



SOA Alliance Panel Discussion

CMG2006
December 3-8, 2006

Who we are...

- **Ashok Kumar**, Manager SOA Architecture, Avis-Budget Group
- **Yogish Pai**, Chief Architect, AquaLogic Composer, BEA Systems
- **Jeff Pendleton**, Founder SOA Alliance

SOA Alliance Overview

The SOA Alliance is a global community of senior IT and business executives dedicated to the advancement of Service Oriented Architecture (SOA) as the prevalent IT-model for the 21st century enterprise.

What is the SOA Alliance...

- An industry working group consisting of end-users, vendors, standards groups, and academia
- The mission is to position Service Oriented Architecture as the prevailing and dependable enterprise computing paradigm
- The SOA Alliance will drive a cross-industry, technology neutral SOA ecosystem focused on enterprise alignment of technology with business
- The Liberty Alliance is a “role model”, however the SOA Alliance will have no formal standards setting charter.

Issues and inhibitors to mainstream SOA Adoption...

Strategic investment in IT remains nominal, fragmented and marred by LOB skepticism of the vendor & analyst communities and IT leadership. Skepticism stems from

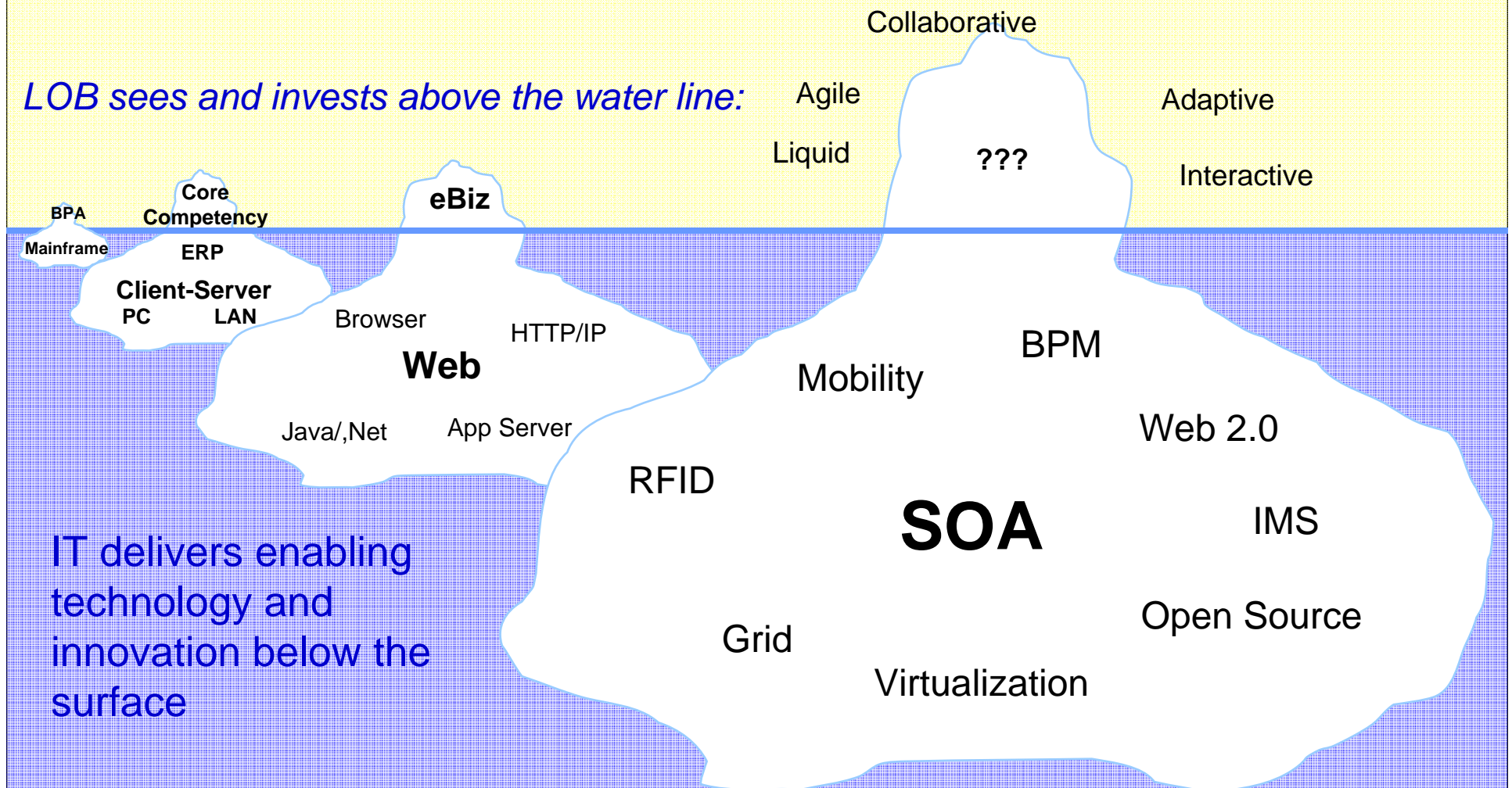
- * hyper investment in the last wave of IT (eCommerce)
- * perception that IT systems are overly complex & brittle; and IT investments are generally to prone failure.

