



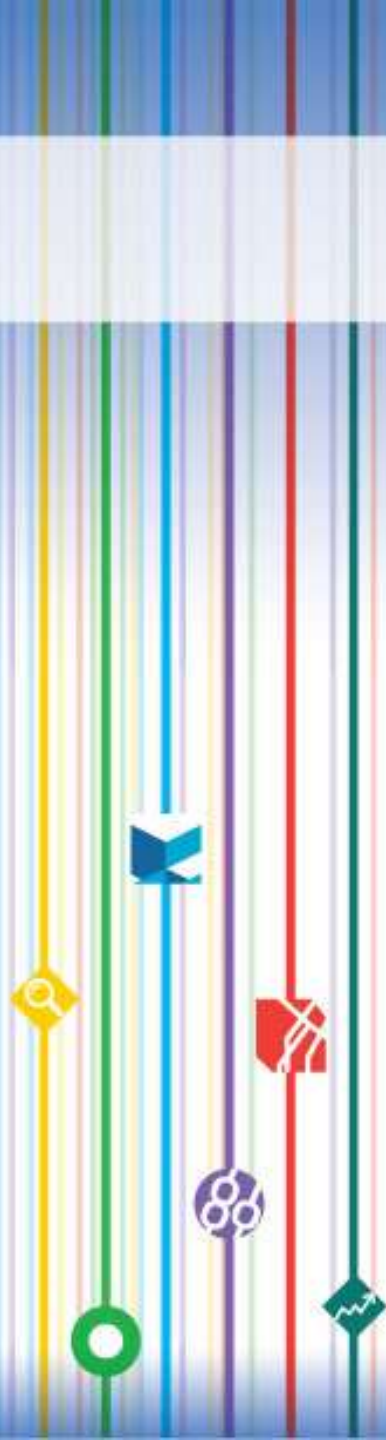
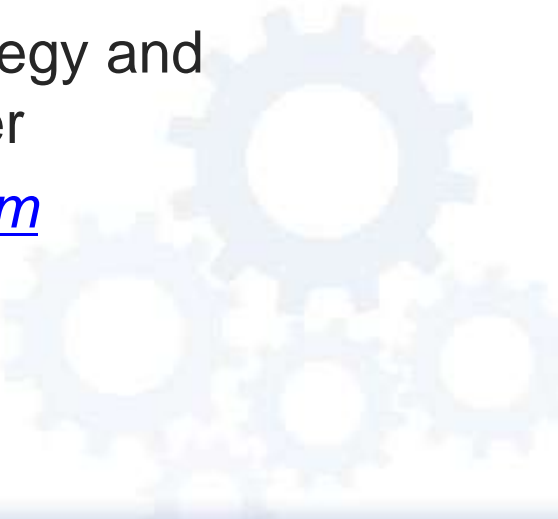
Alcanzando la Optimización de Costos con la Agilidad y Conectividad de SOA

Hector Hernandez

Global BPM & SOA Strategy and
Technology Leader

hector@us.ibm.com

Agosto 11, 2010



Agenda

August 11, 2010

- **Smart SOA Strategy...**
 - **Business Challenges, Industry and Executive Perspectives**
 - **Optimization / Connectivity / Agility**

- **Making SOA Relevant to the Business....**
 - **Smarter Business Outcomes**

- **SOA Differentiators & Leadership.....**
 - **The path to SOA with Solutions**

- **Next Steps & Summary.....**



To Optimize Business Performance We Must Redefine:

How Businesses
Evolve...



...To Adapt
and Respond
Dynamically

How People
Collaborate...



...To Maximize
Effectiveness

How Technology
Enables Flexibility...



