

COMMENTS FROM PREVIOUS ATTENDEES:
"Excellent event. Ran smoothly and a pleasure to attend. The conference truly delivered against my goals – giving me insight into how to approach a SOA Strategy."
UK Hydrographic Office

SOA in Practice

Re-examining SOA in the Light of Lessons Learned

A Butler Group Master Class

3 December 2009 • Park Plaza Victoria Hotel, London

NEW FOR 2009

Every delegate will receive a related Report.

Speakers include: Butler Group's Practice Director, a Senior Analyst, and an Invited Case-Study Speaker.

Benefits of attending

- 100% independent content (industry sponsorship of these events is not permitted).
- Provides access to Butler Group's many years of cross-industry expertise in many major technology and strategy areas.
- Information sharing between groups is key and our smaller audiences facilitate greater networking opportunities.

Event Format

Formal Presentations

Butler Group's BPM Practice Director and a Senior Research Analyst will present the latest research and analysis on SOA in Practice. This enables you to gain a perspective on how the topic under discussion will impact your organisation.

Questions & Answers

You have opportunity to comment on and ask questions about the material covered at the end of each presentation, often leading to lively debate.

Case Studies

We invite carefully selected senior executives from end-user organisations, or independent domain experts, to share with you their practical experiences in developing the strategy or technology under discussion.

Networking

An important part of the Master Class is the opportunity for you to network with your peers, and to exchange thoughts and experiences on the topic under discussion. This takes place both during group discussions and on a one-to-one or one-to-few basis during breaks.

Benefits

In the context of current recessionary pressures, many businesses need to re-evaluate the products and services they offer and the manner of delivering these to their customers. SOA provides a vital capability to deliver the needed agility within the supporting IT systems. This Master Class is structured to provide an understanding of the best approach to adopting SOA, the types of technology that are needed, and the means of governing the implementation to ensure long-lasting benefits.

We strongly recommend that by involving several people from your organisation in the event (from both business and IT backgrounds) you will get a head start in evolving your IT infrastructure towards a Service Oriented Architecture-business platform.

Key Themes

- Costs, business justification, and the impact of recession.
- Ensuring that early projects create a foundation for further adoption.
- Identifying the minimum technology capabilities and those that will be required in a mature deployment.
- Ensuring that ongoing changes will not destabilise the SOA initiative.
- Keeping SOA aligned with business requirements through effective governance.
- Performance Considerations for SOA.

Agenda

09.15 – 09.45 **Registration**

09.45 – 09.55 **Introduction to the day**

09.55 – 10.40 **Making the Business Case for SOA Investment: Vuc Trifkovic, OVUM Butler Group**

This session will benefit both those just contemplating getting started with an SOA initiative, and those that have implemented an IT-driven proof of concept (or pilot) project and now need to build a business case for further investment. It will discuss the types of business requirements that will be addressed more effectively through the use of SOA. It will discuss the typical cost range of SOA projects and discuss the issues around creating a Return on Investment (ROI) model. It will also discuss the benefit of adopting a methodology to guide the implementation, and the alternatives for acquiring the new skills that are needed.

10.40 – 11.15 **Service Design – The Most Fundamental Success Factor: Rob Hailstone, OVUM Butler Group**

The ongoing value of any SOA implementation is dependent upon the provision of services that represent real business activities that have the potential for reuse in many different scenarios. This session will describe the challenges faced in service design and the different approaches that can be used separately or in combination. The impact of different levels of service granularity on performance and on usability will be described. The need to establish the design authority and usage ownership of each service will be discussed, along with the need to control the spread of service redundancy.

11.15 – 11.35 **Coffee Break**

11.35 – 12.15 **Elements of the SOA Infrastructure: Rob Hailstone, OVUM Butler Group**

The technology requirements for a successful SOA deployment will be described, detailing the minimum technology likely to be needed in a small-scale project and the additional components that are likely to be needed as the implementation deals with more complex requirements. It will discuss the implications of alternatives to the established Web services standards (WS*) such as REST, .NET, or Java and give guidelines for their use.

12.15 – 12.30 **Learning from Other People's SOA Experiences: John Moe, Tori Global**

Although we learn best from our own experiences, it is less painful to learn from other people's. This presentation will take you through John Moe's experiences with some of the early adopters of SOA, and what lessons can be learnt to help you avoid the same mistakes and understand some of the best practice developing around SOA.

12.30 – 13.30 **Lunch**

13.30 – 14.10 **Limiting the Impact of Changes: Rob Hailstone, OVUM Butler Group**

The need for business agility is all about accommodating change. SOA provides the ability to isolate the impact of changes so that overall stability and productivity can be achieved in the long term, even when the environment becomes very dynamic. However, this lasting benefit will only be achieved if the methodology assures that the appropriate level of abstraction is used. There are multiple opportunities to use abstraction for business benefit in the orchestration of services, the execution of business rules, the detection of complex event scenarios, the implementation of business policies, etc., and the appropriate use of these approaches will be outlined.

14.10 – 14.45 **SOA Governance: Rob Hailstone, OVUM Butler Group**

The implementation of strong governance will differentiate organisations that achieve long-lasting business benefit from SOA from those that see only short-term improvements followed by increasing complexity. The session will describe the stages of the SOA lifecycle and the types of governance that should be applied at each stage. The types of technology available to assist in each phase will be described. It will discuss the minimum governance requirements that should be implemented for early projects in order to ensure a strong foundation for later, more demanding deployments. It will show the relationship of SOA governance to both business and IT governance initiatives.