Current IT strategy is focused on cost reduction with discrete investment in siloed LOB projects.

SOA offers the 4th wave of innovation, but lacks the catalyst for a new round of LOB investment.

Phases of IT and Business-Process Transformation

SOA Alliance must execute strategies above and below the water line



SOA Alliance: Three Strategies

- 1. Prove & Promote SOA's disruptive value proposition to Line-of-Business Executives**
- 2. Accelerate Enterprise Business Architecture as a critical competency of the 21st century enterprise**
- 3. Create a robust, global SOA Alliance**

Strategy 1 Overview:

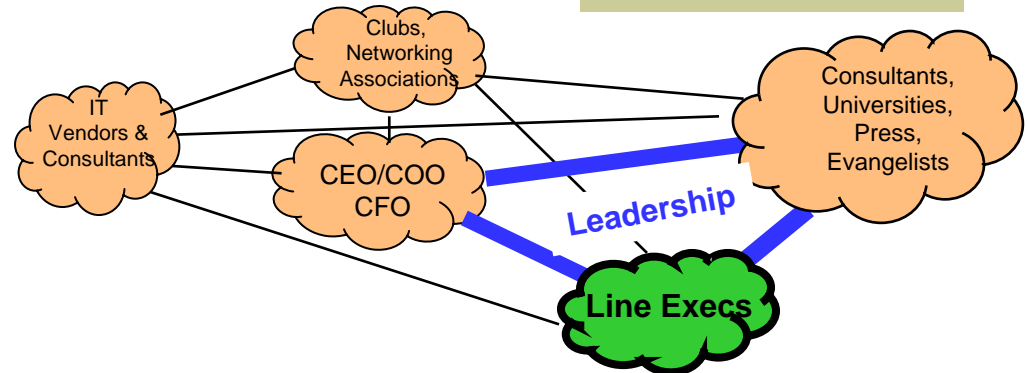
Prove & Promote SOA's value proposition to Line-of-Business Execs

Executives from a broad range of organizations have formed a working group...

- Understand current LOB awareness of SOA
- Align SOA value-proposition with key business pain points and definition of 21st century enterprise
- Launch campaign to evangelize and educate LOB of SOA

Past waves had a number of agents driving adoption in the key channels

- ✓ **Evangelists:**
Tom Peters, Lee Iacocca, VCs.
- ✓ **Internal LOB Champion(s)**
Division GM, B/U Exec,
- ✓ **Mgmt Consultants:**
PWC, McKinsey, Bain, Bus Schools
- ✓ **The Cause:**
Total Quality, Core Competency
- ✓ **The buzz word (application):**
eBusiness, The Internet, Core Competency
- ✓ **FUD created by the buzz machine:**
Brick-n-mortar
- ✓ **Consistent messages from Tech Suppliers**



Strategy 2: Progress

- Working group meeting since inception
- Founder members published a three part SOA Practitioners Guide
 - Part 1: Why Service-Oriented Architecture?
 - Part 2: SOA Reference Architecture
 - Part 3: Introduction to Services Lifecycle

<http://dev2dev.bea.com/pub/a/2006/09/soa-practitioners-guide.html>

Strategy 2: SOA Landscape Harmonization

- Review the current landscape to identify key relevant information
- Identify and rationalize across various
 - Reference Architectures
 - Standards
 - Services Maturity Model
 - Governance Models, etc.

Strategy 2: Promoting the EBA

- Objective – Define/Redefine Enterprise Architect of future.
- Motivation – To fully realize the potential of SOA, we must rethink the role of Enterprise Architect
- Capabilities – More Business and Less Technical
- Communication, Balancing Priorities, Execution, Opportunist, Salesperson
- Person or a group?
- Knowledge - Business Processes, Standards, Technology, Trends, Architecture Principals
- Deliverable(s): A handbook and Web pages

Questions??

The SOA Alliance will launch in early 2007.

