

## Background

The SOA Consortium is a Service Oriented Architecture (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 21<sup>st</sup> 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, rather than 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.

The SOA Consortium is a time-boxed organization, founded in January 2007, with an end date of 2010.

## Sponsors

Cisco Systems\*  
IBM\*

SAP AG\*  
Sparx Systems

Sun Microsystems

\*Denotes Founding Sponsor

## Members

SOA Consortium founding enterprise members are Fortune 200 companies in Financial Services, Travel and Real Estate, and Retail. As of February 2008, the SOA Consortium has over 80 member organizations.

## Tagline/Motto



## Mission

Promote and enable business agility via Service Oriented Architecture to allow businesses to compete, innovate & thrive.

## Vision/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

### PROMOTING BUSINESS-DRIVEN SOA – “EXECUTIVE SUITE SOA”

**Description:** 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.

#### High Priority Tactics

1. Conduct & Publicly Report on CIO Summits
  - Featuring Case Studies and Roundtables
  - Initial Summits: SOA Consortium Validation & Roundtable
2. Business Focused Case Study Forum
  - Real-World Stories
  - Business Scenario, Metrics, Best Practices, Key Lessons
  - Written and Presented
3. Influence the Influencers on Service Oriented Architecture’s Fit with 21<sup>st</sup> Century Business – Academic Press, Premier Management Consultants, Business Press and Leading Academics
4. Publish Business-IT Bridging Articles
  - Service-Orientation for Business Readers
  - Business for IT Readers
5. Infuse Future Workforce - Evangelize Service Oriented Architecture related curriculum for Business and Computer Science Schools
  - Business Value of SOA for Business Students
  - Business Awareness for Technologists

#### Low Priority Tactics

6. Business Agility Award – Recognizing Best Business Agility powered by Service-Orientation
7. Publish SOA Consortium branded content that highlights Industry (Vertical) Business Scenarios, and/or General Business Patterns, that benefit from SOA.
8. Publish SOA Consortium branded “napkin drawing” that positions SOA in the broader IT and Technology context (BPM, Virtualization, EDA, SaaS, Web 2.0, Office 2.0, Enterprise 2.0, Green IT)
9. Conduct and Publicly Report on SOA related End-User (member) surveys.

**GENERATING BUSINESS VALUE FROM SOA – “BUSINESS OPERATIONS SOA”**

**Description:** 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.

**Proposed Tactics**

1. Educate and promote the value of SOA in a business professional’s context – using industry specific business scenarios
  - Demonstrate service-oriented and business process management concepts using business-friendly process models
  - Discuss how employing SOA and BPM concepts enables business optimization and agility
2. Identify and document touch points between business process improvement techniques and SOA
  - Document key terminology
  - Create alignment matrices
  - Create process improvement/SOA syllabus
3. Develop approaches to implement “process improvement enabled by SOA” (Initial focus on BPM)
  - Collect and review business cases
  - Identify best practices and lessons learned
  - Create approach documents
4. Produce thought leadership pieces communicating “process improvement enabled by SOA”
  - Case studies
  - Best Practices
  - Lessons Learned
5. Participate in BPM community events to communicate and refine key messages
6. Establish a community of thought and practice leaders to select and repeat process for other process improvement techniques

## EXECUTING BUSINESS-DRIVEN SOA - "GROUND FLOOR SOA"

**Description:** 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.

### Tactics

1. Establish a vibrant practitioner community to drive local, business-driven, SOA success, and to spur broader enterprise, and industry-wide, SOA adoption. The practitioner community has two major activities, an open practitioner forum and working groups.

**Open Practitioner Forum** – The practitioner forum provides an environment for the open exchange of ideas, opportunities and challenges posed by real-world SOA adoption. A practitioner can bring an idea, deliverable, or problem to the forum to glean insights from peers. The forum will be conducted online, via phone, and be a standing agenda item at quarterly SOA Consortium meetings.

**Practitioner Working Groups** - The practitioner working groups are collaborative efforts to produce artifacts architects can use in their environments. Examples include planning tools, templates, best practices, bad practices, methods, success and failure stories, tips and patterns.

Working Groups:

- a. **Enterprise Architecture 2010 Working Group** – The evolution of enterprise architecture organizations, architects, and practices in today's business-driven, service-oriented world.

The Enterprise Architecture 2010 working group is emphasizing:

- The role of enterprise architecture in organizations
  - The attainment of non-technical traits and skills (leadership, influencing, business communication, business of IT knowledge and business architecture)
  - High-level enterprise architecture practices
  - The relationship of enterprise architecture and business architecture
- b. **Blueprinting SOA Working Group** – Blueprinting SOA including Readiness, Service Design, SOA Solution Architectures, SOA Runtime, SOA Security, Information Architecture, and architecture patterns.
  - c. **SOA Knowledgebase** - Work with other industry organizations (standards and non-standards) to provide a single access point for SOA related standards.
  - d. **SOA Methodology Working Group** – Facilitate the collection and dissemination of best practices, methods, patterns, anti-patterns and models from industry practice experts. The resultant collection could form the basis for, or comprise, an 'end-to-end' SOA methodology.

Industry Practices areas include:

- Six Sigma
- MDA
- Agile
- BPM
- LEAN
- PMP
- ITIL

2. Host public think-tank style events for SOA practitioners
  - Mix of presentations and roundtables
  - Agendas will reflect items of interest from the practitioner community working groups.
3. Publish SOA Consortium branded content to guide SOA Execution Success – Practitioner Community Produced, SOA Consortium Event Findings, SOA Consortium Member Content, SOA Consortium Leadership Content, and/or Sponsored Content
4. Coordinate the sharing of information with standards organizations and other communities:
  - Federal Architect Council
  - FSTC SOA Working Group
  - Industry Advisory Council SOA Working Group
  - Integration Consortium
  - OASIS
  - OMG SOA SIG
  - Open Group
  - W3C

### **SOA Consortium Public Outreach**

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