14.45 – 15.05 **Tea Break**

15.05 – 15.45 **Performance and Security Considerations: Rob Hailstone, OVUM Butler Group**

Overall performance issues will be discussed, along with the implications this has on service and infrastructure design. The manner of implementing security will be described in more detail, along with the associated standards, and the impact of security on performance will be described. Design and technology approaches to working around performance issues will be discussed.

15.45 – 16.15 **SOA's Relationship with other Initiatives: Vuc Trifkovic, OVUM Butler Group**

Several other IT initiatives are able to exploit the capabilities of SOA. The most frequently discussed is Business Process Management, however, event-driven architectures, Master Data Management (MDM) and Master Content Management (MCM), Event-Driven Architectures (EDA), Cloud computing, Software as a Service, and Web 2.0 all have their places in IT strategies, and all benefit from the SOA foundation. These relationships and the benefits brought by SOA will be discussed.

16.15 – 16.30 **Q&A**

16.30 **Close**

Overview

The primary purpose of SOA is to make IT more adaptable to changing business requirements. In the context of the current recession this promotes SOA to the role of one of the survival technologies that will enable businesses to adapt to the changing markets and to exploit the opportunities that will arise. Many substantial organisations now have some experience of deploying SOA, and naturally there are mixed reports as to its success. On the positive side we hear of more effective business processes, more responsive IT, and improved integration of legacy applications. On the negative side we hear of increased complexity, less than expected re-use of services, and difficulty cost-justifying the investment.

This Master Class will re-examine the current status of SOA and describe how to position it as a strategy to maximise the benefits and avoid the pitfalls.

SOA

SOA is an architecture for enabling and encouraging the reuse of business logic. It provides a framework for the assembly of components of business logic into various composites that directly meet the changing requirements of the business. SOA is currently enjoying a high profile and high adoption rate as businesses come to terms with the need for a more agile infrastructure without having to commit to the mass-replacement of existing application systems.

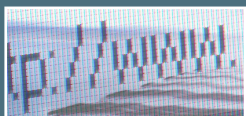
Physically, SOA requires application functionality to be exposed as technology-neutral services that can be invoked by sending an appropriately-formatted message, and which will respond with a further message. The infrastructure to support SOA is therefore largely concerned with the management of these messages: intelligent routing to ensure the message reaches the right endpoint; transformation services to ensure that the message may be converted to the appropriate format; reliable messaging to ensure that any transient failures are managed automatically; and orchestration to ensure that services are initiated in the correct sequence depending on the result of prior service requests.

Logically, SOA is more about designing services that map to business activities, and which can be reused in several different scenarios. This requires close cooperation between business analysts and IT staff, with support in the form of modelling tools that are integrated with the development and deployment environment.

SOA deliberately sets out to avoid the need for the expensive and risky replacement of critical systems by building, where relevant, on top of existing IT investments. However, SOA will still represent a significant investment for an organisation, and the decision is one that should be made by the business in conjunction with IT so that the benefits required to justify this investment can be targeted.

Butler Group Subscribers are entitled to a discount at our Master Classes.

Five easy ways to register for these events:



To book on-line, please visit:
www.butlergroup.com/masterclasses.asp



Post this form to:
Butler Group,
Shirethorn House,
37/43 Prospect Street, Hull,
HU2 8PX, UK



Call us on:
+44 (0)1482 608390*
*Written confirmation is required for telephone registrations



By e-mail to:
registrations@butlergroup.com



Fax this booking form to:
+44 (0)1482 586180

MASTER CLASSES ALSO AVAILABLE IN-HOUSE

COMMENTS FROM PREVIOUS ATTENDEES:
"Informative, impartial and smoothly run with excellent materials. Lively and enjoyable interactions between presenters and the group."
Principal Business Consultant, IPL Ltd.

Booking Details

Butler Group subscribers are entitled to a discount. Detailed below. Discounts are also available for universities and registered charities. Please contact Andrew Wright for further details on: +44 (0)1482 608390 or e-mail: andrew.wright@butlergroup.com

I would like to attend the SOA in Practice Master Class on 3 December 2009 in London. Please complete the table below.

| Option | Cost | Total |
|---|--------|-------|
| 1 Delegate (Non-subscriber) | *£1195 | |
| 2 Delegates (Non-subscriber) | *£1795 | |
| 1 Delegate (Subscriber) | *£995 | |
| 2 Delegates (Subscriber) | *£1595 | |
| Sub Total: | | |
| VAT @ 15%: <small>(applies to UK events only)</small> | | |
| Total: | | |

*All above prices are exclusive of VAT at 15%

Contact Details

Salutation: Name:

Position:

Company:

Address:

Post code:

E-mail:

Phone:

Fax:

2nd Delegate Details

Salutation: Name:

Position:

E-mail:

3rd Delegate Details

Salutation: Name:

Position:

E-mail:

Payment Details

Please debit my MasterCard/Visa/Delta (please specify):

Card type:

Name on Card:

Card No:

Start Date:

Security Code: Signature:

Cheque Enclosed – made payable to Butler Direct Ltd.

Please invoice my company: PO No:

Cancellation and Substitutions

- Should you be unable to attend the event, a substitute is welcome at no extra charge. Notification of any substitutions must be communicated to Butler Direct Ltd. prior to the event.
- Cancellation within 21 days of the event will require payment of 100% of the attendance fee. Notification of cancellation must be made in writing to Butler Direct Ltd.

Terms and Conditions

Where applicable, completed registration forms will be invoiced immediately and payment must be received on or before the due date. The due date is deemed to be 30 days from the date of invoice, or in the case of the event being earlier, no later than the date of the event. All fees are payable in full prior to the event unless otherwise agreed in writing with Butler Direct Ltd., an unpaid invoice may result in your registration being cancelled and refusal of admission to the event.

To book your place, email: conferences@butlergroup.com or call: +44 (0) 1482 608 390