



IBM SOA

# The “Art” of making SOA Consumable and Usable

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December 5, 2006



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## Our Guide for Today

# The “Art” of making SOA Consumable and Usable

Knowledge  
Insight  
Guidance

### How to....

- Make SOA approachable
- Make SOA actionable
- Make SOA relevant to business

### How to....

- Streamline use of disparate applications and information
- Provide the right information for insight and invention
- Improve decision making and communication
- Lead to innovation and growth

# Building out IBM's SOA capabilities



- **Building upon** Entry Points
- Industry-specific though **business services**
- Increasing focus on **Business Process Management enabled by SOA**

Extending **Infrastructure and Management in Support of SOA**

**SOA Governance** is tightly associated with **Service Lifecycle Management**

# SOA Enables Dynamic Interchanges *Between People, Process, and Information*

## ***Context for Better Decisions***

Delivering the right information in context to optimize business processes, applications, and productivity

**Information**

**People**

Partners  
Customers  
Employees

## ***Interaction and Ideas***

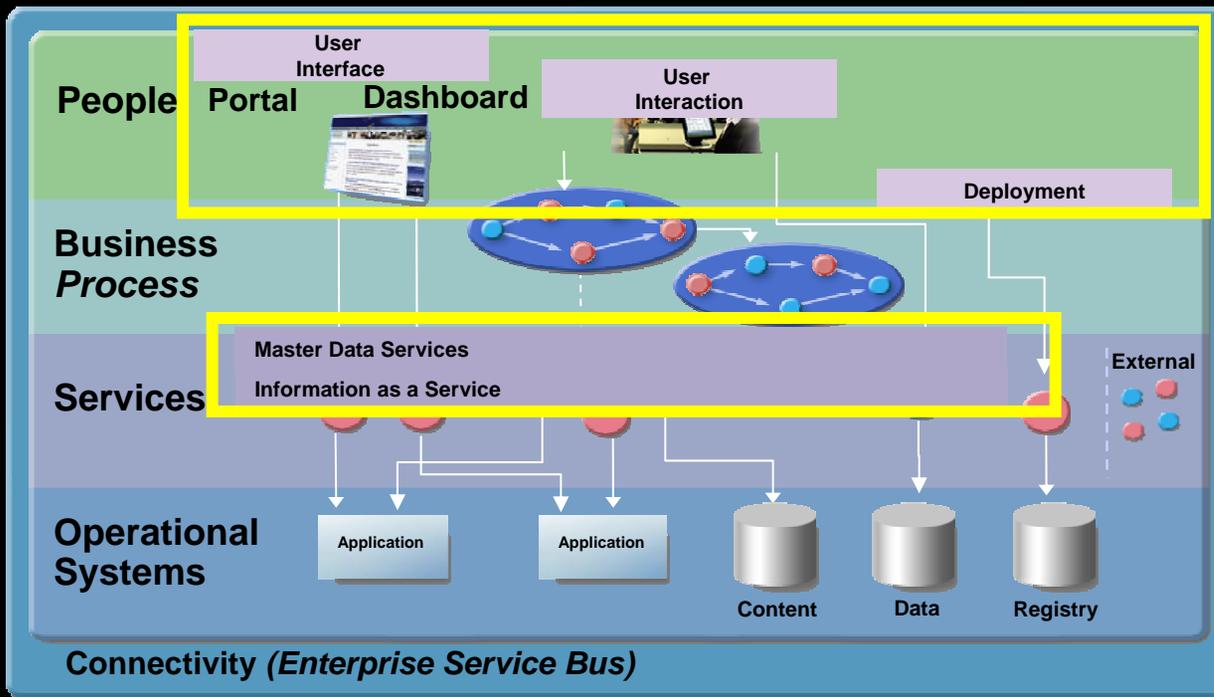
Enabling people to virtually interact and collaborate for dynamic decision making

## ***Targeted for results***

Use targeted tasks and functions as basis for information and people interactions

