

Next generation SOA-based Channel Integration Roadmap

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HP Korea



HP Solution World 2007

IT transformation to BT



Agenda



SOA Roadmap

Channel Integration

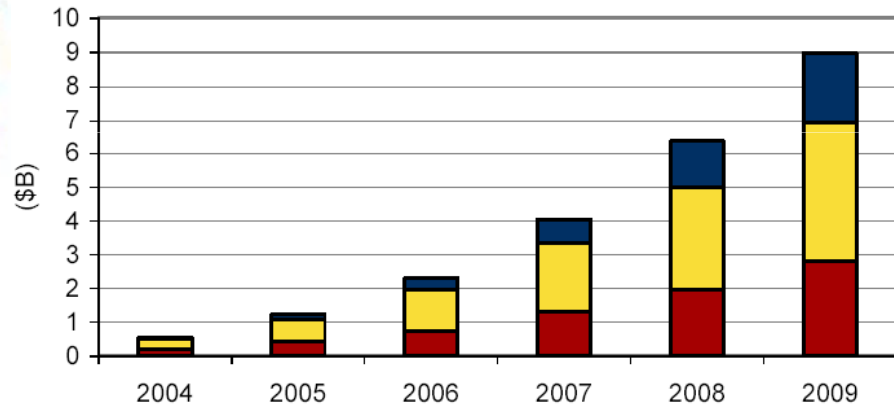
HP OpenMCI

McKinsey & Company

Two trends in information technology will become increasingly important to CIOs in 2007: a migration to **service-oriented architectures...** 64% of the respondents plan to implement service-oriented architectures in the coming year.



SOA-driven software spending is projected to grow **75%** per year to reach **\$9 Billion** by 2009.



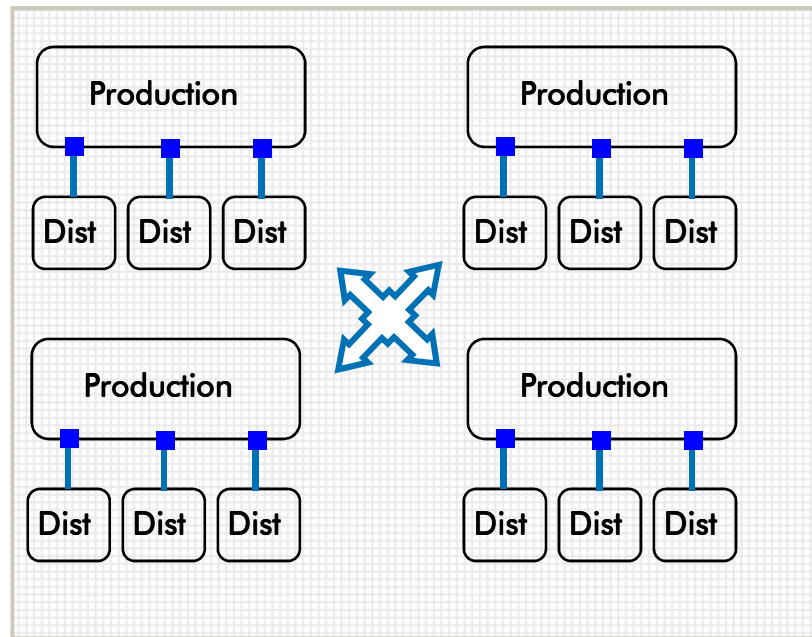
Gartner

Through 2010, **lack of working SOA governance** arrangements will be the most-common reason for SOA **failure**.

