



# SOA Alliance Overview

OMG Technical Meeting  
Service Oriented Architecture  
Information Day  
December 4-8, 2006

# Who we are...

---

- **Michael Kuhbock, Co Founder, CMO**  
SOA Alliance
- **Jeff Pendleton, Founder, Executive Director**  
SOA Alliance

# Who we are...

---

A collaboration between; Fortune 5000 End User organizations, the software, services and hardware Vendor community, the Standards Body community and the Academic community.

# SOA Alliance Overview

---

The SOA Alliance is a global community of senior IT and business executives dedicated to the advancement of Service Oriented Architecture (SOA) as the prevalent IT-model for the 21st century enterprise.

# What is the SOA Alliance...

---

- An industry working group consisting of end-users, vendors, standards groups, and academia
- The mission is to position Service Oriented Architecture as the prevailing and dependable enterprise computing paradigm
- The SOA Alliance will drive a cross-industry, technology neutral SOA ecosystem focused on enterprise alignment of technology with business
- The Liberty Alliance is a “role model”, however the SOA Alliance will have no formal standards setting charter.

# Issues and inhibitors to mainstream SOA Adoption...

---

Strategic investment in IT remains nominal, fragmented and marred by LOB skepticism of the vendor & analyst communities and IT leadership. Skepticism stems from

- \* hyper investment in the last wave of IT (eCommerce)
- \* perception that IT systems are overly complex & brittle; and IT investments are generally prone failure.

Current IT strategy is focused on cost reduction with tactical investment in siloed LOB projects.

SOA offers the 4th wave of innovation, but lacks the catalyst for a new round of LOB investment.

# Issues and inhibitors to mainstream SOA Adoption...

In a recent survey it was found that communication between business and technology professionals was a major issue for most enterprises.

Technology Professionals understanding of business issues was NOT an issue.

Strategy alignment was!

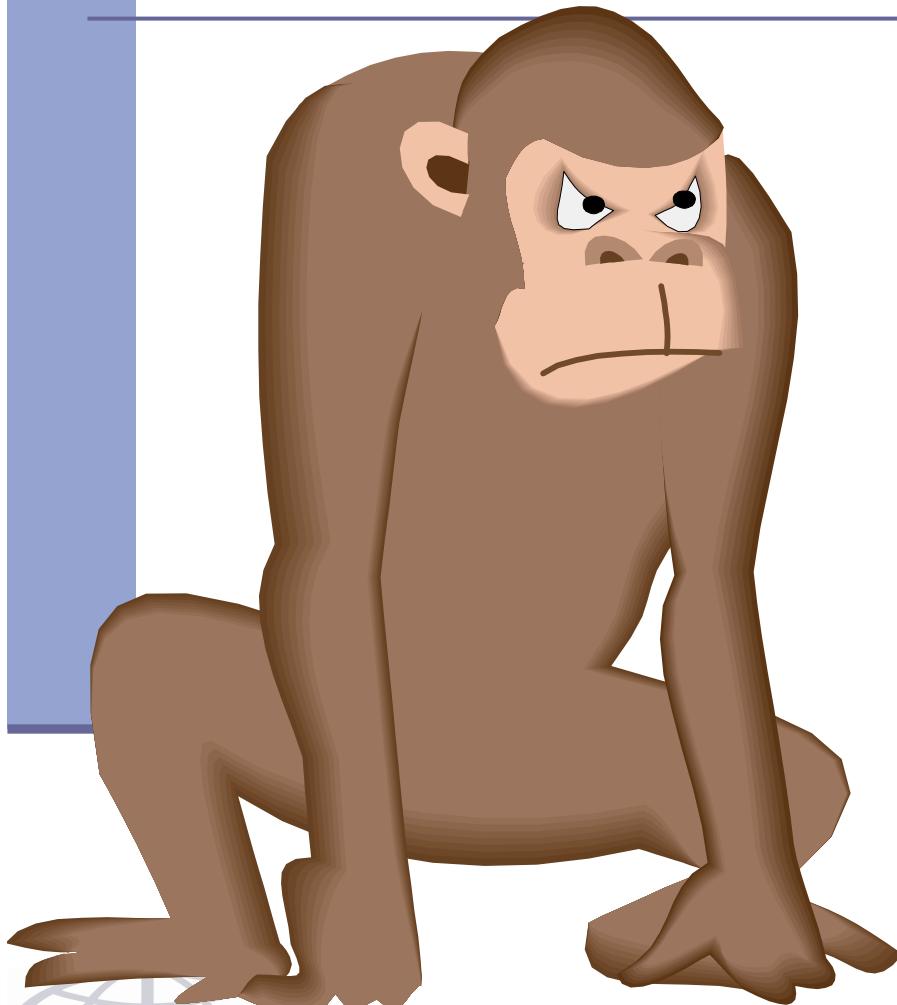
Business Professionals inability to understand what can be done with IT to solve their problems or support their activities was also one of the biggest issues.

