There is a Smarter Way!
Aligning Service Oriented Approaches

A set of guiding principles to extend business value of deployment
Distinct Value with Every Path

Regardless of where you choose to engage

**Value to business**
- Greater agility in specific, departmental business areas
- Optimization and innovation across end-to-end business processes
- Business model innovation to support the Globally Integrated Enterprise
- Predictive business automatically responding to market forces

Organizational and Governance implications
- Collaboration within a line of business
- Coordination across lines of business
- Enterprise-wide organizational cooperation
- Enact significant shifts without direct IT involvement

**Value to IT**

<table>
<thead>
<tr>
<th>Level</th>
<th>Basic</th>
<th>Extend End-to-End</th>
<th>Transform</th>
<th>Adapt Dynamically</th>
</tr>
</thead>
<tbody>
<tr>
<td>Focused, proven, high-ROI projects</td>
<td>End-to-end business process management to innovate and optimize</td>
<td>IT for strategic advantage and business model innovation</td>
<td>Technology becomes invisible</td>
<td></td>
</tr>
<tr>
<td>% functions expressed as services</td>
<td>&lt;10%</td>
<td>&lt;40%</td>
<td>&lt;80%</td>
<td>&gt;80%</td>
</tr>
<tr>
<td>% of services reused</td>
<td>&lt;5%</td>
<td>&lt;20%</td>
<td>&lt;50%</td>
<td>&gt;50%</td>
</tr>
</tbody>
</table>

Based on 5700 customers using our SOA offerings
The Discipline of Business Process Management Helps You Innovate and Optimize End-to-End Processes

Model the process

Deploy using industry-specific best practices

Simulate and optimize to predict results

Measure results with the right business metrics

Continue to innovate and optimize as conditions change


IBM BPM Methodology
The SOA Entry Points Grow with You
*Use the same software as your needs advance*
Consider a Base Process

starts simple and standard …..
Business Driven Change - Add Platinum Customer

- Verify Address
  - Platinum?
  - 50.0% Yes
    - Verify Platinum Credit
    - Create platinum account
  - 50.0% No
    - Verify Credit
    - Create Account
Business Driven Change – Add Gold Customer

.... Ends up complicated
Imagine if ...........

....... your process gave you all the **Flexibility** you needed but always stayed this **Simple**
SOA Technology Enables Multiple Layers of BPM Capability

Adaptable/Flexible Business Solutions
- Uses a framework to enable dynamic BPM in SOA
- Enables BPM on reusable, business-level building blocks called “Business Services”
- Dynamic personalization and delivery
- Most flexibility, responsiveness and reuse
- Also supports Basic and Choreographed Services tiers

Process Choreography
- Uses process standards (BPEL) to enable BPM
- Process automation with Basic Services
- Business logic encapsulated within the process
- Improved redeployment flexibility and responsiveness
- Also supports Basic Services tier

Simplify Integration
- Requires logical design controls & code to enable BPM
- Based on well accepted technical standards
- Easier integration and connectivity
- Standardized components and Web services
Understanding Business Services: Simplified View of an Enterprise IT Environment

**WHO**

- Partners
- Employees
- Customers
- Channels

**WHAT**

- Legacy
- 3rd Party
- Packaged
- Custom

**HOW**

- Processes
- Policies
- Access Modes
- Business Agreements

**Business Policies, Processes and Delivery Methods**

The various ways the Enterprise delivers capabilities to its constituents that integrate capabilities and functionality into Composite Solutions?

How do you flexibly mix and match these elements together?
Ongoing Challenges in Delivering Business Agility

-**WHO**-

- **IT Assets** including LOB silos, and M&A

- **Processes**

- **Policies**

- **Access Modes**

- **Business Agreements**

- **Channels**

- **Partners**

- **Employees**

- **Customers**

- **Processes**

- **Policies**

- **Access Modes**

- **Business Agreements**

- **Application flexibility and change comes at too high a cost**

- **Business and integration logic is fragmented and embedded in multiple locations**

- **Unacceptable time and cost to launch new solutions**

- **Disappointing customer experience (limited access, inconsistencies, not personalized)**

- **WHAT**

- **3rd Party**

- **Legacy**

- **Packaged**

- **Custom**

- **HOW**
Example Business Agility Challenges and the Result:

*Fragmented/Embedded Logic that is Hard to Discover, Extract, and Reuse*

**-WHO-**

"Our new sales channel needs access to our systems."

"We have to rationalize all of our billing systems across lines of business."

**-WHAT-**

What if this is repeated multiple times?

What is a solution that can provide greater agility?

**-HOW-**

Answer: Embed role-based logic in Portal

Answer: Integration logic coded into interface

"We need to offer new premium service levels to our Platinum Customers."

"Our new sales channel needs access to our systems."
Business-Level Building Blocks

Encapsulating the information on the "Who", "What" and "How"

- **WHO** - Role-Based Consumers of Products/Services
  - Partners
  - Employees
  - Customers
  - Channels

- **WHAT** - Business Policies
  - Business Rules
  - Business Agreements
  - Processes
  - Policies
  - IT Assets including LOB silos, and M&A
  - 3rd Party
  - Custom
  - Packaged

- **HOW** - Business Services
  - Entitlements
  - Service Assertions

Business Policies, Processes and Delivery Methods
Business Services are the “Building Blocks” that Align Business Intent with IT Execution

**Business Services definition:**

A Business Service is a business function whose execution can be adapted at runtime based on business policy and user context.

- Designed at business level to represent a discrete business function (e.g. check credit, open account)
- Can provide flexible, adaptable behavior based on business policy and user context
- Derived from disparate IT resources
- Built using Web service and industry standards
- Provisioned through multiple communication channels
- Can be combined into loosely coupled Service Oriented Business Solutions
Business Service Example

The "Credit Check" Business Service represents a discrete business function to evaluate the credit score of a consumer.
The Value of Business Services

BPM with Basic Services

WebSphere BPM with Business Services

Business Process

Services:
A
B
C

End Points:
a1
a2
a3
b1
b2
c1
c2

Business Services
A
B
C

Composition Studio
Policies
Meta-Data
Catalog
Business Service Repository

Business Services Dynamic Assembler

End Points:
a1
a2
a3
b1
b2
c1
c2
N
Process Integrity is Critical to Advanced SOA Projects

To achieve business agility without sacrificing integrity

- Process Integrity is the degree to which loosely coupled “open” systems deliver the reliability, consistency, scalability and predictability of tightly coupled “closed” systems.
Five Starting Points for BPM enabled by SOA

- **Modeling & Simulation**: Design and simulate business processes.
- **Business Activity Monitoring**: Track performance, processes and operational activity using key performance indicators.
- **Process Automation**: Choreograph processes across applications and systems.
- **Rules and Pre-built Frameworks**: Manage process rules and accelerate design and implementation time.
- **Content Centric Processing**: Manage processes where content is used as input for a decision or produced as the output.
Three Levels Of Maturity – Three Levels Of Value

Design
- Acknowledge Operational Inefficiencies
- Generally, where we are today
- Measure and monitor business activities
- Model and analyze business processes
- Collaborative development
- Begin to identify process owners

Automate
- Process Aware
- Intra-Process Automation and Control
- Directly link process model and rules to execution
- Compare alternatives driven by various optimization techniques in real-time
- Craft process automation and control across the enterprise, customers, and trading partners (industry)

Optimize
- Inter-Process Automation and Control
- Create a business performance framework that links business valuation to process execution
- Enterprise Valuation Control
- Innovate new businesses, products, and services through an agile business structure
- Agile Business Structure
Questions?
Thank you!
More information: www.ibm.com/soa