

CREATING BUSINESS VALUE WITH INTELLIGENT COMMUNICATIONS

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CREATING BUSINESS VALUE WITH INTELLIGENT COMMUNICATIONS

SOA, the Business Architect's Building Blocks



Service Oriented Architecture: Path to Fulfilling Business Needs

Accelerated, multi-channel, "flat" world

ENTERPRISE

The Need:
Competitive Advantage

The Path:
Flexible workflow, composed of independent services spanning organizational boundaries and easily changed as mandated by a business need



Demanding Customers

Competition is a click away



Overloaded Subject Matter Experts

Core Objectives of Services Oriented Architecture

- Fast, Economical Realization of Flexible Business Application Software ...
- To Optimize Human-Process Interactions
- And my closing topic: Getting SOA into Action



Fast, Economical Realization of Flexible Business Application Software

- Examples abound of component level assembly methods for customized products...



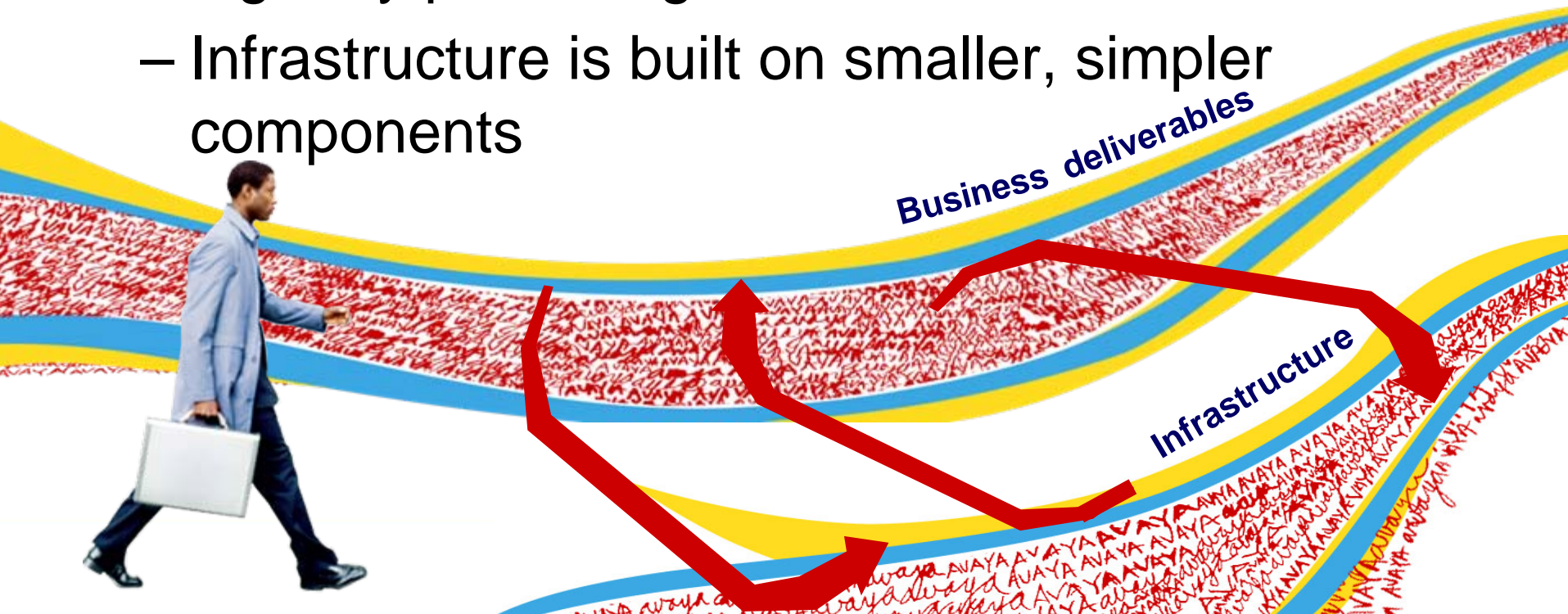
- *...Why not for customized business and productivity applications?*



