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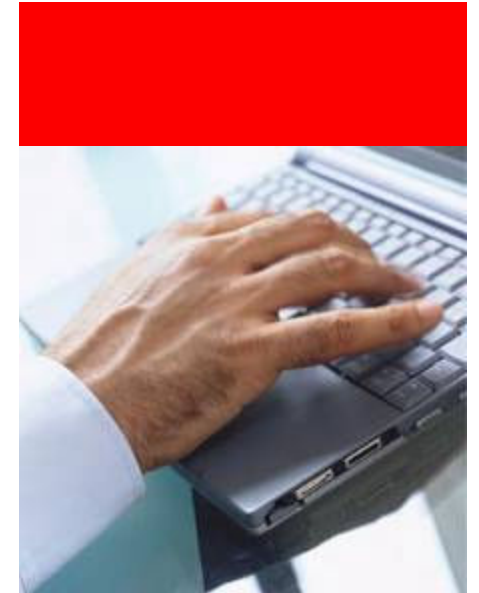


**Oracle Enterprise Repository (OER)
Oracle Service Registry (OSR)
*RegRep***

OER + OSR

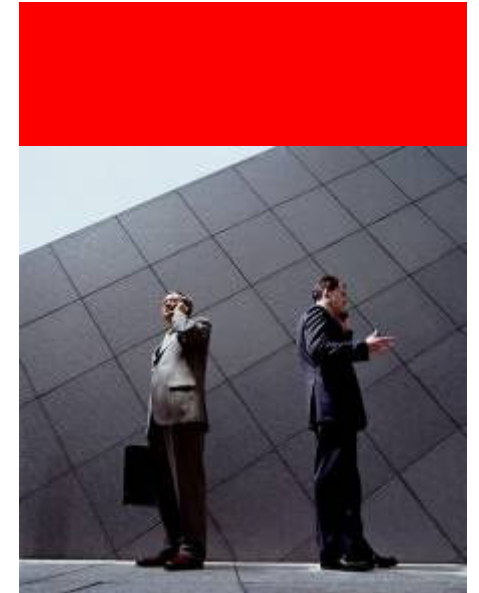
Agenda

- Business Drivers and Needs
- SOA Visibility and Traceability for Reuse
- SOA Lifecycle Governance
- Measuring Value
- Best Practices to Jumpstart Efforts
- Summary
- Q&A





Business Drivers and Needs

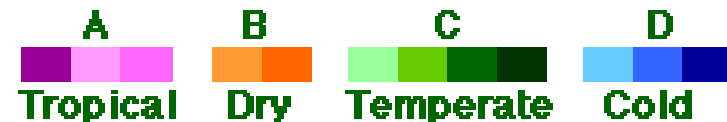
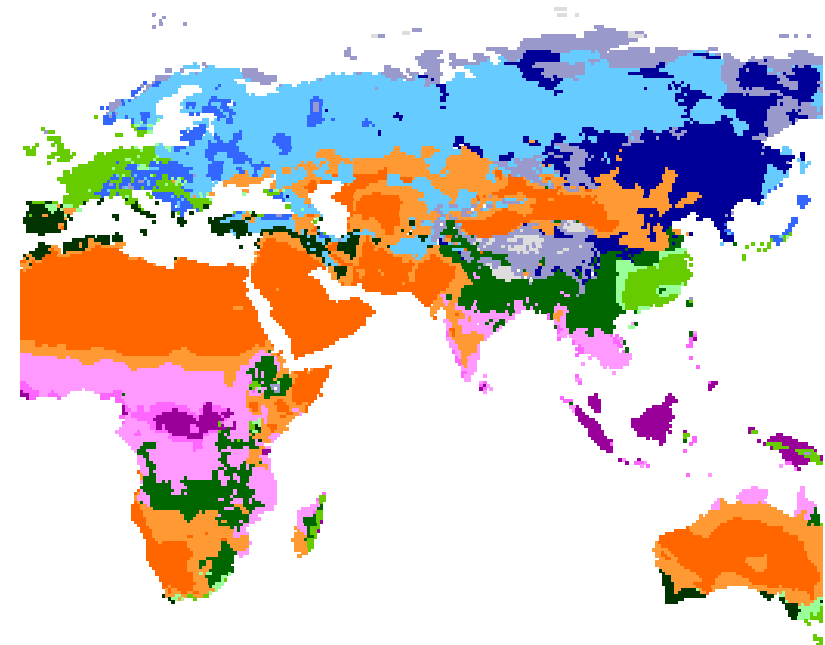


Business Climate

- Worldwide pressure to compete
- Drive toward SOA and BPM for business agility
- Expanding SOA deployments: Pilot to enterprise
- Embracing more pragmatic approach to SOA
- Repository and Registry for SOA governance is critical