...To Meet Business
Needs Quickly

Combining People, Process, and Information Capabilities

Organizations can achieve greater agility by:

Increase **awareness** by capturing relevant internal and external events

Improve decision making through a better **understanding** of business conditions

Deliver greater flexibility and **controls** over business activities



Increasing organizations awareness, understanding, and control over their business

IBM's CEO Study:

Change is Accelerating – Greater Agility is Necessary



Business Outcome

- Better visibility and accountability
- Faster responsiveness to market events
- Automated aggregation
- Strategic use of staff
- Confidence in numbers and decisions

Business Outcome

- Consistency between sales, product distribution, and prescription fulfillment
- Channel visibility to increase predictability in demand production and provide more accurate sales information

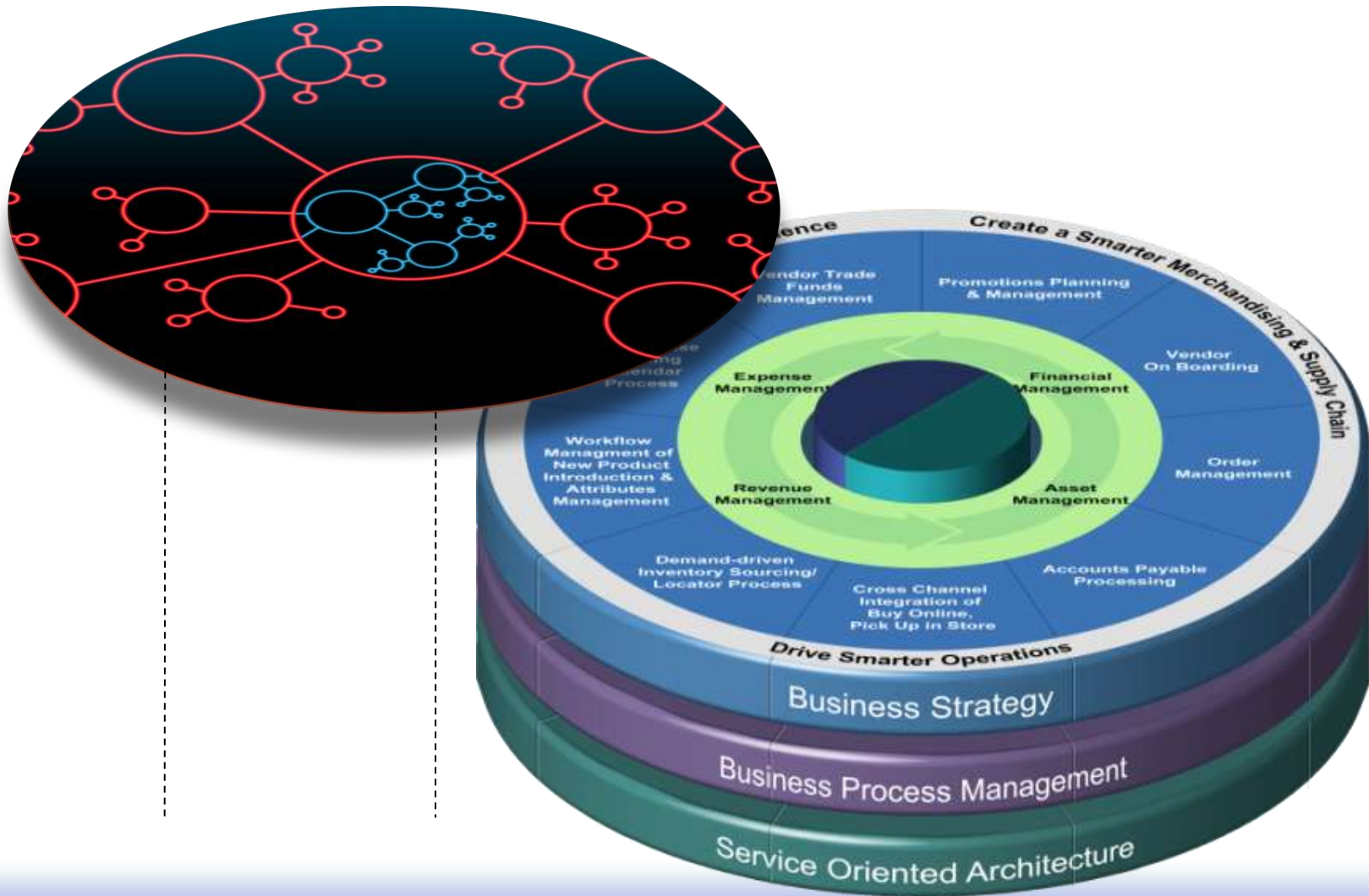
“The rate of change has increased dramatically.”

