



Where SOA Means Business™

“At first I told my executive team, don’t worry about SOA. It’s just an IT infrastructure productivity tool. You don’t need to know. Well, I learned something. You actually changed my mind on where SOA works within the organization, it is not just an infrastructure productivity tool for IT, it is a business agility strategy”

CIO of Fortune 100 Corporation during SOA Consortium Executive Summit

The SOA Consortium is a new SOA advocacy group comprised of end users, service providers, and technology vendors, committed to helping the Global 1000, major government agencies, and mid-market businesses successfully adopt SOA by 2010.

The SOA Consortium mission, strategies, and tactics center on the following premises:

- Service-oriented architecture adoption is a key enabler for the 21st century enterprise
- Achieving the benefits of service-oriented architecture requires significant changes for both IT and business executives
- Service-oriented architecture is perceived by business executives as an IT integration and productivity story, but it is really a business agility story
- Enterprise SOA practitioners would greatly benefit from a vibrant practitioner community to drive local, business-driven, SOA success, and to spur broader enterprise, and industry-wide, SOA adoption.

■ Mission

The SOA Consortium mission is to **“Promote and enable business agility via Service Oriented Architecture to allow businesses to compete, innovate and thrive.”**

■ Goals

The SOA Consortium is working to achieve the following goals by 2010, that:

- 75% of the Global 1000 self-proclaim SOA Success
- 75% of Major Government Agencies self-proclaim SOA Success
- 50% of mid-size businesses self-proclaim SOA Success

The SOA Consortium defines SOA Success in terms of business value generation, business agility, IT agility, IT productivity, and business and IT collaboration.

■ Strategies

In support of the SOA Consortium’s mission and goals are three strategies:

Promoting Business-Driven SOA—“Executive Suite SOA”

The Promoting Business-Driven SOA Strategy is focused on building awareness amongst C-level executives on the costs, benefits, challenges and success factors of moving to a Service-Oriented Architecture.

This strategy employs an “influence the influencer” model. The SOA Consortium works directly with CIOs, CTOs, Business and IT Influencers, and Business and IT Trade Groups, who carry forward the message of business-driven SOA to the executive suite.

Generating Business Value from SOA—“Business Operations SOA”

The Generating Business Value from SOA strategy is focused on building awareness and linkages between business operations and information technology professionals on approaches for using SOA to achieve business goals including the enablement of business process improvement initiatives (e.g., BPM, Six Sigma, LEAN etc.)

Key constituents for the activities and deliverables of the Generating Business Value from SOA strategy include business process owners, business operations managers, BPM project champions, Six Sigma/LEAN/Agile practitioners, business project managers, business analysts, business architects, and IT project managers.

Executing Business-Driven SOA—“Ground Floor SOA”

The Executing Business-Driven SOA Strategy is focused on Architects (enterprise, solution, domain, operations), and Senior Development and Delivery Managers (project, portfolio, quality) who need to understand how to sell, transition to, develop, exploit and support a SOA in practice.

The central tactic is a Community of Practice (COP), supported by SOA Consortium events and publications aimed at the COP and their constituents.

■ SOA Consortium Public Outreach

In addition to the three strategies, the SOA Consortium conducts research, publishes reports and articles, issues newsletters, holds meetings and produces web casts to promote business-driven SOA awareness, practices and success stories.

■ Membership

SOA Consortium founding enterprise members are Fortune 200 companies in Financial Services, Travel and Real Estate, and Retail. Founding sponsors are Cisco Systems, IBM, and SAP AG. Organizations interested in joining the SOA Consortium should fill out the form located at our website. A full membership list is also available online.

www.soa-consortium.org/ml

All organizations are welcome to participate. For more information, visit the SOA Consortium website: www.soa-consortium.org.

The SOA Consortium is managed by the Object Management Group. The SOA Consortium is a time-boxed organization, with an end date of 2010.
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