

Agile Unternehmen der Basis von Java und SOA: Ikon und Realität

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FY08 V5.4

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About BEA

■ Mission

- ▶ World leader in enterprise infrastructure software providing the industry's most advanced SOA-based, platform neutral solution for competitive advantage.

■ Vision

- ▶ Deliver Business LiquidITy across the enterprise by enabling the Liquid Enterprise™.

■ At a Glance

- ▶ \$1.4B revenue
- ▶ 2,000 partners
- ▶ 4,000 employees
- ▶ 16,000 customers
- ▶ AquaLogic®, WebLogic® and Tuxedo® Product Families



Agenda



SOA: vision and reality

- Success: according to plan
- Summary: first things first



What is Your Capability to Innovate?



“The new mantra is grow or disappear....

...As a result innovation is becoming less and less a luxury since there are only two ways to grow; through M&A or through innovation”

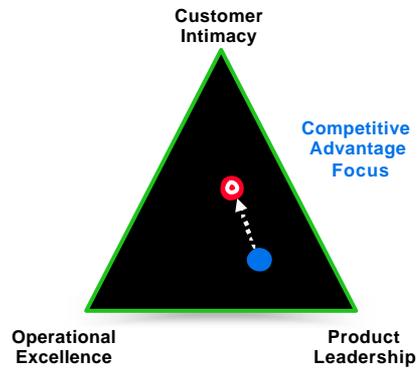


- *The Economist*, January 21, 2006



Gaining a Competitive Advantage in Today's Business Environment

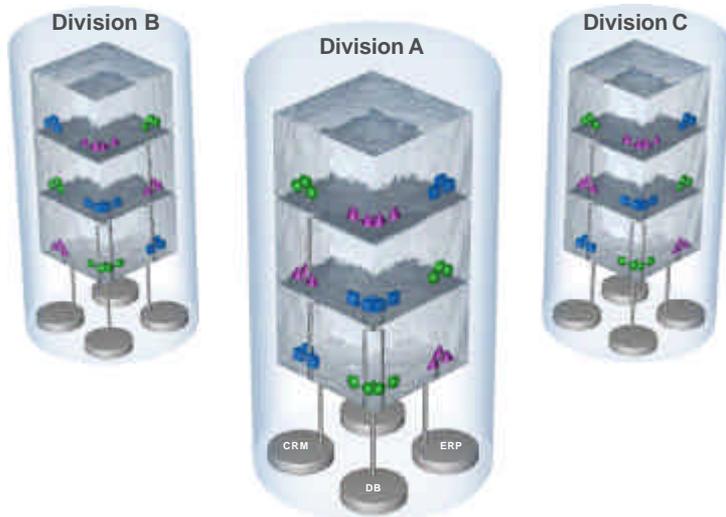
- Grow through business innovation
- Respond faster to shifting business demands
- Reduce cost and complexity



Where do you want to lead your business?

