



Smart
SOA

SOA Imperatives for Today... and for the Future

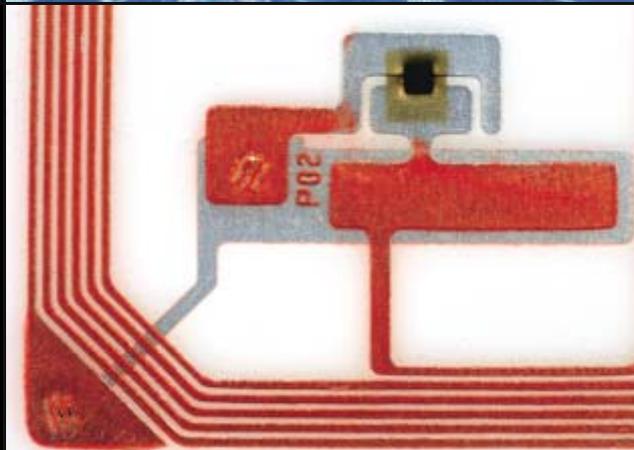
Sandy Carter
VP, SOA, BPM and WebSphere



1 billion transistors
for each person
on earth.



By 2010,
30 billion RFID tags,
embedded into
our world.



Smarter Planet

interconnected
instrumented
intelligent

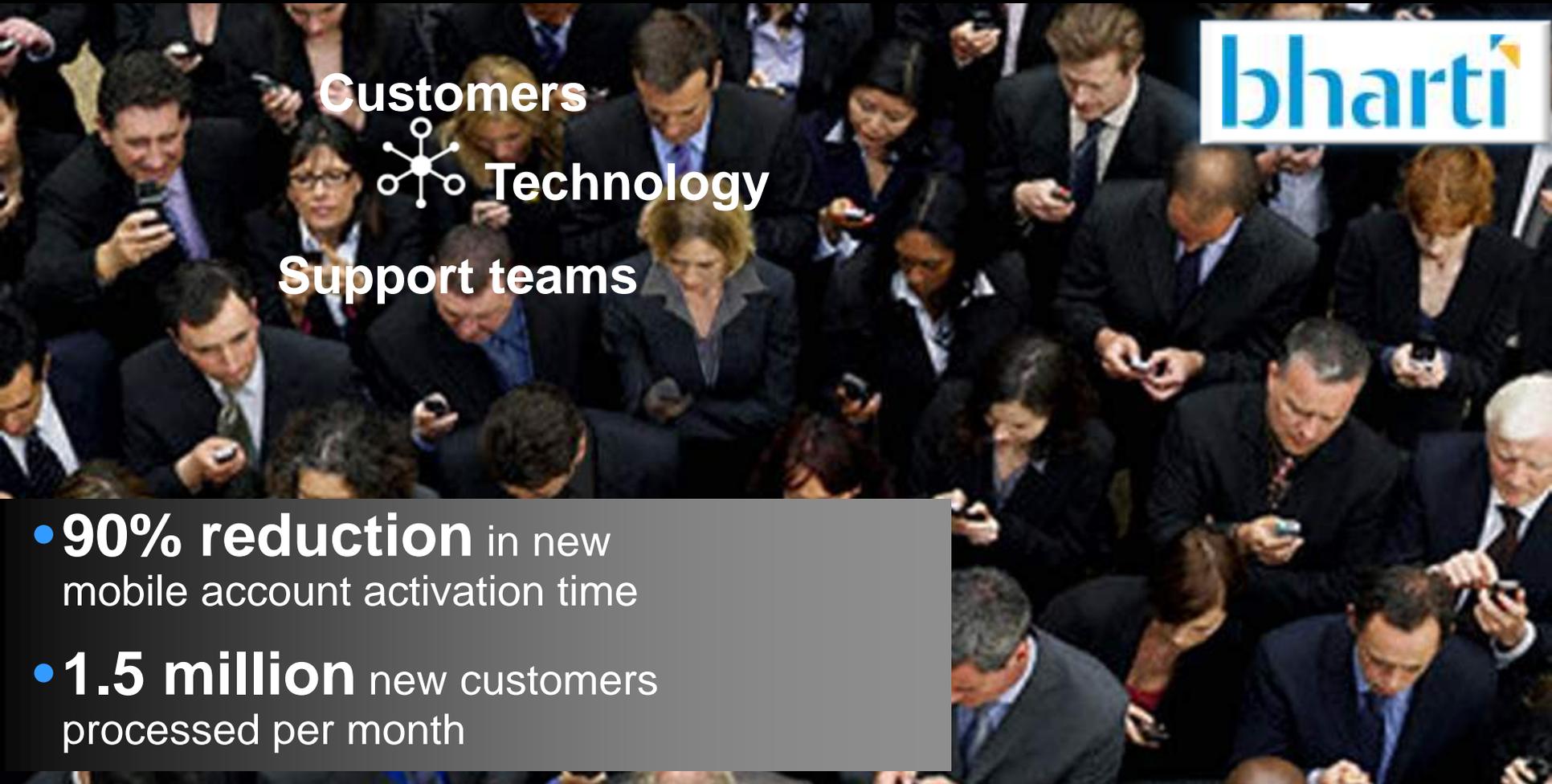
people
companies, institutions, industries
man-made systems
nature's systems