**Process**

# How to make SOA real and consumable

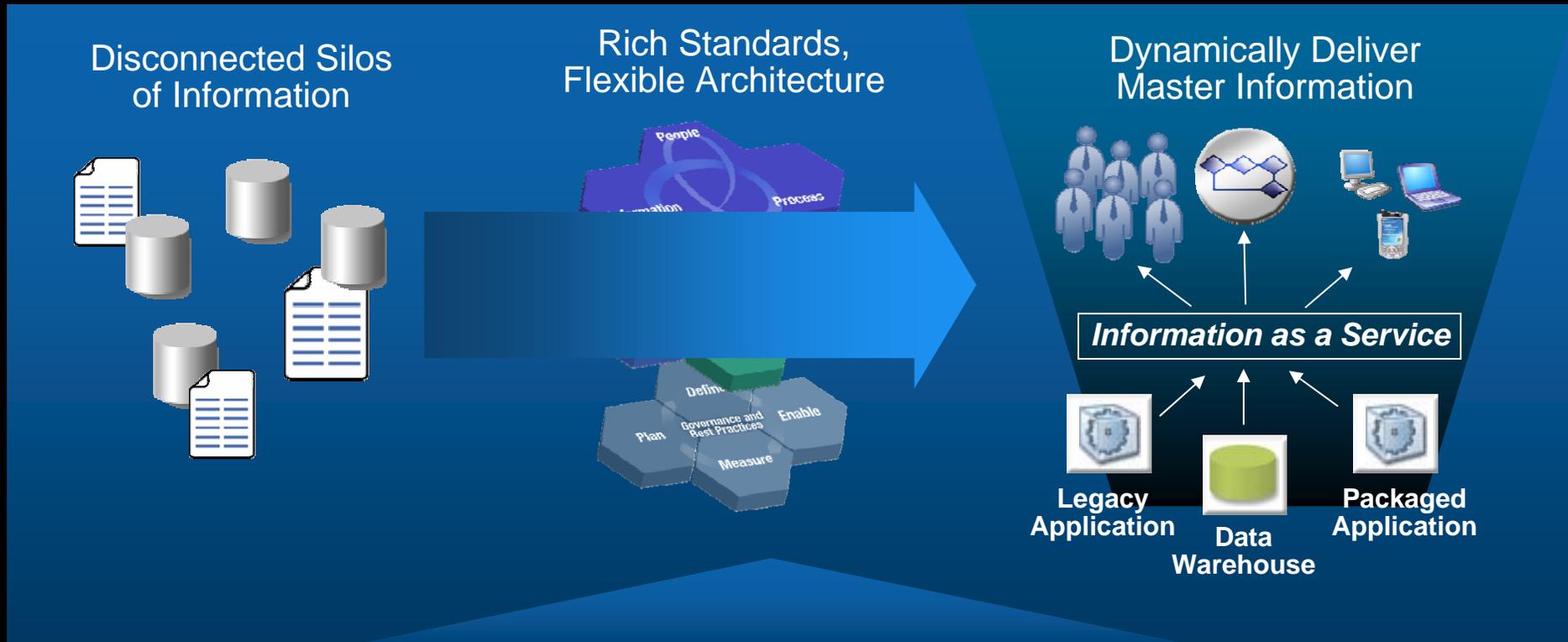


Enabling people to interact, solve problems, and collaborate using SOA

Optimize business processes, applications and productivity by delivering the right information in context

# Making Information Usable in an SOA

## *Expanding the Business Value of Data*



**70%** of people's time can be spent finding relevant information

**"Effective SOAs include robust data services** within an enterprise information management enabling infrastructure."...Gartner Inc, 2006

**5X More Value** creation by organizations effective at using information

Sources: IBM Attributes & Capabilities Study, 2005; Client Interviews 2004; IBM CFO Study, 2006

