

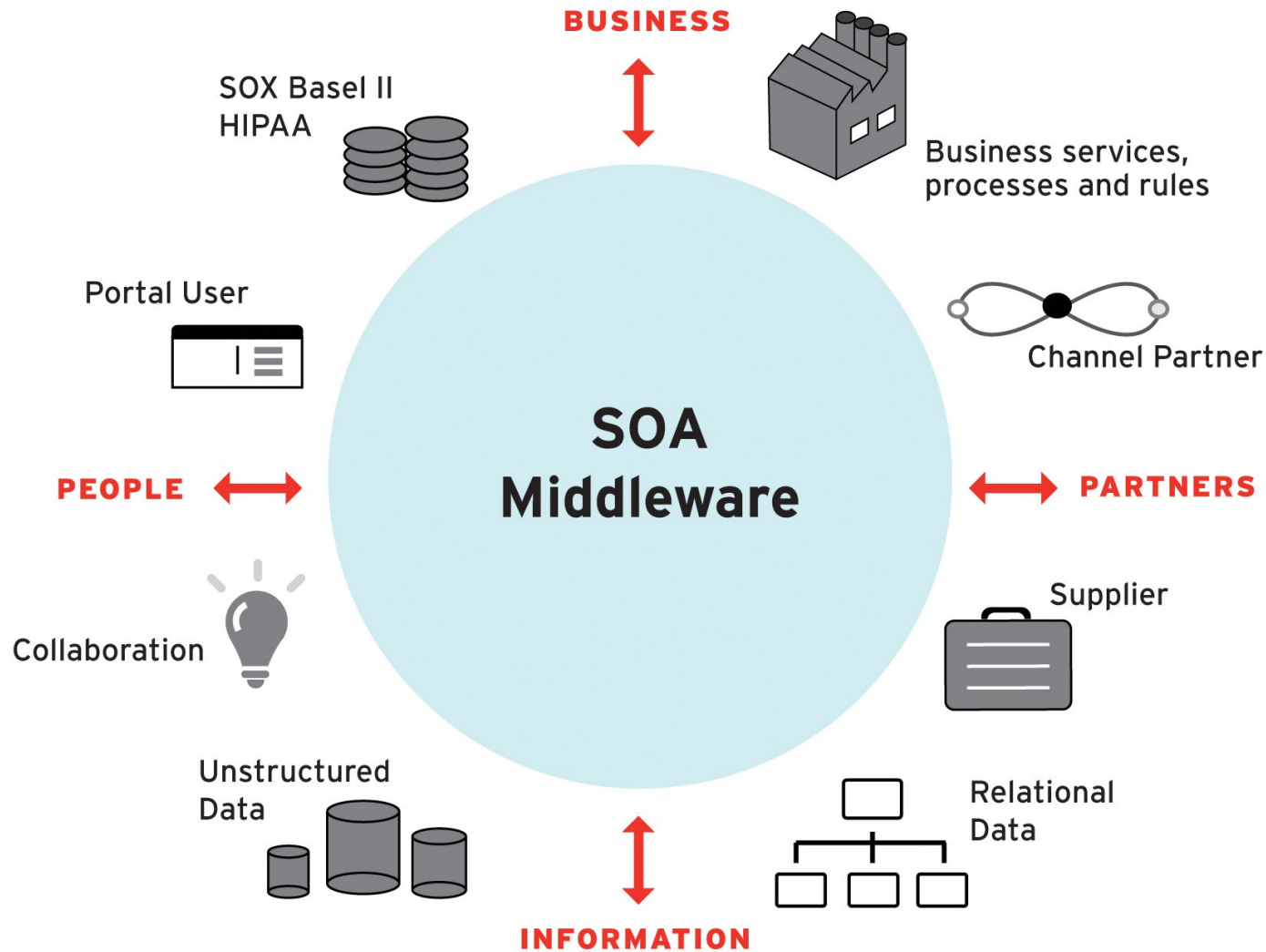


Open Source SOA Strategies and Value

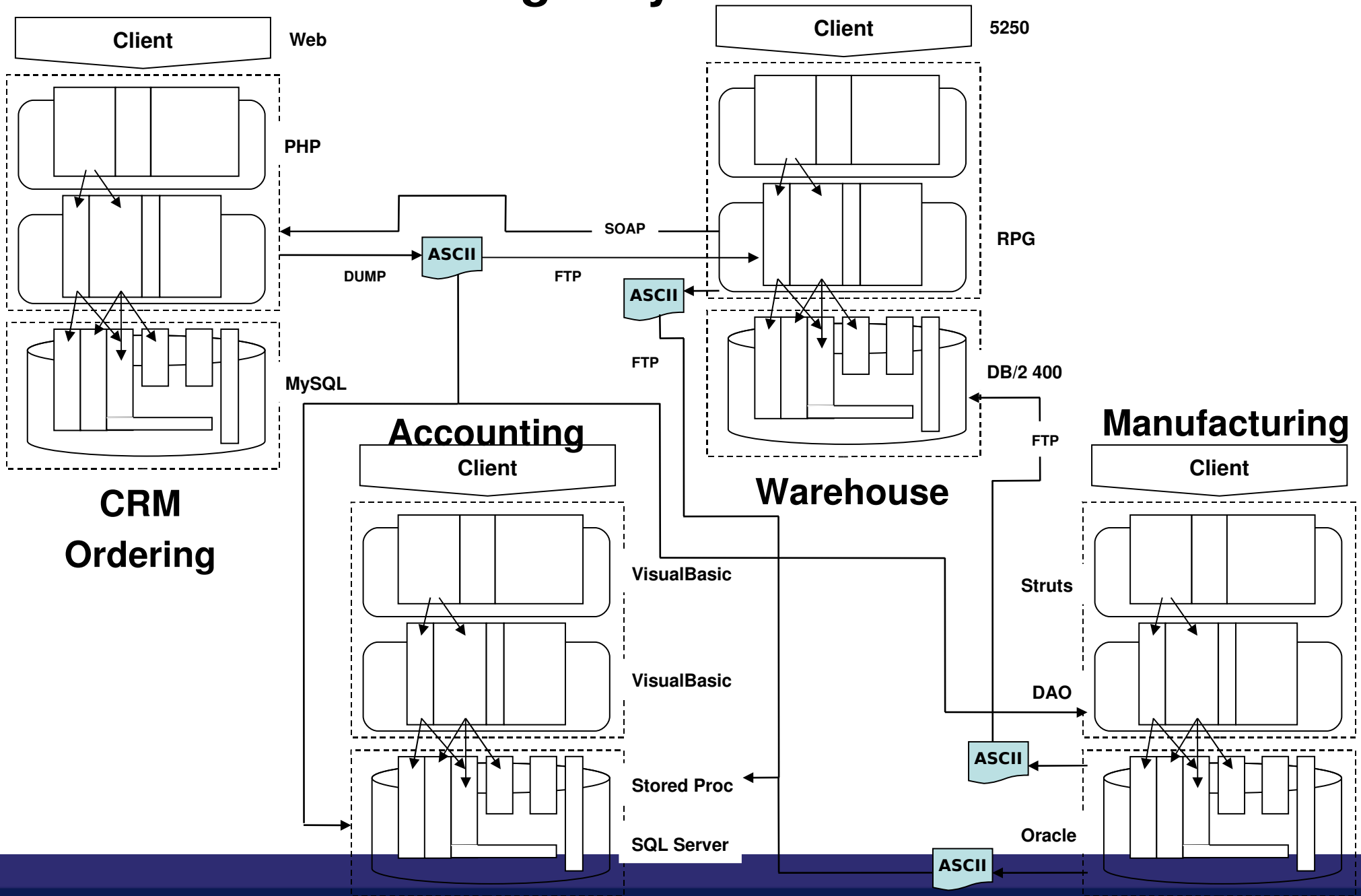
Pierre Fricke

Director, SOA Product Line Mgmt, Red Hat

