Revealing the Secrets that will Re-Energize your Services Strategies
Welcome

• Hello and welcome to our webcast in enterprise architecture. I am Peter Heller, a Senior Director, in Oracle Technology Marketing. Our topic today is “Revealing the Secrets that will Re-Energize your Services Strategies.”

• As we all know, service orientation has become an essential IT strategy supported by a wide variety of technology components. However, sometimes SOA projects face organizational barriers that prevent projects from achieving enterprise-scale and benefits.

• Today, we want to explore some of these situations and explore how, by adopting EA principles and practices, you can help your project-based services initiatives become enterprise-based initiatives.

• Our host today will discuss a comprehensive roadmap for how to make the most of your services strategy, both in terms of technology, but also critical aspects of change management to ensure that your EA guidance is successful.
The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for Oracle’s products remain at the sole discretion of Oracle.
Agenda

• The Promise of SOA
• Applying EA Principles
• Re-energizing Tips

Revealing the Secrets to Re-Energizing your Services Strategies
SOA

Breakthroughs!

Business Value
Business Agility
Responsiveness

Technology Value
Abstraction
Economics

“Leave the Past Behind”
Better, Faster, Cheaper!
The Promise of SOA

- New, Faster Development Methods
- New, Levels of Abstraction
- More Reuse, Higher Quality, Greater Flexibility
- Optimize on Commodity Hardware
- More Responsive to Business Needs
Some Shared Services Consequences

• Technology Challenges
  – Application Silos – isolation, no leverage, no reuse
  – Integration Silos – one-off integration, no leverage, reuse
  – Levels of abstraction independence overstated (Versions)
  – Cross-organizational support for service management is hard
  – Service portfolio reduced to web service management
  – No common methodology to service identification

• Business Challenges
  – Inflexible cross-organizational process ownership, evolution
  – Minimal service reuse; limited agility, flexibility
Project-Based Perspective

An Opportunity Missed?

- **Silo Challenges**
  - Limited rationalization
  - Promotes redundancy
  - No economies of scale

- **Anti-Patterns**
  - From Application Silos to SOA Silos
  - Services Sprawl
Starting an Enterprise Perspective

*Create Services based on Principles, not Policy*

- Connect with Shared Business Concerns
  - Goals, milestones, transparency, consistency

- Integrate into Enterprise Values
  - Create architecture principles that align with enterprise strategy and values
  - Deliver business services, not technology conversation
  - Be more than an architect, be accountable
Agenda

- The Promise of SOA
- Applying EA Principles
- Re-Energizing Tips

Revealing the Secrets to Re-Energizing your Services Strategies
Stakeholder Language is Necessary
Enterprise Alignment Requires Understanding

- **Communication Challenges**
  - Lack of structure and discipline limits credibility

- **Secrets Revealed**
  - Enterprise Value is on accountability, not technical architecture
  - EA Frameworks and Methodology will help
Fear of Standards and Consistency

*Limits Innovation and Autonomy?*

- Principles Empower
  - Eliminate micro-management

- Principles Motivate
  - Alignment leads to cooperation

- Rather, lack of communication undermines innovation
Too Much Enterprise Architecture?

EA is a Means to an End – not the End!

• EA Challenges
  – Too much time and analysis in current state
  – Over engineered future state

• Secrets Revealed:
  – Just Enough
  – Just in Time
Oracle EA Guiding Principles

*Prescriptive Guidance, Practical Approach*

- Create an **Architecture Vision**
- Driven by **Business Strategy** and a common set of **Architecture Principles**
- Just-Enough, Just-in-Time for solution development efforts
- Iterative and collaborative
- Reuses best practice **Business Models** and **Reference Architectures**
- Are accountable
Oracle’s “Practical” Approach

People
Oracle Enterprise Architects

Process
Oracle Architecture Development Process

Portfolio
Oracle EA Framework
Agenda

- The Promise of SOA
- Applying EA Principles
- Re-Energizing Tips
Tip: The Right Architecture Vision
Aligning the Enterprise Vision with IT

Understand the Operating Model and Strategy of the Enterprise
Create a common set of Architecture Principles
Understand stakeholder KPIs

Oracle Architecture Development Process
## Operating Model Assessment

<table>
<thead>
<tr>
<th>Business Process Integration</th>
<th>Coordinated High</th>
<th>Unification</th>
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<tbody>
<tr>
<td><strong>High</strong></td>
<td>Shared customers, products or suppliers</td>
<td>Customers and suppliers may be local or global</td>
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<td></td>
<td>Impact on other business unit transactions</td>
<td>Globally integrated business processes often with support of enterprise systems</td>
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<td></td>
<td>Operationally unique business units or functions</td>
<td>Business units with similar or overlapping operations</td>
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<td></td>
<td>Autonomous business management</td>
<td>Centralized management often applying functional/process/business unit matrices</td>
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<td></td>
<td>Business unit control over business process design</td>
<td>High-level process owners design standardized process</td>
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<td>Shared customer/supplier/product data</td>
<td>Centrally mandated databases</td>
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<td></td>
<td>Consensus processes for designing IT infrastructure services; IT application decisions are made in business units</td>
<td>IT decisions made centrally</td>
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<tr>
<th><strong>Low</strong></th>
<th>Diversification</th>
<th>Replication</th>
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<tbody>
<tr>
<td></td>
<td>Few, if any, shared customers or suppliers</td>
<td>Few, if any, shared customers</td>
</tr>
<tr>
<td></td>
<td>Independent transactions</td>
<td>Independent transactions aggregated at a high level</td>
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<tr>
<td></td>
<td>Operationally unique business units</td>
<td>Operationally similar business units</td>
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<td></td>
<td>Autonomous business management</td>
<td>Autonomous business unit leaders with limited discretion over processes</td>
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<td></td>
<td>Business unit control over business process design</td>
<td>Centralized (or federal) control over business process design</td>
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<td></td>
<td>Few data standards across business units</td>
<td>Standardized data definitions but data locally owned with some aggregation at corporate</td>
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<td></td>
<td>Most IT decisions made within business units.</td>
<td>Centrally mandated IT services</td>
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<tr>
<th>Business Process Standardization</th>
<th>Low</th>
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<td><strong>High</strong></td>
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Sample SOA-Enterprise Architecture Principles