# Cardinal Health and SOA

*The right information at the right time to the right people*

## The Challenge:

- Long cycle time and high cost from redundant processes and multiple applications and data sources
- Labor intensive processes in back office versus investing in areas that drive strategic competitive advantage
- People inefficiently accessing multiple systems
- Different versions of information driving expensive reporting activities and preventing efficient decision making



## What Cardinal was saying:

- “I have to right now visit 5 different applications to get my monthly financial information for my department”  
“I want a one-stop shop for finance” - CFO

# Cardinal Health and SOA

*The right information at the right time to the right people*

Deploy the pilots and use portal and master data management to drive One Cardinal



Build 7 foundational SOA services

Use Portal and SOA to increase velocity of communicating right information and intelligence to the right people for collaboration



Use SOA to streamline interaction between legacy applications and SAP

Select Finance as pilot area – reducing cycle time and freeing up resources

Initial focus: Build out key foundational areas – Portal and Master Data Management

## Solution Elements

- WebSphere Portal and Portlet Factory
- Lotus Sametime
- WebSphere Customer Center
- DB2

# Cardinal Health and SOA

*The right information at the right time to the right people*

## Expected results:

- Reduce cycle time and costs – from 10 to 4 days for financial close - using SOA information services
- Improve productivity and business responsiveness by improving quality of data and improving people's interaction for business results
- Improve decision making from getting targeted information to right users and enabling collaboration based on that information using SOA
- Enabling people to move to One Cardinal mentality – getting all people to look at same information at same time to enable a common culture



## What Cardinal is saying:

- “Common data and process will unleash the power of our people” - CEO
- “... it's all about simplicity. We are looking to create common process across the board” - CAO
- “Increase simplicity ... ‘de-mystify’ common business processes...reduce operational complexity.. Thus increasing realized benefits.” - VP, Financial Systems

# Elements for Making SOA Consumable

## Which People?

Roles  
Responsibilities  
Context



## What Business Processes?

Change or new process  
Monitor and manage  
Process actions for people

**Right People + Right Information > Right Results**

## What Information?

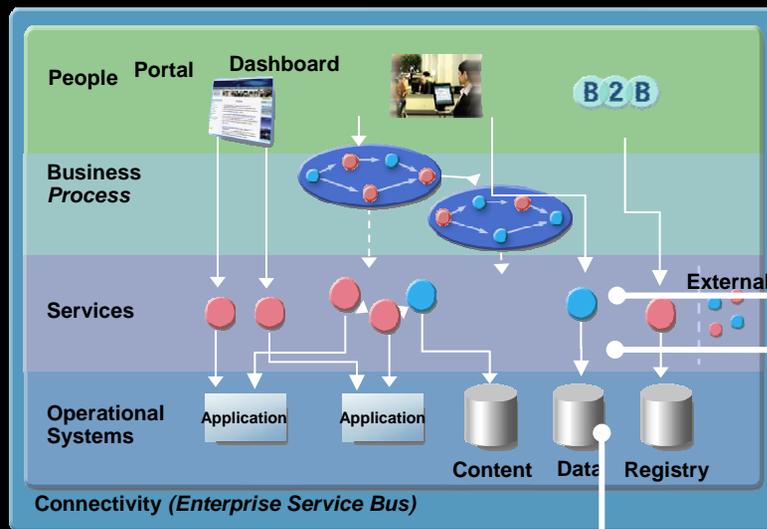
Master data  
Information Integration  
Centrally managed XML