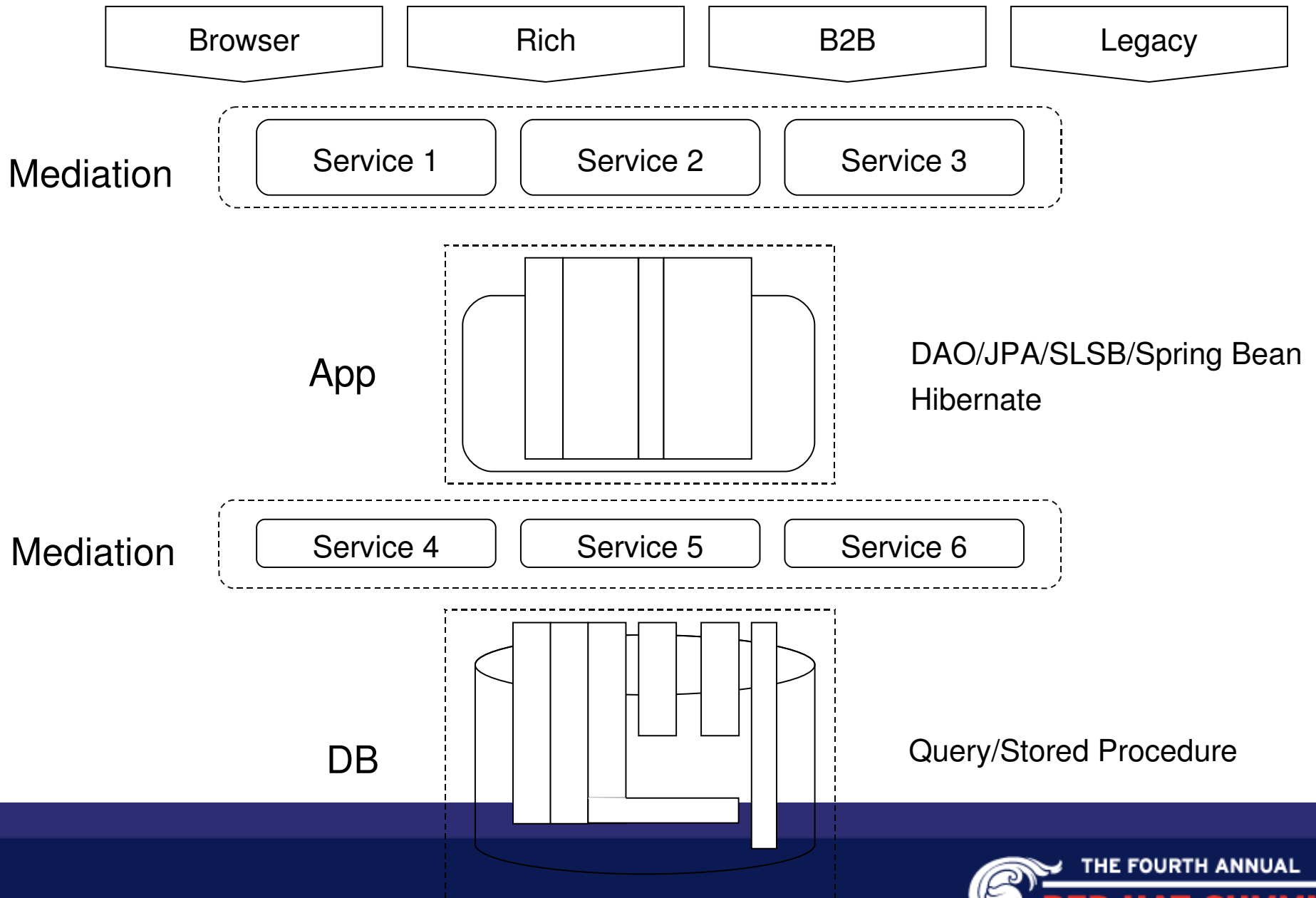
Value Chain Integration Challenge



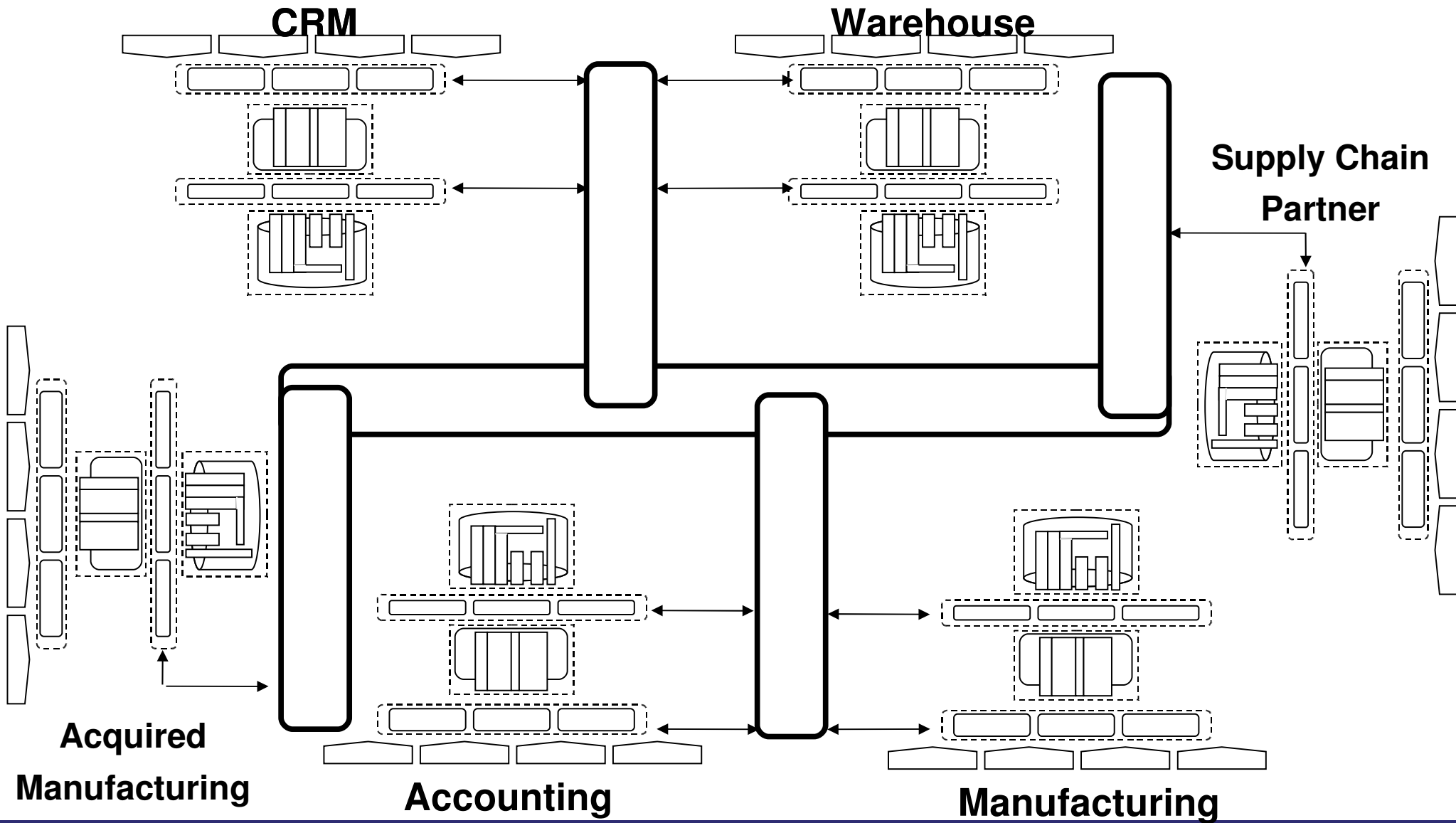
Silo Purgatory



Intermediate those Silos



SOA via ESB – The Anti-Silo



Why SOA?