Who is responsible for this easily overcome challenge?

*HSBC Apprentice Program – Walk a mile in someone else's shoes*

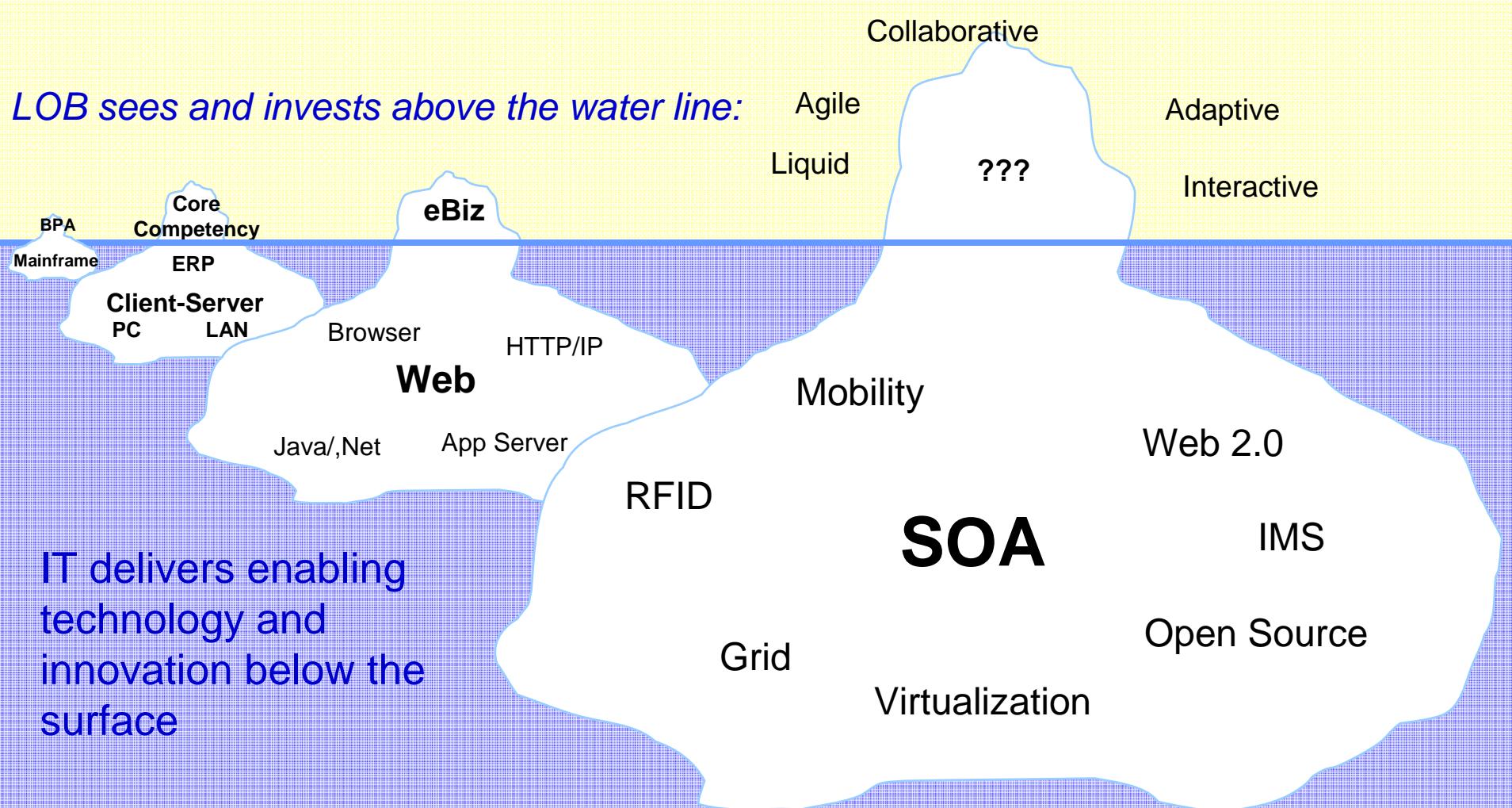
# The Real SOA Challenge

---



# Phases of IT and Business-Process Transformation

***SOA Alliance must execute strategies above and below the water line***



# SOA Alliance: Three Strategies

---

- 1. Prove & Promote SOA's disruptive value proposition to Line-of-Business Executives**
- 2. Accelerate IT's competence & confidence in SOA**
- 3. Create a robust, global SOA Alliance**

# Strategy 1 Overview

---

