

Cloud Computing and SOA: *Same but Different*

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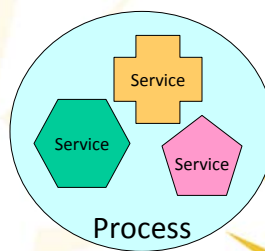
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Reiterating the SOA Vision



SOA is NOT Standards Based Integration!
**It is an architectural approach for dealing
with continual change**

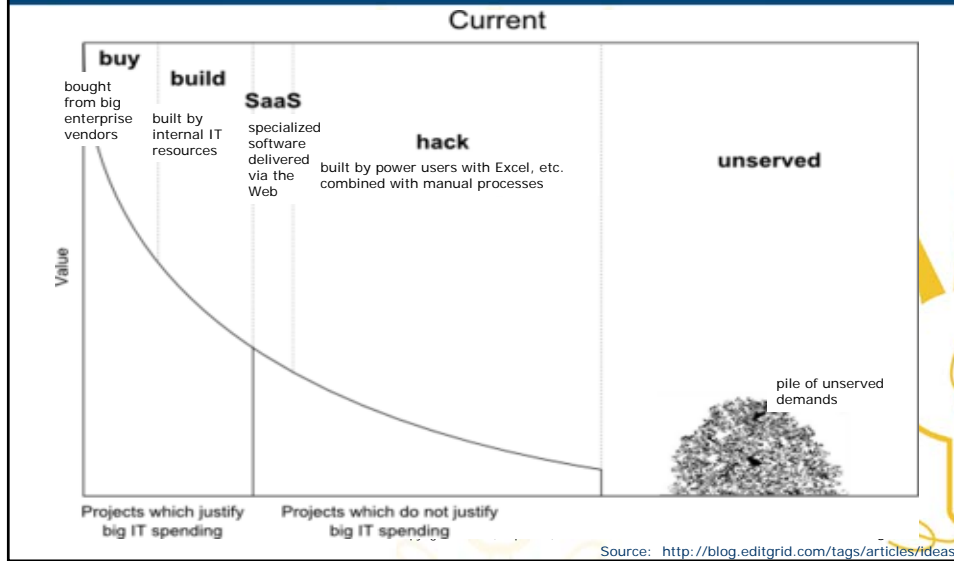
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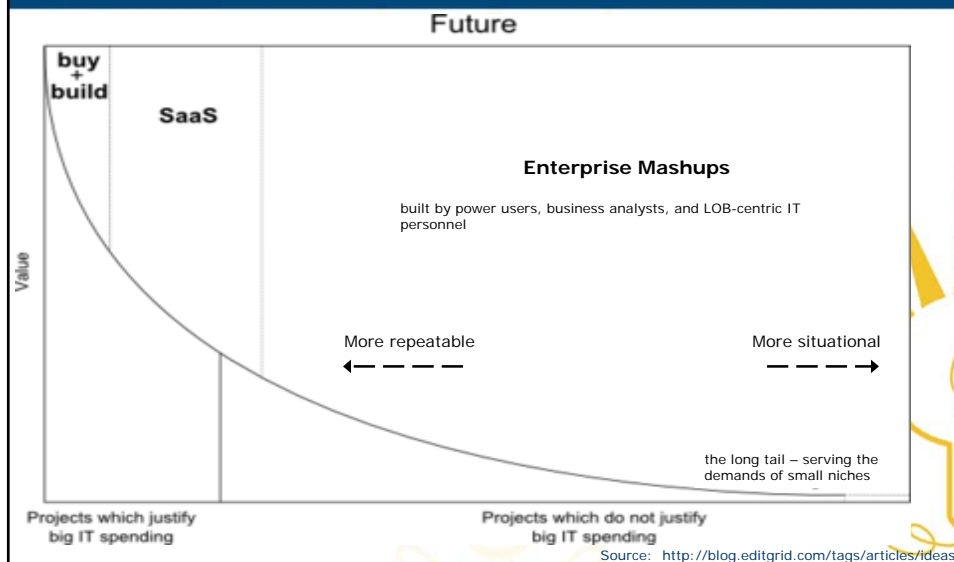
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The Long Tail: Applications



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The Enterprise 2.0 Long Tail





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Software-as-a-Service & SOA

- Software deployment over the Internet
- Traditionally delivered via a browser interface
- Increasingly delivered via Web Services interface as well
- SaaS is Service-oriented when Services are Business Services that support business processes via metadata-driven composition



The CRM is particularly good this evening.

Location independence taken to its natural conclusion!

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Virtualization & SOA

- Many kinds: platform, network, resource (includes storage) & application virtualization
- Generally focus on abstracting operating systems & other physical resources
- The Service abstraction is technically a form of virtualization, but not in practice
- Virtualization projects can support highly available SOA infrastructures



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Cloud Computing & SOA

- SaaS + virtualization delivered via loosely-coupled Services
- SOA taken to the next level?
- What's really outside the SOA box?

Cloud computing architectures are inherently Service-oriented



Cloud Computing Value #1: Location & Infrastructure Loose Coupling

- Biggest value proposition:
 - Someone else's infrastructure, management, and cost & time
- Location and infrastructure loose coupling is...
 - ... a ***fundamental SOA tenet***
- Stop thinking about the infrastructure
 - It doesn't matter for SOA
- Issues:
 - Data availability, security
 - Third party Service consumption
 - Composition outside the firewall



Can we finally stop talking about ESBs?

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Cloud Computing Value #2: Focus on the Service

- Software as a Service primed the pump for Cloud...
 - ... as did Application Service Providers (ASPs)
 - ... as did Web 2.0
- Abstract the coding and the infrastructure
 - The focus is on the *Service*.



Designing to use or provide Cloud Services requires a SOA mentality

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Enterprise Cloud Computing

- Bringing the cloud inside the Enterprise:
 - ***ENTERPRISE CLOUD COMPUTING***
- If this works outside the firewall, why not inside?
- Reintroducing the concept of Application Grids / Application Virtualization
- Leveraging cloud infrastructure best practices for ***agility and resilience***

Beyond Web Services EAI



Conclusion

- Hype is Ripe.
 - Cloud is the new SOA.
- Cloud extends SOA by shifting focus away from the infrastructure
 - Bringing focus back to the Service
- And introducing more best practices for agile, resilient enterprise architecture
 - The real goal of SOA



ZapThink is an industry analysis firm focused exclusively on Service-Oriented Architecture.



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