Because a single business change can spur 10x – 50x IT

changes

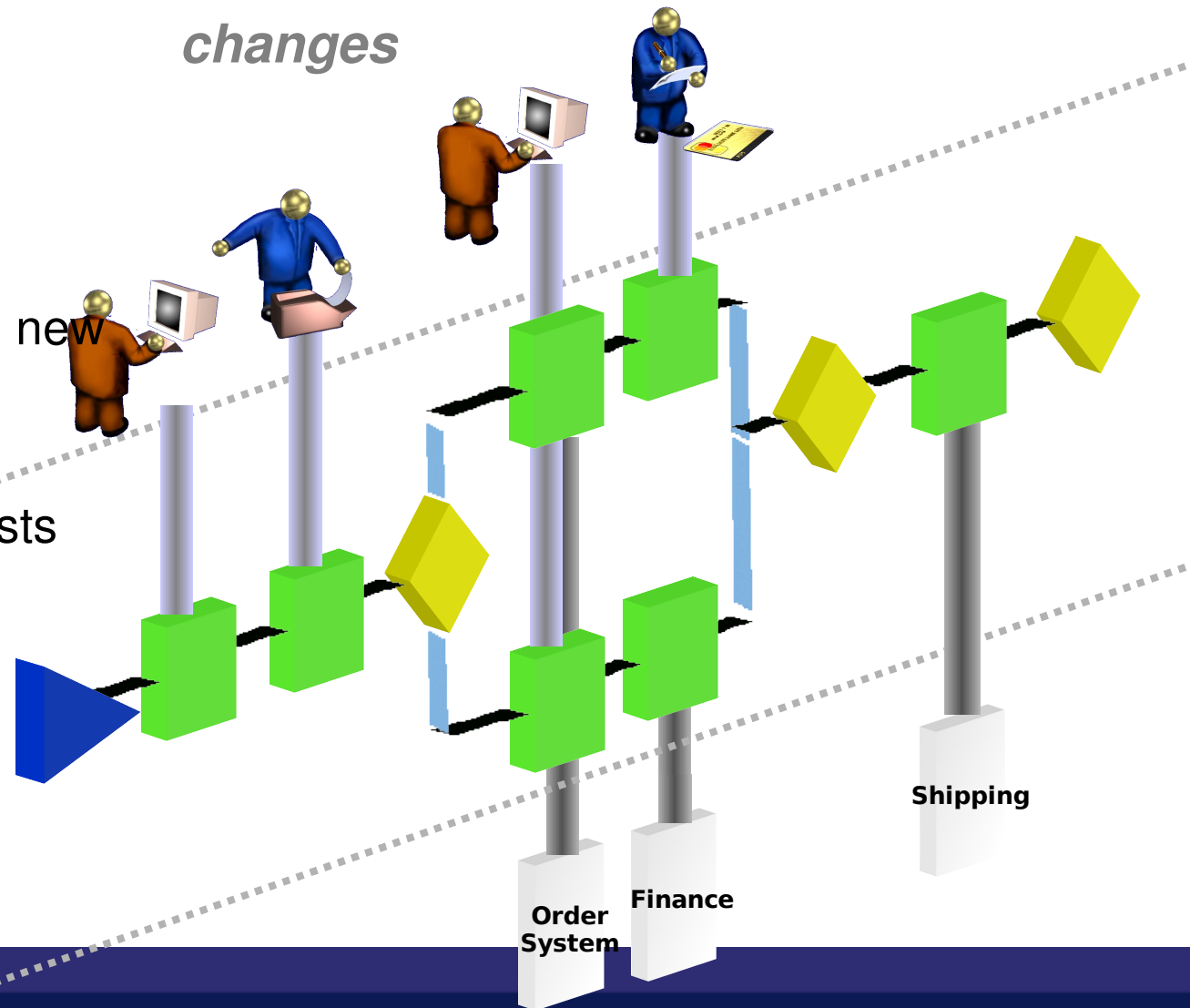
Benefits of SOA include:

- Easier integration
- Faster time to market with new applications
- Reduced development costs
- Rapid component reuse

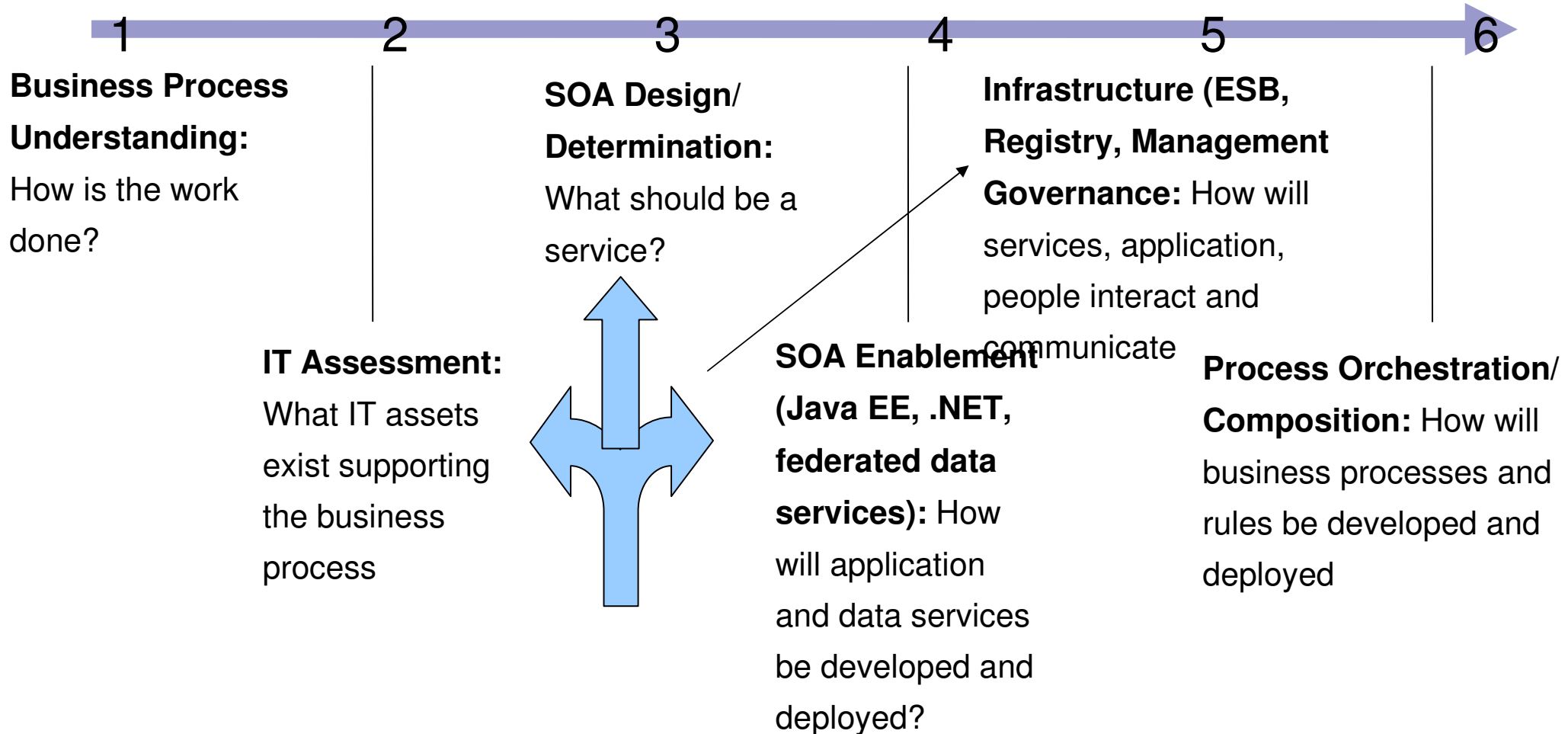
Key Driver:

Business Process

Automation



Stages of SOA Evolution - 2008



JBoss Enterprise SOA Platform

Early Adopter – Swedish RR

- Passenger railway company for Nordic countries
 - 100K passengers/day; 350 destinations; \$1 billion revenue
- WebSphere customer – performance problems
 - Went with JBoss AS – 700% performance gain
- Now: Integrate ticket sales with eBay auctions+other
- Solution: Ticket not sold; Xfer to ESB into eBay
 - Auction closes 6 hours before departure
- Benefit: Improved train utilization and sales
- Flexibility & Growth: Adding millions of SMS messages into ESB deployment

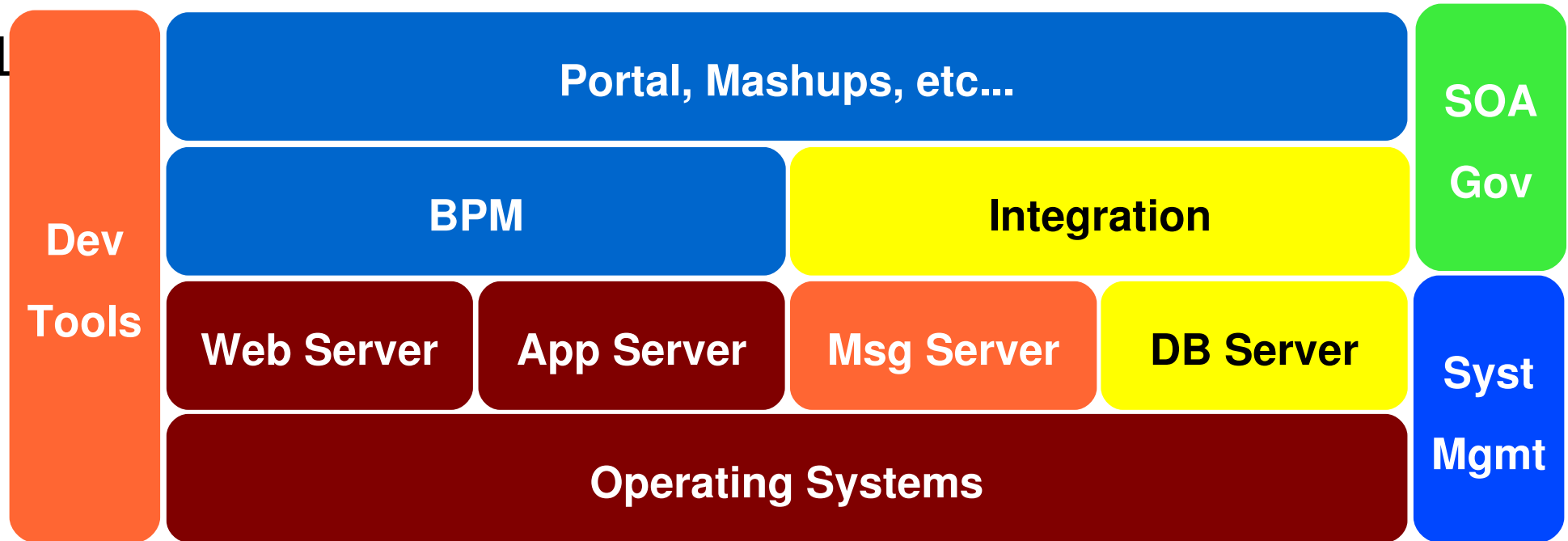
JBoss Enterprise SOA Platform

Early Adopter – North State Communications

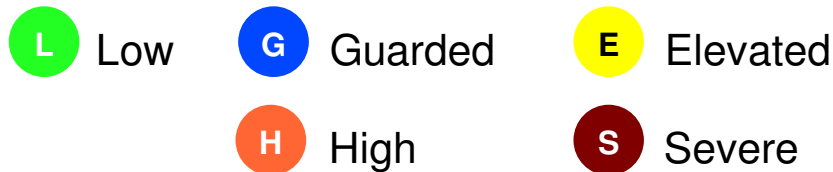
- North State is a more than 100 year old regional telecom
 - Competition: Mule, ServiceMix, JMS Messaging
- Problem: Billing system transformation
 - Accommodate growing demand for next gen services
 - Implementing telecom services - manage nuances of configuring and tracking different equipment at a neighborhood level
- Projects: Automated Design and Assign and Flow Through Provisioning
- Solution: JBoss SOA Platform (ESB, jBPM)
 - Integrate applications and drive the workflows
- Benefits: Improved business execution, higher customer satisfaction, greater revenue and profit

2008 OSS Market Directions

- Open Source Dominates Lower Stack, Dev Tools, Messaging
- Powering Significant Enterprise Use Cases in Integration, Database

