



IBM Key Note ESRI Conference

Mats Göthe

mats.gothe@se.ibm.com



What's on the minds of 450 of the world's leading CEOs'



Business needs

- **Revenue growth** with cost containment
- Key competency: **responsiveness**
- Critical success factor: enable effectiveness of **people** and **processes**

Source: CEO Study of 456 WW CEOs, IBM Corp. 2004

IT challenges

- **Aligning** IT and business goals to grow revenue and contain costs
- Building **responsiveness** and agility into the organization through IT
- How can flexible IT help **enable people** and **teams** to be more effective

Source: Operating Environment Market Drivers Study, IBM Corp. 2004



Business flexibility is driving the need for IT flexibility

- The need for ***flexibility*** and innovation is forcing organizations to break their business processes into manageable parts
 - ▶ 85% of CEOs say streamlining or optimizing their business processes are their top priority ⁽¹⁾
- Applications mirror this approach, becoming increasingly ***modular***
 - ▶ 48% of CIOs say application integration is their top IT priority ⁽²⁾
- ***Simplification*** of underlying IT infrastructure is required to manage and support changes in the business
 - ▶ Some CEOs see IT as an inhibitor to business responsiveness ⁽³⁾



Sources: (1) *Outlook 2004: Priorities 1Q InformationWeek Research*, January 2004;
(2) Merrill Lynch CIO Survey Results, September 2004
(3) IBM Global CEO Study, February 2004

This is part of what IBM calls “On Demand”



Service Oriented Architecture: the blueprint for change

“Service-oriented architecture deployments are increasing and becoming a mainstream architectural model for developing services, applications and infrastructures.”

“Effective Web Services and SOBAs Require Management”
Frank Kenney, Gartner
September 28, 2004

Increase **Business Flexibility** by

- Creation of composite applications
- Reuse of existing IT assets as business services
- Automation of business processes and workflows
- Designed for change

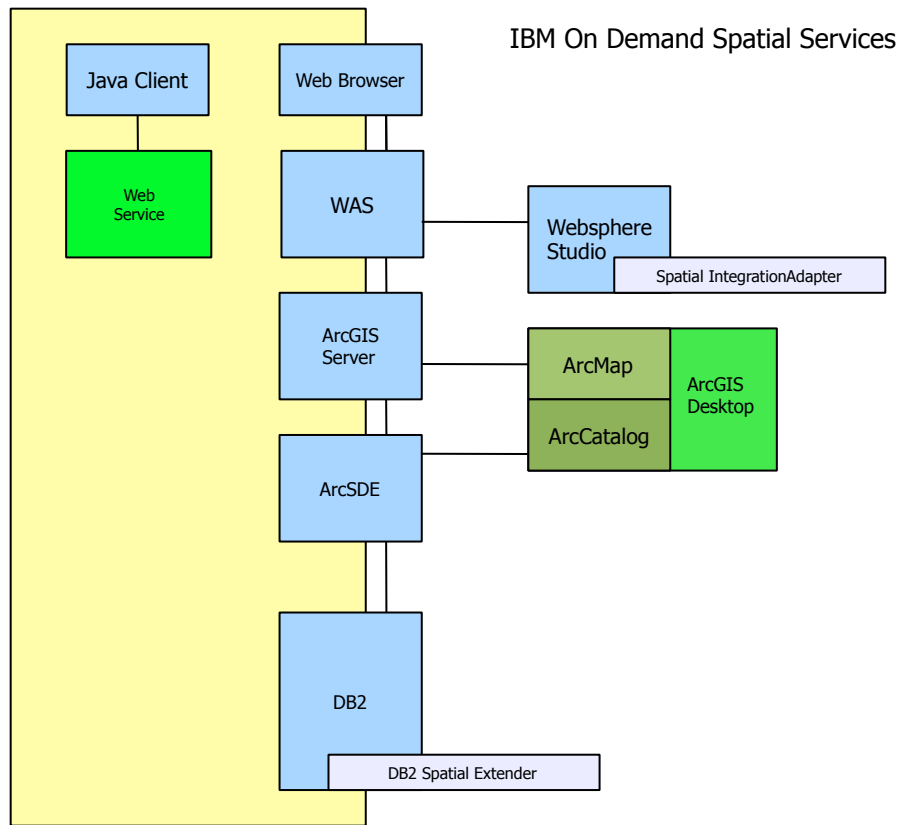
Why SOA now?

