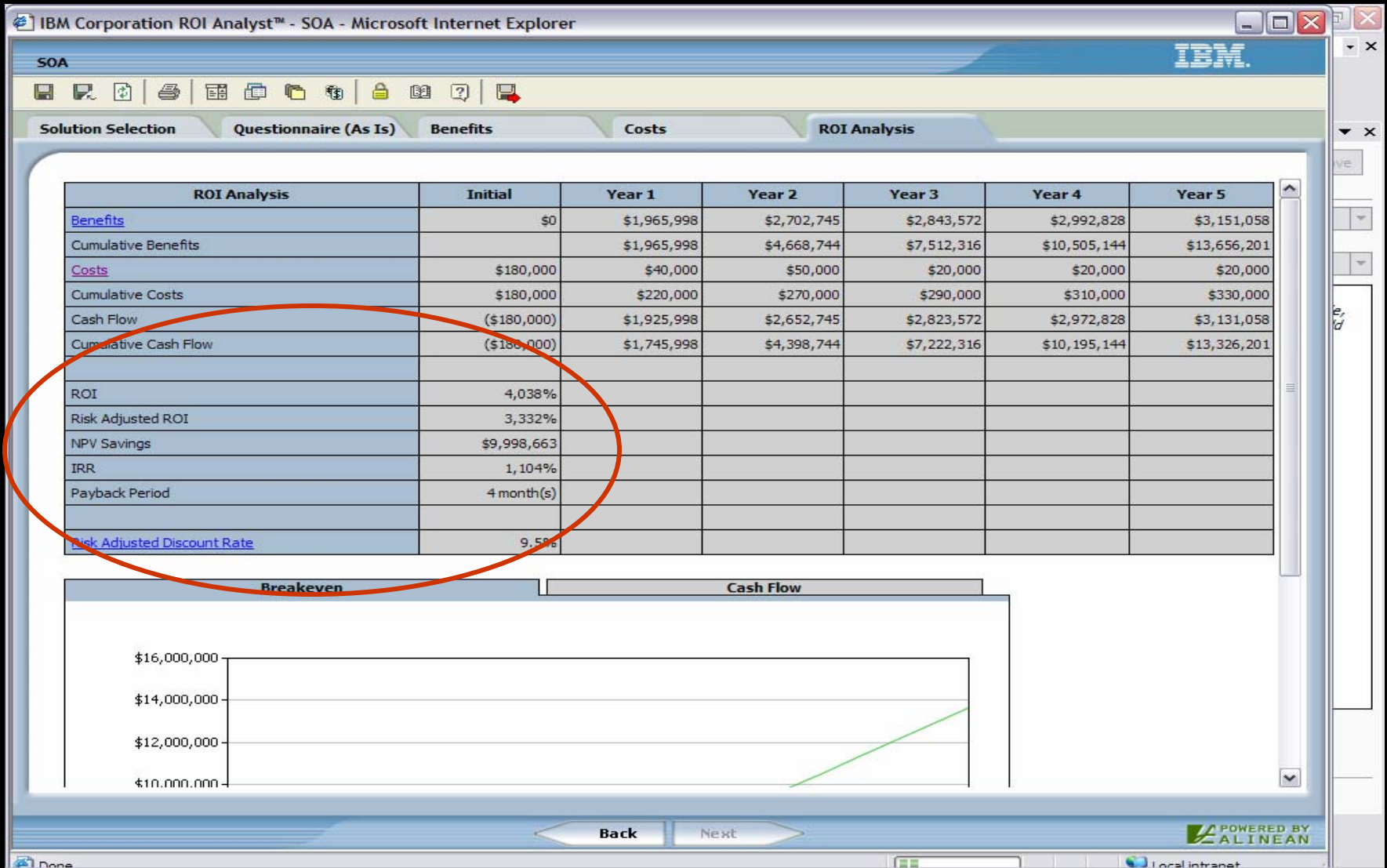
Back Next

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Top level Benefits Summary

Includes Indirect Benefits

ROI Analysis



Let's Go!

Encourage Innovation with a Focused SOA Project

1. Understand the value of SOA
 - Not just doing the same thing a different way
 - SOA is not just about technology, but technology's integration with business insight and thought leadership
2. Select your entry point (People, Process, Information, Reuse, Connectivity)
3. Get Assessed! SOA Self Assessment
4. Conduct an SOA workshop to develop your plan with ROI tied to it
5. Apply governance to your project



“ While deploying technology is certainly key to a successful SOA integration, it is the maximizing of the people, process and information elements that are truly core to the SOA process.”

Judith Hurwitz
President, Hurwitz & Assoc.

Contact your IBM representatives or Business Partner to help prove your ROI !



Event Recap



Where do I go to get ...

Presentations

http://www.ibm.com/soa/ny_executive_summit

Case studies

<http://www.ibm.com/soa>

SOA Business Central

<http://www.ibm.com/soa>

SOA Assessment

<http://www.ibm.com/soa>

or

Email soa@us.ibm.com

My Email: scarter@us.ibm.com





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