Dennis Fonsson, CEO Tetra Pak

“We have seen more change in the last ten years than in the previous 90.” Ad F. Scheepbouwer, CEO KPN Telecom

A Smarter Business Requires Business agility

Today's Engines of Business Agility



Service-Oriented Architecture (SOA)

S

Service

Capabilities performed by one on behalf of another to achieve a desired outcome

O

Oriented

An alignment of resources to enable services to be linked to solve business problems

A

Architecture

A system that is organized by its capabilities, their interactions, and the enterprise environment

Service Orientation

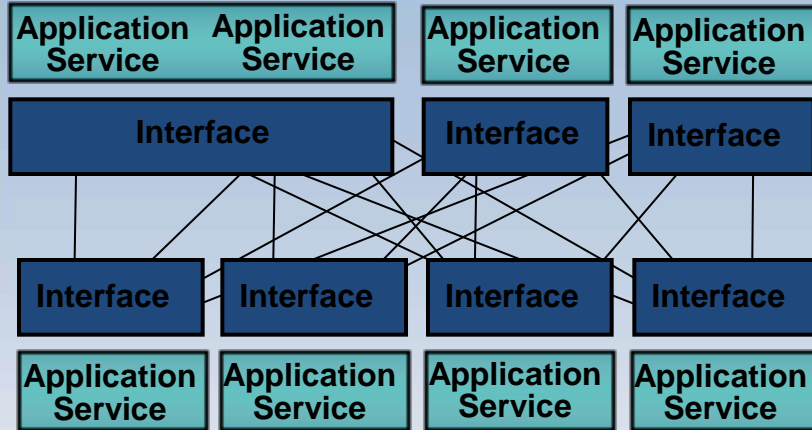
A way of integrating your organization as linked *services* and the outcomes they bring

It is a construct (the how)

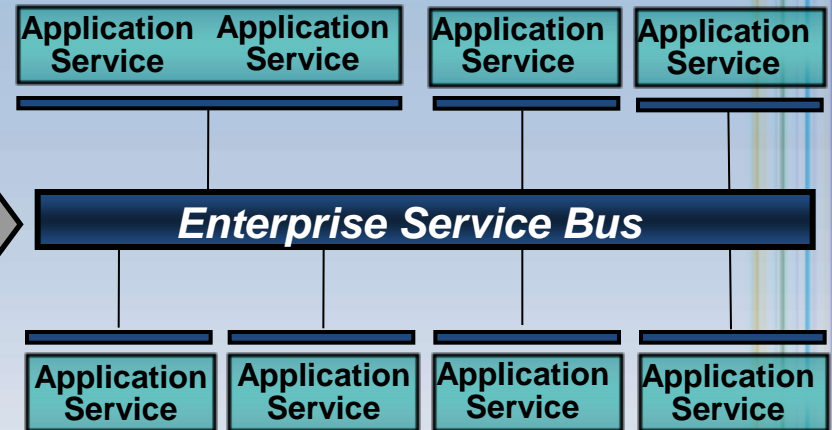
Rethinking Integration

SOA starts to shrink the Interfaces further

turn this...



...into this (SOA)