The Need for Action is Clear

INTERCONNECTED

Building ecosystems to maximize value of customer relationships



- **90% reduction** in new mobile account activation time
- **1.5 million** new customers processed per month

INSTRUMENTED

Monitoring production conditions with wireless sensors on blue mussels

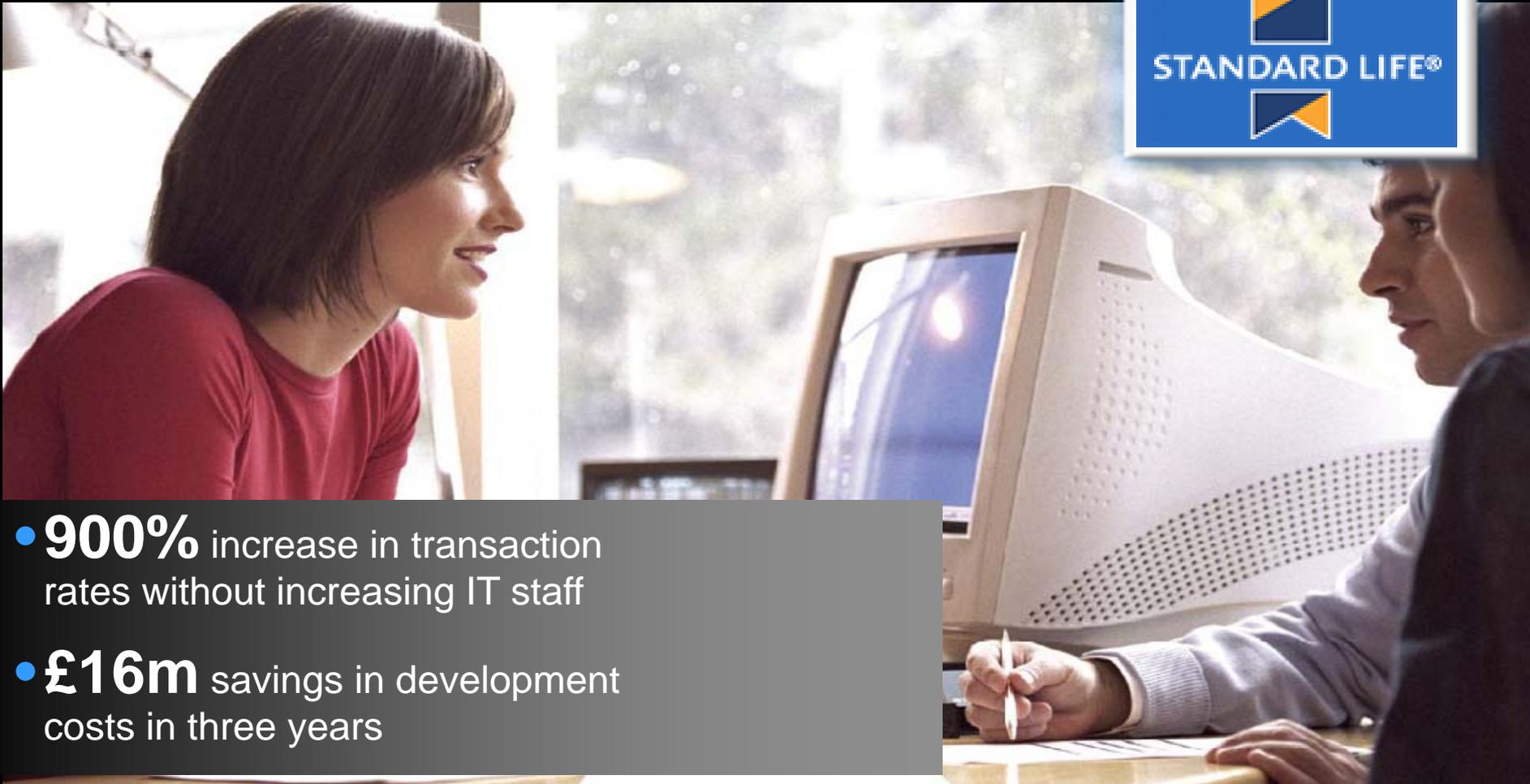


StatoilHydro

- **2X** the industry production average
- **30% reduction** in maintenance costs

INTELLIGENT

Reusing 440 business tasks over 1200X rather than recreation



- **900%** increase in transaction rates without increasing IT staff
- **£16m** savings in development costs in three years

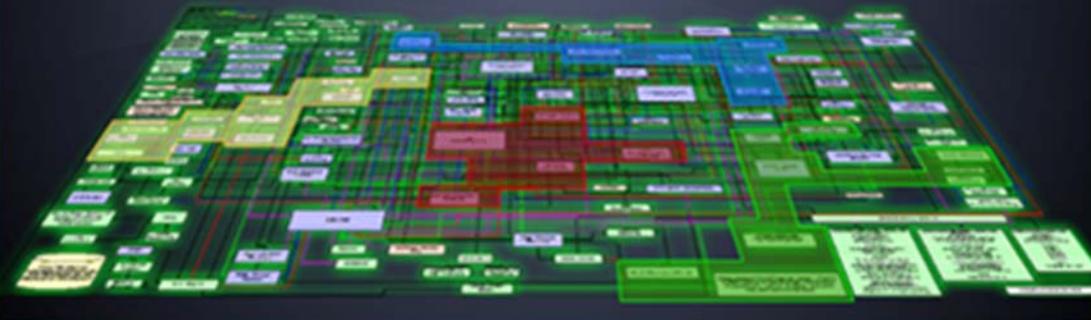
A Smarter Planet is built on SOA

What is SOA?