- The standards and technology are finally in place, with broad industry support
- Availability of best practices for effective governance
- The necessary software to get started is available today
- To keep pace with global competition:
 - ▶ “We are taking apart each task and sending it ... to whomever can do it best, ... and then we are reassembling all the pieces”
from Thomas Friedman’s ‘The World is Flat’



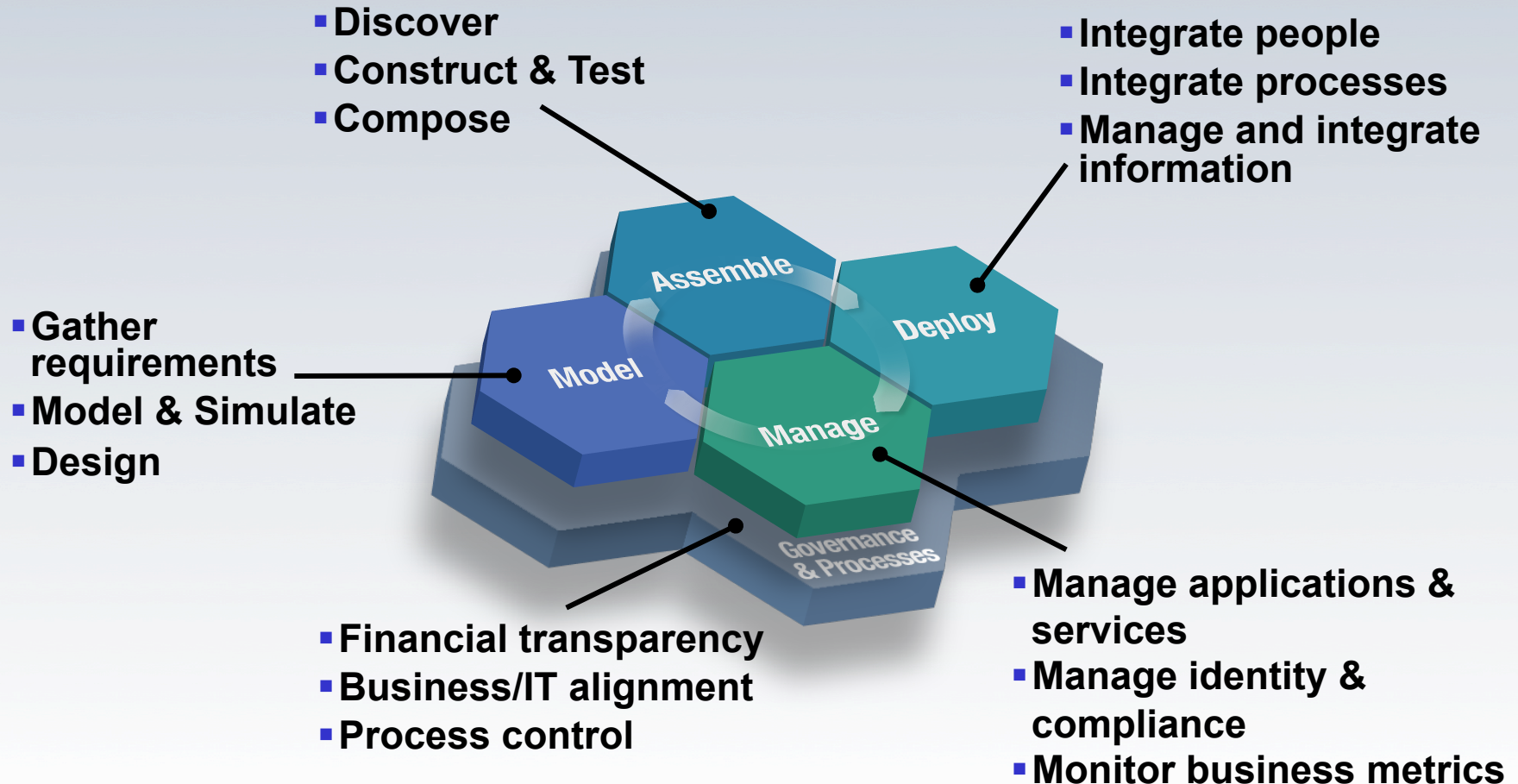
“By 2008, SOA will provide the bases for 80% percent of development projects.”
- Gartner, 2005