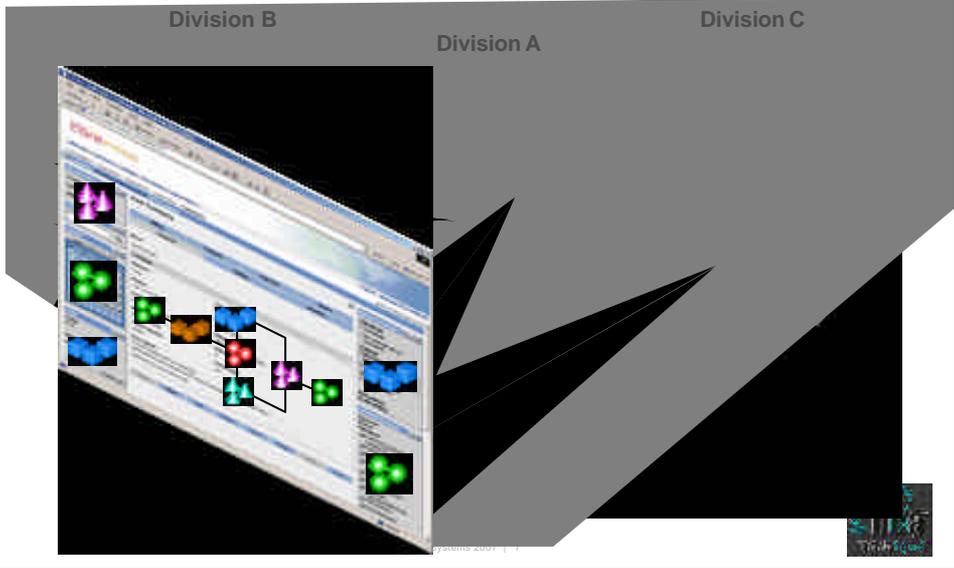


Silos of Frozen Enterprise Assets...