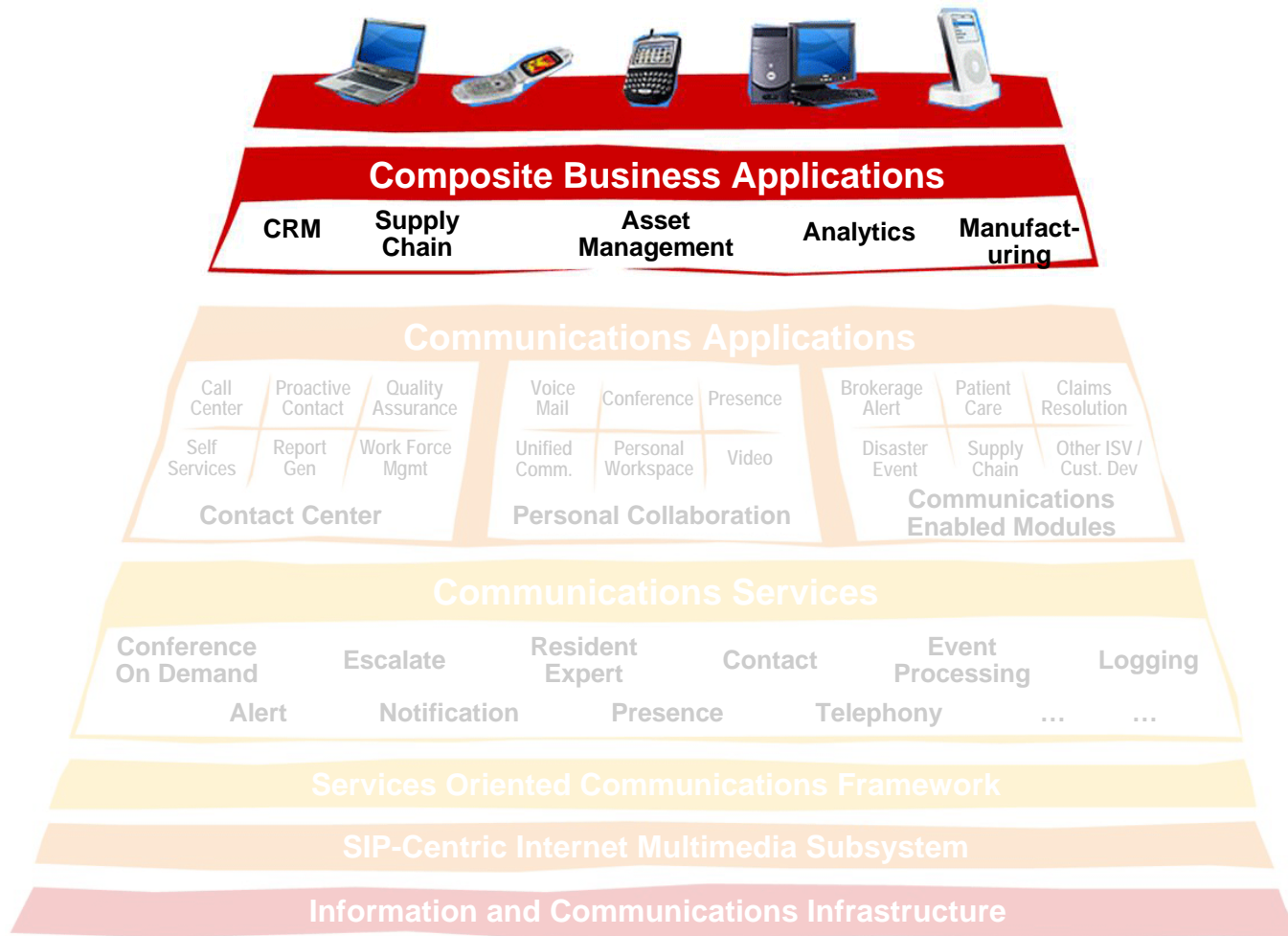
Black art?