**Accelerate LOB investment in  
SOA (“Create a Stampede”)**

**Promote SOA as a critical requirement for  
the 21st century enterprise**

# There are many similar definitions of SOA, and the business impact is common to all of them.

An example definition, not intended to be the SOA Alliance standard....

**SOA is an emerging paradigm to integrate systems, applications, processes and businesses.**

.....

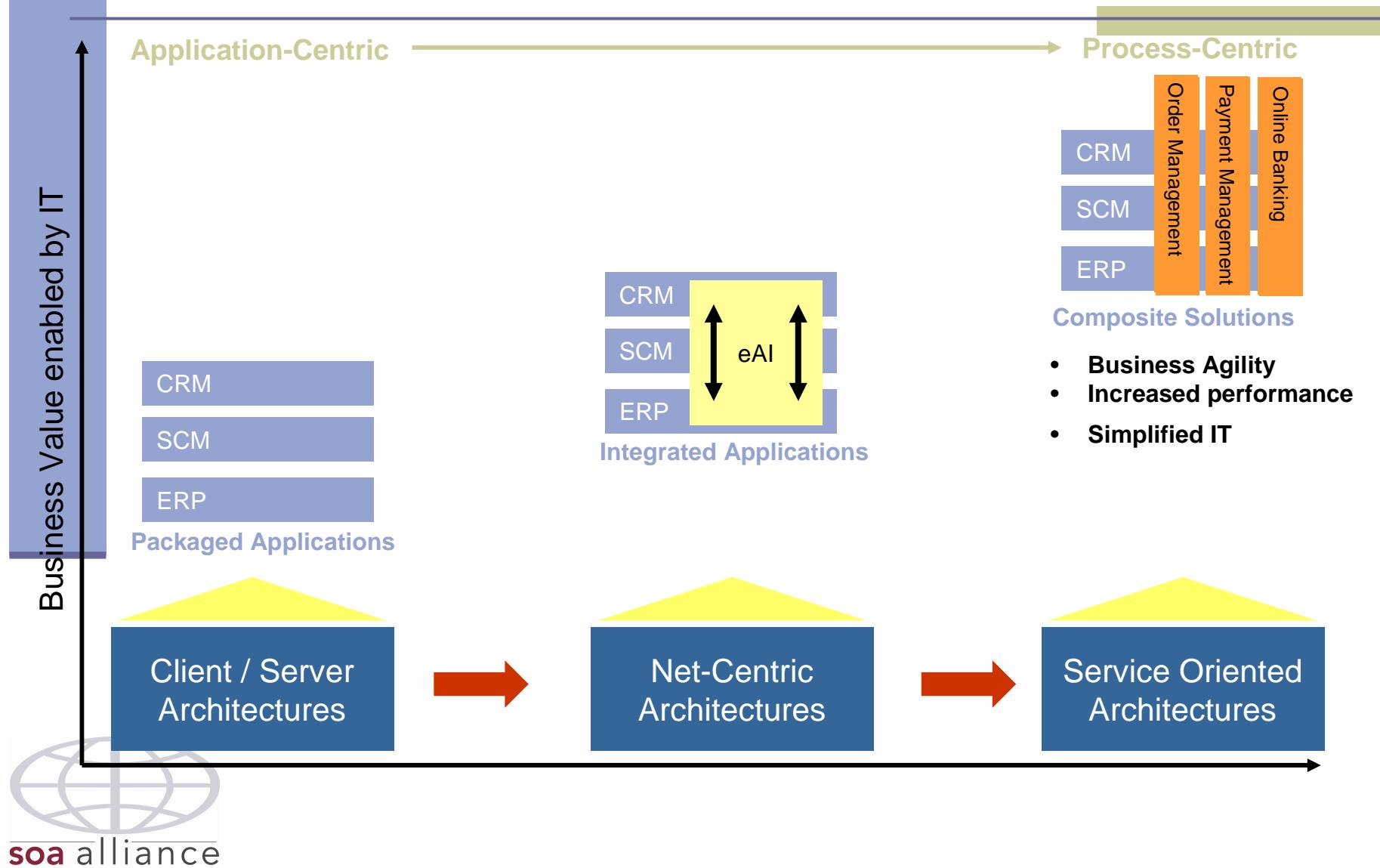
**SOA delivers differentiated business capabilities or products through the assembly of autonomous business and technology capabilities (services).**