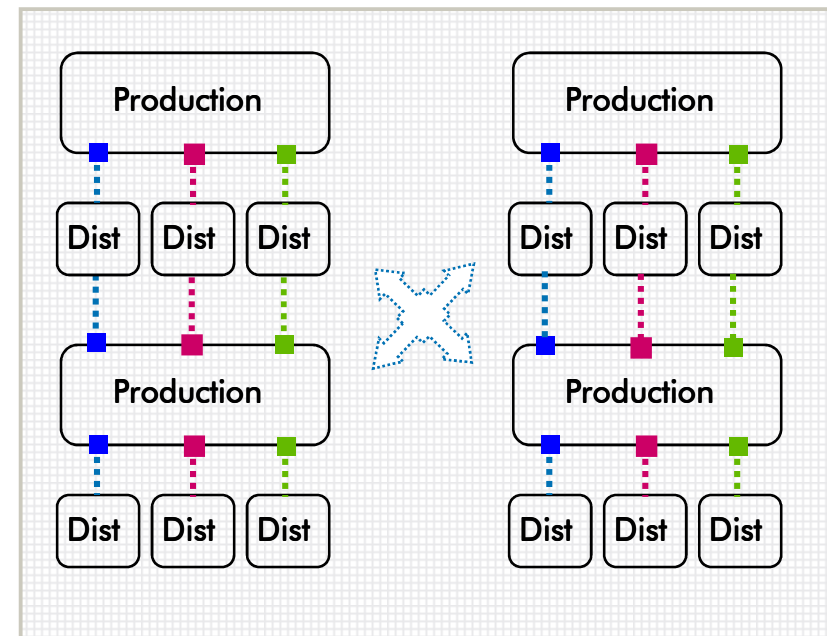


Value Chain Shifting: Loosely-Coupling: Both Biz & IT World

Tightly-coupled



Loosely-coupled



In Business World: Brand in production, Sales skills in distribution

In IT World: SOA ... Design to Change, Compose Services

SOA shifts the way we think

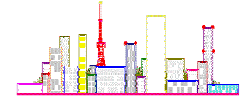
Traditional Application

Service Oriented Architecture

Designed to last



Designed to change



Tightly Coupled



Loosely Coupled



Integrate Silos



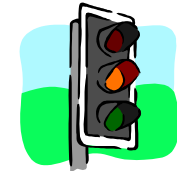
Compose Services



Detailed



Abstracted



Middleware makes it work


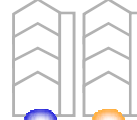

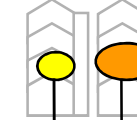
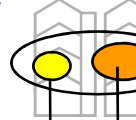
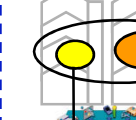
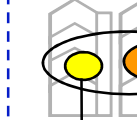