✓ Decouples the point-to-point connections from the interfaces

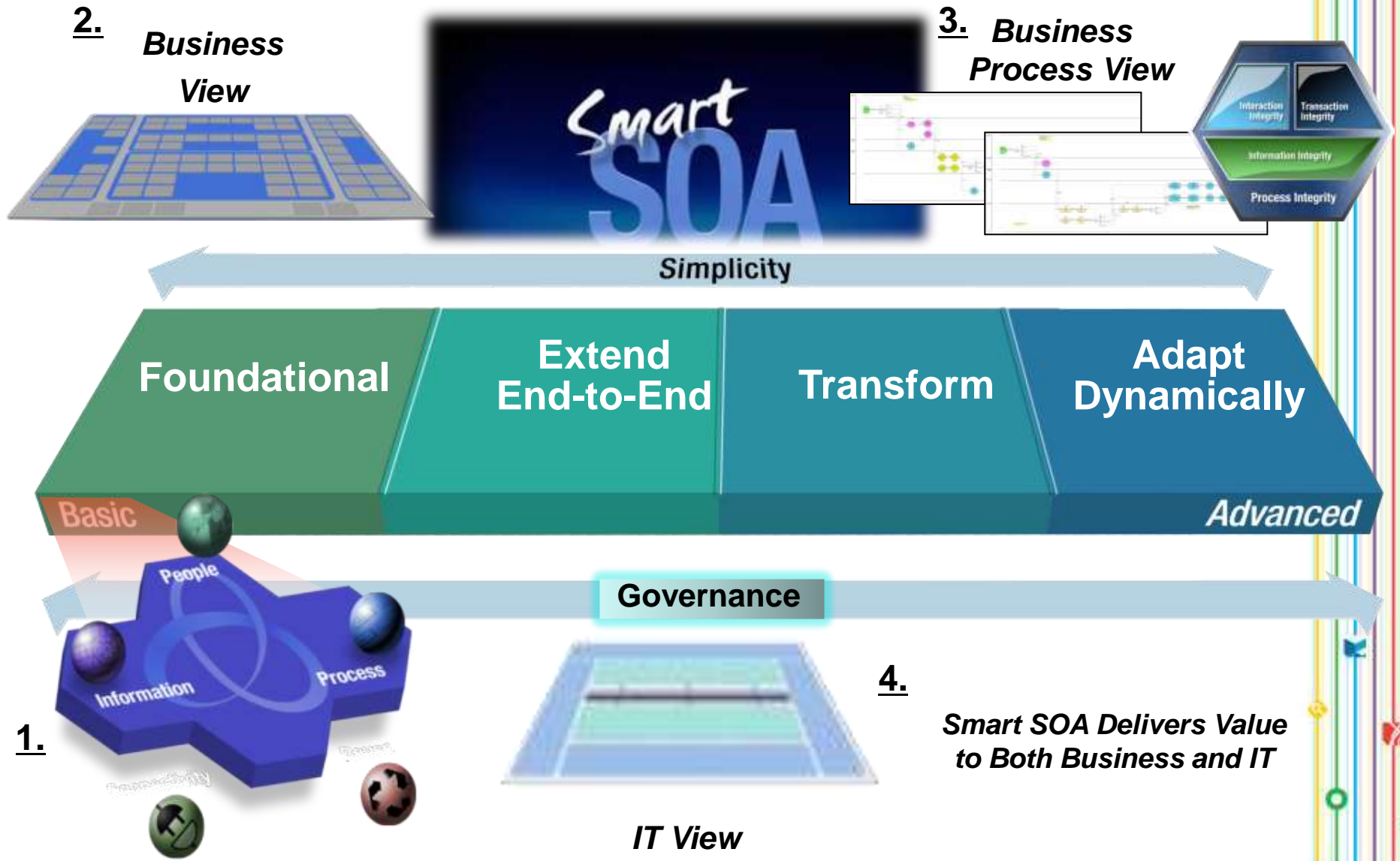
✓ Allows for dynamic selection, substitution, and matching