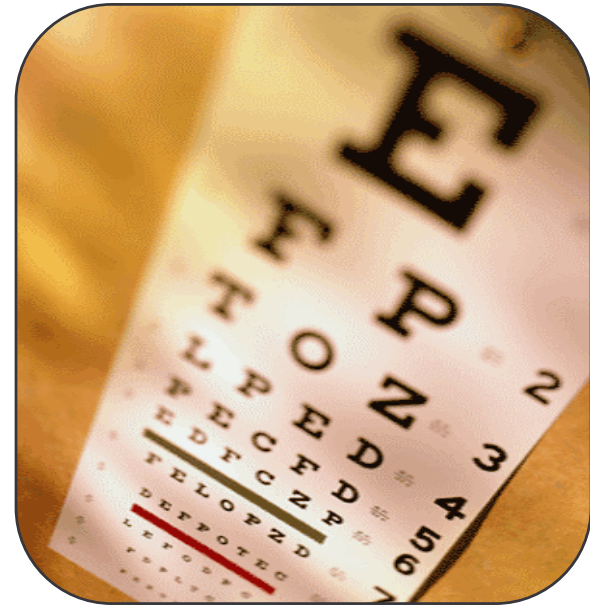
InfoWorld Survey:

50% of respondents cited lack of governance as a key inhibitor of SOA adoption



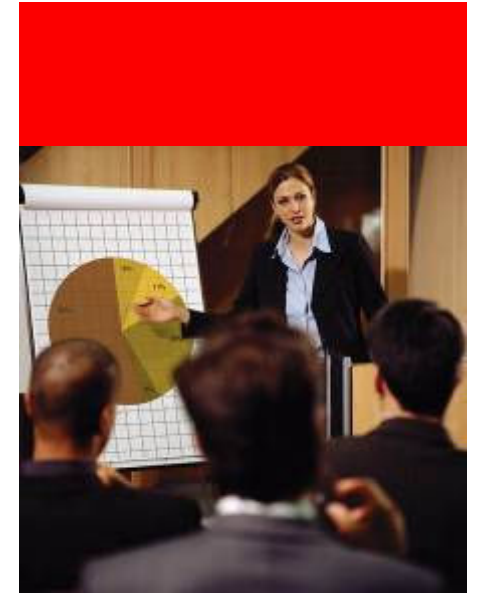
Customer Pain Points

- Increasing complexity
- Lack of visibility
- Inability to manage impact of change
- No ability to measure results
- Getting started with SOA...and expanding
- Lack of automation for service lifecycle





SOA Visibility and Traceability for Reuse



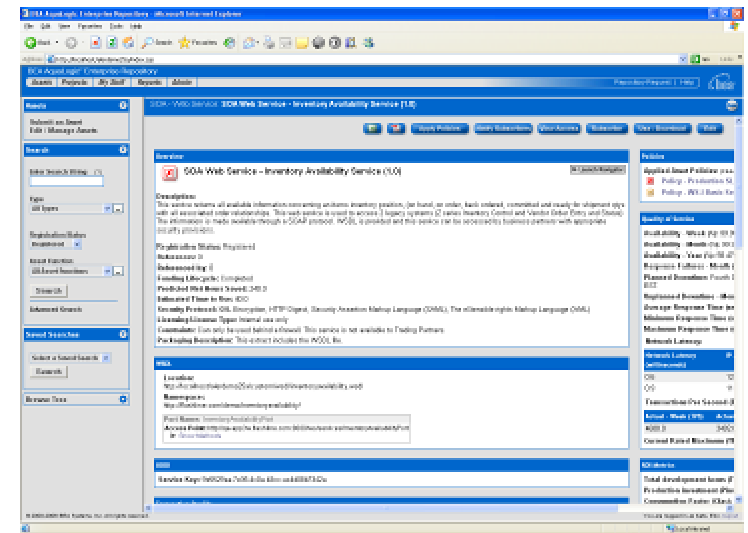
Managing Assets and Associated Metadata for Reuse

Assets

- Business processes
- Services
- XML schemas
- Components
- Applications
- Models
- Frameworks
- Policies, and more

