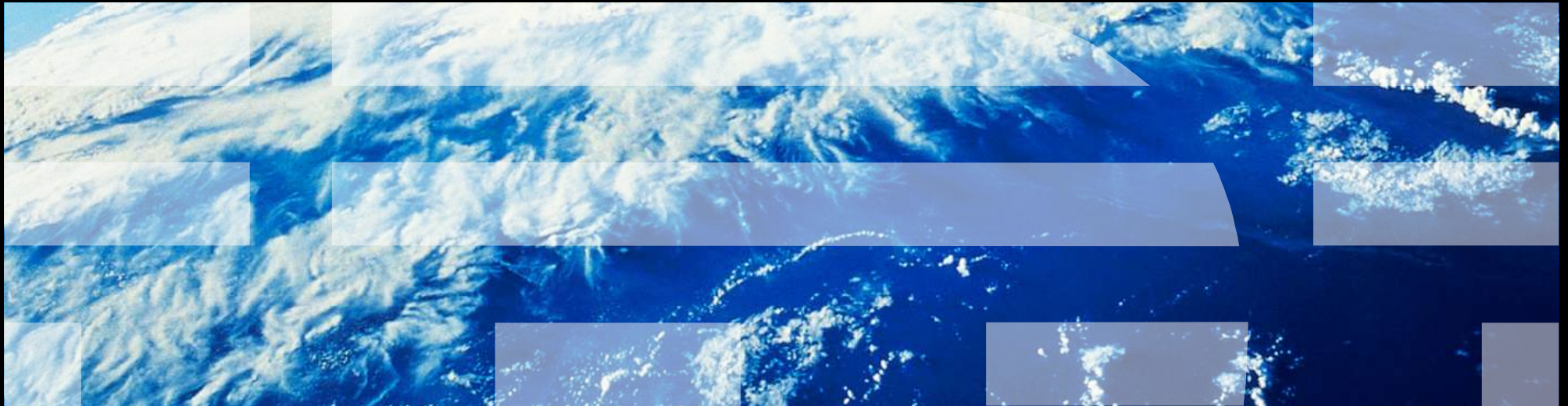


# Building a Smarter Future With SOA Standards

*Karla Norsworthy*

*Vice President Software Standards, IBM*



# SOA Provides a Dynamic Infrastructure for Solutions

## ***Business Needs***

“Meet business objectives consistently, nimbly, cost-effectively”



“Enable applications to adapt to changing market conditions”



“Address extreme demands of clients & business models”



## ***Why SOA:***

- Ability to adapt to change.
- Ability to accelerate change.
- Ability to deliver innovative business solutions.
- Ability to shift spending towards new capabilities.
- Ability to reduce operating cost.
- Ability to improve competitiveness.
- Ability to be flexible thru reuse and open standards.

# Yansha

Embracing supplier collaboration to streamline processes



## Business challenge

In order to maintain its market leadership position, Chinese retailer Yansha needed to increase its competitiveness against both local retailers and new foreign competitors in an increasingly deregulated Chinese retail industry. Yansha saw that the best way forward was to transform the way it does business with its supply chain partners through the adoption of new business processes, automation and business intelligence.

## Solution

Yansha deployed a first-of-its-kind supply chain management (SCM) platform that leverages a service-oriented architecture (SOA) to integrate enterprise resource planning (ERP) and SCM applications. The platform enables Yansha and its suppliers to leverage new real-time performance information to provide transparency into supply chain business processes and generate actionable business intelligence, setting new standards of efficiency.

*“This solution will help us build an information platform together with our suppliers in their internal information system. Exchanging our data and interacting closely will enable us to respond to the market appropriately.” -- Mr. Ai Jie Ma, Director of Yansha Technical and Information Department*

## Benefits

- Reduced order lead time from 2.5 days to 4.5 hours
- Improved order acknowledgement rate from 80 to 99 percent
- Reduced order error rate from nine to one percent
- Achieved ROI in nine months



# Progress with SOA Standards

Architecture and Governance

Programming simplification

Process modeling  
and composition

**Open SOA Maturity Model**

**SOA Governance Framework**

Quality of Service

SCA and SDO

Web 2.0, MashUps,

Interoperability

WS BPEL, BPEL4People,  
BPMN,

Web Services Security,  
Transactions, Reliable  
Messaging

And others ...