Architecture makes it work



Open Group Service Integration Maturity Model

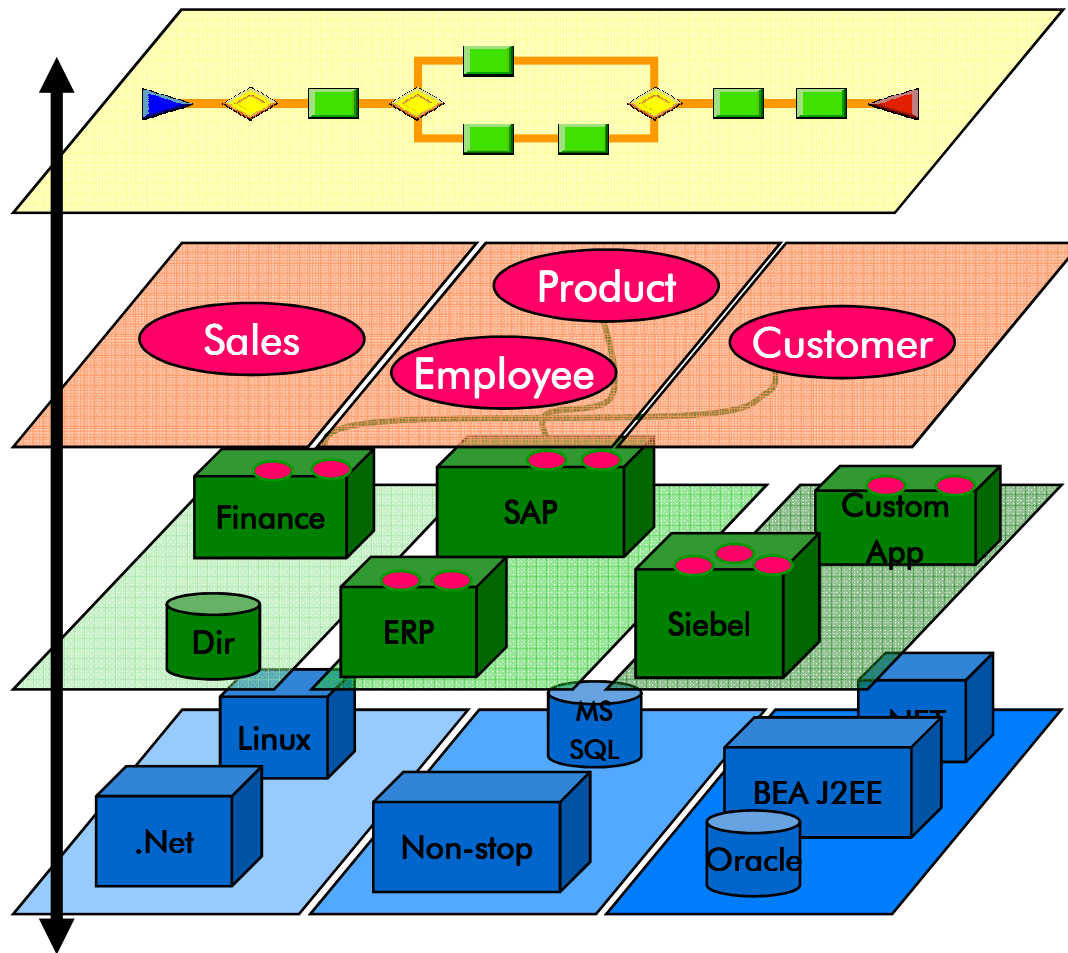
Service Foundation Levels

	 Silo	 Integrated	 Componentized	 Services	 Composite Services	 Virtualized Services	 Dynamically Re-Configurable Services
Business View	Function Oriented	Function Oriented	Function Oriented	Service Oriented	Service Oriented	Service Oriented	Service Oriented
Governance & Organization	Application Specific Skills	IT Transformation	IT Governance	Technology Adoption	Organizational Transformation	Cultural & behavioral Transformation	Human Service Bus
Methods	Structured Analysis & Design	Object Oriented Modeling	Component Based Development	Service Oriented Modeling	Service Oriented Modeling	Service Oriented Modeling	Grammar Oriented Modeling
Applications	Modules	Objects	Components	Services	Process Integration via Services	Process Integration via Services	Dynamic Application Assembly
Architecture	Monolithic Architecture	Layered Architecture	Component Architecture	Emerging SOA	SOA	Grid Enabled SOA	Dynamically Re-Configurable Architecture
Information	Application specific data solution	Data Subject Areas established	Business Data can be shared outside the Silo.	LOB wide standardized Data vocabularies	Enterprise wide standardized Data vocabularies	Flexible Data vocabularies for expansion	Data vocabularies are Standards based
Infrastructure	Platform Specific	Platform Specific	Platform Specific	Platform Specific	Platform Independent	Technology Neutral	Dynamic Sense & Respond
Management	Application Specific	Platform Specific	Platform Specific	Service Specific	Service Independent	Virtualized	Dynamic Sense & Respond
	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6	Level 7

Source: Open Group OSIMM, Matrix 2.1.07 with Management



SOA Key Success Factor: Business & IT Concurrent Engineering



Business Process Automation

- Manages and automates business processes through processing and rules

Business Services

- Business level of abstraction
- Abstracts the Service from the application
- More vertical and business centric