.....

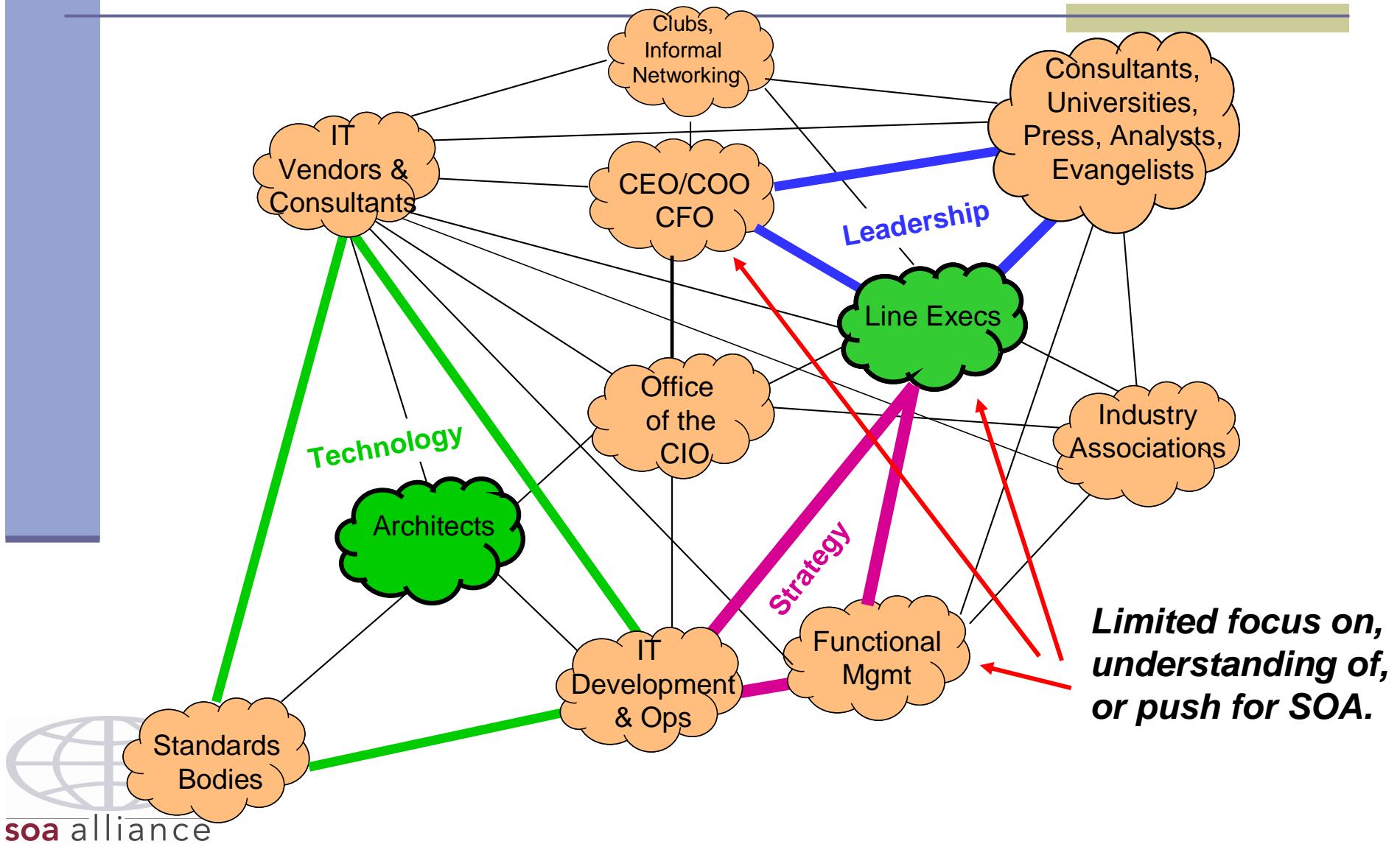
**SOA changes the way an enterprise is run by making the business process the focus.**

