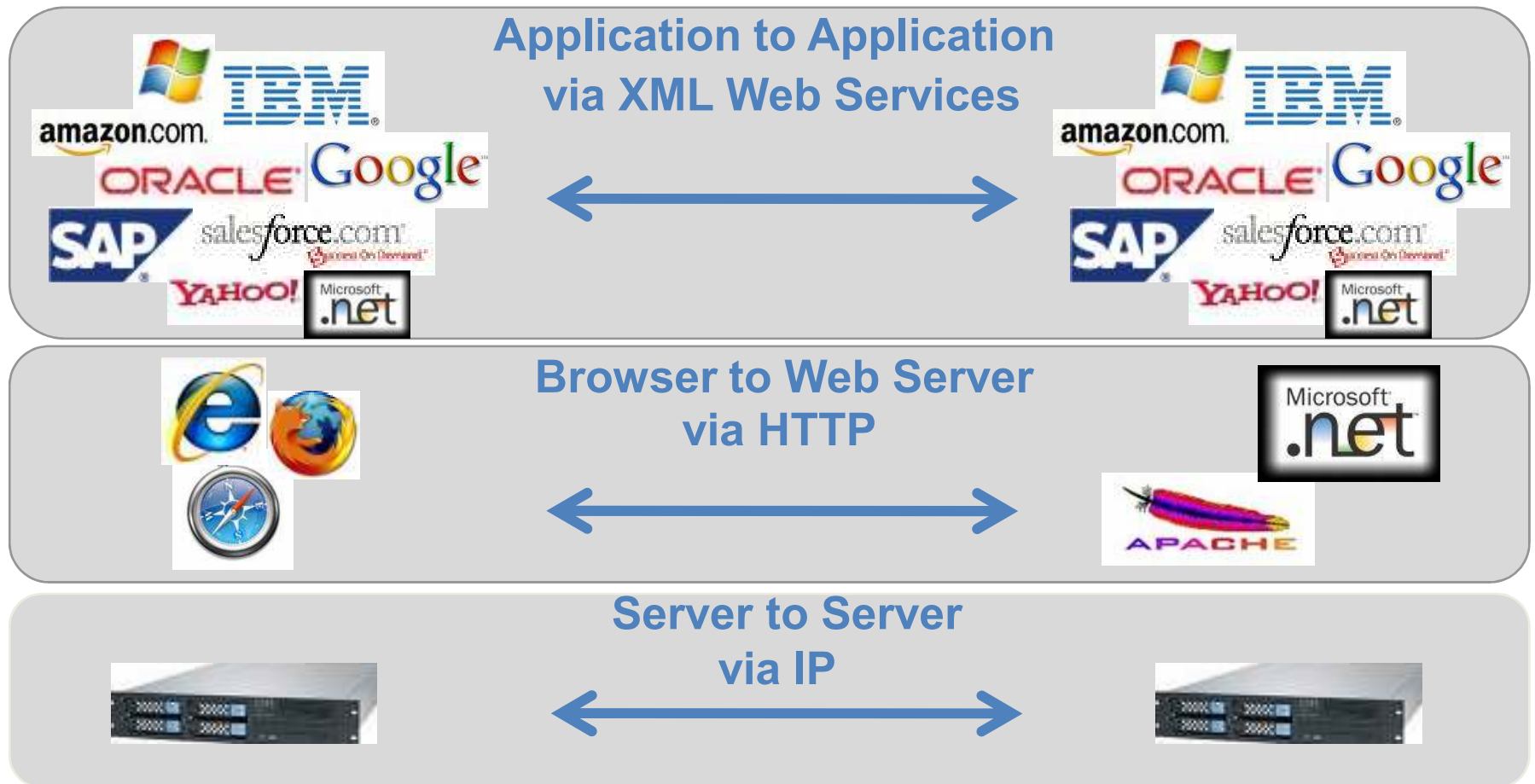


What SOA and Web 2.0 Mean to the Network

Gregory Brail
Sonoa Systems

INTEROP[®]

Spawning A New Network



Historic Precedents

- Server Networks based on IP Protocol
 - “IP Virtualization” - IP Address/DNS Name
 - Routers, Switches, Firewalls, WOCs, etc.
- Web Networks based on HTTP Protocol
 - “HTTP Virtualization” – URL
 - ADCs, CDNs, Proxies, Web Filters, etc.
- Application Networks based on XML Web Services
 - Need for similar virtualization