Value of IBM and ESRI Strategic Alliance








- ESRI is a Premier member of IBM PartnerWorld® for Developers and an IBM Strategic Alliance Partner
- IBM and ESRI partner to
 - ▶ Facilitate the development, marketing, and sales of ESRI software running on strategic IBM technologies
 - ▶ Provide industry-leading, value-based programs for business, technical, marketing, sales support and information services
 - ▶ Jointly support and promote strategic IBM e-business solutions
- ESRI supplies GIS solutions to governments and other industry clients
 - ▶ IBM hardware, software and services
 - ▶ ESRI purchases and uses IBM hardware and software
 - ▶ pSeries®, xSeries®, TotalStorage®, WebSphere®, DB2® products and AIX®

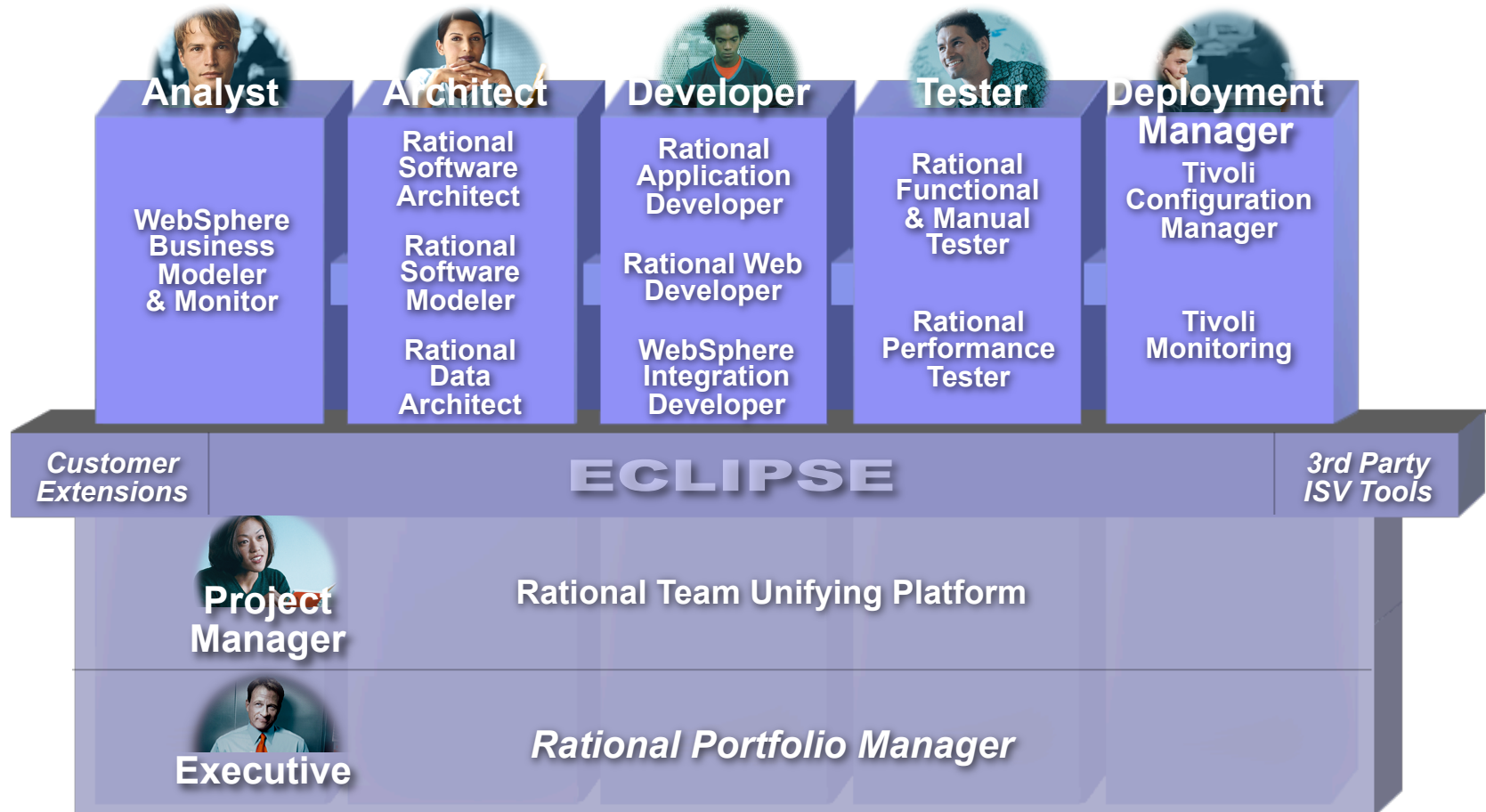
Solutions for the SOA Lifecycle