SOAP, WSDL, HTTP,  
REST





# IBM Smart SOA Solutions

## *Help clients in three simple ways*

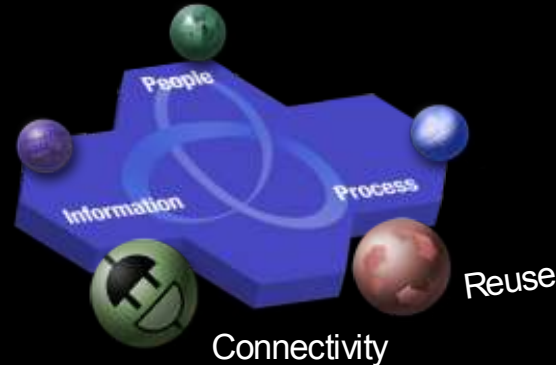


### Flexible Connectivity

Right information at the right time

#### **Products:**

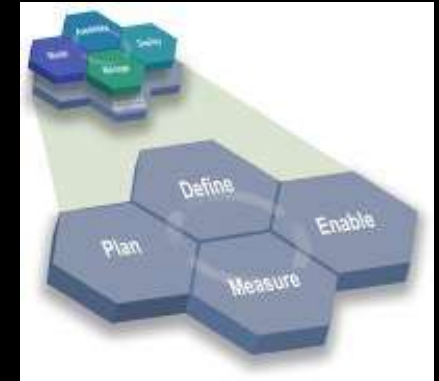
- WebSphere ESB
- WebSphere Message Broker
- WebSphere MQ
- GTS SOA Services



### Entry Points

Optimize existing and new investments

- WebSphere Process Server
- WebSphere DataPower Appliance
- WebSphere MQ FTE
- WebSphere Application Server
- WebSphere Portal
- Rational Asset Analyzer
- Rational System Architect
- InfoSphere Information Server
- GTS SOA Services



### Governance

Reduce IT expense and drive service reuse value

- WSRR ALE
- Rational Asset Manager
- DataPower SOA Appliance
- Tivoli Composite Application Manager for SOA
- Tivoli Security Policy Manager
- GTS SOA Services

# IBM SOA Leadership

## Large customer base of successful outcomes

- **8000+** customers, and growing
- **512** SOA-focused customer success stories; **113** on ibm.com
- **300+** customer speakers at Impact 2009

## Strong partner ecosystem

- **7420** SOA community business partners, and growing



## Unparalleled expertise, and level of investment

- **Trusted** thought leadership and guidance
- **Trained IBM SOA expert community**
- **13,000+** assets in the SOA business catalog
- **Broadest, deepest** portfolio of offerings

# The world is getting smarter

– more instrumented, interconnected, intelligent.



**Smart  
traffic  
systems**



**Intelligent  
oil field  
technologies**



**Smart food  
systems**



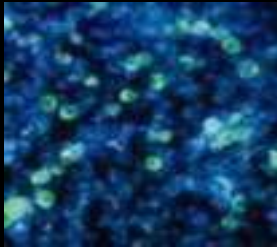
**Smart  
healthcare**



**Smart energy  
grids**



**Smart retail**



**Smart water  
management**



**Smart supply  
chains**



**Smart  
countries**



**Smart  
weather**



**Smart regions**



**Smart cities**

***SOA technology enables flexible connection of information,  
computing resources and people***

# Open standards enable a smarter planet

Imagine the possibilities if we could make pervasive interoperability a reality

## SMARTER IS ... **Insight**

Enable innovative services in response to customer requests and a changing business environment

## SMARTER IS ... **Working**

Reduce cost, scrap materials and development time while improving access to design information

## SMARTER IS ... **Green**

Appliances, meters and sensors adjusting consumption dynamically based on usage – cutting cost and avoiding brown/black outs

*And today we are ...*



**China Telecommunication Corporation:** Accelerated product development and increased product success with a streamlined innovation process leveraging employee and business partner intelligence.



**Energie Baden-Württemberg:** Offers residential customers smart appliances and meters that enable them to adjust electricity consumption based on price—reducing waste and easing peak loads.<sup>1</sup>