Integration Services

- Focuses on integration interoperability, not semantic interoperability
- Exposes WS directly from database, object or component

Infrastructure Services

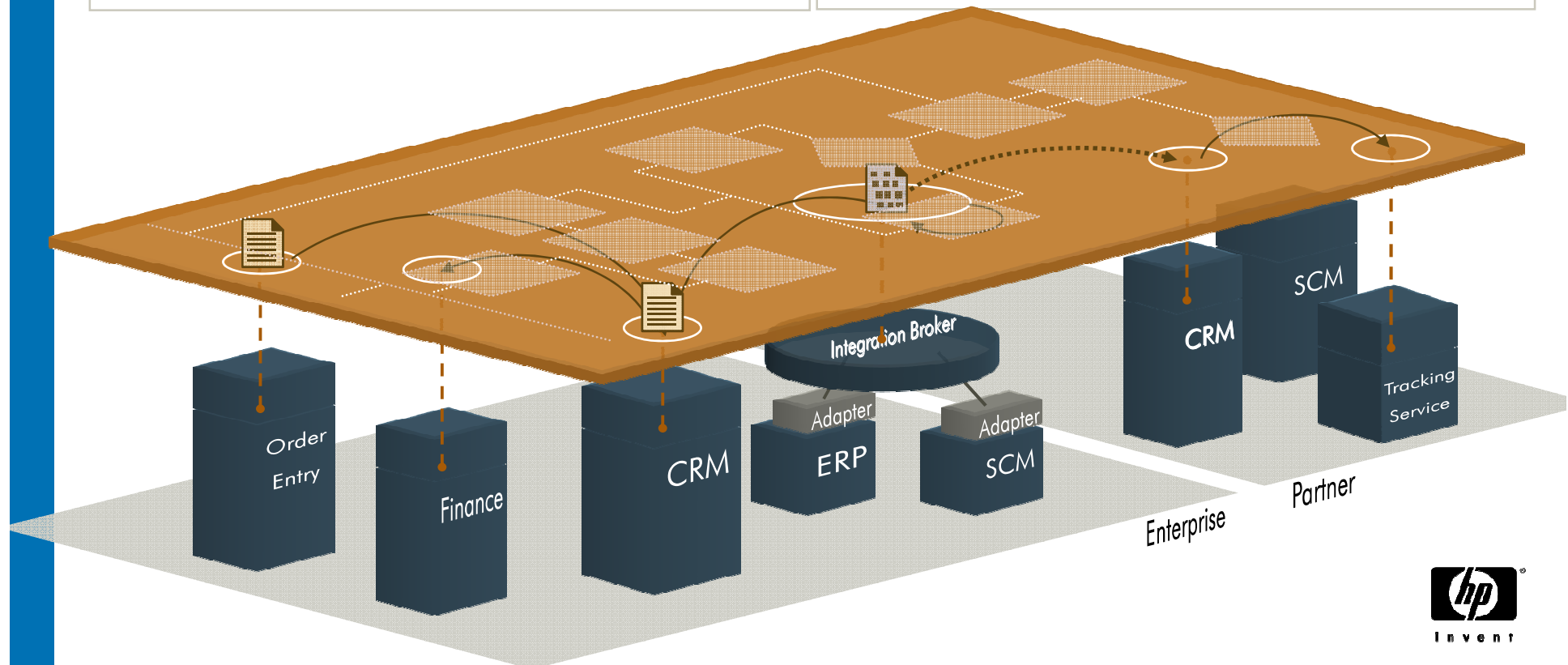
- Provisioning resources and environments
- Enabling platforms
- Hardware, Network