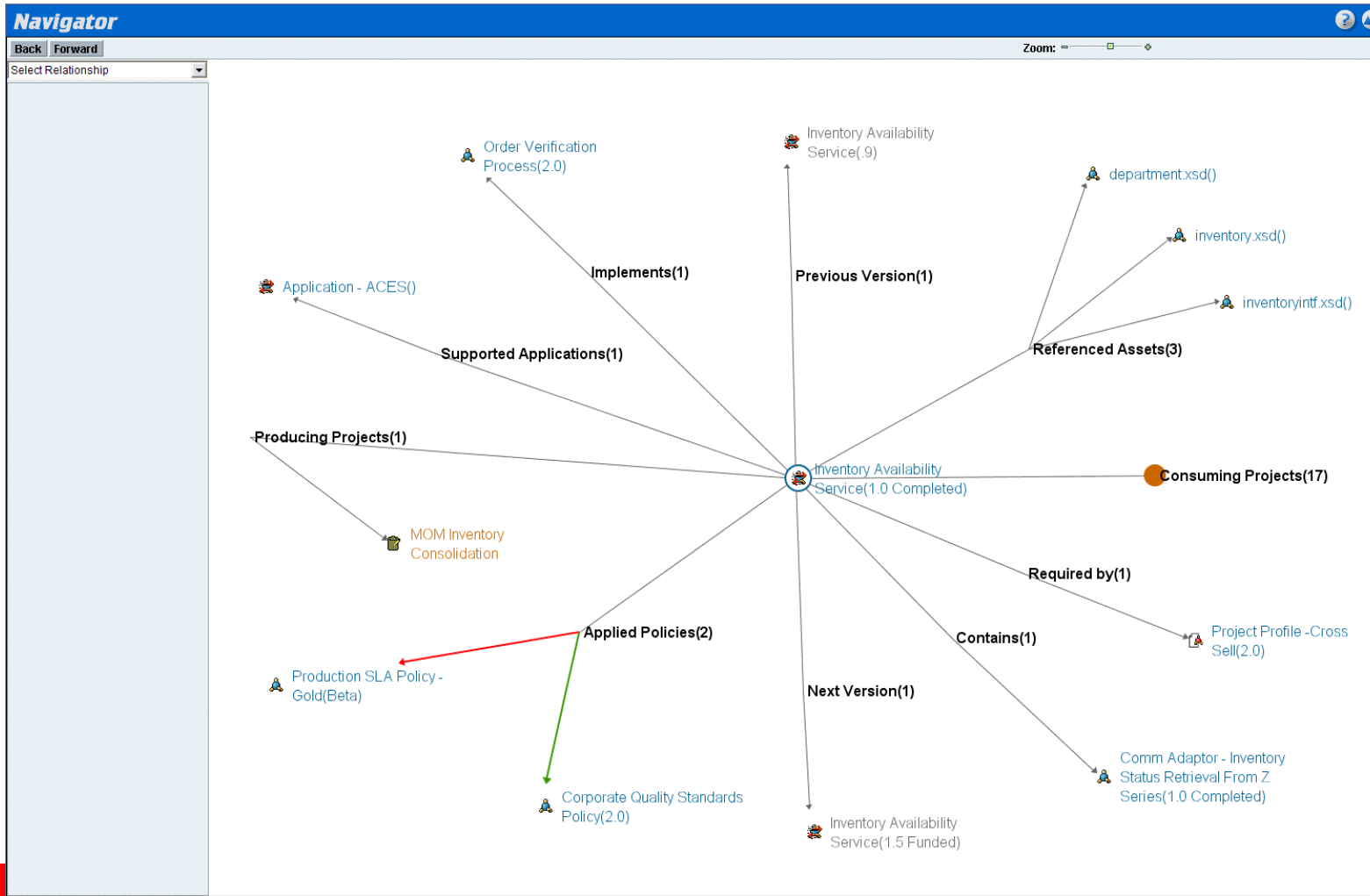
Metadata

- Best practices
- Reference models
- Usage histories
- Feedback
- Value
- Contacts
- SLA, Quality, Performance
- Documentation



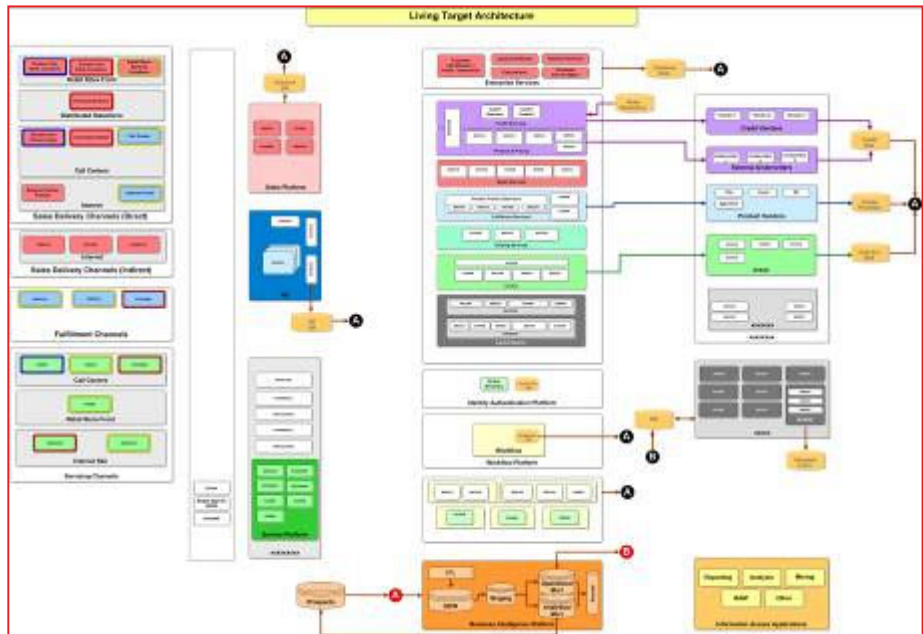
**Completely extensible, configurable without programming.
Create new assets from scratch in minutes.**