The Business Challenge: Serving How We Work Today

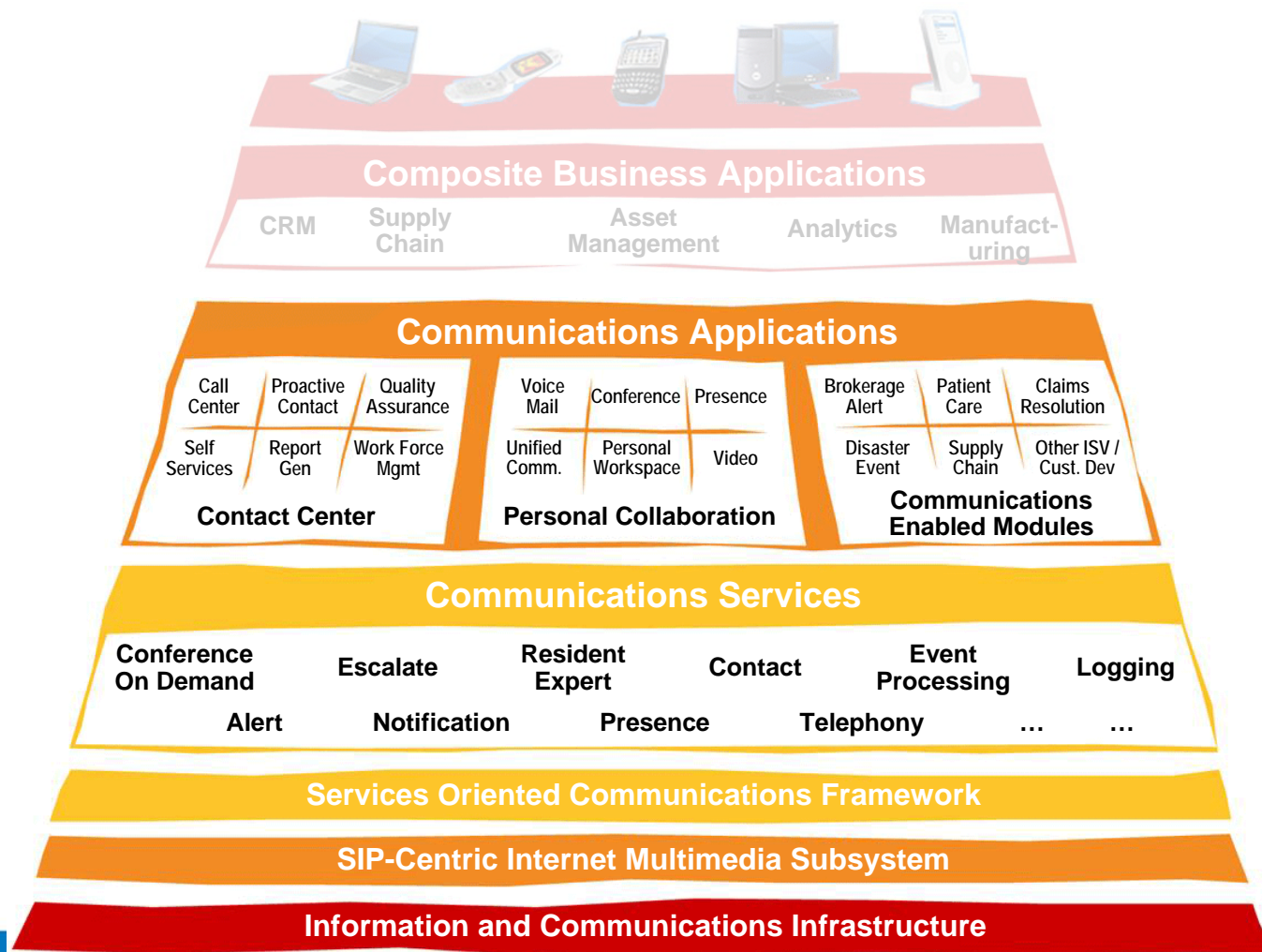
- SOA interweaves process streams
 - Some business functions await delivery of a logically preceding function
 - Infrastructure is built on smaller, simpler components