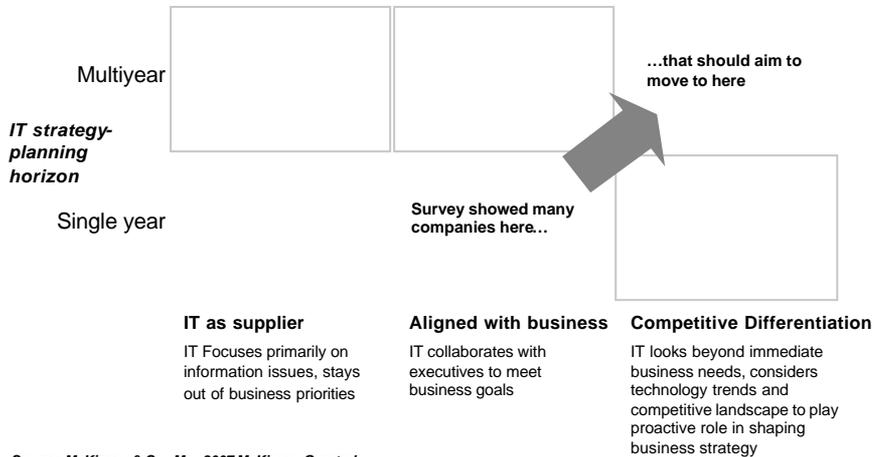


Transform into Liquid Enterprise Assets

Bridge Gaps between People, Processes, Applications and Systems



CIOs Are Moving Beyond Business Alignment Towards Competitive Differentiation



Source: McKinsey & Co., May 2007 McKinsey Quarterly

Agenda



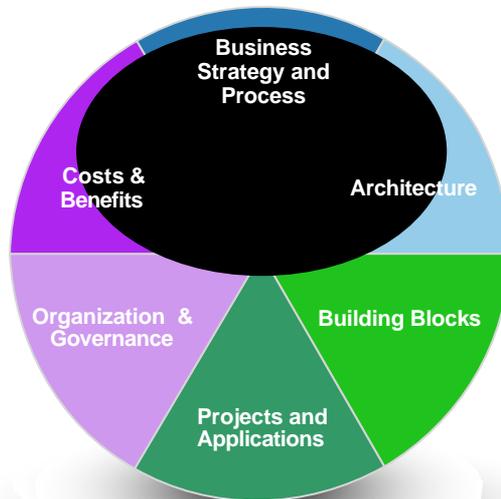
- SOA: vision and reality

Success according to plan

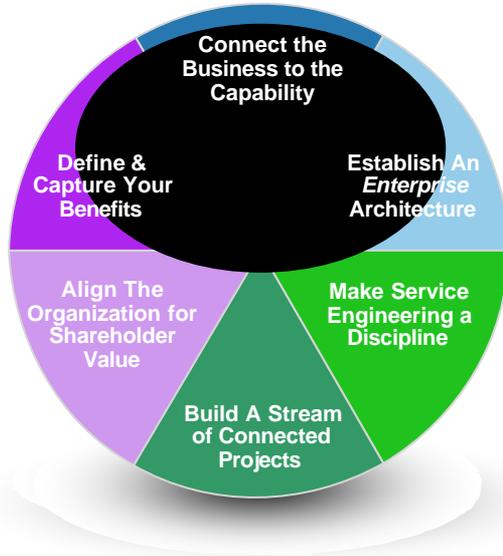
- Summary: first things first



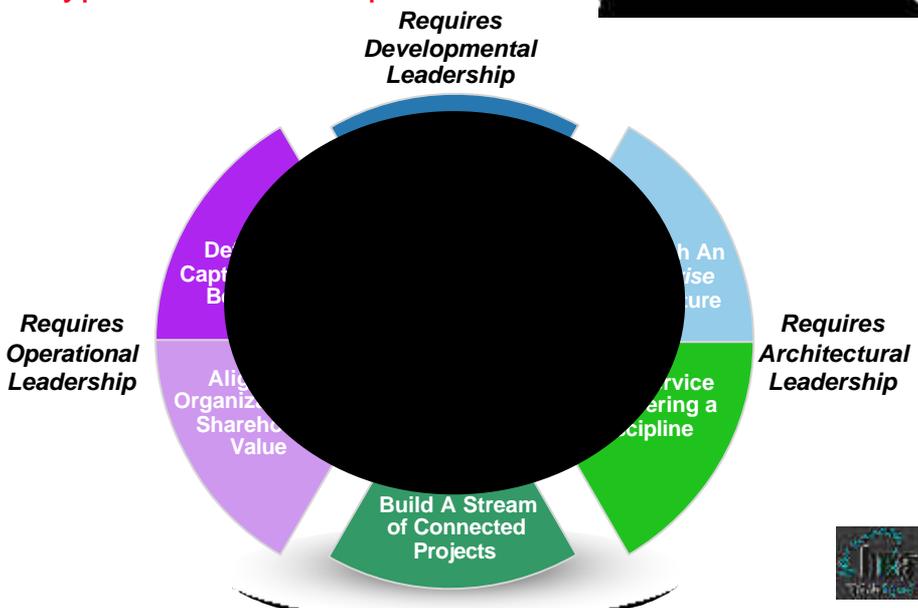
Plan for SOA in Multiple Dimensions The BEA SOA Domain Model[®]



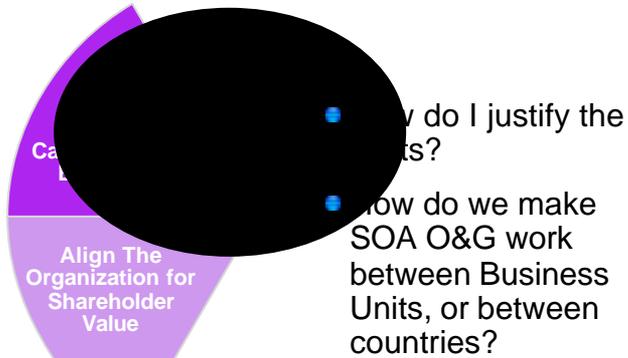
Moving To The Next SOA Stage Six Key Initiatives



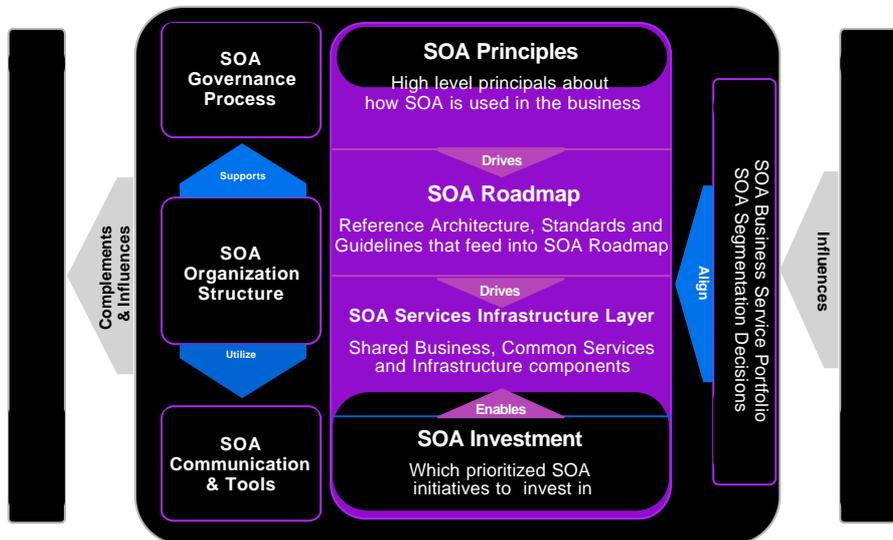
Moving To The Next SOA Stage 3 Types Of Leadership