Extracting services from applications



Services:
Business
Technical
Information



- **Agility**
- **Cost Optimization**

Smart SOA supports Agility

Key Agility Indicators



300+ KAIs across multiple service lines

Three Ways SOA Projects Deliver Value

Smart Insight



Smart Reuse

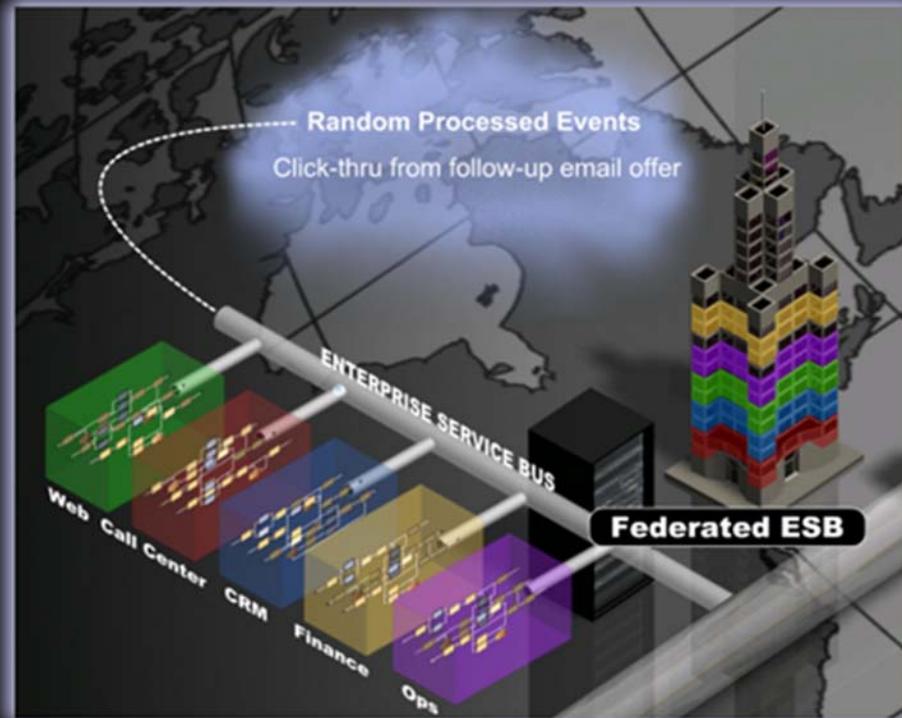


Smart Alignment



Capture Actionable Insights from Business Processes

Business Event Processing



- Leverage insights for smarter decisions
- Quickly react to threats and opportunities
- Reduce exception backlogs by 80%

What's
New?