✓ Enables more flexible coupling and decoupling of the applications

✓ Enables you to find both the applications and the interfaces for re-use

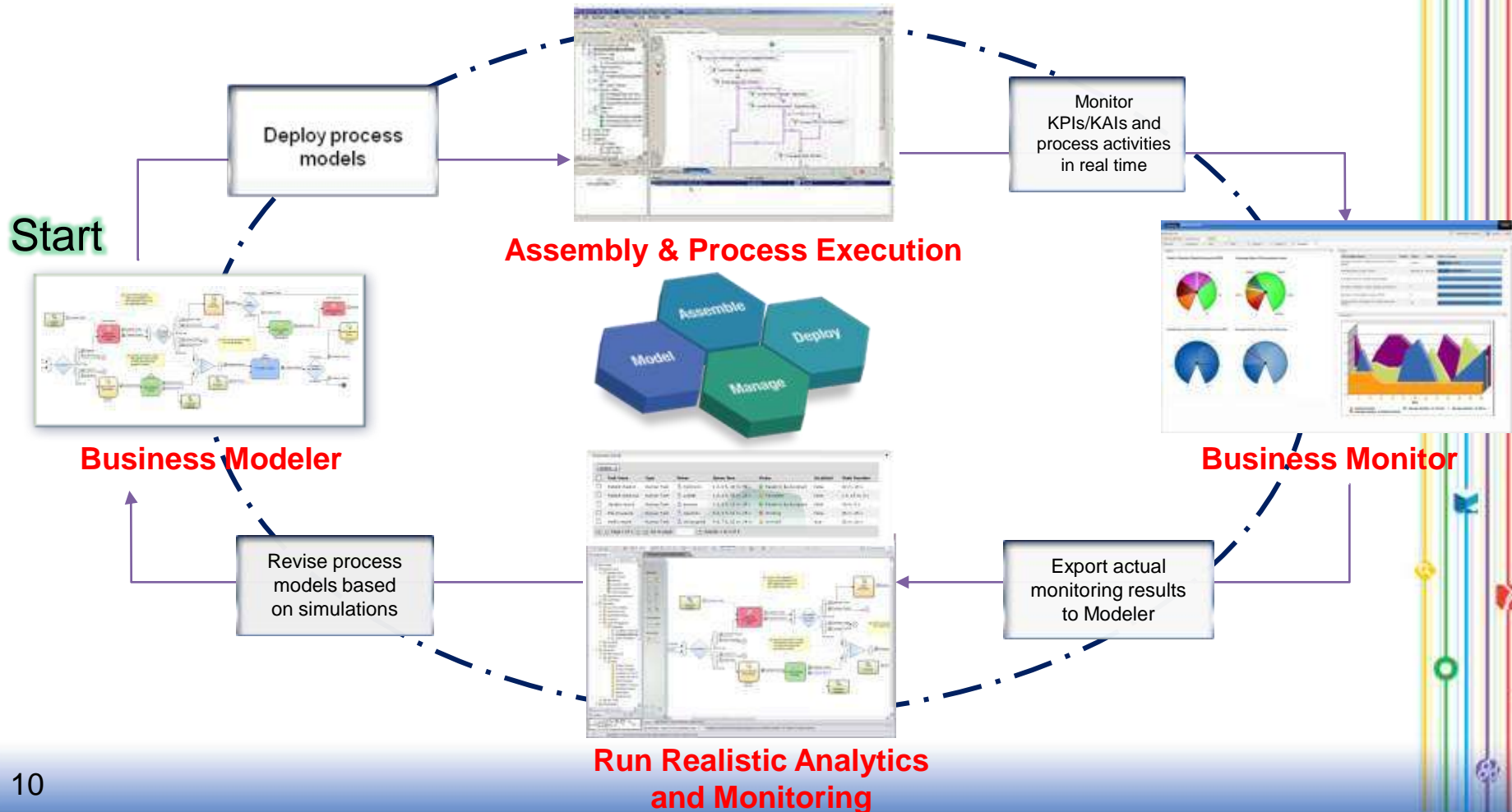
RESULT → Greater Business Responsiveness

Approach: There is a Smarter Way!



Feed actual Process Performance data back into Process Models

- Simulate the processes you monitor with actual, real-time data
- Create more realistic simulations in Modeler with actual data from Monitor



