

ZAPTHINK ZAPNOTE™

MPHISIS GLOBAL SOA DESIGNER & BUILDER

Analyst: Jason Bloomberg

Abstract

The Mphasis Group is a global IT professional services firm based in New York, NY and Bangalore, India. Their business falls into three core competencies: Business Process Outsourcing, Application Management, and Application Integration. Within their Application Integration competency is their Architecture Practice, which is the company's "think tank" for SOA design.

Mphasis' Architecture Practice has completed several SOA design engagements for Global 2000 companies around the world, and many of those projects have led to technology implementations within the Application Integration group. This ZapNote provides the details of three such projects in the financial services industry.

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SOA on a Global Scale

MphasiS is a global IT services and business process outsourcing (BPO) provider. As part of their mission to assist their clients in optimizing business processes, they offer one of the leading Service-Oriented Architecture (SOA) practices in the world, with dozens of completed or ongoing implementations for Global 2000 companies in a range of verticals, including financial services, pharmaceuticals, and manufacturing/supply chain. MphasiS' Architecture Practice in their Application Integration core competency offers deep expertise in enterprise SOA. The MphasiS Architect Community is the technology "think tank" of the company, responsible for all their solution architecture engagements. This specialist group contains several very senior practitioners, and focuses on conceptualizing robust and scalable technology frameworks within the complexities of the larger organizational and technology context.

MphasiS offers its customers an SOA framework, consisting of reference technology and best practices. They find that this framework is maturing as MphasiS helps more customers build SOAs. For example, the framework now includes security, management, and registry capabilities. In fact, each engagement they complete adds functionality in each of these areas.

Since the third quarter of 2003, MphasiS has seen a substantial increase in the number of SOA engagements, as well as the scope of those engagements. The "what is SOA?" type engagements, while still taking place, are now giving way to more concrete, two to three-year SOA roadmap engagements that are an integral part of customers' overall IT plan.

MphasiS is also seeing an increase in SOA projects that focus on a particular business application. For example, they are engaged in several Market Data Definition Language (MDDL) projects within the financial services industry. MDDL is the XML specification that enables the interchange of information necessary to account, to analyze, and to trade financial instruments of the world's markets. MDDL as a standard is maturing, and many of MphasiS' customers are laying the groundwork to support this language.

Case Studies in SOA

Of all of MphasiS' SOA projects, about 75% are pure architectural design or are still at the design phase, and about 25% have lead to implementations. In either case, all such projects begin with the architectural design. MphasiS finds that security and IT governance are key focus areas for their SOA projects.

Even though MphasiS' SOA practice is growing steadily, it still only accounts for about 5% of the \$130 million MphasiS reported as revenue in the year ending March 31, 2004. The 50% annual growth in their SOA practice is also dwarfed by their Business Process Outsourcing (BPO) practice, which is currently growing at the rate of 100% per year, as companies around

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the world outsource to India. Their BPO practice accounts for about one third of their revenue.

There is a relationship between SOAs and BPO outsourcing, however, especially in their call center operations. Outsourced call centers are highly federated, often with multiple locations, including individuals working from home. To further complicate matters, these distributed call centers often serve more than one customer. Such call centers must be managed individually, and yet the IT environment must unify them seamlessly. MphasiS sees SOAs as well as open standards being very effective in addressing the IT issues such federated call centers represent.

SOA Case Study: Discount Brokerage

MphasiS has done a large amount of work for a major discount brokerage client, including a reference SOA architecture that spans the entire enterprise. This reference architecture is complete in its scope in that it covers the entire enterprise, and MphasiS involved the broader architecture community at the client in its development.

The implementation of the SOA designed for the brokerage will be iterative. One phase in a market data system project plans to use Market Data Definition Language (MDDL) in the context of an SOA to provide market data to several customer channels within the financial services industry. They will use MDDL to consolidate market data systems and expose both synchronous and asynchronous market data services. In this example, the customer already has a UDDI directory for their SOA initiative, but the market data system intends to use a distributed metadata management model for performance reasons.

MphasiS is currently building out this customer's middleware infrastructure in advance of their SOA rollout. For this project, MphasiS will be implementing WebSphere MQ as the underlying messaging technology for their SOA. Then MphasiS will help the client build filtering, routing, versioning, and transformation capabilities on top of this infrastructure. They are also looking both to integrate and to consolidate different platforms, thereby reducing the number of such platforms over time.

MphasiS is exploring offerings from AmberPoint, Actional, and Westbridge Technology for management capabilities, but no decision has yet been made. In fact, the client may end up building Web Services management capabilities themselves, with the help of MphasiS. However, both the client and MphasiS haven't identified all of the management capabilities that they will likely need at this point.

The reference architecture produced as part of this engagement will be an enterprisewide corporate architecture, covering the complete trade lifecycle, on all platforms, covering all company divisions. One key motivation for the breadth of this project is the requirement to avoid data duplication, in the interest of maintaining data consistency. Data consistency is especially important at the end of the trading day, when multiple clearing operations take place simultaneously. MphasiS has now started the implementation phase of this brokerage project.