ESB, Mission critical integration broker: Core component of SOA

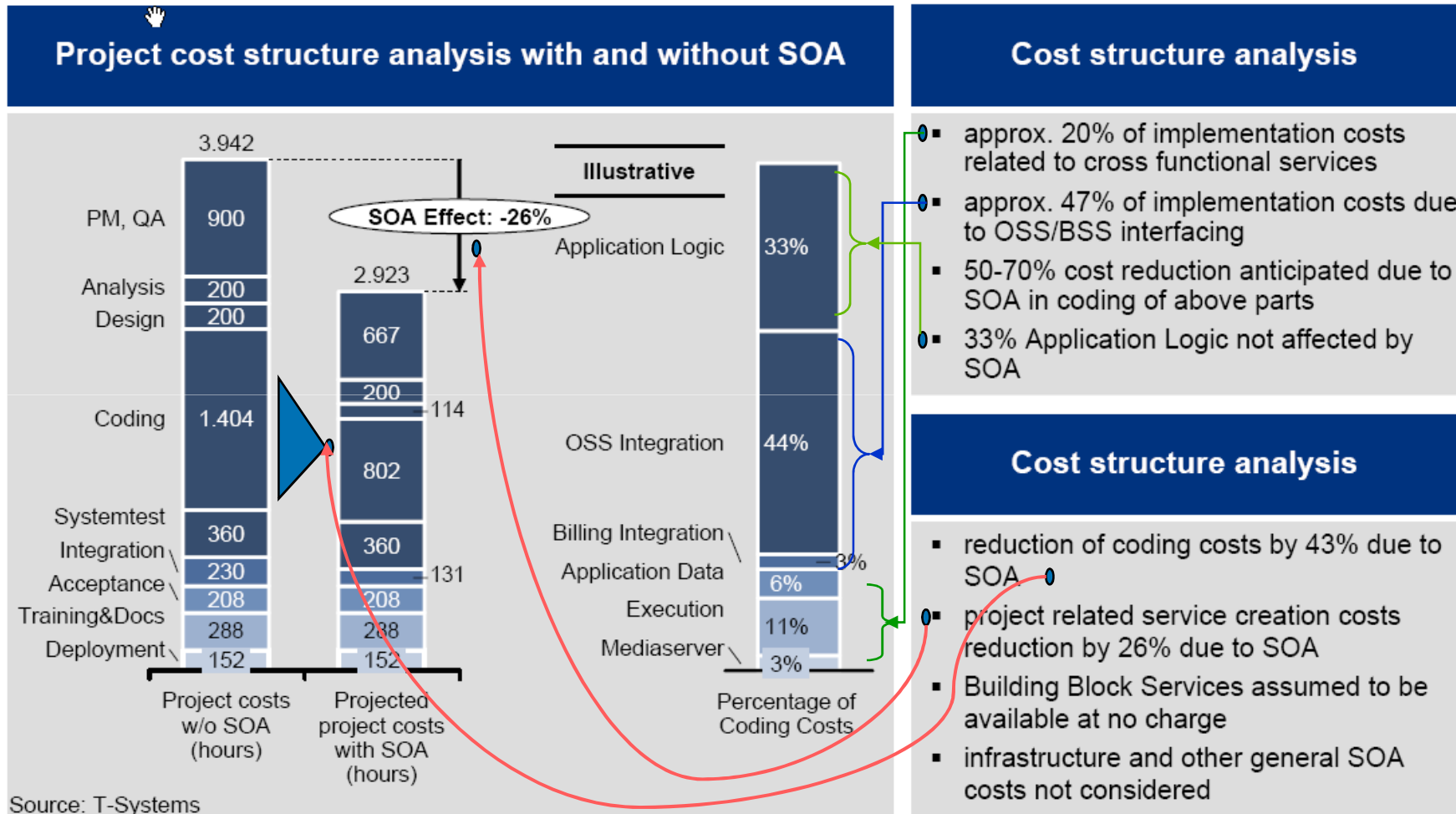
- An infrastructure layer for enterprise SOA
- Pull service orchestration into its own configurable layer
- Connect application services reliably and securely
- Provide visibility of distributed services environment