## What Delivery Mode?

Rich Clients  
Browser  
Mobile Clients

# SOA Solution Elements for Information *Delivering a Single Version of the Truth*



**Master Data Services**  
 “Single View of the Truth”  
 Collaborate, Synchronize, Analyze

**Information Services**  
 “Trusted Information Services”  
 Understand, Cleanse, Transform, Deliver

**Data Services**  
 “pureXML Data Services”  
 Deliver XML and Relational Data

# Making Information Consumable in an SOA

## *Delivering Information in an Industry Context*

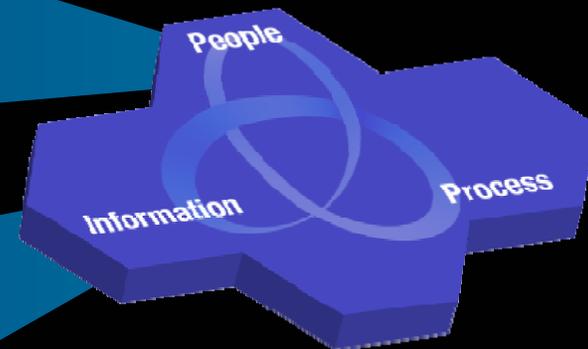
**(1) Capture Business Viewpoint**  
Customized Industry Models

**(4) Perform Metadata Mapping**  
Implement Master Data Services

Make SOA services consumable by delivering  
business centric SOA information services

**(3) Analyze Information Assets**  
Develop SOA Information Services

**(2) Discover Information Assets**  
Define SOA Data Services



# Honeywell

## *Re-architecting for a Single Version of the Truth with SOA*

### Challenge

- Identify new opportunities and improve win rates
- Establish a global account strategy and plan
- Perform strategic pricing activities
- Increase customer focus and improve customer sat

### Solution

- Consolidation of customer information across four business units using SOA information services
- Link customers directly to sales reps using SOA information services
- Applied best practices and data governance with SOA master data services
- Accessed controls through rules of visibility