*Smarter actions from events
and sensor technology*

**78% of Government executives anticipate change
23% see a gap between need and ability to change**



Smart Reuse

**SOA-based service hub
enables all branches to share common C4 applications**



80% expected reduction in development time

75% expected reduction in infrastructure

Tighter coordination and information sharing among branches

Smart Alignment

Technicians risk lives by traveling battlefields for repairs

Cost of large parts inventory

Lengthy waiting times for repairs

Disparate communications & computing systems

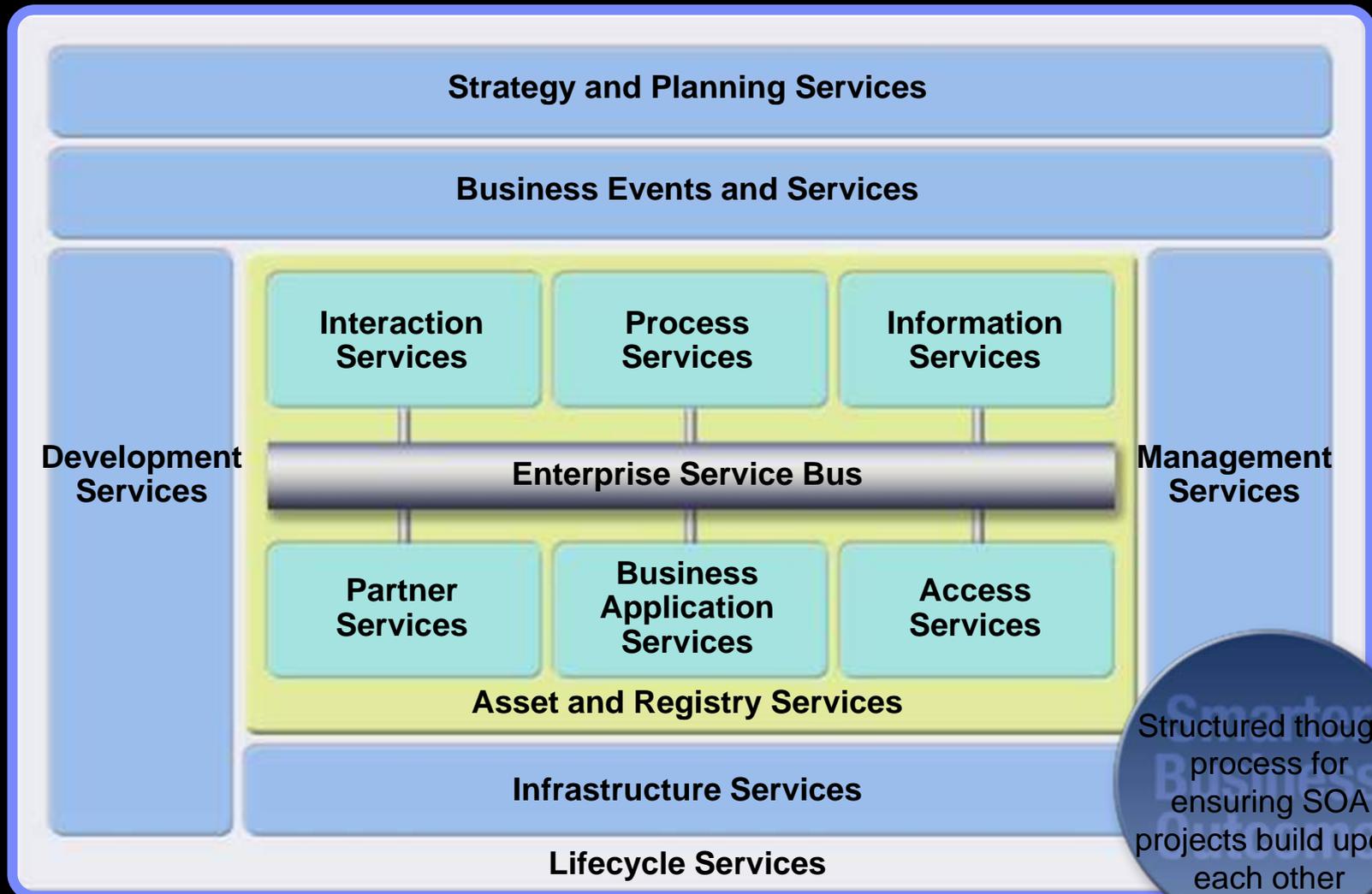
A large military tank, possibly an M1 Abrams, is shown in a desert environment. The tank is dark-colored and has a turret with a main gun. It is parked on a sandy surface. In the background, there are other military vehicles and structures, suggesting a field or maintenance area.

Cut ordering cycle from 24 hours to 2 minutes

Remote tools enhance technician safety by reducing travel

Cuts cost by increasing ability to salvage and repair vehicles

Use the Smart SOA Reference Architecture to Guide Project Development



Structured thought process for ensuring SOA projects build upon each other

Deploy SOA Initiatives Using Cloud Services for Additional Cost Optimization and Agility