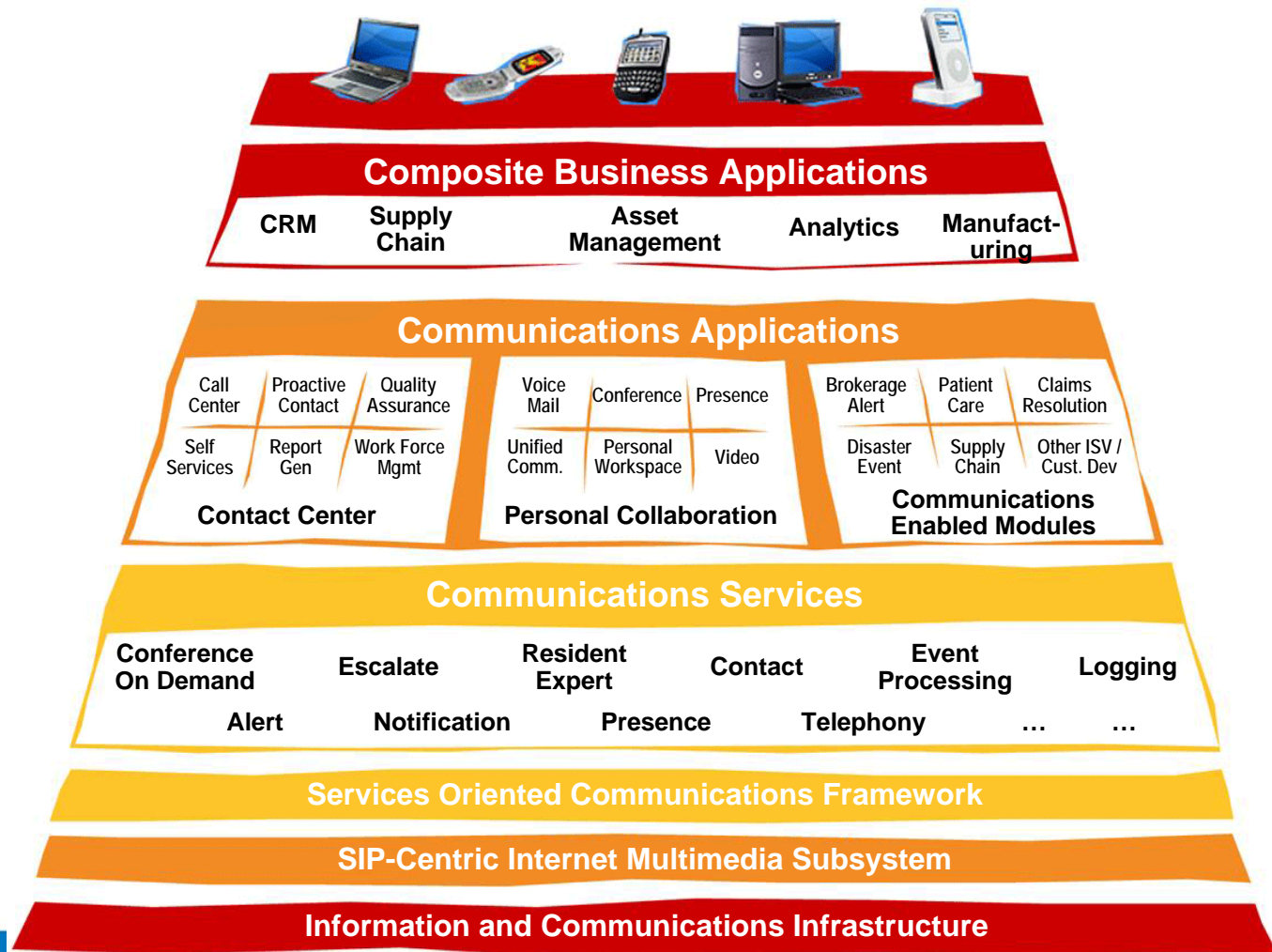
Applying SOA to Real Time Communications Applications



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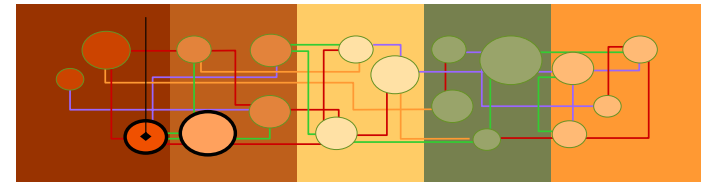
Applying SOA to Real Time Communications Applications



