

Business Empowerment with SOA

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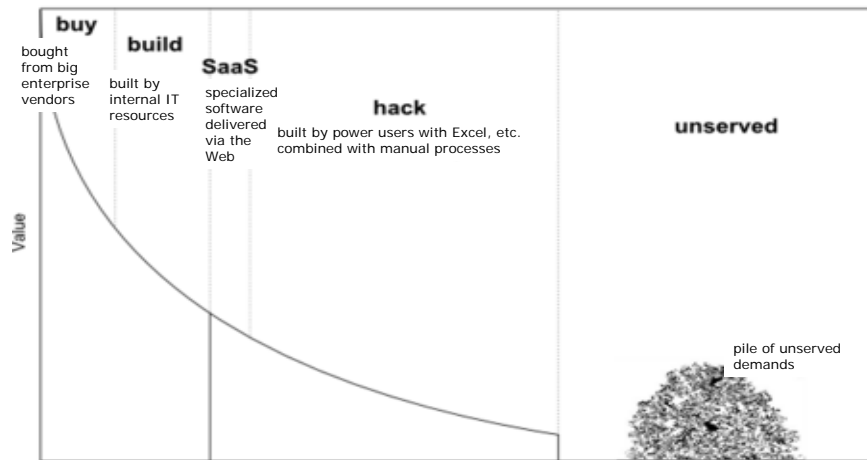
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The Long Tail: Applications

Current

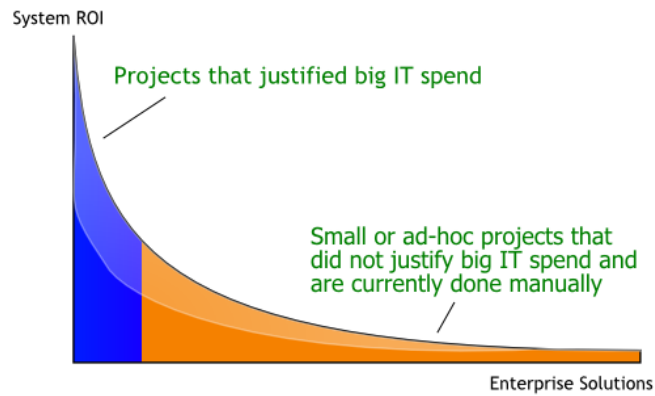


Source: <http://blog.editgrid.com/tags/articles/ideas/>



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Where's the Empowerment?



Source: <http://innovationcreators.com/wp/?p=241>

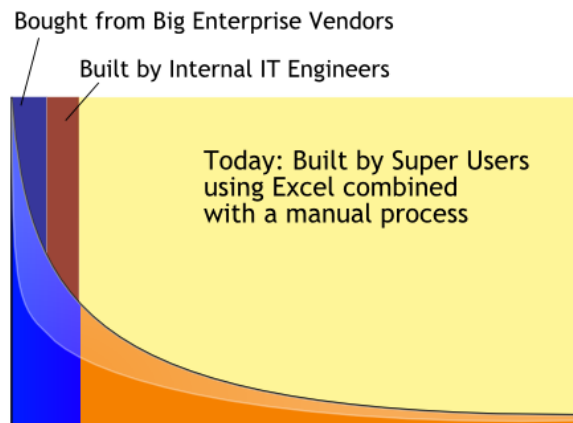
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Filling the Gap



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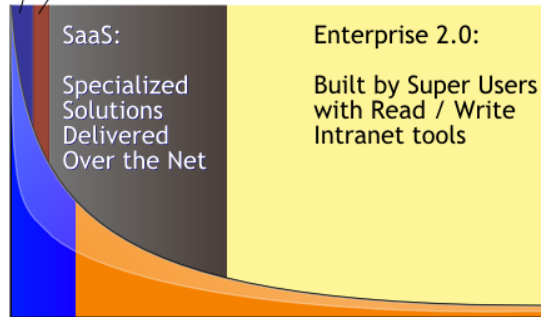
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Tomorrow's Opportunity?

Bought from Big Enterprise Vendors
Built by Internal IT Engineers



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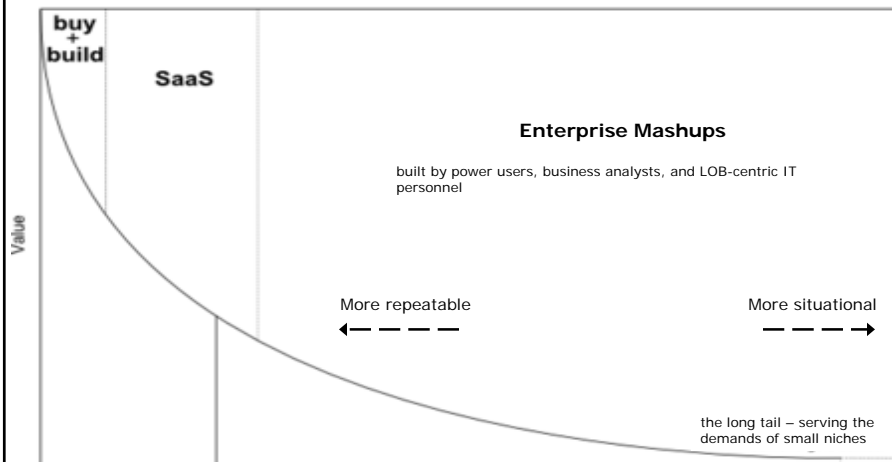
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The Enterprise 2.0 Long Tail

Future



Source: <http://blog.editgrid.com/tags/articles/ideas/>



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Empower Business Users?