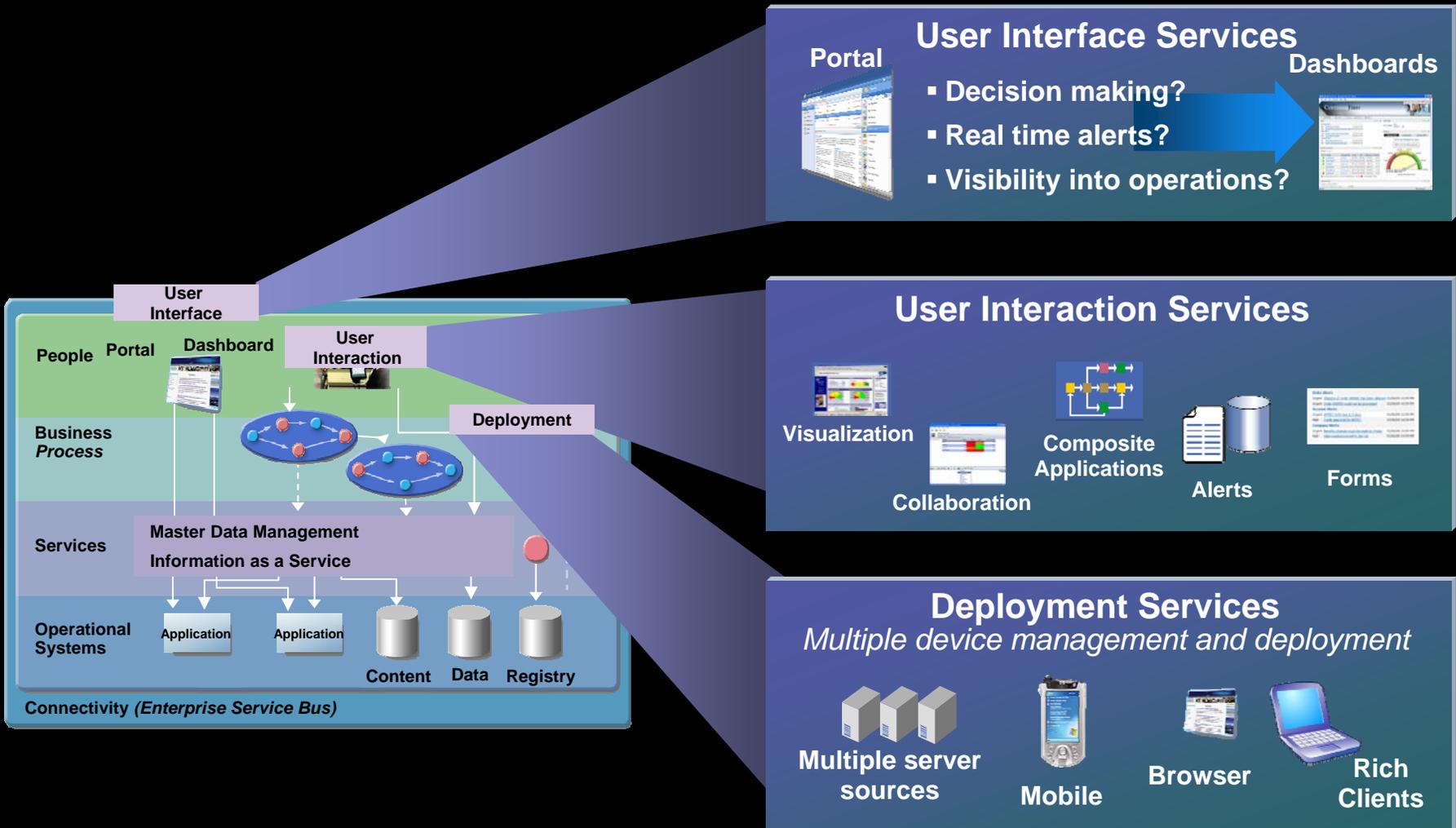
### Benefits

- **ROI of \$50M** to top line by cross- and up-selling
- Enforces enterprise-wide standards for customer treatment scenarios
- Shortens time to value
- Scales to real-world customer: offerings configurations

The Honeywell logo is displayed in red text on a white rectangular background.

- WebSphere Customer Center
- WebSphere DataStage
- WebSphere QualityStage
- WebSphere MQ
- WebSphere Business Integration server
- WebSphere Application Server

# SOA Solution Elements – Services for People



# Designing Services to Make SOA Consumable for People

Enabling people and enterprises to interact, solve problems, and collaborate using SOA

## 1) Define User Interface Services

- Job based views
- Functions needed
- Information needed
- Intuitive design
- Information organization

## 2) Define User Interaction Services

- Which people
- Actions
- Communities
- Cross-device collaboration
- Relevant information

## 3) Define Deployment Services

- Device used
- Format for effective use
- Connectivity options
- Deployment and management

# SOA Solutions: An Extensible Portal Framework for SOA

*The foundation for user interface, user interaction and deployment*



## Portal SOA foundation elements:

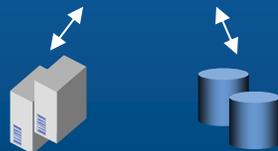
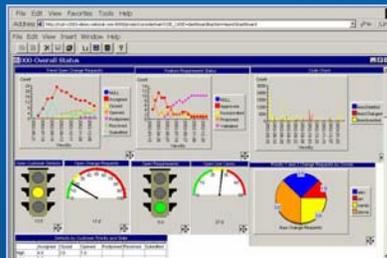
- 1 Integration and collaboration
- 2 Real-time access & decisions
- 3 Composite applications
- 4 Process portal services
- 5 Federation services
- 6 Offline use of services

# SOA Solutions: Dashboards

*Combining Information and People for Business Dashboards*

## Past

*IT Focused Dashboards*



IT focused optimization and efficiency for infrastructure:

- Performance
- Spend Management

## Now

*Business Dashboards*

Real time collaboration

Flexible SOA Information Services

Monitor critical processes

Business driven:

- **Optimization** - Reduce business risk by improving real time visibility into operations using SOA Information Services
- **Flexibility** in information and system access using SOA – aligning data to business metrics and problems
- **Innovation Catalyst** – from deep insights that drive new solutions and process ideas



# Dashboards Use SOA to Streamline Information Access

## *Delivering Real Time Insights to People*

People



Communities



Information



- Increased transparency from real time SOA information services
- Use SOA services to present information from diverse systems as intuitive, user-friendly visualizations
- Tailor information based on user dimensions such as role, authorization, geography, or organization
- Flexible management of connections to info and applications from SOA services