Moving To The Next SOA Stage Meeting The Operational Challenges

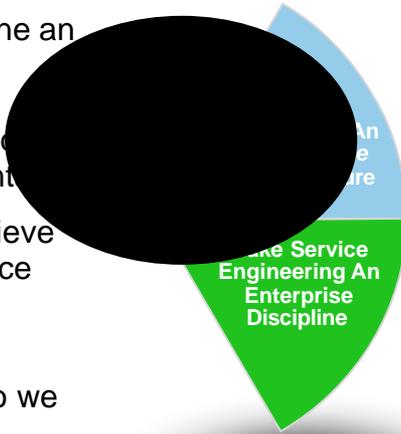


SOA Governance Framework



Moving To The Next SOA Stage Meeting The Architectural Challenges

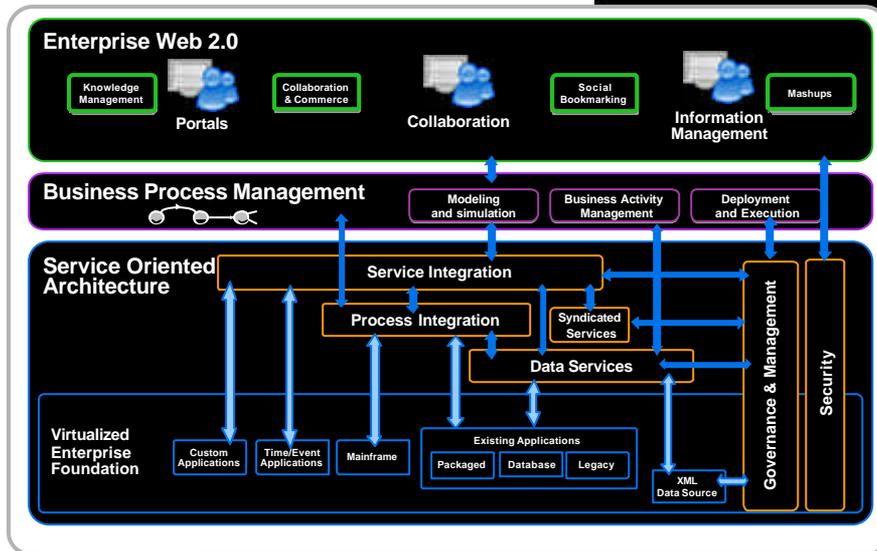
- How do we define an Enterprise SOA Reference Architecture, and what does it contain?
- How do we achieve consistent service engineering?
- What service infrastructure do we need, when?