*SOA should be a discussion topic in the “C-suite” and SOA adoption should be a strategic priority for organizations. Yet, we are not seeing this trend.*

# We believe that SOA is another wave of change in IT – we should learn from past waves.

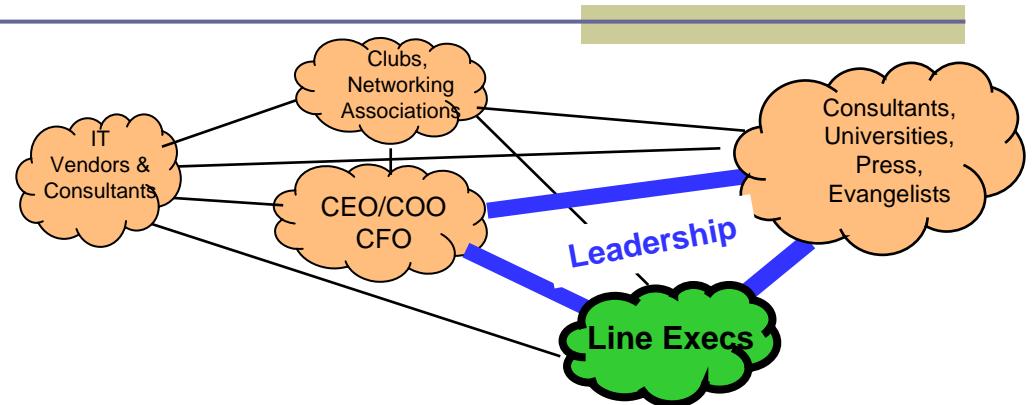


The adoption of each previous wave was driven by interaction between various industry participants



# Past waves had a number of agents driving adoption in the key channels

- ✓ **Evangelists:**  
Tom Peters, Lee Iacocca, VCs.
- ✓ **Internal LOB Champion(s)**  
Division GM, B/U Exec,
- ✓ **Mgmt Consultants:**  
PWC, McKinsey, Bain, Bus Schools
- ✓ **The Cause:**  
Total Quality, Core Competency
- ✓ **The buzz word (application):**  
eBusiness, The Internet, Core Competency
- ✓ **FUD created by the buzz machine:**  
Brick-n-mortar
- ✓ **Consistent messages from Tech Suppliers**



# Strategy 2 Overview

---

**Define and promote the  
enterprise business architecture (EBA).**

- **WG #1: SOA Landscape Harmonization**
- **WG #2: Define the EBA**

# Strategy 2: Progress

---

- Working group meeting since inception
- Founder members published a three part SOA Practitioners Guide
  - Part 1: Why Service-Oriented Architecture?
  - Part 2: SOA Reference Architecture
  - Part 3: Introduction to Services Lifecycle

<http://dev2dev.bea.com/pub/a/2006/09/soa-practitioners-guide.html>

# Strategy 2: SOA Landscape Harmonization

---

- Review the current landscape to identify key relevant information – Gap Analysis
- Identify and rationalize across various
  - Reference Architectures
  - Standards
  - Services Maturity Model
  - Governance Models, etc.

# Strategy 2: Promoting the EBA

---

## The Enterprise Business Architect

The working group will focus defining the characteristics, organization and other components that will make up the Enterprise Architecture Of the Future

# Questions??

---

The SOA Alliance will launch in early 2007.

For information and updates, visit our site at:

**[www.soaalliance.org](http://www.soaalliance.org)**



# Thank You

OMG Technical Meeting  
Service Oriented Architecture  
Information Day  
December 4-8, 2006