Issue: Interdependence



```
<?xml?>
```

End-to-end Monitoring

Auditing and Logging

Statistics and Reporting

Debug Tracing

Issue: Increased Exposure



<?xml?>

AAA

Encryption

Privacy

Signatures

Issue: Contention



<?xml?>

SLA Monitoring

Rate Limiting

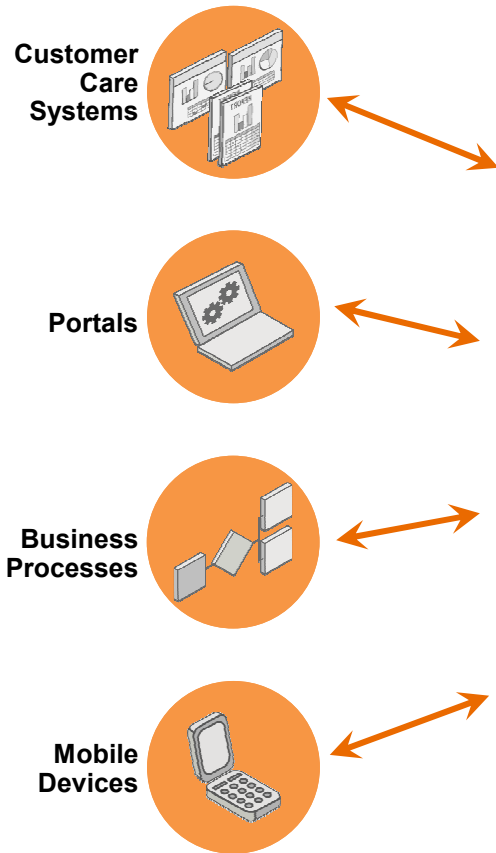
Quota Management

Traffic Shaping

Traffic Prioritization

Answer: Service Virtualization

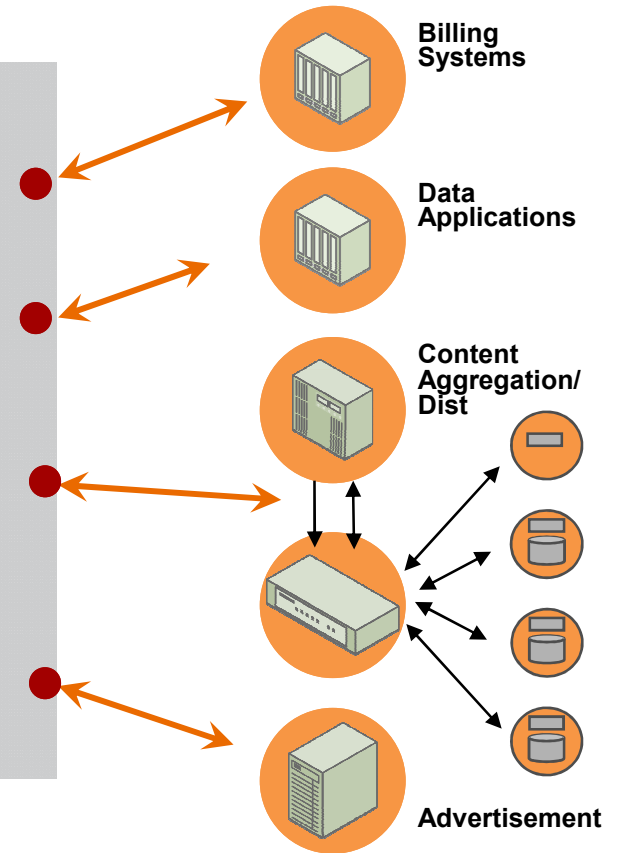
Service Consumers



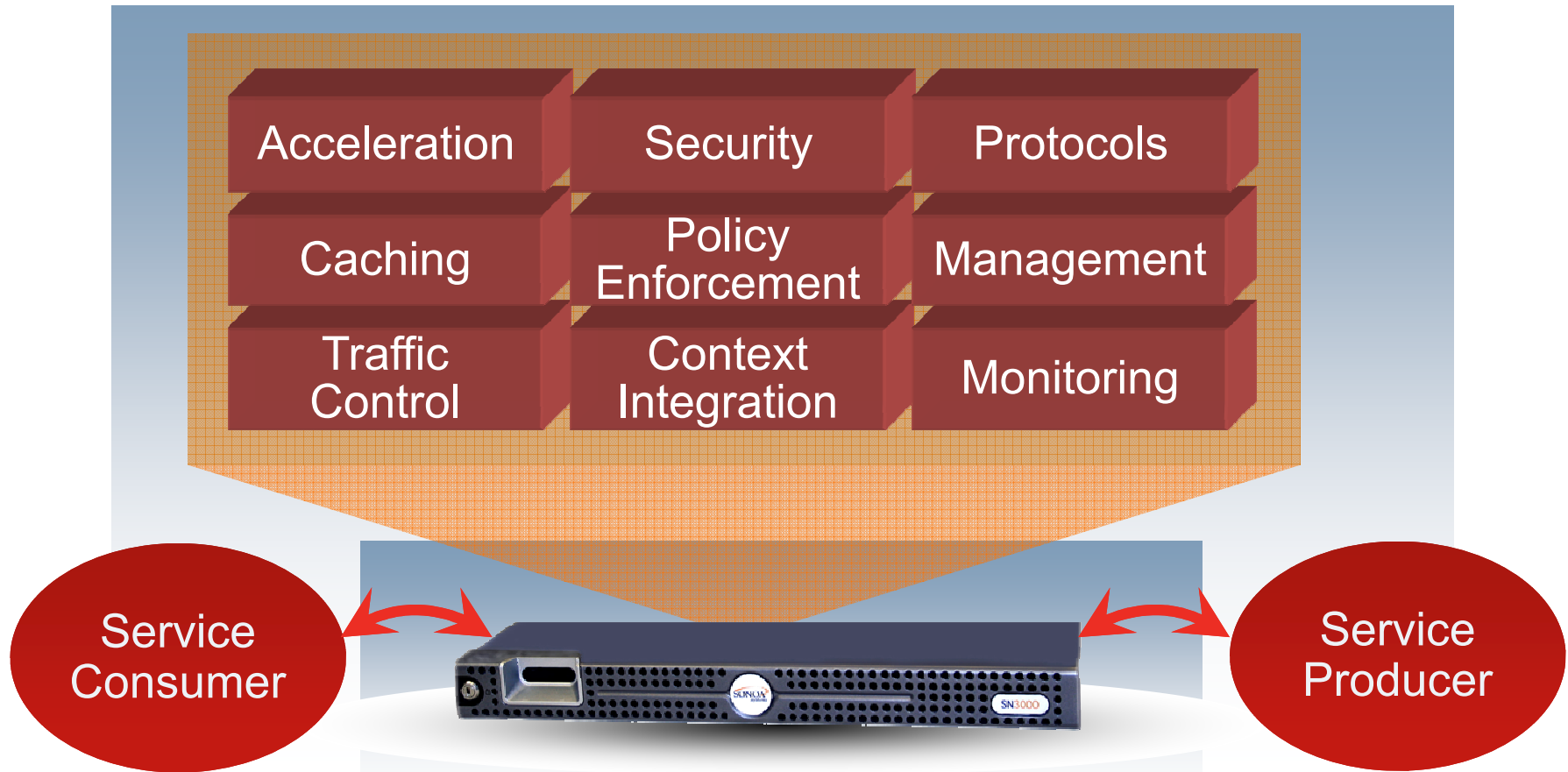
Service Virtualization

- ✓ Control and Visibility
- ✓ Performance Acceleration
- ✓ Reliability and Scalability

Service Providers



Service Delivery Controller



INTEROP

SDC Policy Support

- Security and Compliance
- Visibility
- Traffic Management
- Performance Acceleration
- Fault Management
- Profile driven personalization
- Transport/Payload/Target Mediation

Not Just for Services!

- Web 2.0 means rich clients
 - Lots of media
- Media needs to be managed
 - Contracts with content distributors may change
 - Move from Akamai to YouTube to Brightcove, for instance
 - Normally, this means changing links in HTML pages, RSS feeds, RIA clients on desktops, etc.
- Rich clients also need **Media Virtualization**
 - A SDC can do this quickly and efficiently

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Call to Action

- Learn more about XML web services
 - Plenty of free material on the web
 - Industry consortia, standards bodies, analyst reports
- Discuss with app dev counterparts
 - Understand their plans to roll out services
 - Jointly think through all the operational issues
- Prepare to address new issues
 - Evaluate products and services that can help
 - Understand what would work best for your environment

Questions ?

- Further information
 - Email: gbrail@sonoasystems.com
 - Web: www.sonoasystems.com