Mapping Dependencies for Impact Analysis and Traceability



Prevent Redundancy, Reduce Complexity, and Align with Business

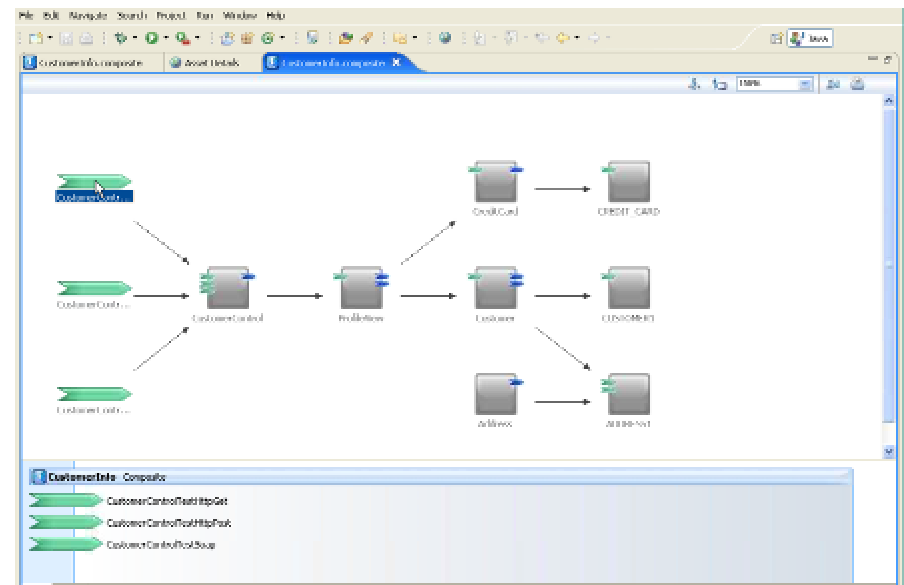
- Document services under development
 - During planning, before they are built
- Define the target architecture and service portfolio
 - Document in the repository
 - Relate to repository and registry content
 - Encourage collaboration and reuse
 - Head off duplicate efforts
 - Track progress



SOA planning and delivery in the context of business and architecture

Collecting and Sharing Metadata

- Visibility – the starting point
 - You cannot manage what you cannot see
- Metadata Interoperability Framework
 - Automated synchronization of repository with metadata sources
 - Enables standards-based composite assembly through SCA
 - Complements other automated import / introspection capabilities
 - Integrates with the SOA ecosystem
 - Oracle product portfolio
 - Third-party tools

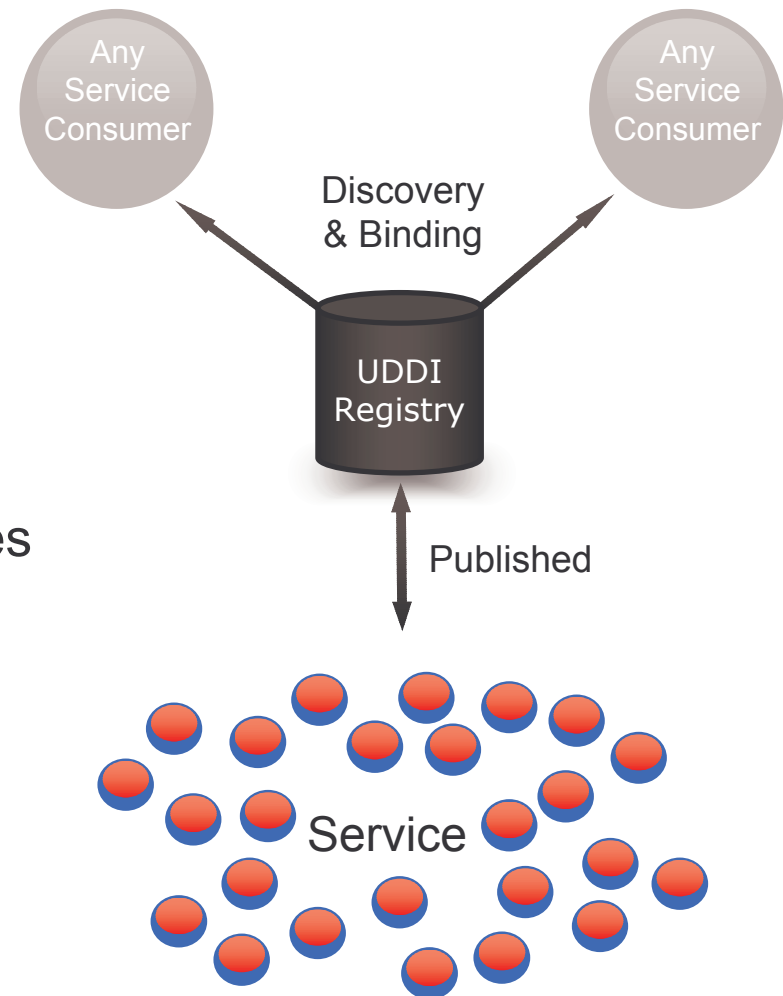


Automates the collection and maintenance of service assemblies

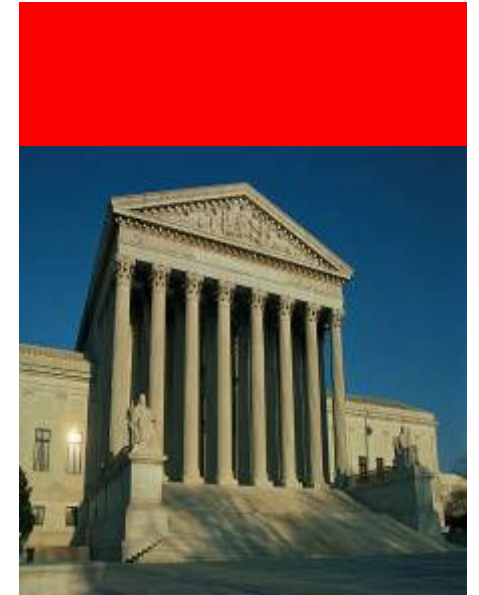
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Discovering Services at Runtime