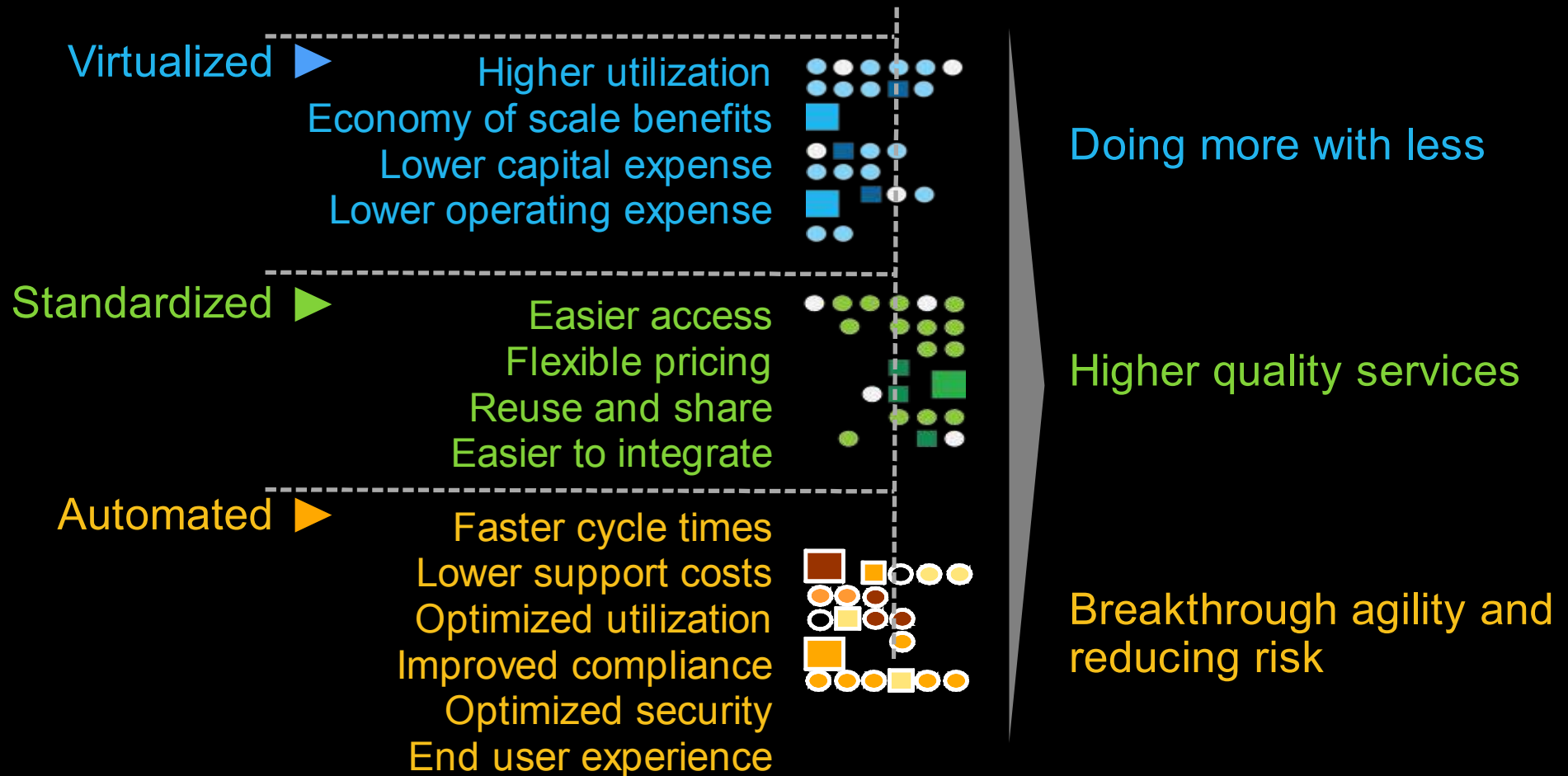


**Chang'an Suzuki:** Adopted SOA to consolidate design and production data and integrate processes across design and development in order to streamline operations across business units. This project reduces cost, time, errors and scrap materials.





# Cloud computing delivers IT and business benefits



***SOA technology enables deployment of services efficiently and flexibly across different environments***

# Wuxi iPark



## -A dynamic infrastructure frees up resources for new business

### The Need:

China is emerging as one of the world's major markets of software development and outsourcing services. However, to survive in this rapidly evolving environment, ISVs need to have agile software development processes to shorten the lifecycle from product development to market.



### The Solution:

IBM Research-China teamed with Wuxi iPark to enable ISVs located in Wuxi iPark to remotely access a vast computing environment for project incubation, development and testing at any time, paying for services based on usage. This utility-based service is delivered via the Web and integrates technologies and concepts from cloud computing, software-as-a-service (SaaS) and software engineering as a service (SEaaS) and includes operational and hosting services.

