

SOA Industry Future Trends

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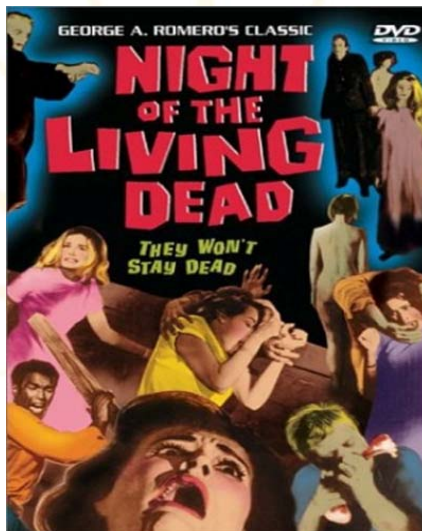
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Is SOA Dead?



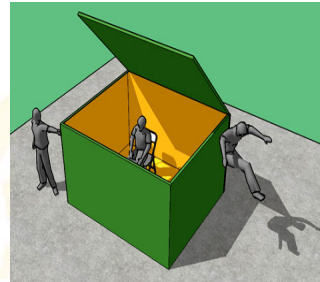
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Thinking Outside the SOA Box

- Inside the box: SOA project clearly separate from other initiatives
 - Where everyone starts
- Outside the box: Service-oriented best practices become broadly adopted across organization
 - Fades from view as SOA becomes mainstream



SOA becomes ubiquitous when no one talks about it any more!

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Dealing with SOA Hype... and Anti-Hype

- SOA is a panacea!!
 - No silver bullet!
- SOA is passé!!
 - Sign it's becoming mainstream
- SOA adoption survey has surprising result!!
 - Most surveys ask the wrong questions



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SOA by Any Name

- "SOA" is too "techie" for the business
- SOA is a broad set of best practices
- Many SOA best practices build on existing practices



Doing it Right More Important than Calling it SOA

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SOA during Economic Downturn

- ✓ Business agility essential in good times & bad
- ✓ Iterative approach to SOA lowers risk & shows rapid value
- ✓ Cost savings important but not only motivation
- ✓ SOA can help position you for success, not just survival



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SOA on the Roadmap?

- Focus on *causes* of excess IT spend
 - Redundant capabilities?
 - Inefficient IT processes, like funding, planning or governance?
 - Disconnect between IT and business?
- Position SOA as best-practice approach to tactical value
- Target quick-win projects iteratively



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SOA in Progress?

- Focus on delivering short-term value
- Support your architecture team/SOA Center of Excellence
- Combine cost savings efforts with strategic efforts
 - Customer self-service
 - Time-to-value for new product/service
- Monitor business processes closely



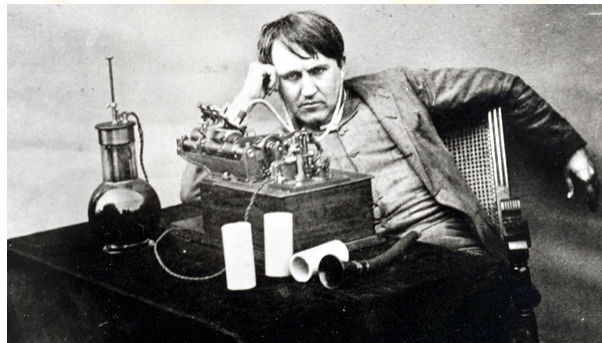
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You Can't Afford *Not* to Innovate

- The tougher times get, the more essential agility is to survival
- Innovation requires bringing change to the market
 - Requires effective execution – on a budget!



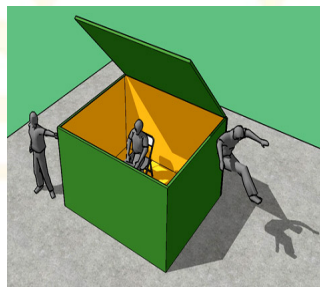
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Outside the SOA Box

What can we expect as SOA becomes ubiquitous?



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SOA Implementation as Complex System

- Traditional Systems Engineering:
 - System inherits properties of components
 - At best, will build what you intended to build
- Complex Systems Engineering:
 - Leads to unpredicted behavior
 - Exhibits *emergent properties*



Business Agility & Business Empowerment are Emergent Properties of SOA Implementation

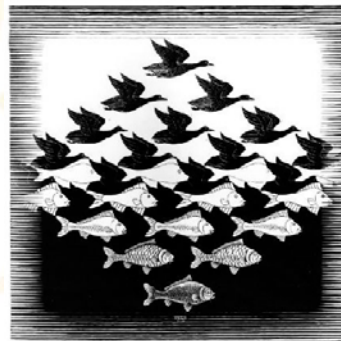
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SOA vs. not SOA?