- Comprehensive support for UDDI v3.0.2
- Catalogs data about deployed services
- Provides a standards-based mechanism for dynamic discovery at runtime
 - what service to interact with
 - how to interact with service
- Controls integrity of deployed services
- Aggregates quality of service and other runtime info for published services
- Participates in SOA lifecycle management
- Provides IT Operations with control over service provisioning



SOA Lifecycle Governance



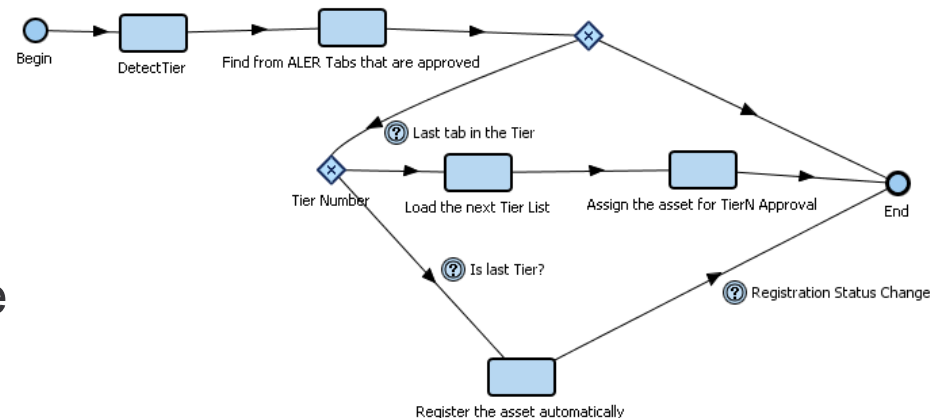
Governing the Entire SOA Lifecycle

- Metadata management throughout the entire SOA lifecycle
- Repository and registry together bridge design-time and runtime requirements
- Manage relationships and dependencies for impact analysis
- Centralize visibility and ease search
- Associate policies with services
- Automate lifecycle and approval processes



Building Trust & Reducing Risk Through Automated Workflow

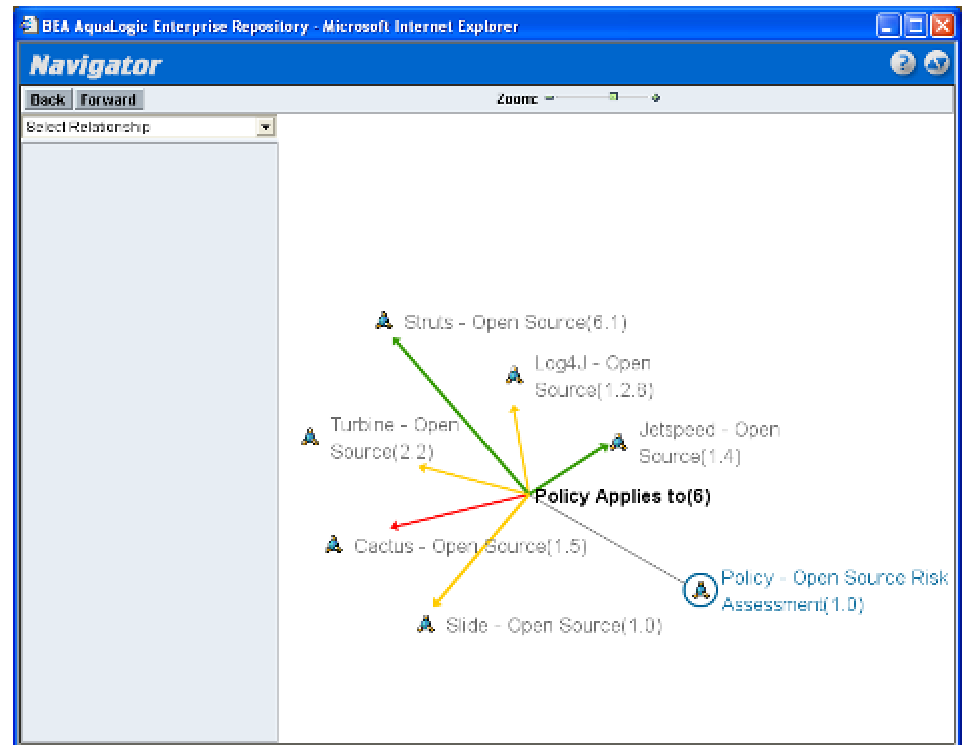
- Build confidence that services/assets are produced and consumed according to corporate standards and procedures
- Trigger events on selected changes in metadata, lifecycle stages and registration status
- Auto-assign assets to multiple, federated communities within a single repository instance
- Incorporate SOA asset portfolio management into other enterprise processes