### What Makes it Smarter:

- New business model allows ISVs to conserve energy and resources and reduce their IT investment, freeing up capital and resources for other business activities
- Open standards-based architecture and innovative development methodology facilitates collaboration of staff in different cities to improve response times
- Access to advanced software development platform enables ISVs to reach new markets with the ability to sell hosted software solutions to customers worldwide

*“Working with IBM, Wuxi iPark is able to leapfrog the latest technology model around cloud computing and SaaS and set a solid foundation to become a major source for software development outsourcing.”*

*— Zhou Qian, Secretary, Wuxi New District, Committee of the Community Party of China*

# Cloud Computing Use Cases

- Cloud users and vendors working together to understand performance, economic benefits and requirements
- Topics include
  - How consumers use the cloud
  - How applications are built in the cloud
  - Security in the cloud
  - Service level agreements
- China Cloud Use Cases group launched April 27th, 2010
- Join at [cloudusecases.org](http://cloudusecases.org)



# Standards Help Business Prosper

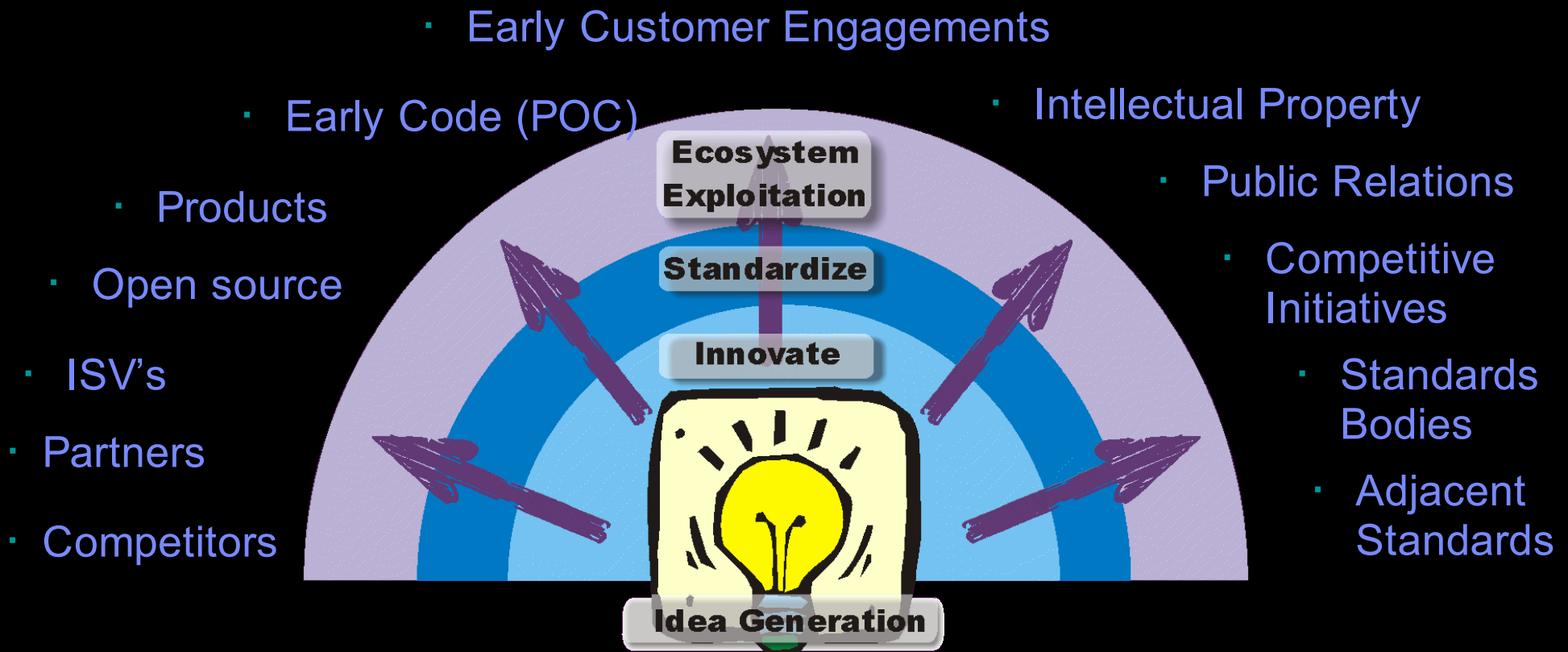
- Choice - *Your choices today don't limit the choices in the future.*
- Flexibility – *You can connect to internal departments and external partners that use different technology.*
- Speed – *You can build new solutions that involve multiple hardware and software platforms quickly.*
- Agility – *You can adjust to changing business parameters (new opportunities, new partners, new employees) quickly.*
- Skills – *You can find skilled resources that understand these solutions.*

Beyond these values, standards facilitate export/import, international partnering on business solutions and open access to services