- Business Service abstraction that supports flexible business processes through metadata-driven composition
- Potential examples:
 - Software-as-a-Service (SaaS)
 - Cloud computing
 - Virtualization
 - Enterprise Mashups



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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



Web-Oriented Architecture (WOA) & SOA

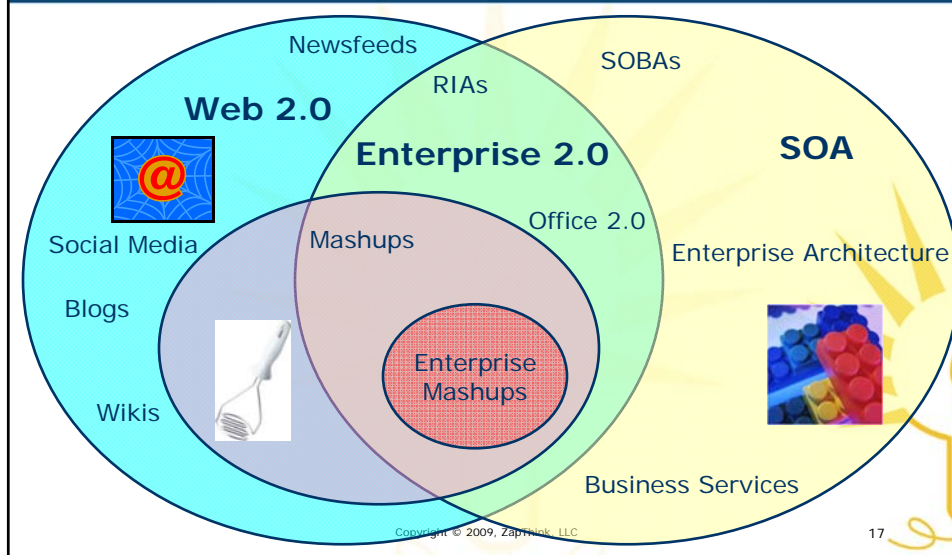
- WOA extends the Web to SOA?
 - Leverage REST
- WOA extends SOA to the Web?
 - Apply loose coupling & composition
- Applying SOA best practices in a Web-centric (typically HTTP-based) environment
 - Services offer operations on resources

SOA is technology/protocol neutral but WOA is protocol specific

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Web 2.0 & SOA



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?

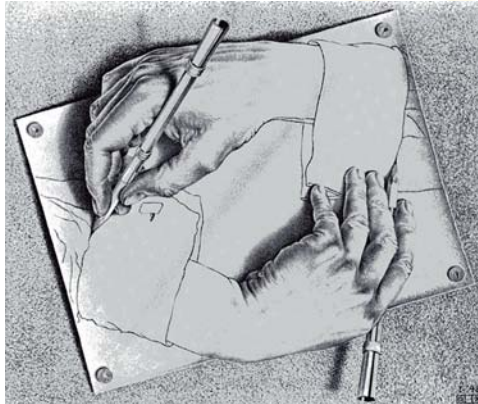


SOA & Governance keys to the "Enterprise Mashup"



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What's New about Mashups?



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

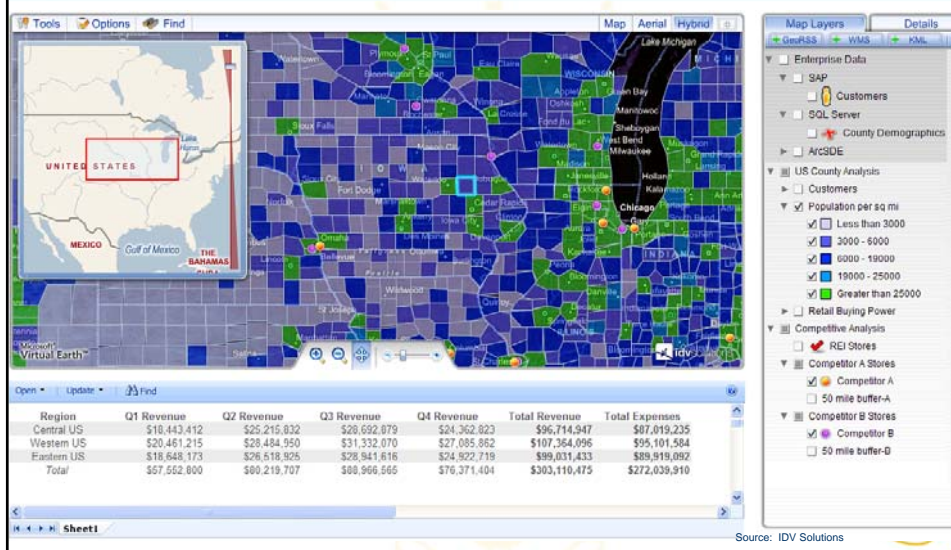
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Data Mashup Example



Source: IDV Solutions



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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