**Business**
- Compliance with laws and regulations
- Assess IT through business value
- Enable dynamic business strategy

**Application**
- Adherence to open standards
- Common development methodology and tools
- Security and regulatory compliance

**Information**
- Secure data sharing and publishing
- Common data security layer
- All information should have a single source of truth

**Technology**
- Common mgmt platform that maximizes automation
- Resource allocations should be abstracted
- Services must adhere to consumer contract
Tip: Build a Services Foundation
Start with a Shared Services Infrastructure

• Promote shared services with a shared services infrastructure
• Align to project value
  – Reduced Risk
  – Lower Project Cost
• Critical
  – Registry / Repository Architecture
  – Security
  – Management
  – Testing

Oracle Architecture Development Process
Oracle Services Infrastructure
Rationalizing Services Infrastructure

Network
Oauth
AD, MySQL
EJB

CoRadiant
Splunk
Log4J (Audit and Log)

Munin
Nagios

Wiki, Excel

Oracle Enterprise Service Bus
Enterprise Manager
OBAM

Web Service Manager

Mediation
Security
Monitoring
Management
Governance
Discovery

Current

Future

Oracle Enterprise Service Bus
Enterprise Manager
Enterprise Repository
Service Registry
AIA FP BSR
Rationalizing Services Infrastructure

Current SOA Runtime Platform

- Jahia, EE
- SharePoint
- JSF 2.0, Java
- Memcache

- BPEL Process Manager
- Business Rules
- OB2B

- EJB
- Memcache, Enunciate

- Spring
- Hibernate

Future

- Jahia, EE
- SharePoint
- JSF 2.0, Java
- Memcache

- BPEL Process Manager
- Business Rules
- OB2B

- EJB
- Memcache, Enunciate

- Spring
- Hibernate
- Hibernate JPA

Integration Adapters

OB2B

Oracle SOA Suite

Oracle WebLogic Suite

Coherence

Presentation Services

Business Process Services

Business Activity Services

Data Services

Connectivity Services
Tip: Create a Center of Excellence

Promoting Best Practices in the Enterprise

- Provide knowledge, education, best practices, resources and most important - Leadership
- Provide enterprise architecture resources throughout project lifecycle
- Center of Excellence Core Capabilities
  - Architecture Guidance
  - Reference Architecture
  - Testing
  - Documentation & Registration
  - Contract Management
Oracle Services Reference Architecture

Service Consumers & Delivery Channels
- Employees
- Customers
- Partners
- IVR
- Mobil
- Client Apps

Composite Applications
- Web Apps
- SharePoint

Service Layers
- Presentation Services - Shared Portlets, Multi-Channel Delivery
- Business Process Services - Workflow, Service Orchestration
- Business Activity Services - Enrichment, Custom Business Services
- Data Services - Data Caching, Data Aggregation, Data Synchronization
- Connectivity Services - System Access, Messaging, Partner Integration
- Encapsulation

Utility Services

Service Enabled Assets

Non-Service Enabled Assets
- Messaging
- Adapters
- Custom APIs
- JDBC
- file://

Service Provider Assets
- COTS ERP
- Legacy
- Partners
- Content
- Ebiz Suite
- Portal
- Custom
Tip: Effective Governance
Add Value without Slowing Progress

- Good governance has a positive impact on projects
  - Reduce risks
  - Catching exceptions
  - Promoting accountability

- More leadership, less management

- Ongoing measurement and evaluation for effectiveness
  - Enforcement proportional to risk

- Governance and COE should work together to promote shared services
Governance Principles

Anticipate and Design-in Governance

People
- Business stakeholders
- Avoid the “Ivory Tower”
- Align incentives to compliance

Process
- “Just Enough”
- Integrate with corporate and IT governance
- Effective communication plan

Portfolio
- Establish an EA repository
- Portfolio and project mgmt tools
- Compliance monitoring tools
Tip: Show Value to Each Stakeholder

*Business Case throughout the Process*

- **Business**
  - Articulate value in business language
  - Align EA success criteria to executive compensation criteria

- **IT Leadership**
  - Measure the value of EA and SOA to both IT and the business

- **Project Leads**
  - Measure EA’s benefit to reduce project risk and ensure success

- **Developers**
  - Enables developers to focus on what they enjoy most
  - Provides a safety net

*Oracle Architecture Development Process*
Key Takeaways

• Leverage a practical EA Framework
• Enable sharing through an Enterprise Services Infrastructure
• Provide leadership through a Center of Excellence
• Guide governance with practical principles and infrastructure
Leverage Oracle’s Portfolio of EA Assets

People
Certified Architects, Experienced Advisors

Process
Best Practices, Practical Methodology

Portfolio
Tested Principles, Trusted Artifacts
To Learn More

• Visit [www.oracle.com/goto/EA](http://www.oracle.com/goto/EA)
  • *SOA Antipatterns White Paper*
  • *Services and EA White Paper*
  • *Oracle EA Framework*

• Blog along with our Oracle Enterprise Architects at [blogs.oracle.com](http://blogs.oracle.com)

• Attend Oracle EA and Architect Events

• Access EA Resources - Contact your Oracle Account Team
Thank You