

ZAPTHINK ZAPNOTE™

MW2 CONSULTING *COMBINING AN SOA METHODOLOGY AND BLUEPRINT FOR SUCCESSFUL SOA IMPLEMENTATIONS*

Analyst: Jason Bloomberg

Abstract

MW2 Consulting is a midsize professional services firm focused on offering Service-Oriented Architecture (SOA) solutions. Unlike many such firms, however, MW2 leverages key Service Orientation best practices within their organization to deliver faster, lower risk, more successful SOA implementations than traditional engagement approaches can provide. Specifically, their agile, model-driven engagement methodology combined with their comprehensive SOA Blueprint enable MW2 Consulting to leverage Service-Oriented approaches to deliver successful SOA implementations to their clients.

All Contents Copyright © 2005 ZapThink, LLC. All rights reserved. Reproduction of this publication in any form without prior written permission is forbidden. The information contained herein has been obtained from sources believed to be reliable. ZapThink disclaims all warranties as to the accuracy, completeness or adequacy of such information. ZapThink shall have no liability for errors, omissions or inadequacies in the information contained herein or for interpretations thereof. The reader assumes sole responsibility for the selection of these materials to achieve its intended results. The opinions expressed herein are subject to change without notice. All trademarks, service marks, and trade names are trademarked by their respective owners and ZapThink makes no claims to these names.



MW2 Consulting: Solid Engagement Methodologies Applied to SOA

MW2 Consulting is a midsize professional services firm based in Sunnyvale, California. They employ more than 250 professionals globally, including their offshore capability in Asia and Europe. They offer a range of software services, including eCommerce, business intelligence, and custom programming. Since 2004, however, they have been focused in particular on Service-Oriented Architecture (SOA) planning, design, and implementation services.

MW2 follows an engagement approach they call the *Polaris Agile SOA Proof-of-Concept Methodology*. They base this methodology on the premise that each project must show success 100 days in order to guarantee it will meet its overall objectives upon completion. Within the 100-day interval, they move each project iteratively through discovery, design, development, and deployment phases.

MW2's design methodology focuses on rapid prototyping and Joint Application Design (JAD) work sessions that incorporate client feedback quickly into design and requirements documents. This agile, iterative approach helps them architect SOA-based solutions that deliver short-term results while providing the agility to adapt to changing business requirements.

As part of the Polaris methodology, they are able to:

- Understand business drivers and objectives and deliver business and technical requirements
- Document assumptions, risks and mitigation strategies, evaluate options and recommend solutions
- Develop rapid prototypes while iteratively architecting, implementing and testing projects in progress.

MW2 has found that the Polaris methodology is particularly suited to SOA projects, because of SOA's applicability in environments of change, where clients require agile IT solutions. The MW2 SOA engagement approach in particular accelerates the delivery of both solution models and proofs of concept which their implementation teams can then leverage. Combined with their SOA maturity model that helps them guide clients through the learning process necessary to implement SOA, the Polaris SOA engagement approach offer clients a complete, low-risk approach to SOA projects of varying degrees of complexity.

The SOA Blueprint: Full Lifecycle SOA

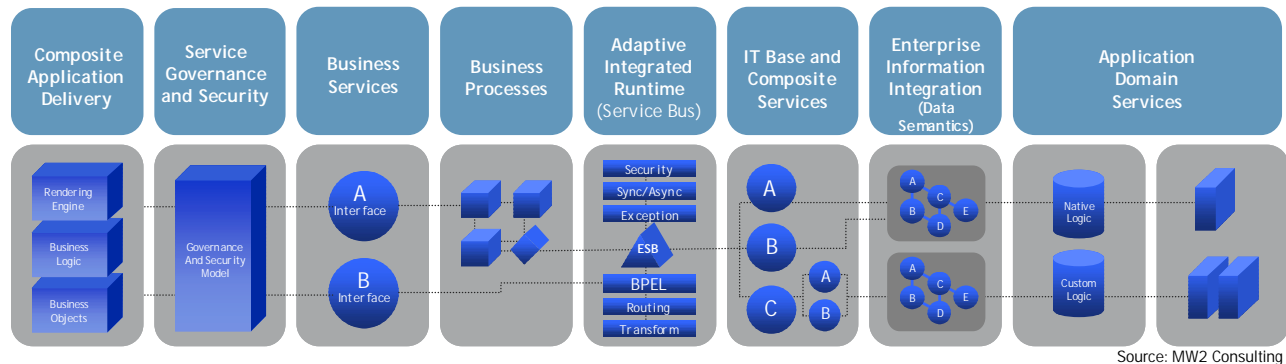
The MW2 SOA Blueprint enables the acceleration the transformation of an organization into a Service Oriented, or Adaptive Enterprise. It incorporates all levels of SOA, from the underlying applications and databases, through data integration, IT Services, the Enterprise Service Bus (ESB), on up through business Services and processes, as well as governance and composite application delivery. The figure below illustrates the MW2 SOA Blueprint.