Automate lifecycle and approval processes

Policy Management

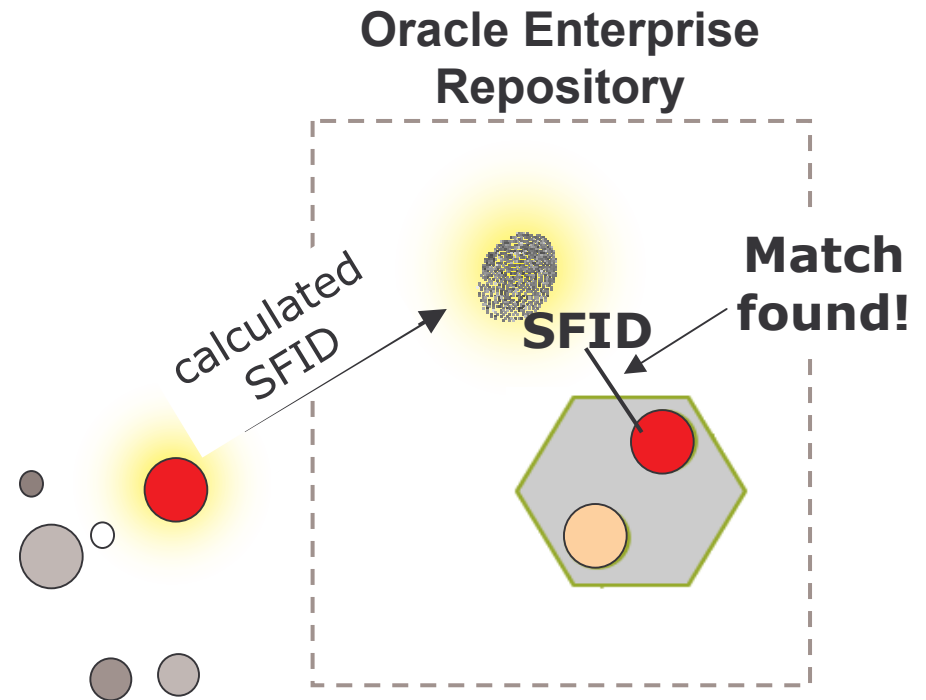
- Centralize visibility of policy artifacts, with distributed enforcement
- Discover policy assertions to be validated or enforced on particular services
- Use sample policy assets to jumpstart policy management
- Manage the lifecycle of the policies themselves
- Reduce risk in SOA transformation



The Navigator highlights status of policy compliance

Taking a Prescriptive, Systematic Approach to Service Reuse

- Define required architectures, standards, assets for reuse
 - Solutions 'kit'
 - Promote standards & head off duplication
- Push into development environment
 - No time wasted searching
 - Deliver what developers need, when they need it
- Automatically detect usage
 - Using Software File IDs (SFID)
- Track compliance and measure ROI
- Keep SOA on track, aligned with architecture



Measuring Value



Oracle Enterprise Repository Analytics

Demonstrate savings to prove the ROI of SOA

20+ reports to help you measure:

- Project Portfolio Productivity → Are projects compliant? What are they contributing?
- Asset Portfolio Management → What are the quality & status of assets?
- Asset Release Management → What's the potential impact of change?
- Performance → How are producers and consumers doing?
- Program Management → What is the program ROI and value?
- Custom reports → Progress on SOA investments

Reporting on Reuse

Example: Asset Use (by Project)

Project Name	Project ID	Department Name	Project Status	Total Project Hours
SOA Transformation Experience	50004	User Interaction	OPEN	1,500

Asset Name	Consumer	Use Date	Use Status	PNHS	Consumer Reported Value	Consumer Weighted Value	Usage Type			
SOA Web Service - Inventory Availability Service (1.1)	Todd, David	03/21/2006	IN PROCESS	240	0	240	unspecified			
SOA Web Service - Inventory Availability Service (1.1)	Wank, Don	06/05/2006	IN PROCESS	240	210	240	unspecified			
SOA Web Service - Inventory Availability Service (1.1)	Kato, Eric	06/05/2006	IN PROCESS	240	0	240	unspecified			
loanGateway1	Smith, John	02/15/2006	IN PROCESS	4,000	3,900	4,000	Reuse Through Integration (for example, use of a runtime service)			
loanGateway2 (1.0 Funded)	Smith, John	02/15/2006	IN PROCESS	300	0	300	Reference Value Only (no reuse per se -- informational)			
managerLoanReviewService	Todd, David	01/31/2007	IN PROCESS	250	0	250	unspecified			
Bill Payment Service (2.0)	Kato, Eric	05/22/2006	IN PROCESS	500	510	500	unspecified			
facilityWS (1.0)	Todd, David	07/24/2007	IN PROCESS	0	192	0	unspecified			
Instances of Use of Assets in project SOA Transformation Experience :				8	Project Subtotals :			5,770	4,812	5,770

Monitoring Compliance: A Critical Success Factor

Project Name : **Cross Sell**
 Project Status : Open

Start Date: 06/19/2004
 Closed Date:

Compliance Template in use : **Project Profile - Cross Sell (1.0)**

REQUIRED ASSETS	INITIAL USE DATE	REJECTED?	ASSET IN USE?
<u>Assets to be used</u>			
Service - Account Detail (dynamic) (2.3)		NO	NO
XML Schema - MARC (1.0)	06/19/2004	NO	YES
<u>Required Environments</u>			
Environment - Tomcat (4.1)	06/19/2004	NO	YES
Server ALPHA 73.12.4.26 (1)		NO	NO
<u>Processes to be used</u>			
Process - SCRUM (2.0)	06/19/2004	NO	YES

