How to Capitalize on Service-Oriented Architecture

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Service Oriented Architecture (SOA)

- SOA systems comprise loosely coupled, highly interoperable application services
- Resources made available to applications in a standardized way
- Attractive to enterprises:
  - Cross-platform
  - Highly reusable

By 2008, 50% of all enterprise software purchased will be Web services-enabled with a total market of approx. $169B
Gartner Web Services Summit
December 2005

Software vendors (IBM, Microsoft, Oracle and many others) are meeting the enterprise need for application interoperability and increased business agility
Why is SOA important to you?

- **Increased Business agility** via increased responsiveness of IT to the dynamic needs of the Business, under control of Business Policies
- **Increased Service velocity** via increased reuse of existing Services and orders of magnitude larger Applications Developer Community building new Services
- **Reduced Time To Revenue** due to human-centric delays inherent in many Business Processes
- **Business differentiation**, individuality, uniqueness and innovation
Carrier/Enterprise Convergence

Enterprise

Bus Apps & Processes
- Personal Services
  - Identity, presence, location, personalization
- Application-Oriented Services
- Real-Time Communications
- Employees

Public Network

Service Provider Apps & Services

Service Provider SIP-based IMS Services

SIP/SIMPLE

SOA-style communications

Federated systems
Secure seamless roaming
Private/Hybrid/Hosted Services

SIP and SOA-style communications across the extended Enterprise
Example 1: Enhanced Employee Productivity Via Multimedia Conferencing

1. Chairperson visual controls
2. Multimedia conferencing including application sharing and side secure IM
3. Attendee and select recording for compliance
Example 2: Enhanced Customer Service Via Expert Anywhere

1. Customer self-serve via IVR
2. VXML links to business applications
3. Agent assistance invoked
4. Agent-requested assistance from non-CC functional expert
Example 3: Enhanced Business Process Via Real-Time Decision Making

1. SCM application detects need for exception handling
2. Conference call scheduled based on resource availability on named and group basis
3. Multimedia conference call with information push and access to mobile user
Example 4: Shorter Response Times for Field Support

1. Customer calls in trouble report to contact center
2. Trouble ticket system queries location of field support from SP
3. SP app tracks location of personnel close to customer
4. Closest available resource dispatched
Completing the Picture: The Infrastructure Plane

Application-aware autonomic systems for reliability, security & performance without complexity
Empowering Your customers and employees with speech technologies

SpeechTEKI 2006
The Voice Solutions Showcase

Thank You
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