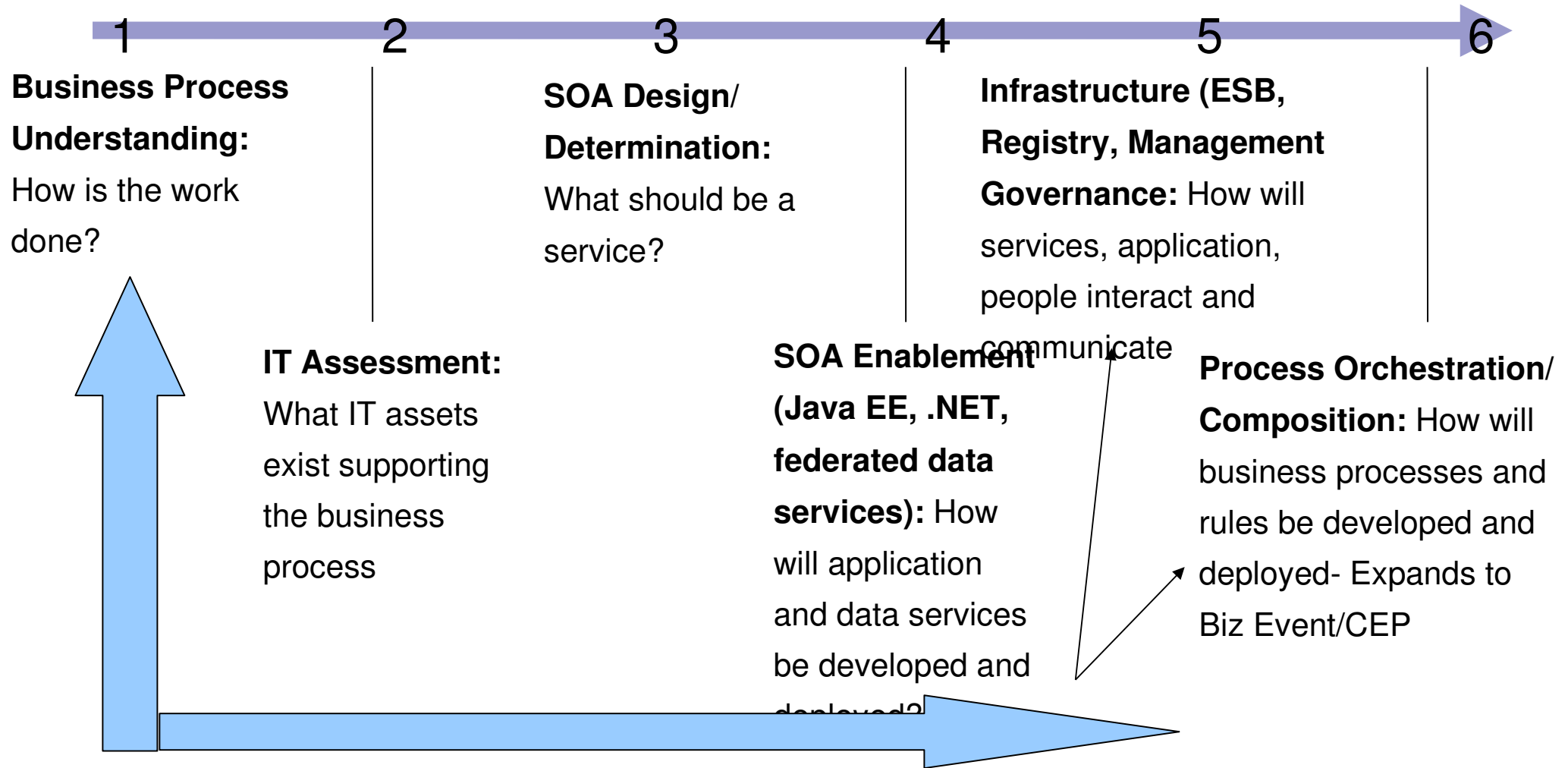


Commercial
Vendor
Alert Levels



for 2008

Stages of SOA Evolution - 2010



2010 SOA Customer

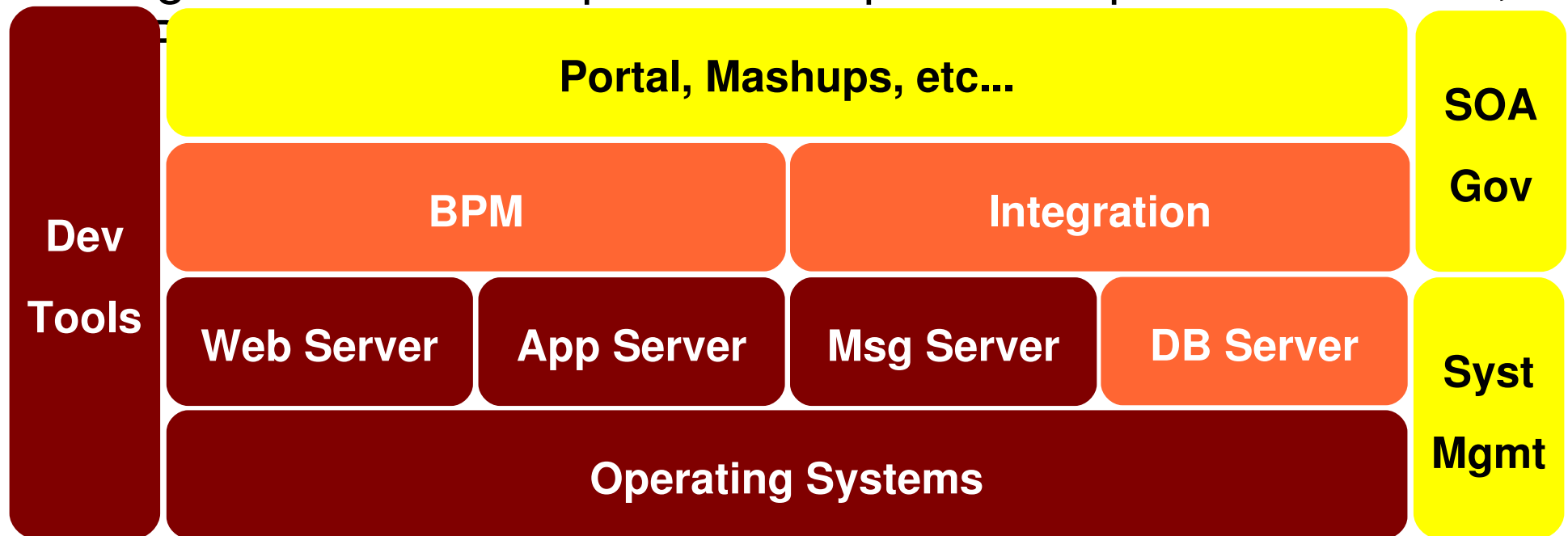
- Status: Customer has a well rounded portfolio of SOA services
 - Listed in registry and repository
 - Some of these are orchestrated into business processes
- Requirement: Wants to automate more of the advanced business processes where complex events occur with a mix of human interaction and system integration
- Requirement 2: New SOA infrastructure including processes, needs to be “governable”
- Solution: Have business processes well understood/doc'd
 - Use an advanced BPM suite with CEP, ESB built-in and integrated with registry/repository
 - Ensure SOA governance platform supports not just web services, but BPEL, SCA, other business process standards
- Benefits: Ability to leverage more complex data and business events into higher revenue, customer satisfaction and reduced costs

2010 SOA Customer 2

- Status: Two enterprises merging – both have SOAs
- Requirement: Wants rapidly integrate processes and reduce overlap; Wants to present single face to the customer
- Solution: Have business processes well understood/doc'd with a strategy to federate supporting IT
 - Use an advanced BPM suite that can support multiple standards with federated ESB built-in and integrated with registry/repository which also can be federated
 - Present data to SOA integration and Portal presentation deployments using a federate data services platform
- Benefit: Ability to present a more unified face to the customer more rapidly
- Benefit: OSS SOA offers subscription model which gives greater flexibility to IT for unpredictable and rapidly changing deployments; OSS delivers higher IT and end user customer satisfaction

2010 OSS Market Directions

- Open Source Dominates Lower Stack, Dev Tools, Messaging
- Significant to Widespread Enterprise Competition in Portal,



Commercial
Vendor
Alert Levels



Low



Guarded



Elevated



High



Severe

for 2010

SOA Redefined

Red Hat is the Simple, Open and Affordable way to automate your business and value chain.

Simple:

- Easy-to-consume SOA portfolio
- Industry-leading Support
- Enterprise-class Stability & Performance

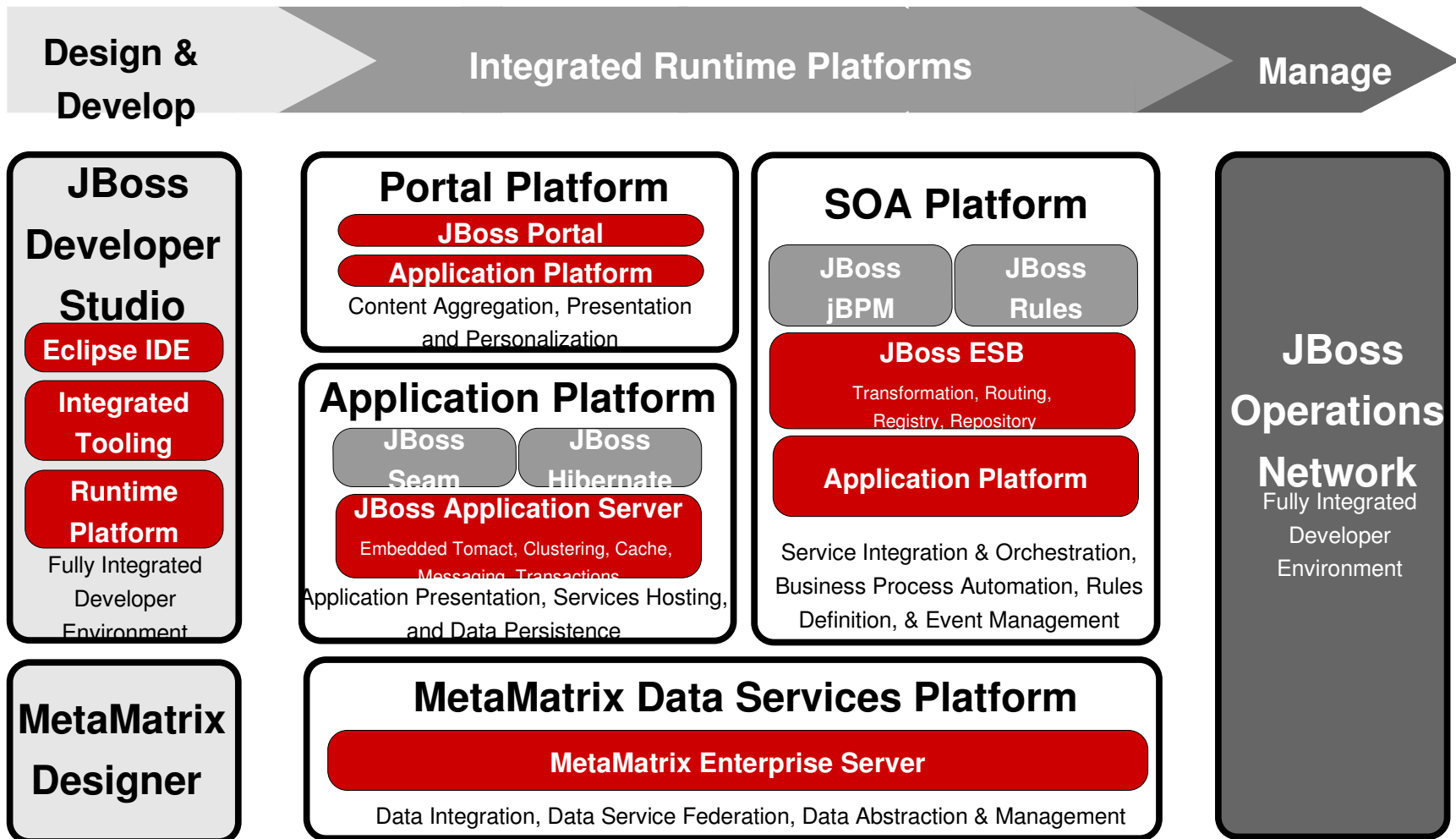
Open:

- Unparalleled Flexibility & Control of Open Source
- Open standards-based

Affordable:

- Significantly Lower Total Cost of Ownership
- Re-focus resources on the things that differentiate your business

JBoss Enterprise Middleware



JBoss Enterprise SOA Platform Subscription

- **Enables Business Process Automation by integrating and orchestrating application components and services running on JBoss Enterprise Middleware and/or any other standards-based AS**
 - Single distribution that integrates JBoss ESB, jBPM, Rules, Application Platform
 - Combines SOA integration, BPM, EAI, and EDA technologies to automate business processes to improve business productivity
- **Certified Platform for Service Integration & Orchestration**
- **Simple, Flexible, & Scalable**
 - Light footprint, simple installation
 - Scalable clustering to support high transaction volumes
 - Customizable footprint via microkernel architecture

JBoss Enterprise SOA Platform

JBoss jBPM

JBoss Rules

JBoss ESB

Transformation, Routing, Registry

**JBoss Enterprise
Application Platform**

Red Hat Enterprise Linux

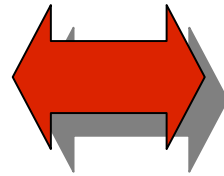
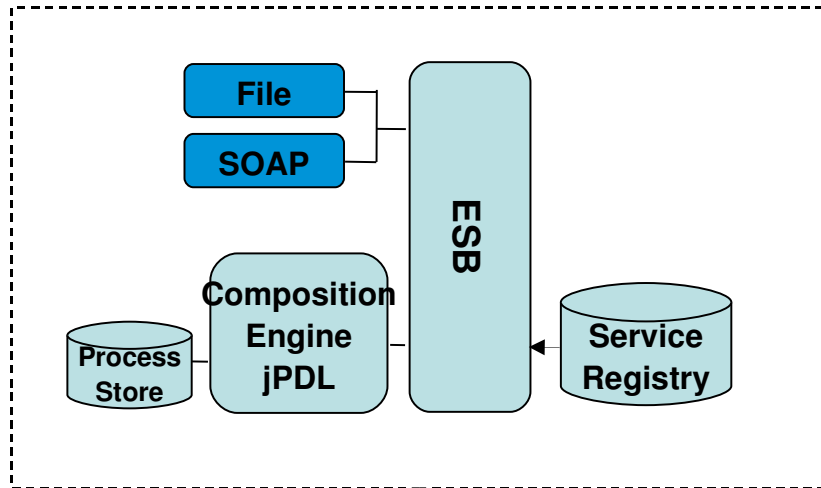
Windows, Unix, Other Linux

A flexible, standards-based platform to integrate applications, SOA services, business events and automate business processes