Thank you for reading ZapThink research! ZapThink is an IT advisory and analysis firm that provides trusted advice and critical insight into the architectural and organizational changes brought about by the movement to XML, Web Services, and Service Orientation. We provide our three target audiences of IT vendors, service providers and end-users a clear roadmap for standards-based, loosely coupled distributed computing – a vision of IT meeting the needs of the agile business.

Earn rewards for reading ZapThink research! Visit www.zapthink.com/credit and enter the code **MW2BLUE**. We'll reward you with ZapCredits that you can use to obtain free research, ZapGear, and more! For more information about ZapThink products and services, please call us at +1-781-207-0203, or drop us an email at info@zapthink.com.



The MW2 SOA Blueprint



The SOA Blueprint contains the following elements:

- *Composite Application Delivery* – Leverages business Services to provide a presentation layer of new business functionality that semantically links enterprise data, processes and events.
- *Service Governance and Security* – A foundation for managing and securing the lifecycle of business Services.
- *Business Services* – High granularity Services that offer specific business value. Business Services are composed of finer grained business processes and application domain (or atomic) Services.
- *Business Processes* – MW2 uses a business process model to define the execution and composition of business Services from finer grained processes and Services. Both business Services and enterprise business processes are defined by business process models.
- *Adaptive Integrated Runtime* – The underlying infrastructure for SOA that will allow IT to dynamically change Services based on changing business requirements.
- *IT Base and Composite Services* – Service interfaces that represent simplified representations of application functionality.
- *Enterprise Information Integration* – Data integration that enables organizations to access multiple data sources as a single virtual data source.
- *Application Domain Services* – Business functionality provided by legacy or packaged applications, often preexisting in a client's environment.

MW2 leverages the SOA blueprint via their SOA engagement model, which begins with an SOA readiness assessment. After the completion of this assessment, MW2 provides an alignment strategy for business and IT. Next, they undergo an iterative design phase consisting of rapid, graphical modeling techniques for both business transformation and technical architecture, followed by the design and prototyping of SOA Blueprint model artifacts.

The next phase is development, where MW2 takes a “software factory” approach that includes domain specific code generation and rapid assembly of components, including built-in instrumentation for performance monitoring and a Services-based integration approach. Finally, they deploy and manage the runtime execution of SOA models. The runtime phase of each project provides real-time business visibility, metrics, and reporting, as well as business Service execution analysis and dashboard visualization for both business and IT users. MW2 dynamically assembles each application at runtime, and also deploys the necessary business Service orchestrations and dynamic policy enforcement of Services at runtime as well.

MW2 positions their SOA Blueprint within a domain-specific solution model that enables their customers to select best-of-breed solutions as part of their overall SOA implementation. Such solutions fall into domains that include eCommerce, content management, mobile solutions, and identity management. These solution models are part of an overall Model-Driven Architecture approach that incorporates reusable, abstract solution models that MW2 can use to derive domain-specific and implementation-specific models. Implementation-specific models govern how MW2 can work with partner and customer teams, as well as via on-site or offshore efforts within MW2.

The ZapThink Take

One of the largest challenges any consulting firm faces as they build their SOA practice is understanding not only how SOA can act as a transformative force for their clients, but also how SOA must transform their own organizations in order for them to provide effective SOA solutions. MW2, however, not only understands this challenge, but also excels in leveraging Service-Oriented approaches within MW2 to better meet their clients' needs. Their engagement methodology is both agile and model-driven, two foundations for SOA that ZapThink believes are critical for successful SOA rollouts. Furthermore, MW2's SOA Blueprint provides a complete picture of the elements of a successful SOA infrastructure. The combination of a cutting-edge engagement methodology with an end-to-end SOA blueprint positions MW2 as a clear thought leader in the SOA consulting marketplace.