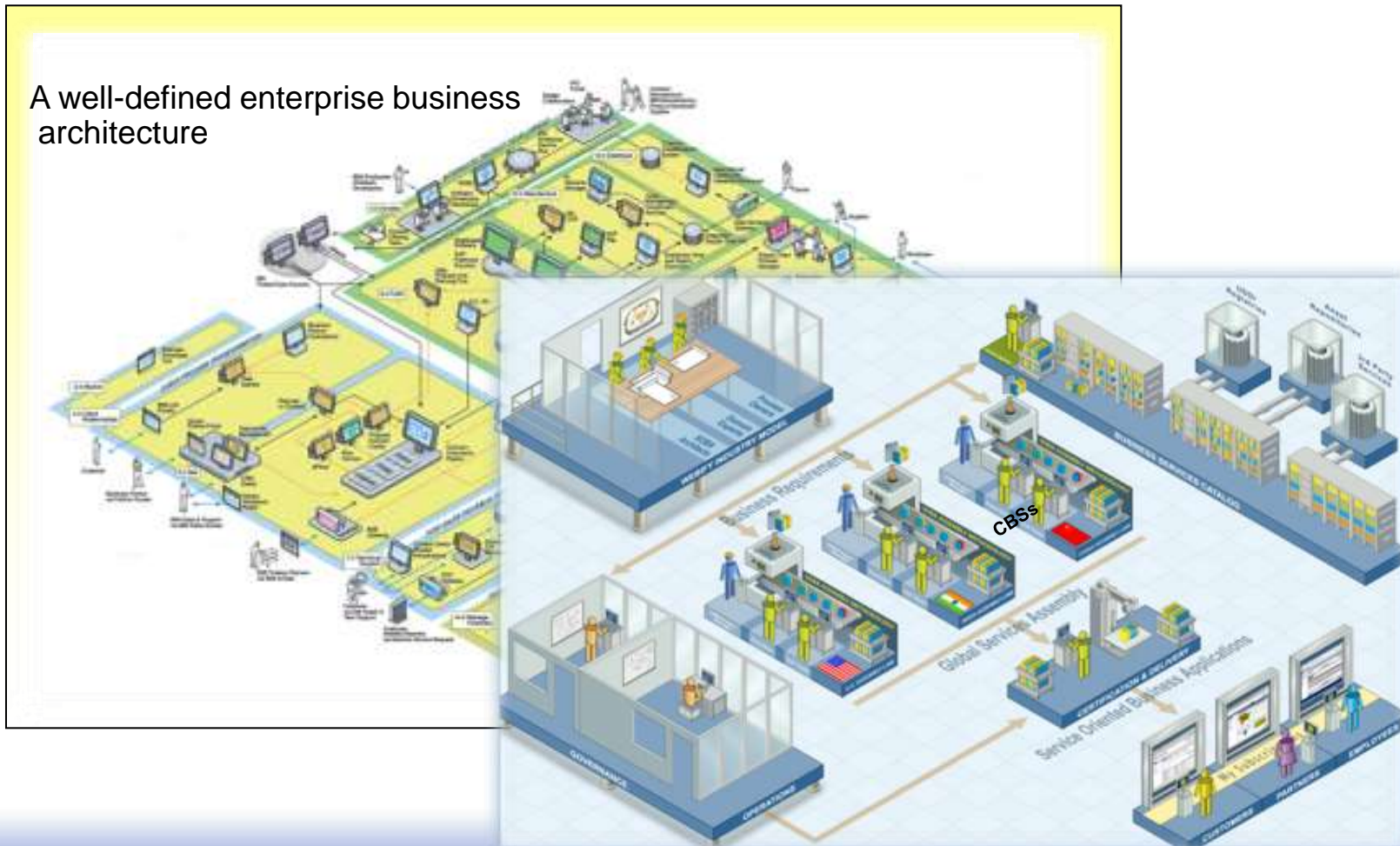
At a minimum use SOA to Evaluate and Optimize

Revisit how things are done today and the effect an SOA approach can have in these financial & volatile times

SOA Five Entry Points	Traditional Approach <i>(Solve for Today)</i>	SOA Approach <i>(Solve for Today and Tomorrow)</i>
Reuse	Create each capability for each application	Create once and use multiple times across applications
Connectivity	Proprietary point to point connection.	Open standards allowing any number of connections
Information	Individual data sets to support each application	Integrate information invoked when and where needed across applications
People	Static dashboard interface with integrated applications	Business-user directed mashups and open portal applications with reusable portlets
Process	Hard coded automated process execution	Adjustable automated processes

Moving Towards a reusable Integrated and Connected “*Services*” Factory

A factory-like model for the sourcing and assembly of local and remote software and functional services, content, and components into service oriented business applications.



What are the Benefits What can we do Next

Expected Benefits due to SOA

Reduced Application Development and Systems Integration Costs

- Standards-based solutions reduce design time by limiting choices on many design decisions
- Standards-based solutions demonstrate lower cost to integrate than custom, point-to-point implementations
- Published-services-only push some cost to external service users (partners, suppliers)

Reduced Systems Maintenance Costs

- Systems with a higher degree of reuse have less code to maintain
- Financial burden for maintaining shared code can be shared across the organization
- Higher utilized code has higher quality, resulting in lower error rates and resulting lower costs to change and test
- Standards-based solutions demonstrate lower maintenance costs than custom, point-to-point implementations

Reduced Administration and Monitoring Costs

- SOA solutions can reduce the number of system components and the administrative burden associated with redundant systems
- Increased atomicity of design allows solutions to leverage common monitoring services

Expected Benefits due to SOA (continued)

Increased Developer Utilization

- SOA promotes modularity and reduces dependency between components with the adoption of open standards, As a result, developers and people with scarce skill sets (e.g., designers) are more easily shared between projects

Reduction in Skills Acquisition Costs

- As turnover occurs in the IT organization, it will be easier to find replacement resources knowledgeable in SOA development techniques as opposed to applications developed with proprietary technologies. It will also take less time to for these resources to be fully productive.