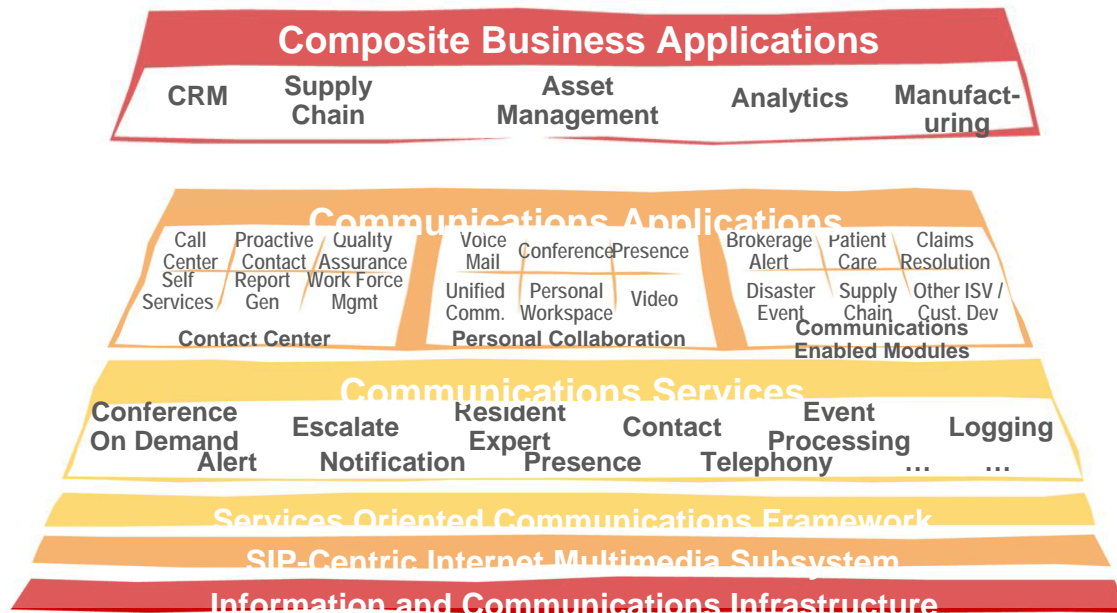
Fusing Right-time Communications to Business Process and Composite Applications