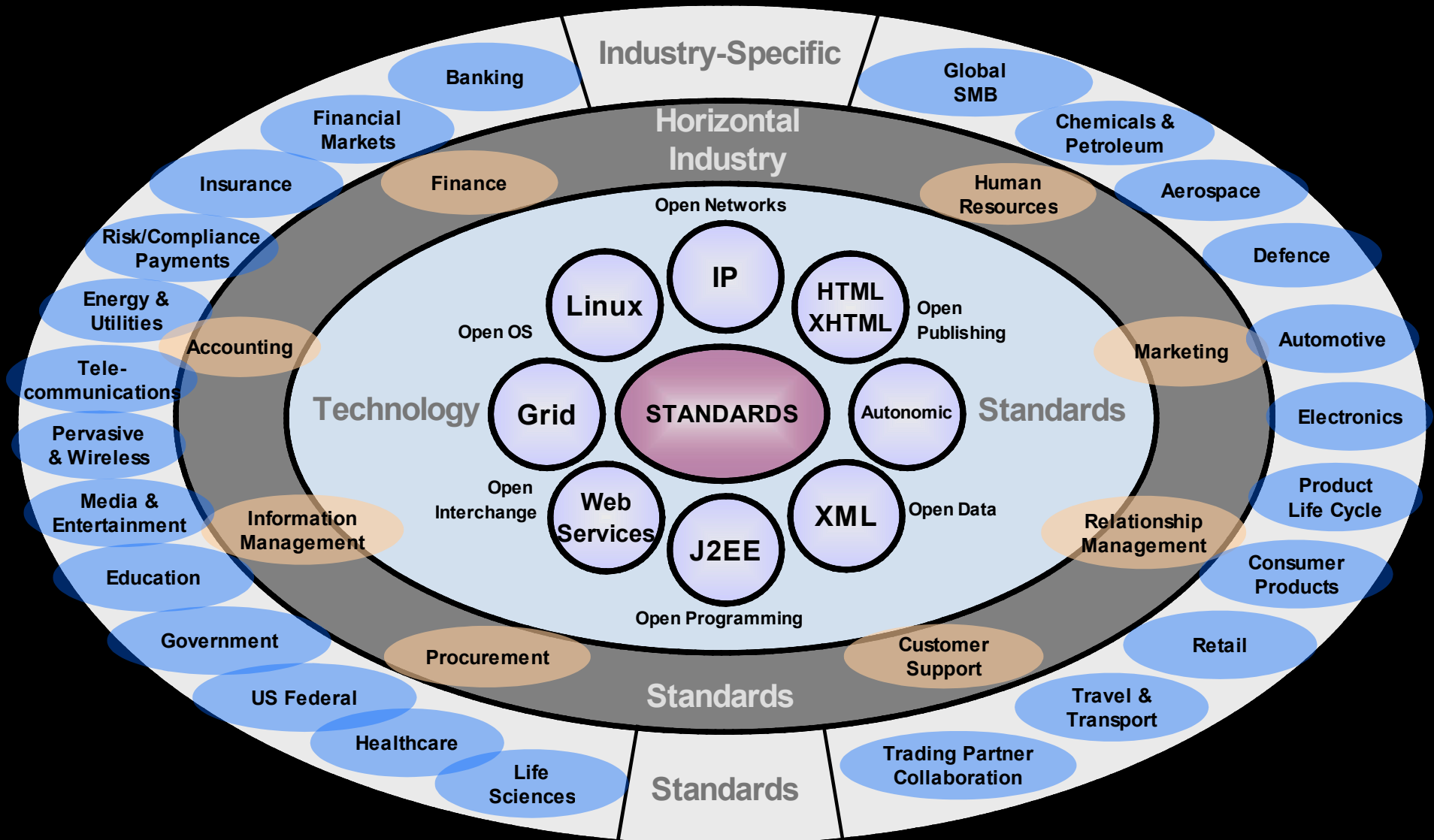


# Standards Success Requires Broad Engagement

IBM's invests widely to develop and influence standards, enhance consumability and drive standards-based business strategies.



# Open Standards Landscape



# IBM's Commitment to Open Standards

- Technology leadership
  - Specifications and early code
  - Standards development organizations
  - Industry organizations
  - Open source donations
- Supportive patent policies
  - Royalty free licensing policy
  - Patent donations
  - Non-assert pledge
- Making standards more consumable
  - Profiles
  - Business and Industry standards initiatives
  - International participation

Thank You

شكرا

Arabic

감사합니다

Korean

Спасибо

Russian

多谢 谢谢

Simplified Mandarin

Simplified Min Nan

Gracias

Spanish

謝謝

Traditional Mandarin

Obrigado

Brazilian Portuguese

धन्यवाद

Hindi

நன்றி

Tamil

Danke

German

Merci

French

Grazie

Italian

多謝

Traditional Min Nan

ขอบคุณ

Thai

ありがとうございました

Japanese