Compliance Template in use : **System Blueprint - WFF Store Portal (2006)**

REQUIRED ASSETS	INITIAL USE DATE	REJECTED?	ASSET IN USE?
<u>Assets to be used</u>			
Calculators (2.3 Proposed)		NO	
Contact Management (1.7 Proposed)	04/12/2005	NO	
Document Publishing (3.2 Proposed)		NO	
Inquiry (1.4 Proposed)		NO	
Loan Economics (4.3 Proposed)		NO	
Sales Lead (2.2 Proposed)		NO	NO
Universal Application (1.4 Proposed)		NO	NO
<u>Processes to be used</u>			
Consumer Account Validation Process (2.0)		NO	NO
<u>ADDITIONAL ASSETS</u>			
CRM System (7.0)	06/19/2004		
LDAP (4.0.6)	06/19/2004		

Usage of prescribed assets and standards is tracked and reported on by project

Custom Reports

Measuring the Transformation to SOA

Measuring Progress

Reference Architecture Capabilities by Portfolio

Portfolio	Priority	Total Cap.	Complete %	Investment	Funded %	Investment	Proposed (with Estimates) %	Investment	Proposed (no Estimates) %
Overall	Phase 1	29	55%	\$17,955,000.00	38%	\$4,490,000.00	7%	\$320,000.00	0%
	Phase 2	1	0%		0%		0%		100%
Customer Management	Phase 1	2	50%	\$2,520,000.00	50%	\$810,000.00	0%		0%
	Phase 2	1	0%		0%				100%
Demand Origination	Phase 1	7	57%	\$5,270,000.00	29%	\$830,000.00			
eXcontrol	Phase 1	1	0%		100%	\$590,000.00			
Leads Gen	Phase 1	3	67%	\$2,565,000.00	33%	\$380,000.00			
Money Matters	Phase 1	1	0%		100%	\$340,000.00			
Options	Phase 1	1	100%	\$670,000.00	0%		0%		0%
Order Tracking	Phase 1	3	33%	\$830,000.00	67%	\$500,000.00	0%		0%
Orders	Phase 1	3	33%	\$820,000.00	33%	\$460,000.00	33%	\$120,000.00	0%
Product Management	Phase 1	4	75%	\$2,280,000.00	25%	\$350,000.00	0%		0%
User Interface									

Progress on the completion of target capabilities appears in ALRR reports



Achieving Business Value

- **Business Agility**

- Mortgage – Move to common, governed SOA objects for flexible infrastructure to accommodate rapid growth. \$6 million in cost avoidance for initial rollout

- **Risk Mitigation**


- Diversified financial Services - Ability to track inter-project dependencies reduces risk in 25% of project portfolio

- **Revenue Growth**

- Travel – Offering Web Services based travel services to business partners to drive transaction revenue

- **Business Alignment**

- Financial services – migrate to target architecture to realize business capabilities



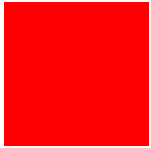
Best Practices to Jumpstart Efforts



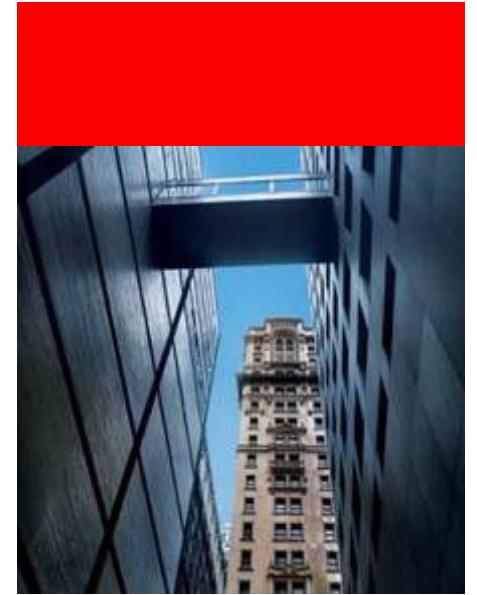
Built-in Best Practices and Templates

- Jumpstart your efforts and reduce risk
 - Out-of-the-box workflows
 - Solution packs for enterprise architecture, open source, Federal
 - Data packs
 - Sample assets, policies, metadata
 - Pre-configured asset templates
 - Reuse metrics and reporting
 - Automation throughout the lifecycle





Summary





Oracle SOA Governance Solution

Oracle Enterprise Repository and Registry

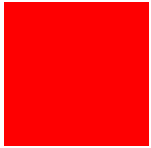
- Provides manageability and visibility of all SOA assets
- Controls design stages of SOA lifecycle
- Provides visibility into value of SOA portfolio
- Tracks progression of SOA transformation