For information and updates, visit our site at:

www.soaalliance.org





Thank You

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There are many similar definitions of SOA, and the business impact is common to all of them.

An example definition, not intended to be the SOA Alliance standard....

SOA is an emerging paradigm to integrate systems, applications, processes and businesses.

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SOA delivers differentiated business capabilities or products through the assembly of autonomous business and technology capabilities (services).

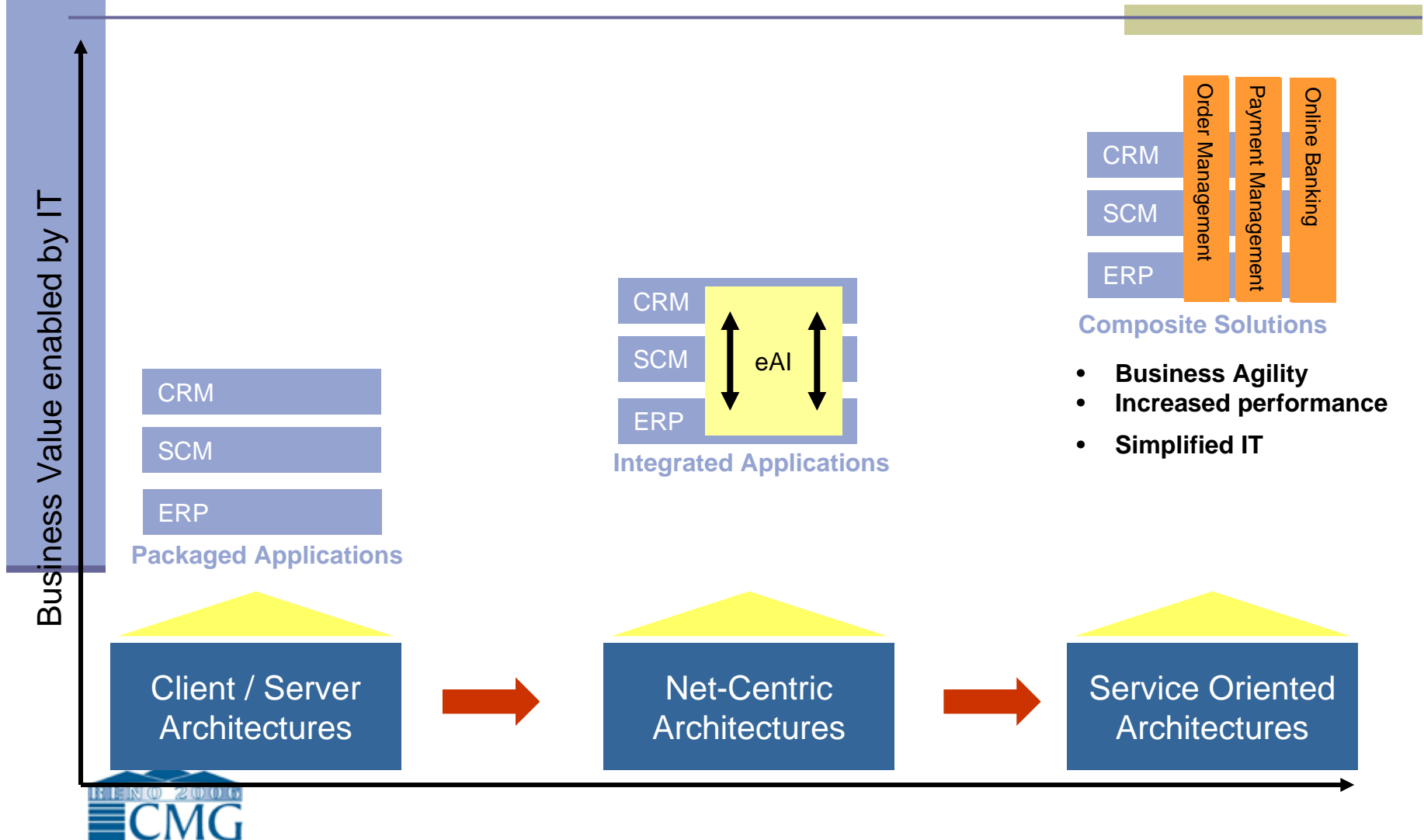
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SOA changes the way an enterprise is run by making the business process the focus.

SOA should be a discussion topic in the "C-suite" and SOA adoption should be a strategic priority for organizations. Yet, we are not seeing this trend.

We believe that SOA is another wave of change in IT – we should learn from past waves.

Process-Centric



The adoption of each previous wave was driven by interaction between various industry participants