JBoss Enterprise SOA Platform

Light weight 2nd Gen ESB to Enterprise Integration and BPM

JBoss Enterprise SOA Platform



JBoss Enterprise SOA Platform

JBoss jBPM

JBoss Rules

JBoss ESB

Transformation, Routing, Registry

**JBoss Enterprise
Application Platform**

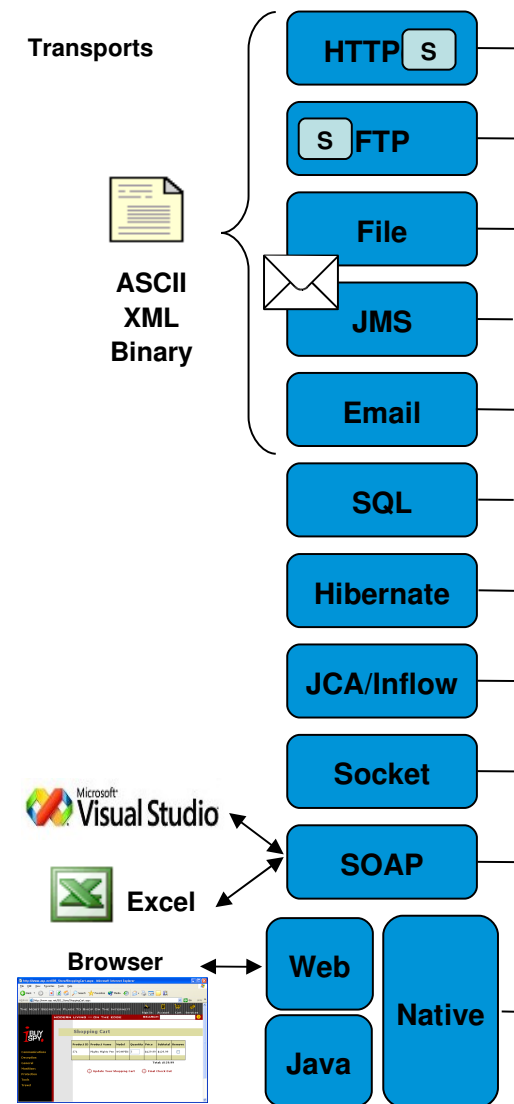
Red Hat Enterprise Linux

Windows, Unix, Other Linux

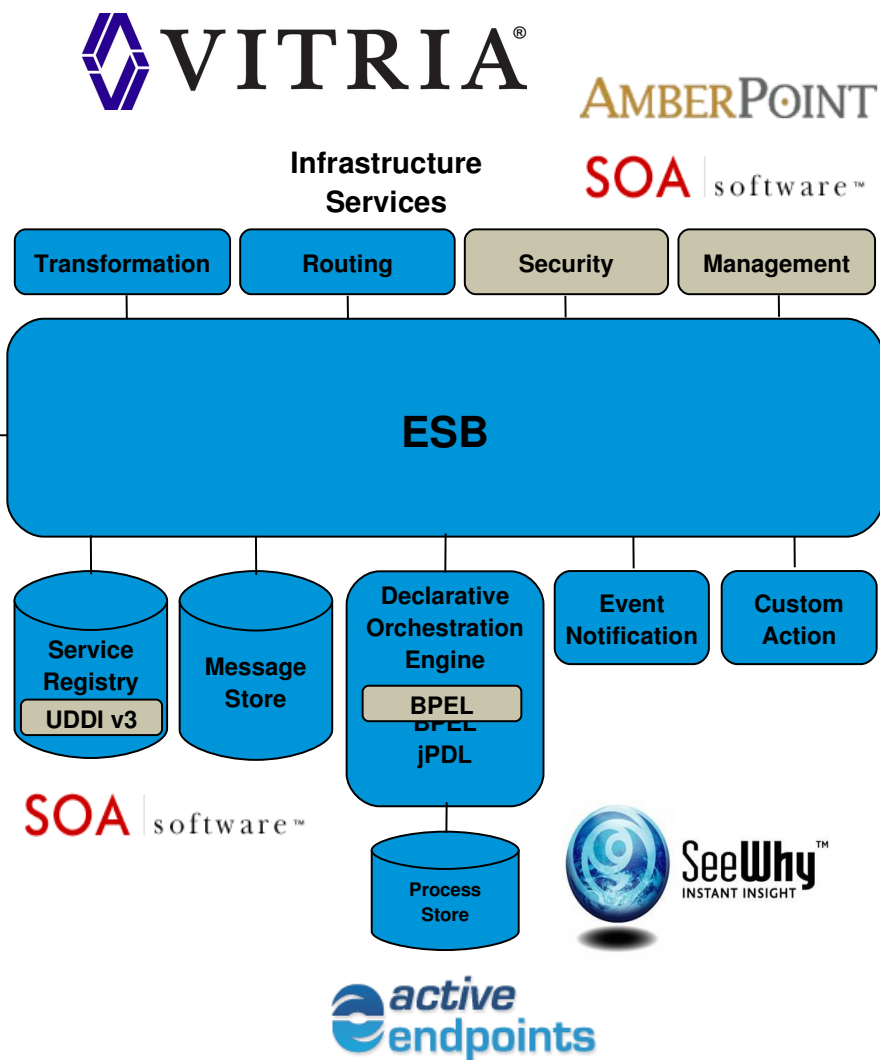
- Light weight footprint
- SOA, EDA, EAI, BPM, CEP (future)
- Wide range of deployment scenarios – up to large scale integration platform

SOA Platform 4.2

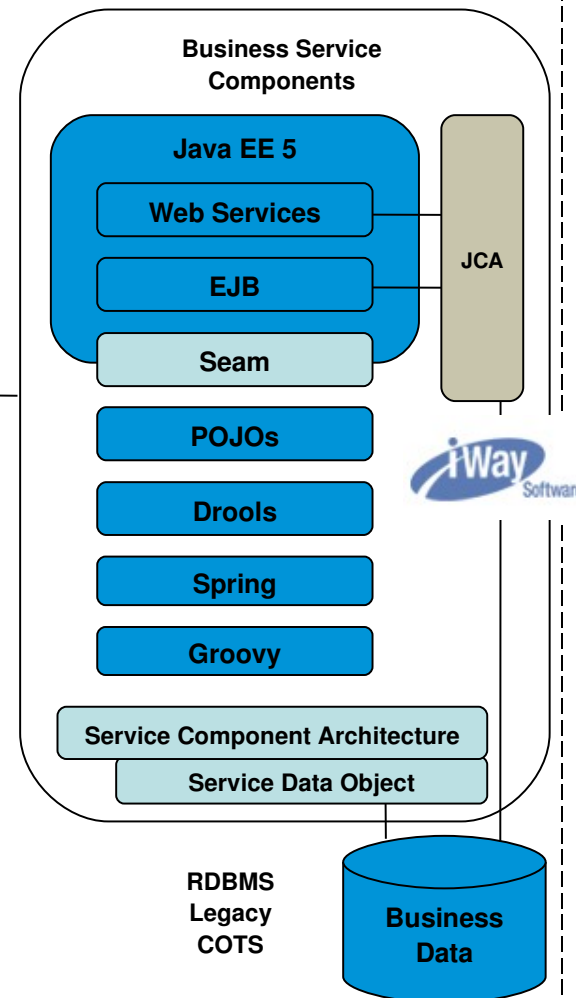
Event Listeners and Actions provide transport mediation