Oracle Web Services Manager

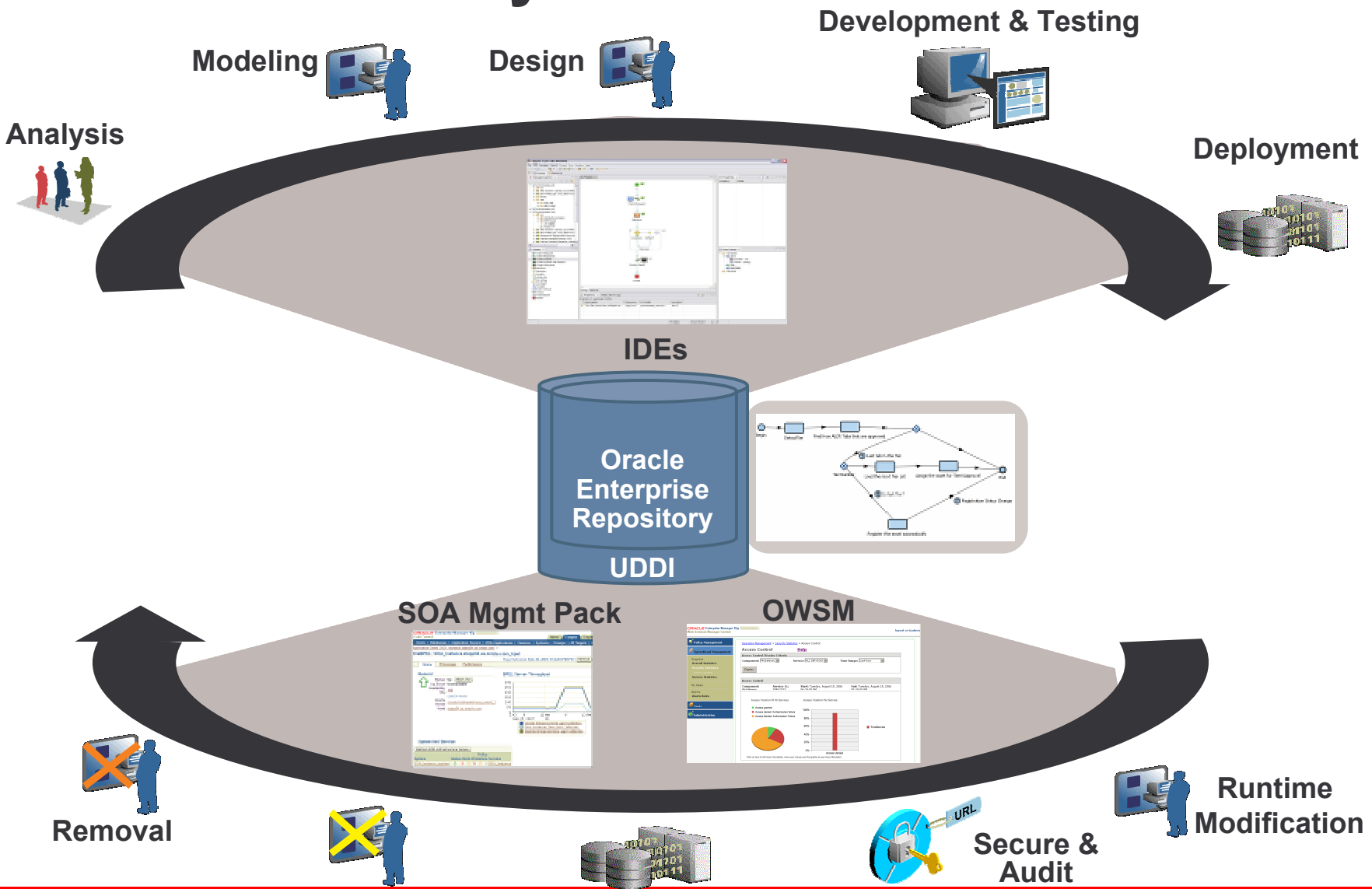
- Automates governance at runtime via policy management
- Ensures SOA operates in alignment with business and IT policies
- Supports control over reuse for shared services

Enterprise Management SOA Management Pack

- Ensures SOA operates as designed
- Monitors runtime behavior of SOA artifacts
- Provides visibility into SOA at runtime



Full SOA Lifecycle Governance



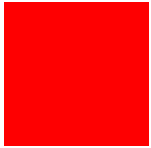


Key Business Benefits

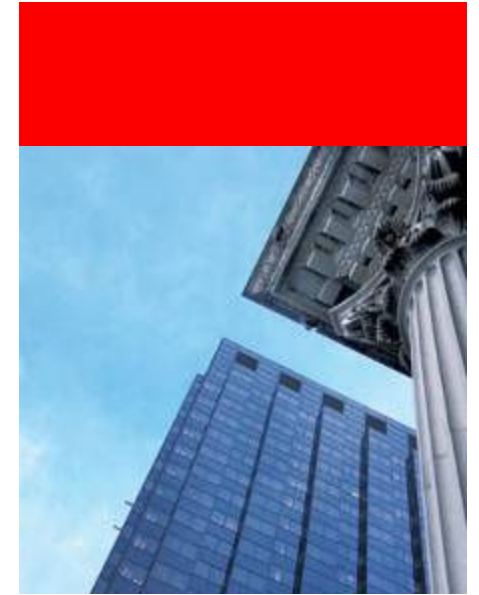
**Improves business agility and alignment
through effective, controlled SOA
deployment**

**Reduces risk in SOA transformation
and facilitates change management**

**Promotes consolidation, standardization
and reuse for cost savings**



Q&A



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