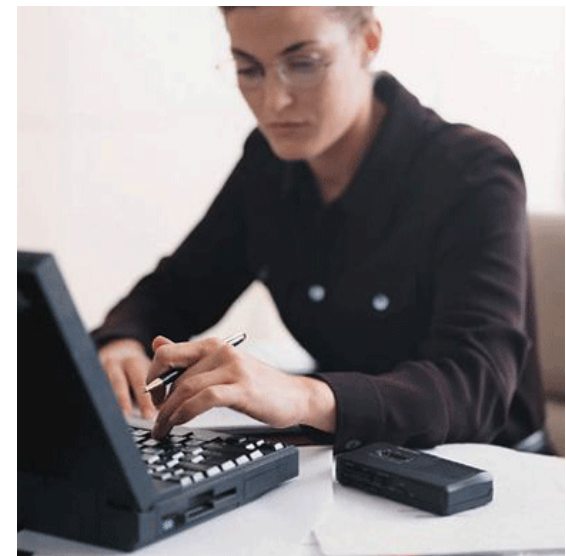
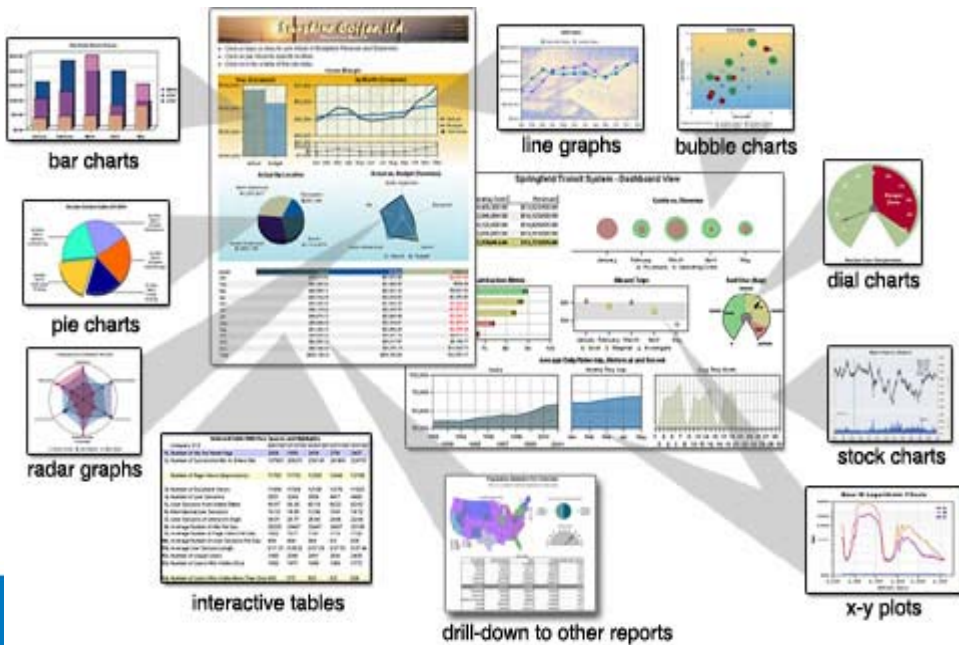
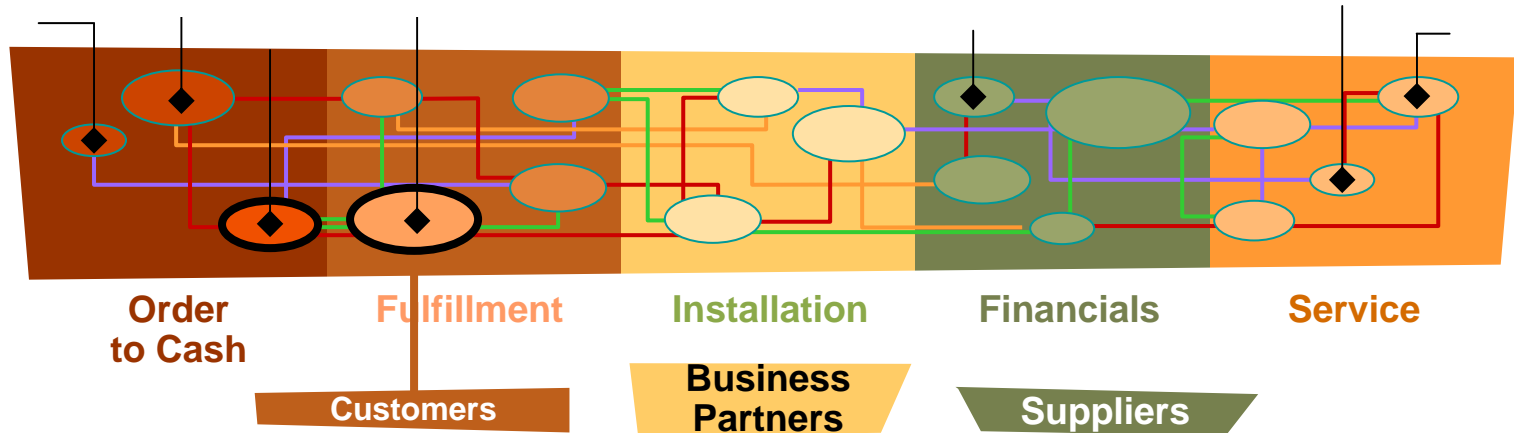
Human Interaction