- Mashup = a flexible composition of Services within a rich user interface environment
- In essence, a Mashup is a SOBA interface
- Leveraging the Web to compose Services
- Without loose coupling & governance, will never be appropriate in an enterprise environment
- How to empower users in the spirit of the mashup, but maintain necessary control?



SOA & Governance keys to the "Enterprise Mashup"

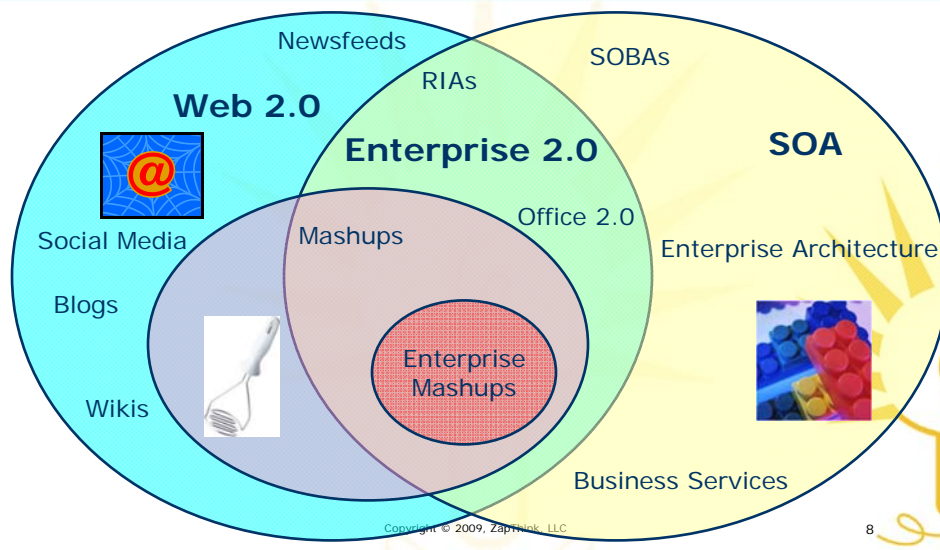
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Web 2.0 & SOA

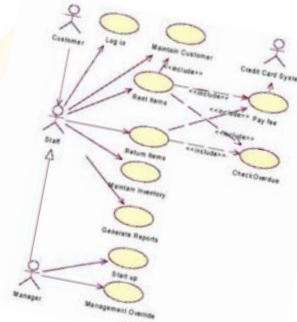


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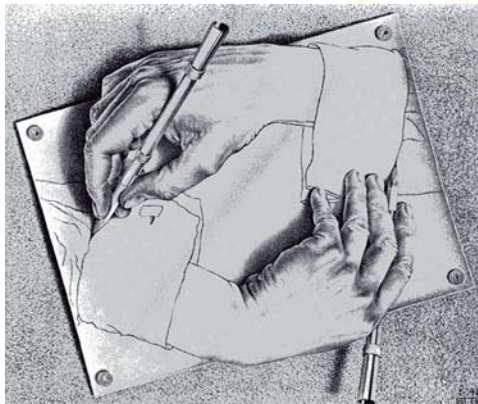
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"Use Case" for SOA

- Enterprise Mashups are driving SOA adoption in many organizations
 - Put a visual face on SOA
 - Emphasize the business empowerment benefit
 - Driven by business process-centric motivations



What's New about Mashups?



- *Using the application includes creating and configuring the application*



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Data Mashups as Situational Applications

- The user mashes up data in the context of a rich UI
- The business process is the mashing-up process
- Typically one-off, situational app



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Without Governance, Mashups are *Dangerous*

- Mashups enable *unpredictable* SOBAs
- Risks:
 - Confidentiality breaches
 - Unauthorized capabilities
 - Fraud



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Without SOA, Mashups are *Toys*

- Loose coupling of underlying Services essential for reliability & agility
- How can Google & Amazon update their Services?



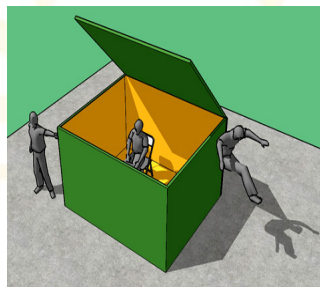
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Outside the SOA Box

What can we expect as SOA becomes ubiquitous?



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Empowerment: Freedom and Power



Self Empowerment

- The Job of Business
 - Provide the context and resources to enable value creation and delivery
 - Without Business, there is no IT
- The Job of IT
 - Provide the resources and capabilities to enable business
 - Without IT, Business is made less effective and efficient

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



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