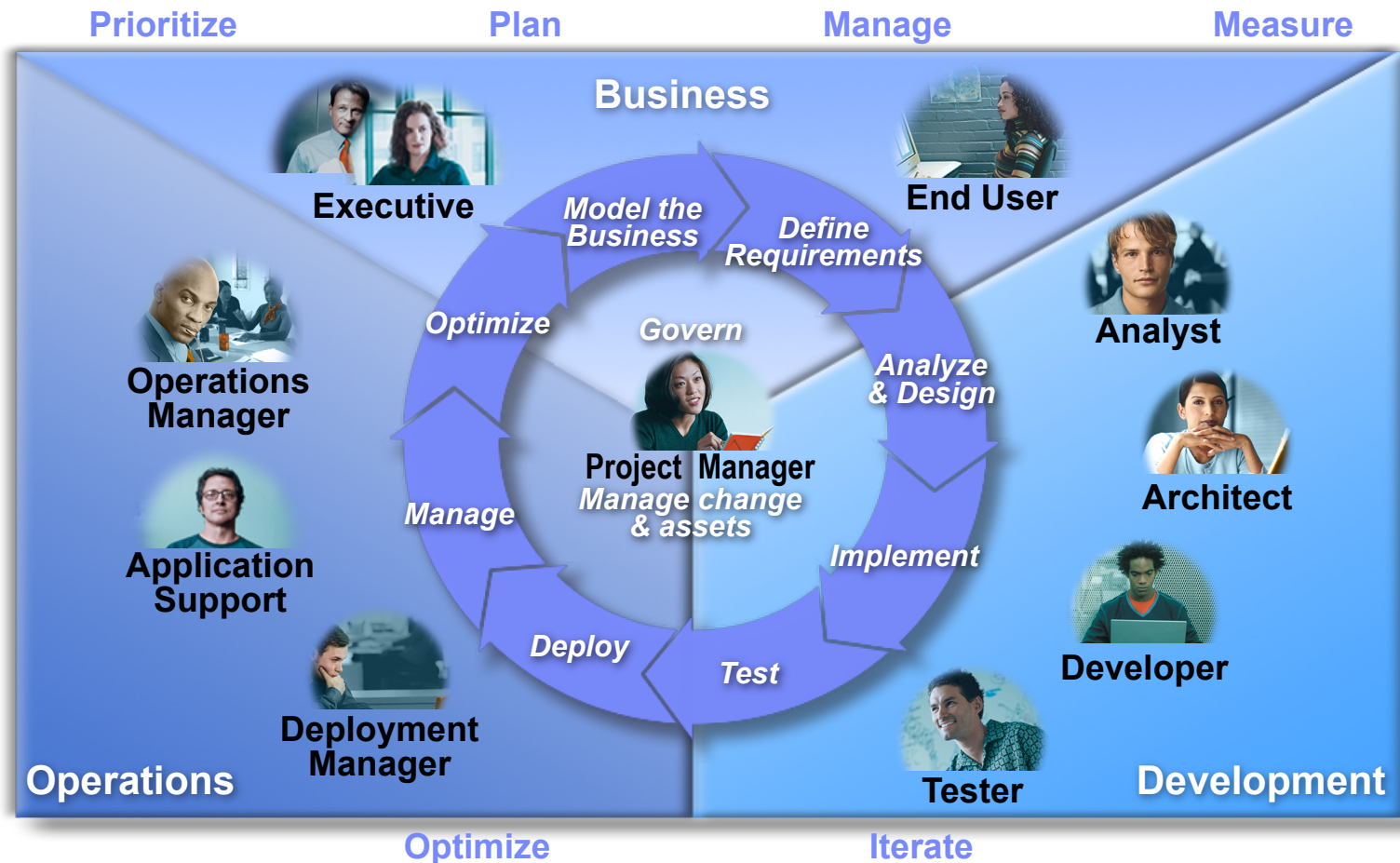
SOA is a Team Sport

	Title	Role
	Business Analyst	Provide comprehensive and structured view of the business requirements
	Architect	Provide architecture for a software application or service
	Integration Developer	Creation of new business function by combining existing services
	Application Developer	Develop the business services according to the Architects' design, incorporating both functional as well as presentation aspects of the offering
	CIO / Project Manager	Gain visibility into the business benefits, costs and risks of the portfolio of SOA services from proposal to retirement

The IBM Software Development Platform



The business-driven development lifecycle





Thank You

Mats Göthe

mats.gothe@se.ibm.com