Pluggable Architecture for integrating infrastructure services



Business Services runs within a container or standalone

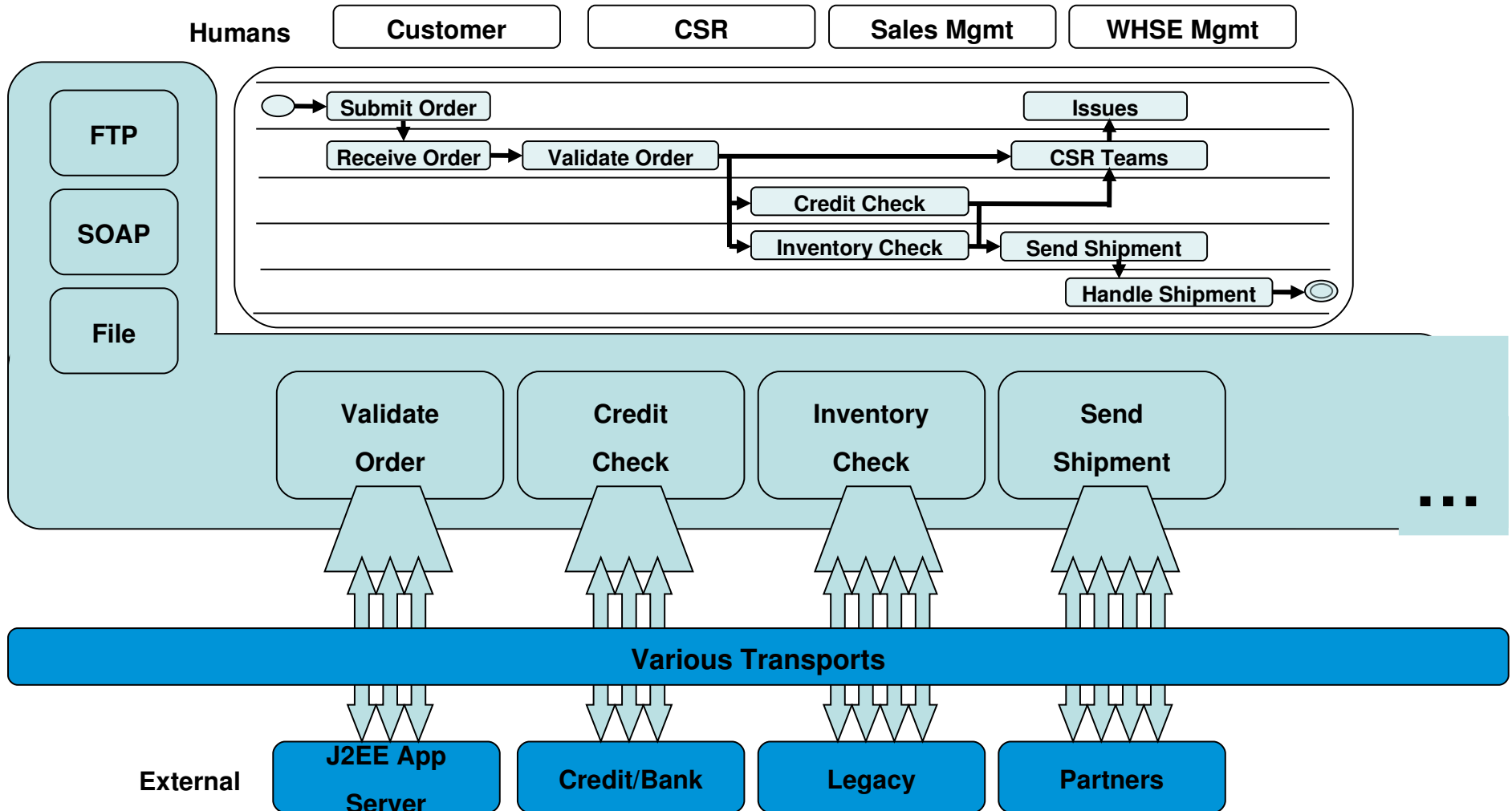


Now

Future

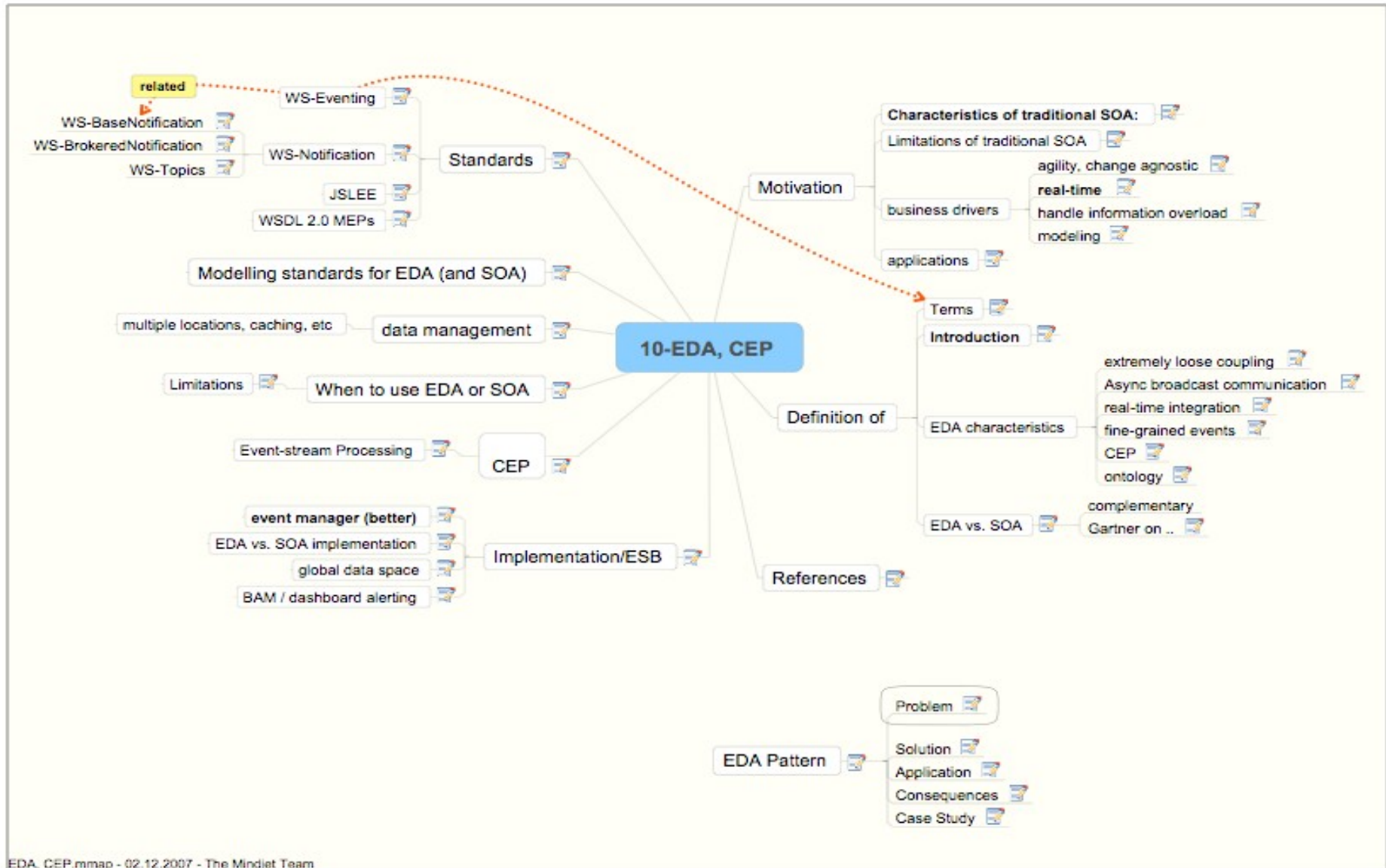
Partners

Service Orchestration & BPM



An ESB Service is visible in the UDDI registry automatically. A single ESB Service may or may not expose a WSDL. It may use out-of-the-box actions, custom actions and/or consume external services from various sources. Focus on the reuse of existing infrastructure and assets.

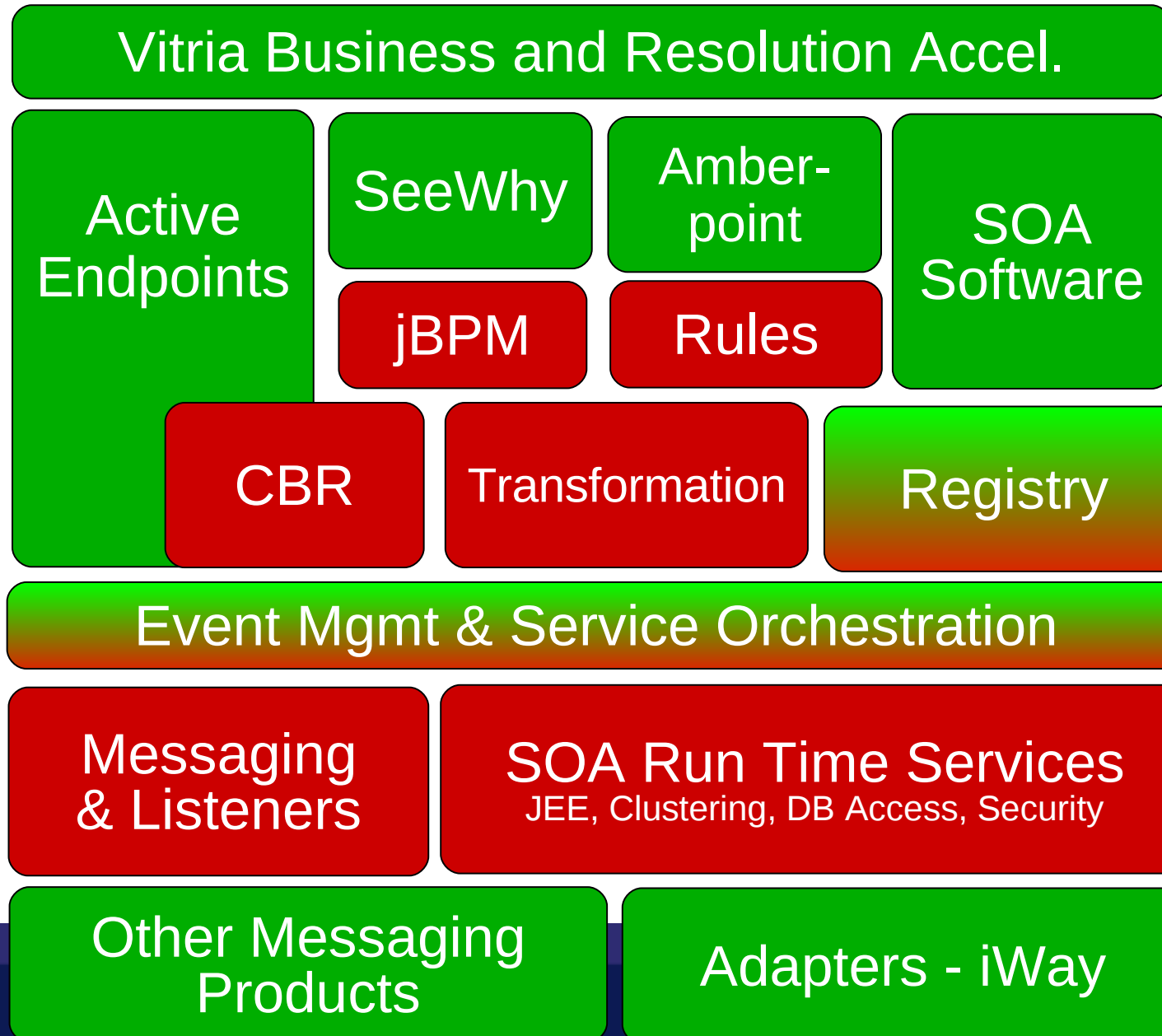
EDA in a Nutshell



EDA, CEP.mmap - 02.12.2007 - The Mindjet Team

JBoss Enterprise SOA Platform

SOA Partners & Other Supported Subsystems





Questions?