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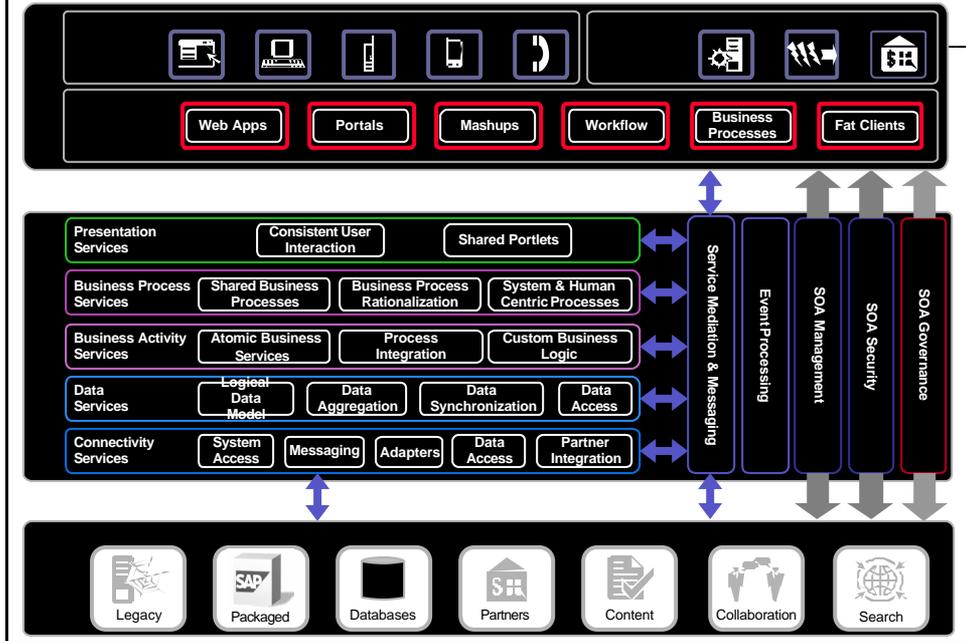
SOA Architecture 30.000 feet view



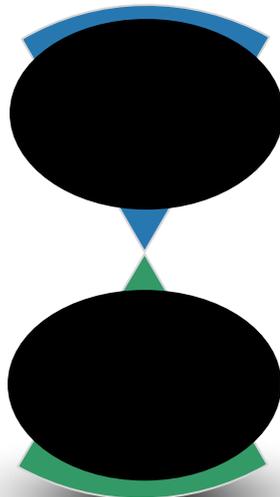
Liquid Enterprise

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SOA Reference Architecture: Conceptual View



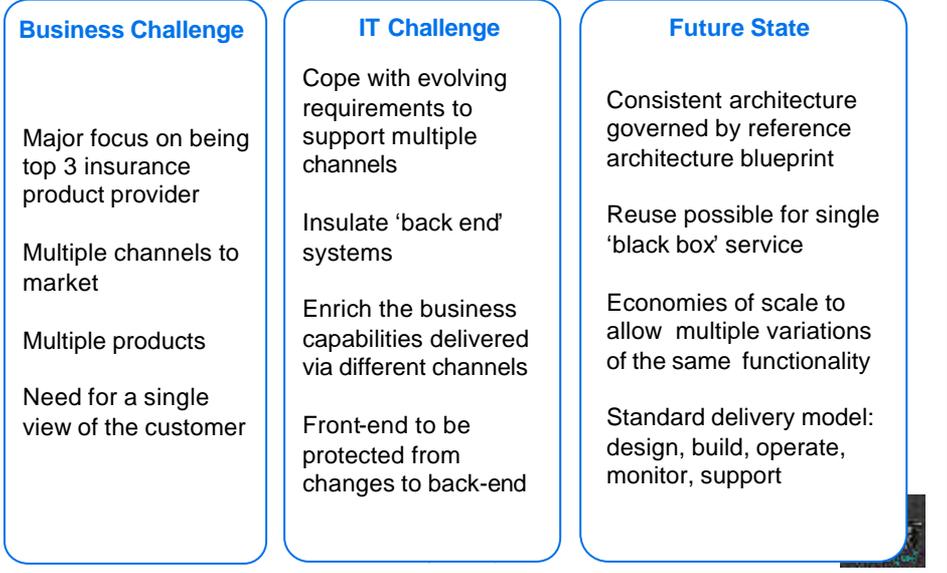
Moving To The Next SOA Stage Meeting The Developmental Challenges



