

Information in Motion

The Pixie Dust that Makes SOA Work

Jason Bloomberg
Senior Analyst
ZapThink, LLC

Copyright © 2005, ZapThink, LLC

zapthink



Level Set – What is SOA?

- SOA is *architecture* – a set of best practices for the organization and use of IT
- Abstracts software functionality as loosely-coupled, business-oriented *Services*
- Services can be composed into *business processes* (which are also *Services*) in a declarative manner



Copyright © 2005, ZapThink, LLC



The Benefits of SOA...



- ✓ Reduced cost of integration
- ✓ Improved value from legacy applications
- ✓ Greater visibility for governance & compliance
- ✓ Increased reuse of software assets
- ✓ Business agility...
 - Respond quickly & efficiently to business change
 - Leverage change for competitive advantage

Copyright © 2005, ZapThink, LLC



...and the Pitfalls

- Based on XML – give bad guys the keys *and* the instructions!
- Breaking down IT silos leads to politics & lack of control
- Architecture is *hard*
- SOA is still an emerging practice



Copyright © 2005, ZapThink, LLC

Real-Time SOA

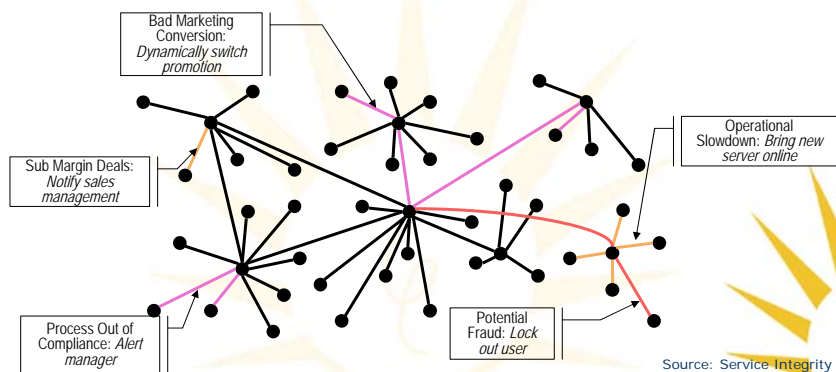
- Loose coupling key to agility benefit of SOA
- Loose coupling depends upon Service *contracts* & other metadata



- Services can send and/or receive *events* as per contract
- Information is more *fluid*

Copyright © 2005, ZapThink, LLC

Information in Motion



- Visibility – a two-edged sword
- Business is “real time” – so IT must be

Copyright © 2005, ZapThink, LLC



zapthink

Business Intelligence & SOA

- Visibility into data
- Visibility into business processes
- Visibility into levels of compliance



Does your executive management have the visibility they need today?

Copyright © 2005, ZapThink, LLC



zapthink

The Two Sides of Risk



- For Most Companies, Three kinds of risk:
 - Market Risk (Ability to do business)
 - Credit Risk (Ability to stay in business)
 - Operational Risk (Ability to run one's business)

Copyright © 2005, ZapThink, LLC



Mandatory, Urgent, & Non-Negotiable

~~Return On Investment~~

Risk Of Incarceration



The problem with risk



- What is the definition of risk?
- How can you aggregate risk across units?
 - *Hint: "average" risk is meaningless*
- How do you monitor risk?
- How do you prioritize risks?
- How do you control or mitigate risk?
- How can you selectively incur **more** risk?

Copyright © 2005, ZapThink, LLC



Risk & SOA

- Increased risk – XML, break down of silos
- Better mitigation of risk – visibility, governance, content-level security
- Information is *always* in motion



Copyright © 2005, ZapThink, LLC



Risk & Control

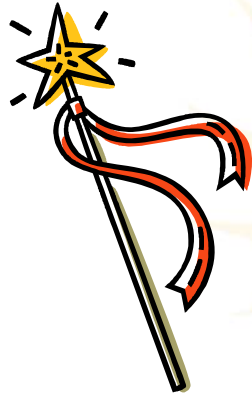
- Effective managers must delegate responsibility, yet maintain control
- “Micromanagement” rarely effective, doesn’t scale
- IT both a curse and a blessing
- SOA → greater visibility → greater *control*



Copyright © 2005, ZapThink, LLC



The Service-Oriented Enterprise



- Business sees IT as agile *business resources*
- SOA enables IT to provide both *visibility & control*
- Real-time business enabled by *Information in Motion*

Copyright © 2005, ZapThink, LLC

Thank You!



ZapThink is an industry analysis firm focused exclusively on XML, Web Services, and Service-Oriented Architectures.

Take Credit for attending this presentation!

- Go to www.zapthink.com/credit and enter the code.
- Download a digital copy of the presentation
- Sign up for our ZapFlash newsletter
- Get a ZapCredit good toward free research and ZapGear!



Jason Bloomberg
jbloomberg@zapthink.com

Copyright © 2005, ZapThink, LLC

zapthink