Process Interaction



Human Latency in Business Processes



Optimized Human-Process Interactions

In business life, control means managing time and flow

Resources for control to date:

- **Decision support services**
- **External data-access services**

Resource for control today:

- **The portal and collaborative services for user interaction with the workflow**

Step outside fixed processes for business advantage

- **Seize a good deal from an alternative supplier**
- **Suspend a process for a higher-priority interrupt**

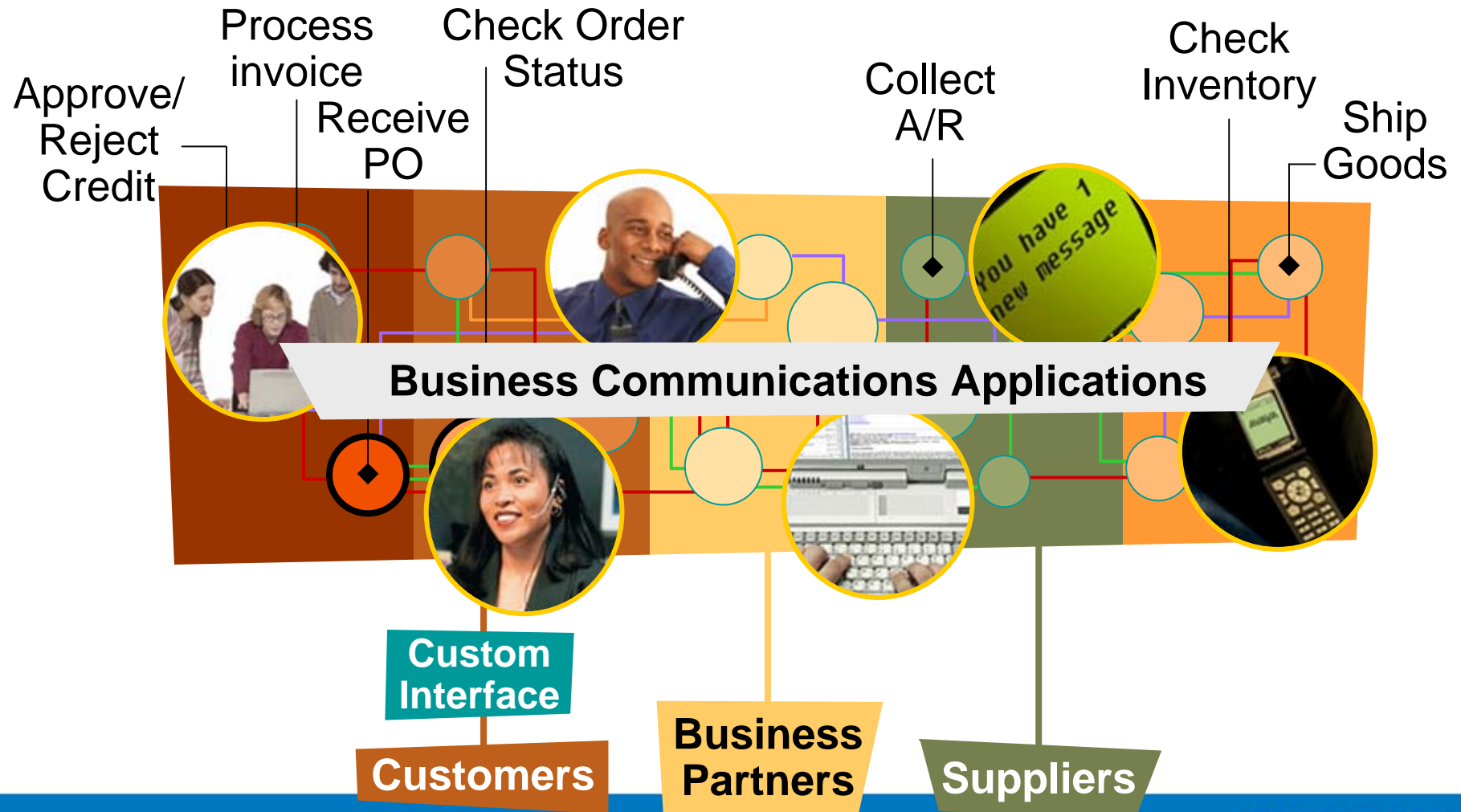
The user will take back control

Scenario: Health Care Provider

Clicking on a location with a click of a stylus, speak instantly with the most appropriate specialist, or have a doctor with a real-time view of the patient's condition as a computer providing the assistance sought and point they are closest to. by medical situation.



With SOA, Bringing Communications Functionality into Applications and Processes



Agile Component-Based Application Assembly

Model-Driven Design :

BPMN

Business Analyst at high-Level:

BPEL

Technical Analyst at high-Level:

Eclipse

Communications Application

Savvy Developer at low-Level:

Objects



Services Orientated Communications Framework

SIP-Centric Internet Multimedia Subsystem

Network Communications Infrastructure

- **Process:**

- Exposing function from existing and new business applications
- Configuring functions as Web services
- Enabling their assembly into process workflow

- **Target: powerful collaborative Web services as templates**

- Reusable
- Customizable
- Malleable as to context

- **Agent: ordinary business users**

Professional Requirement for SOA: End-to-End Understanding Across Enterprise Lines of Business

- SOA projects typically start small – aimed at one or two key processes
 - Once proven successful, insiders evangelize the solution benefits
- Adoption expands, project by project



***Most companies need a trusted
communications advisor for SOA projects***

Organizational Creativity Unleashed by SOA

- Goal: Innovation from tacit but unconnected knowledge
 - People distributed
 - Data remote
 - Models not shared
- Barrier: Suboptimal communications
 - Teams not regularly collaborating
 - Diverse productivity and learning tools
 - Access limitations (documents, web content, workflow, forms)



- *Solution*

SOA enables the creation of business processes that support or even enforce local and remote collaboration optimized to drive processes to rapid decisions and competitive outcomes

FIFA World Cup 2006



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