- Reusable SOA services for integrated content
- Master data services for product and customer information
- SOA delivered data services for management of XML and relational data

# UNICCO

## Real-time Operational View with SOA enabled Dashboards

### Challenge

- Differentiate in commodity facilities management space
- Streamline account management

### Solution

- WebSphere Portal and Portlet factory delivering SOA based performance information to customers

### Benefits

- Deliver flexible SOA services for value add to customers
- Offer new features to increase customer satisfaction



- *“We are positioning ourselves through the use of the portal with our customers.. it gives us a real differentiation.” - CIO*

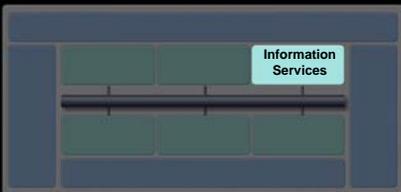
*“IBM’s Dashboard ... within the WebSphere Portal environment ...provide[s] our customers with improved visibility into important information.”*

*Sr. IT Director*

- IBM WebSphere Portal
- IBM WebSphere Portlet Factory
- IBM Workplace Dashboard Framework

# New News! Announcement Highlights

New and Enhanced!



Information Services

- **Master Data Management**
  - WebSphere Customer Center V7
    - Delivering a single view of the customer
- **Information Services**
  - IBM Information Server
    - Delivering trusted information services
- **XML Services**
  - DB2 9 Data Warehouse Edition V9.1.1 with pureXML
    - Delivering greater insight faster and easier



Interaction Services

- **IBM Lotus Sametime 7.5**
  - Extend services in real time across collaboration modes
- **IBM Lotus Expeditor**
  - Develop & extend composite applications to managed clients
- **IBM Workplace Dashboard Framework and Workplace for Business Strategy Execution**
  - Turnkey Bundle of Dashboards and Scorecards

# Interaction Services Announcement Highlights

**Enhanced!**

## Expeditor – What's coming

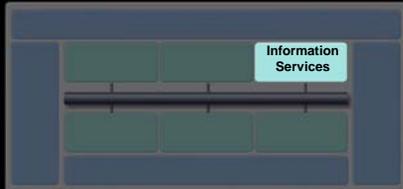
- Server-managed rich client platform for SOA
- Advanced integration capabilities help extend data to the client:
  - Composite application support for an SOA
    - Can include Portal (browser), Swing, ActiveX and other components
    - Offline portal support – offline access to applications through local business logic and data

## Lotus Sametime 7.5 – What's coming

- Plug-ins to customize and extend SOA applications for real-time access with VoIP, integrated audio, wireless
- Real-time interaction framework for SOA application integration
  - Reusable assets to add presence, instant messaging, and web conferencing to any SOA application
  - Simplified UI with seamless movement through collaboration and interaction modes
- Eclipse-based framework makes Sametime a platform for SOA application collaboration

# Information Services Announcement Highlights

New and Enhanced!



## IBM Information Server

- *Creates consistent, reusable SOA information services that present a business view spanning across diverse sources*
- *Integrates and assembles accurate and complete information, while maintaining proof of lineage*
- *Provides auditable data quality deployed as SOA services*
- *Enables metadata-driven design for defining information services, with acceleration based on IBM Industry Models*

## WebSphere Customer Center

- *Platform for providing SOA master data services*
- *Deploys enhanced SOA based information integration services*
- *Batch data processing using SOA information services*
- *Enhanced data quality standardization and customer record matching functionality delivered as SOA services*

## Taking Action

# The “Art” of making SOA Consumable and Usable

- Deep IBM Expertise
- Rich portfolio of SOA products

### Projects

- Master Data Management
- Information as a Service
- Data Services
- Portal /Dashboard Frameworks

### Whitepapers:

- “Fostering people’s interactions and collaboration through SOA”
- “SOA Delivering Information as a Service Executive Brief”

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