MW2 Consulting Services

Polaris Methodology and MW2 SOA Blueprint

Overview and Value Proposition:

MW2's Polaris Agile SOA Proof-of-Concept Methodology is the foundation for implementing best-of-breed business/IT integration solutions. This agile methodology provides customers with an adaptive, iterative process that enables rapid delivery of proofs-of-concept.

MW2's SOA Blueprint enables their clients to leverage industry best practices, reduce integration costs, and deliver functionality more rapidly than other approaches. The SOA Blueprint helps companies embrace governance and reusable business Services. MW2 applies their composite application delivery approach to enable business Service assembly and the consolidation of business processes.



Profile: MW2 Consulting	April 2005
Funding:	Privately held
CEO:	Uwe Weinkauf
Employees:	More than 250
Services:	Polaris Agile SOA POC Methodology and MW2 SOA Blueprint
Address:	150 Mathilda Place Suite 100 Sunnyvale, CA 94086
URL:	http://www.mw2consulting.com
Main Phone:	408- 215-2150
Contact:	info@mw2consulting.com

Related Research

- *SOA Consulting* Foundation Report (ZTR-WS109)
- *Wipro* ZapNote (ZTZN-1168)
- *Tier1 Innovation* ZapNote (ZTZN-1169)
- *MphasiS* ZapNote (ZTZN-1151)
- *EDS* ZapNote (ZTZN-1154)
- *Accenture* ZapNote (ZTZN-1155)
- *SAIC* ZapNote (ZTZN-1160)
- *Infosys* ZapNote (ZTZN-1162)
- *Samsung SDS* ZapNote (ZTZN-1163)
- *ThoughtWorks* ZapNote (ZTZN-1170)
- *Adea Solutions* ZapNote (ZTZN-1173)



About ZapThink, LLC

ZapThink is an IT advisory and analysis firm that provides trusted advice and critical insight into the architectural and organizational changes brought about by the movement to XML, Web Services, and Service Orientation. We provide our three target audiences of IT vendors, service providers and end-users a clear roadmap for standards-based, loosely coupled distributed computing – a vision of IT meeting the needs of the agile business.

ZapThink helps its customers in three ways: by helping companies understand IT products and services in the context of Service-Oriented Architecture (SOA) and the vision of Service Orientation, by providing guidance into emerging best practices for Web Services and SOA adoption, and by bringing together all our audiences into a network that provides business value and expertise to each member of the network.

ZapThink provides market intelligence to IT vendors and professional services firms that offer XML and Web Services-based products and services in order to help them understand their competitive landscape, plan their product roadmaps, and communicate their value proposition to their customers within the context of Service Orientation.

ZapThink provides guidance and expertise to professional services firms to help them grow and innovate their services as well as promote their capabilities to end-users and vendors looking to grow their businesses.

ZapThink also provides implementation intelligence to IT users who are seeking guidance and clarity into the best practices for planning and implementing SOA, including how to assemble the available products and services into a coherent plan.

ZapThink's senior analysts are widely regarded as the "go to analysts" for XML, Web Services, and SOA by vendors, end-users, and the press. Respected for their candid, insightful opinions, they are in great demand as speakers, and have presented at conferences and industry events around the world. They are among the most quoted industry analysts in the IT industry.

ZapThink was founded in October 2000 and is headquartered in Waltham, Massachusetts. Its customers include Global 1000 firms and government organizations, as well as many emerging businesses. Its analysts have worked at such firms as IDC, marchFIRST, and ChannelWave, and have sat on the working group committees for standards bodies such as RosettaNet, UDDI, and ebXML.

Call, email, or visit the ZapThink Web site to learn more about how ZapThink can help you to better understand how SOA will impact your business or organization.

ZAPTHINK CONTACT:

ZapThink, LLC
11 Willow Street, Suite 200
Waltham, MA 02453
Phone: +1 (781) 207 0203
Fax: +1 (786) 524 3186
info@zapthink.com
www.zapthink.com