- Successful clouds are built on SOA principles
- Cloud and SOA are complementary
- SOA makes using cloud services easier

Example: “IBM's Cloud In A Box“
(includes HW and Software)

Deployment of Smart SOA Governance

- 1 Create Center of Excellence
- 2 Establish SOA Governance Framework
- 3 Implement SOA Governance Tooling



Smart Skills: BPM



Building a smarter planet ...

SMARTER IS ...

Reducing a city's traffic congestion and emissions through road usage tolls

SMARTER IS ...

Getting real-time line of sight across the transportation supply chain

SMARTER IS ...

Knowing where your in-process components are on the factory floor

SMARTER IS ...

Knowing real-time about inventory changes in your supply chain

And today we are ...



Stockholm, Sweden: An intelligent toll system in the city center resulted in 20% less traffic, 40% lower emissions and 40,000 additional users of the public transportation system.



BMW: Implemented RFID container tracking system improving utilization by 10-20%.

Get Started Working Smarter

- Register for IMPACT 2009

www.ibm.com/software/websphere/events/impact2009/

- IBM Government Portal

www.ibm.com/industries/government/

- IBM Federal SOA Institute

www-03.ibm.com/industries/government/us/detail/resource/N586710B88615G50.html

VENETIAN
LAS VEGAS

2009 **IMPACT**
SMART SOA CONFERENCE
MAY 3 - 8 LAS VEGAS