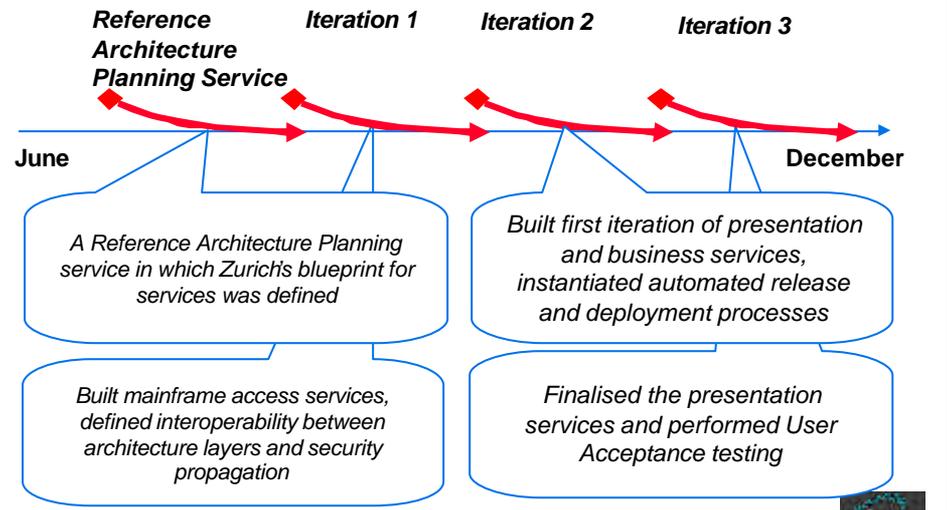
- How do I sell the Business leaders on the need for a major change?
- How can I connect them to the capabilities enabled by SOA?



Zurich Financial Services Building Their Presence In The IFA Market

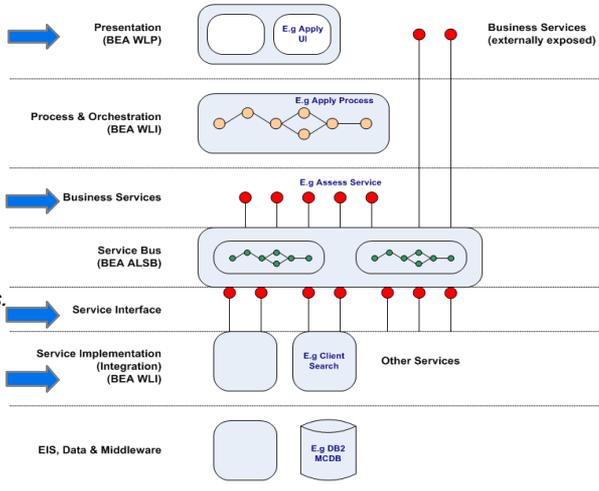


Timeline to Success



Architecture Of The Solution

Portlets implementing logical UI Components



Logical Business Services

Integration & system services. Candidates for early re-use.

Legacy mainframe Systems wrapped

The agile Enterprise

Real Customers, Real Transformation, Real Results

Business Innovation



Reinventing Government

Shared services delivers double digit increase in municipal revenue



Transforming the Customer Experience

SOA-enabled portal delivers critical real-time information

Business and IT Agility



Frictionless Capital Markets

Streamline trade flow to cut operational costs by over 50%



Reenergizing the Utility Industry

Unified dozens of legacy systems to streamline service delivery by over 70%

Business Optimization



Scaling for Broadband Growth

Customer service provisioning solution scales to over 100 million transactions per year



Optimizing Freight Tracking

Freight operations solution delivers a 10X increase in system-wide performance

Agenda



- SOA: vision and reality

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Summary: first things first



Summary



Business driven SOA:

Focus on strategic business challenges

First things first:

Know your SOA Entry Point and the associated strategy

Develop an architecture and a roadmap

Results:

Grow through business innovation

Respond faster to shifting business demands

Reduce cost and complexity





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Thank You

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