Lightweight SOA in a Down Economy

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Take Credit Code: LTSEN

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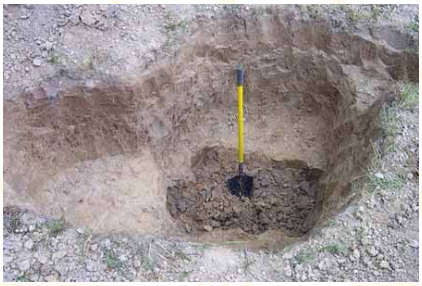
If you are in a Hole, Stop Digging!



- IT Decision Making's Fatal Flaw:
  - Choice between "take some extra time & money and do it right" vs. "give me what I want the cheapest & fastest way" – guess which wins?
- Repeat enough times, leads to the IT "Rat's Nest"

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The Business Inflexibility Trap

- *Inflexibility* is the Mother of All Business Problems
  - If you're flexible enough, you can solve all the other problems
- Information Technology (IT) is an impediment to business change
  - It wasn't supposed to be that way!

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SOA = Best Practices

- You don't have to follow them all
- There's no rule how many you must follow before you can say you're "doing SOA"
- Key best practice: take an iterative approach
  - Not just a SOA practice

The Right Tool for the Job

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SOA during Economic Downturn

- ✓ Business agility essential in good times & bad
- ✓ Iterative approach to SOA lowers risk & shows rapid value
- ✓ Cost savings important but not only motivation
- ✓ SOA can help position you for success, not just survival

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SOA on a Tight Budget

- Cost savings #1, but not the only priority
  - Regulatory compliance
  - Streamlining over slashing
  - Maintaining customer value
  - Strategic positioning for the recovery
  - Efficient M&A

Focusing solely on cost reduction will weaken your organization

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Iterating SOA Initiatives

- Define the scope of SOA initiative within the enterprise
- Implement SOA in small steps, such as Service-orienting a single division or a portion of a division, instead of an entire enterprise all at once
- Small successes lead to larger, more strategic successes over time

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Process-Driven SOA

- Create business logic via composition of Services
- The composition *is* the application
- *Architecture* guides composition of Services
- Empowers the business

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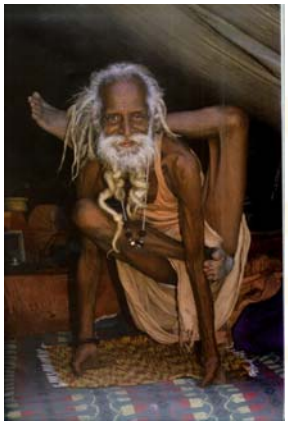
How does SOA help Build Agility?



- Support flexible Services and processes over time
- Formalize the approach to governance
- Provide better visibility into process change

Appropriate in good times & bad

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Lightweight SOA Governance

- Too little governance?
  - Policies aren't being followed
- Too much governance?
  - Lowers morale
- Leads to "black market" for resources
- Avoid "big brother" effect!

Who likes to be governed?

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SOA on the Roadmap?

- Focus on *causes* of excess IT spend
  - Redundant capabilities?
  - Inefficient IT processes, like funding, planning or governance?
  - Disconnect between IT and business?
- Position SOA as best-practice approach to tactical value
- Target quick-win projects iteratively

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SOA in Progress?

- Focus on delivering short-term value
- Support your architecture team/SOA Center of Excellence
- Combine cost savings efforts with strategic efforts
  - Customer self-service
  - Time-to-value for new product/service
- Monitor business processes closely

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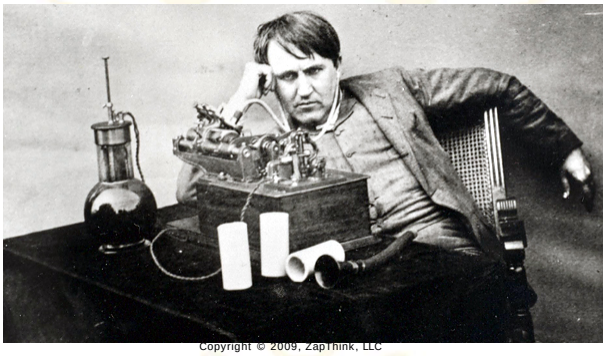
You Can't Afford *Not* to Innovate

- The tougher times get, the more essential agility is to survival
- Innovation requires bringing change to the market
  - Requires effective execution – on a budget!



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Thank You!

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