Reduction in Costs for developing reusable assets

- SOA provides governance models for development and reuse of assets. This approach should reduce costs for organizations currently trying to build and deploy reusable assets.

Reduced Risk for New Projects

- SOA provides known architectural patterns, better governance and defined methodologies for new projects. This will accelerate project starts and reduce of risk of failure.



SOA: Innovation through Flexibility



Setting Direction

Business Execution

Realizing Business Value

A large collage of various corporate logos, including IBM, DaimlerChrysler, W3 KnowledgeView, MCI, Wachovia, Kerola, FDC, Michelin, RACV, The Regence Group, PrimitiveLogic, IKEA, Bank of America, businessMart, Fireman's Fund, CBDI, BPM, Banca Popolare di Milano, The Finnish Defence Forces, PEPBOYS AUTO, STARWOOD, Office DEPOT, e-galicia.com, American Airlines, AON, SBC, Danske Bank, BOMBARDIER, STANDARD LIFE, Charles Schwab, SBC, 泰康在线, TALKING.COM, 中远集装箱运输有限公司, COSCO CONTAINER LINES, Helaba, Schering, Telefonica, Friends Provident, Summit Strategies, Landeskbank Hessen-Thüringen, Thailand Bank, Delaware Electric Cooperative, City, IBS, BMO Financial Group, AAA, SERPRO, CSC, Mercantil do Brasil, BHW Bausparkasse AG, Travellex, Hurwitz & Associates, ING DiBa, UNISYS, Justiz, Bundesministerium für Justiz, Commerzbank, Williams-Sonoma, and Dubai Municipality.