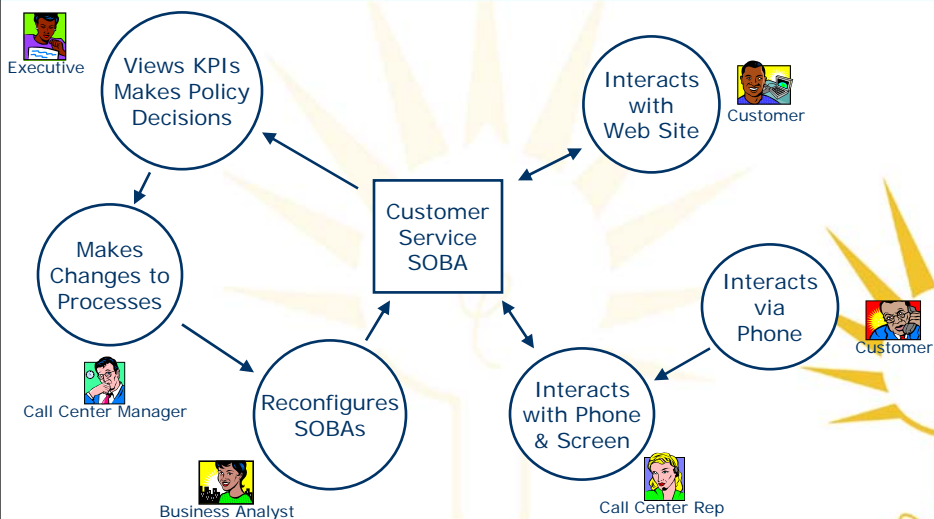
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Process Mashup in Action



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Process vs. Data?

The business doesn't make a clear distinction!



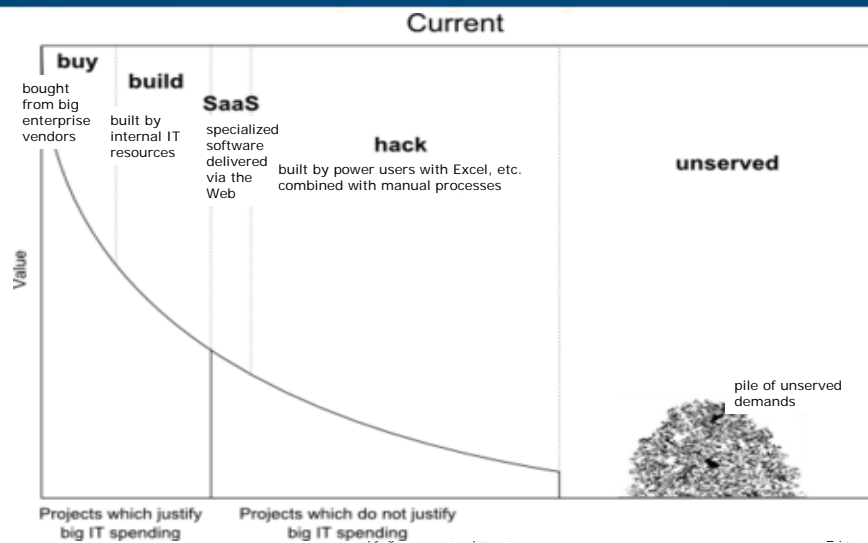
- Business processes always involve information
- Anything the business does with information is a process
- *Visualization*: the overlap between process & data

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The Long Tail: Applications

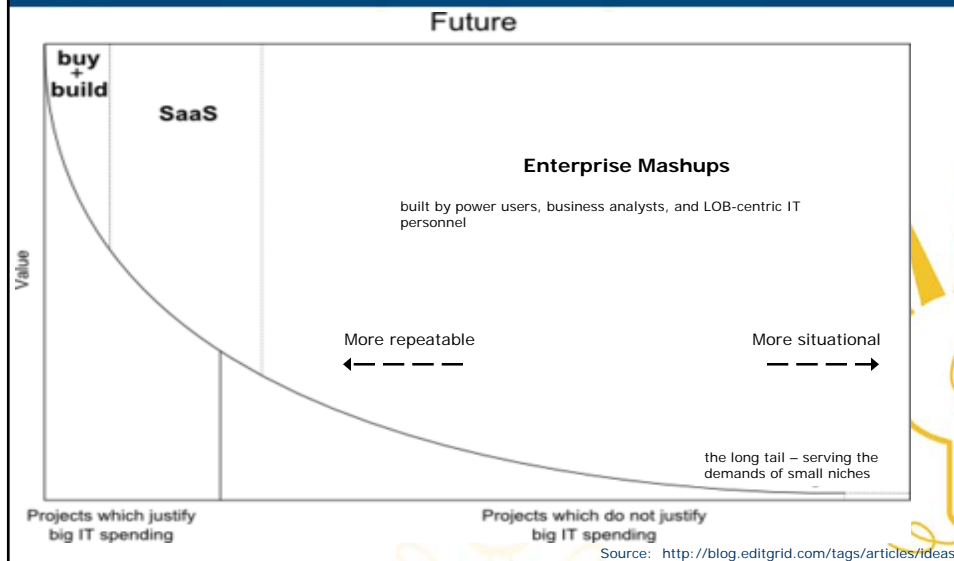


Source: <http://blog.editgrid.com/tags/articles/ideas/>



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The Enterprise 2.0 Long Tail



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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





Without Governance, zapthink Mashups are *Dangerous*

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



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Without SOA, zapthink Mashups are *Toys*

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



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Thank You!



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