SOA Case Study: Large US-based Financial Services Firm

This engagement is a three-month SOA design project based out of the customer's wholesale banking division. MphasiS has taken a top-down architectural approach to this project. Even though this phase of the engagement is departmental in scope, the customer's intent is to expand the SOA initiative. Since completing the architecture, the firm has embraced the SOA architecture to such a degree that the corporate SOA responsibilities have already been moved out of wholesale to the various entities in the bank that would ensure that the initiative is enterprisewide.

SOA Case Study: Large Global Financial Services Firm

This customer is an early adopter of SOA, and they understand the requirements of implementing and running SOA quite well. There have been mission-critical Web Services in production at this bank for quite a while, and now they are looking to MphasiS to help them build an enterprise SOA in the proper manner. Therefore, while MphasiS has been working with this customer on integration and Web Services projects, the SOA design initiative is relatively new.

The bank's key requirement is the need to share common functionality across different lines of business (LOBs). They are currently achieving one of the best practices of SOAs—namely, enjoying a good amount of reuse of Services already, with a number of Web Services in production providing functionality across the LOBs. However, the client believes that they are approaching a critical point with regard to these Services, as issues of management and versioning of Web Services are coming to the fore. MphasiS plans to provide significant value in clarifying and addressing these issues.

MphasiS Services

| MphasiS Architecture Practice | Availability: Now |
|---|-------------------|
| <p>Overview: Through the MphasiS Architect Community (MAC), the technology “think tank” of the company that contains more than two dozen very senior architects, MphasiS offers enterprise SOA design solutions that lead to broad IT implementations.</p> <p>Description: The MAC is responsible for the following activities:</p> <ul style="list-style-type: none"> ➤ Research on technology products ➤ Conducting architecture workshops ➤ Devising technology strategies for projects ➤ Proposing implementation roadmaps ➤ Conducting design reviews <p>As a part of this list of responsibilities, the MAC conducts extensive SOA implementation roadmaps, designs, and strategies.</p> <p>Value Proposition: Because SOA is software architecture, it is essential that qualified architects create the design for an SOA. MphasiS has assembled a senior team of architects with years of experience and several SOA projects—both design and implementation—under their belts. As a result, they are able to help Global 2000 companies across the globe build successful enterprise SOAs, enabling them to achieve greater reuse of IT assets, increased business agility, and reduced expenditure on integration.</p> | |

The ZapThink Take

One of the challenges enterprises face when considering building an SOA is the fact that architectures don't have features that are specifically meant to address particular business requirements—and business executives require new business functionality when devoting scant budgetary resources to an IT project. Therefore, Most SOA projects get off the ground by combining the architecture initiative with an IT implementation project that provides recognizable business value near-term. As a result, the most successful SOA consulting



engagements often contain an architectural design component as well as an IT implementation phase.

One of the reasons Mphasis has been so successful with their SOA engagements is because they offer both of these core competencies, while many of their competitors offer strengths in one or the other. Coupled with the fact that Mphasis is based in India and offers a growing business process outsourcing practice, giving them a cost advantage over US-based firms, Mphasis is well-positioned to help Global 2000 companies around the world move to Service-oriented computing, regardless of the size or complexity of their clients' IT infrastructures.

| Profile: Mphasis | May 2004 |
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| Funding: | |
| Public (India) | |
| Chairman/CEO: Jerry Rao | |
| Employees: 7,000 | |
| Services: | |
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Related Research

Reports

- *SOA Consulting* Foundation Report (ZTR-WS109)



About ZapThink, LLC

ZapThink is an IT market intelligence firm that provides trusted advice and critical insight into XML, Web Services, and Service Orientation. We provide our target audience 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's role is to help companies understand these IT products and services in the context of SOAs and the vision of Service Orientation. ZapThink provides *market intelligence* to IT vendors who offer XML and Web Services-based products to help them understand their competitive landscape and how to communicate their value proposition to their customers within the context of Service Orientation, and lay out their product roadmaps for the coming wave of Service Orientation. ZapThink also provides *implementation intelligence* to IT users who are seeking guidance and clarity into how to assemble the available products and services into a coherent roadmap to Service Orientation. Finally, ZapThink provides *demand intelligence* to IT vendors and service providers who must understand the needs of IT users as they follow the roadmap to Service Orientation.

ZapThink's senior analysts are widely regarded as the "go to analysts" for XML, Web Services, and SOAs by vendors, end-users, and the press. 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, public sector organizations around the world, and many emerging businesses. ZapThink Analysts have years of experience in IT as well as research and analysis. Its analysts have previously been with such firms as IDC and ChannelWave, and have sat on the working group committees for standards bodies such as RosettaNet, UDDI, CPExchange, ebXML, EIDX, and CompTIA.

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

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