...and tremendous opportunities

A large bank
reduced redundant
process activities by

60%

An air freight company
reduced partner
integration time by

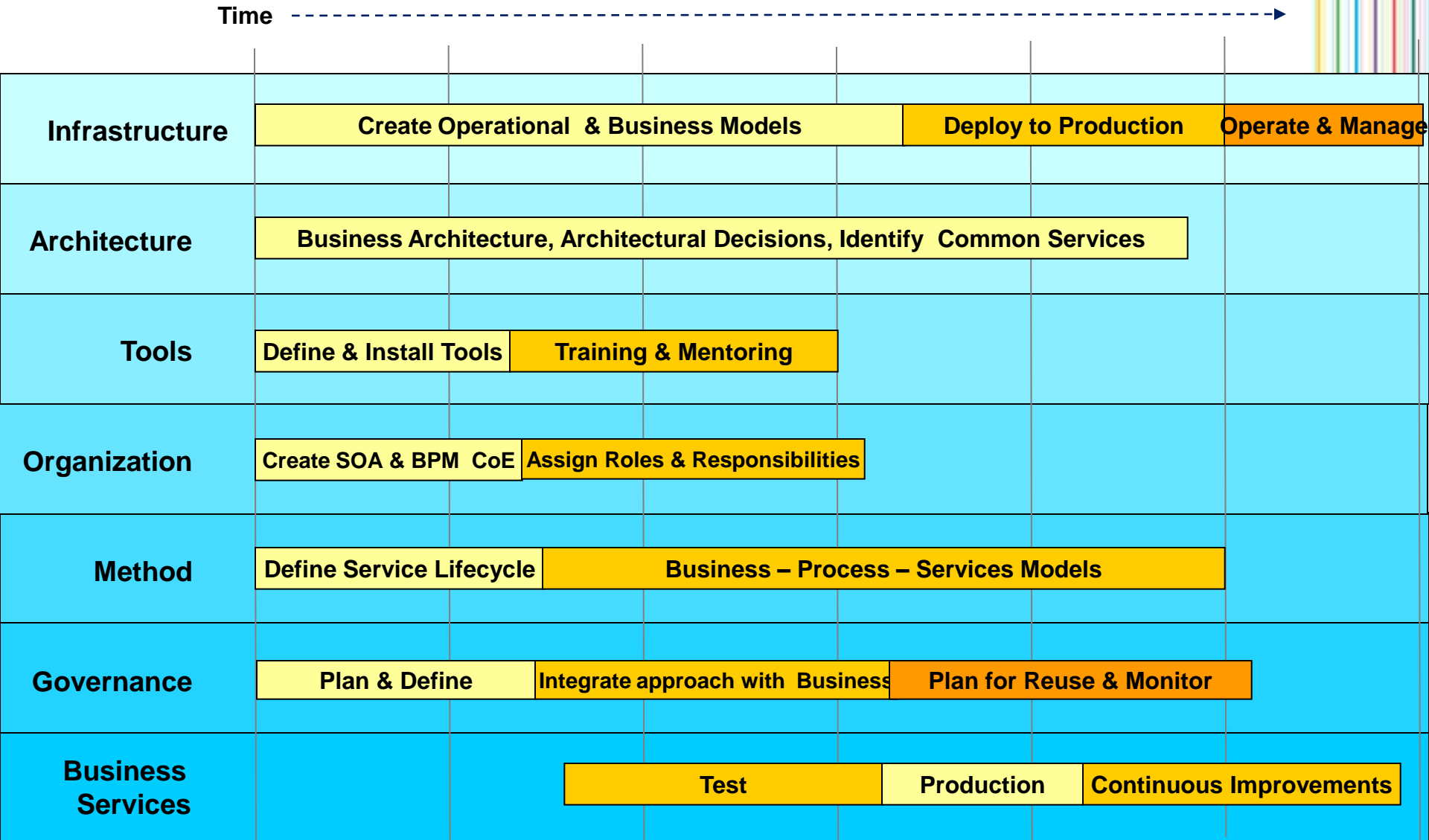
50%

A retailer gained real-time
inventory visibility across
500+ outlets and reduced
data integration costs by

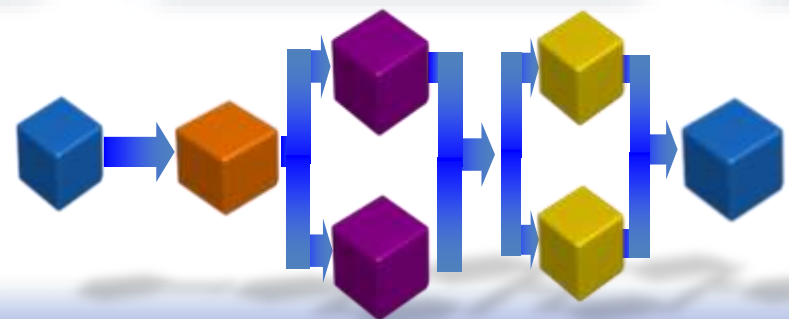
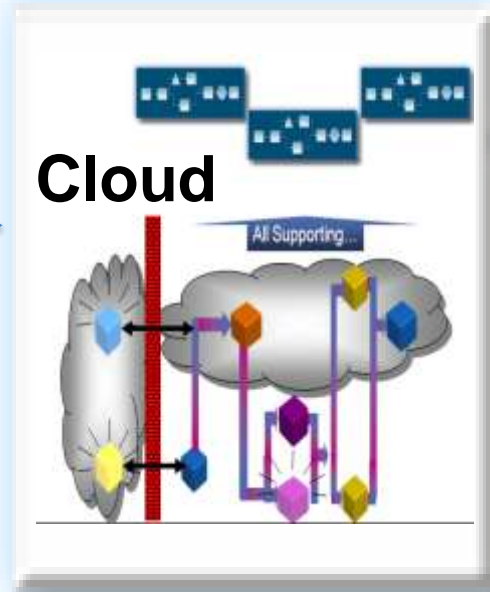
20%

Break down silos to increase business agility and embrace the dynamic network

SOA Adoption Roadmap – Example



Innovations are enabling services-based solutions to provide faster time to value, better integration, smarter deployment and scalability into the future



Call to Action *Summary*

- Use the **Smart SOA** Continuum to help choose the style that's right for you
- Use **SOA & BPM**, modeling, simulating, analytics, rules, events and Configurations for Foundational projects and extend them with Business Process Mgmt
- Build **Process Integrity** into advanced SOA deployments and maintain proper SOA Health
- Provide oversight and control of deployments with SOA **Governance** and build 21st century interdisciplinary skills

IBM

Gracias