Pre-built SOA infrastructure

- Flexibly maps and links business process to IT assets
- Reliably connects and coordinates interaction of distributed services
- Provides mediation between service endpoints
- Centrally configured, deployed, managed

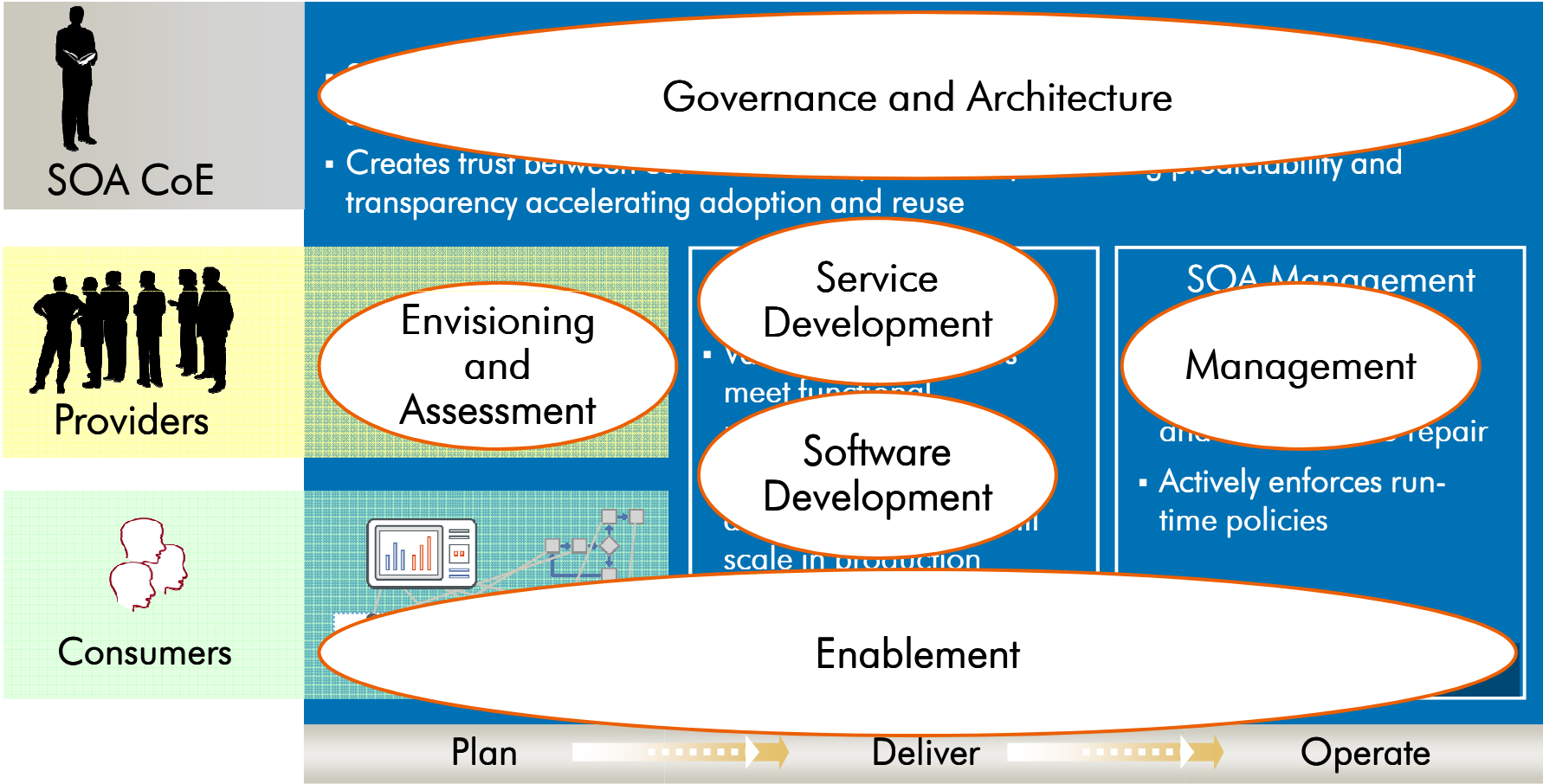


SOA Baseline Example: Possible 26% Project Cost Reduction

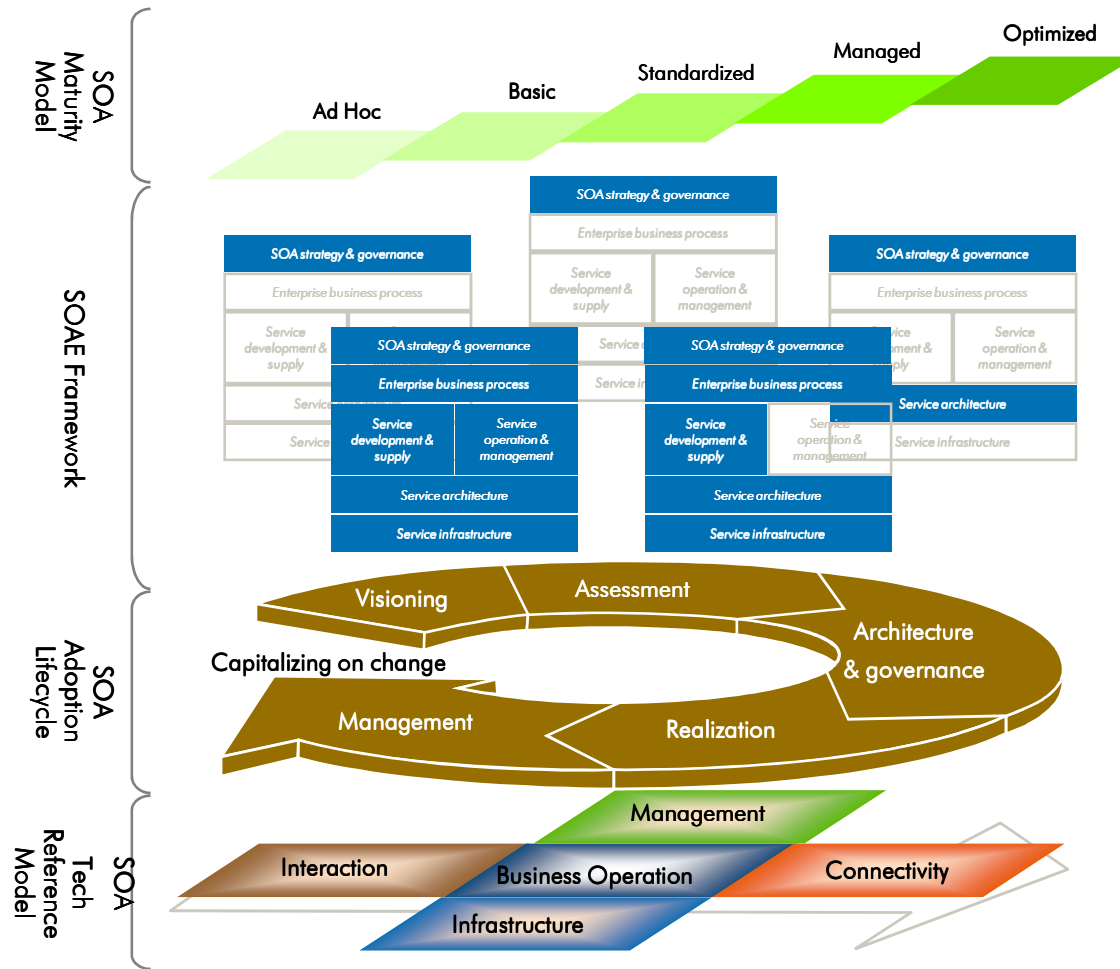


Presented by Deutsche Telecom

HP Business Technology Optimization for SOA



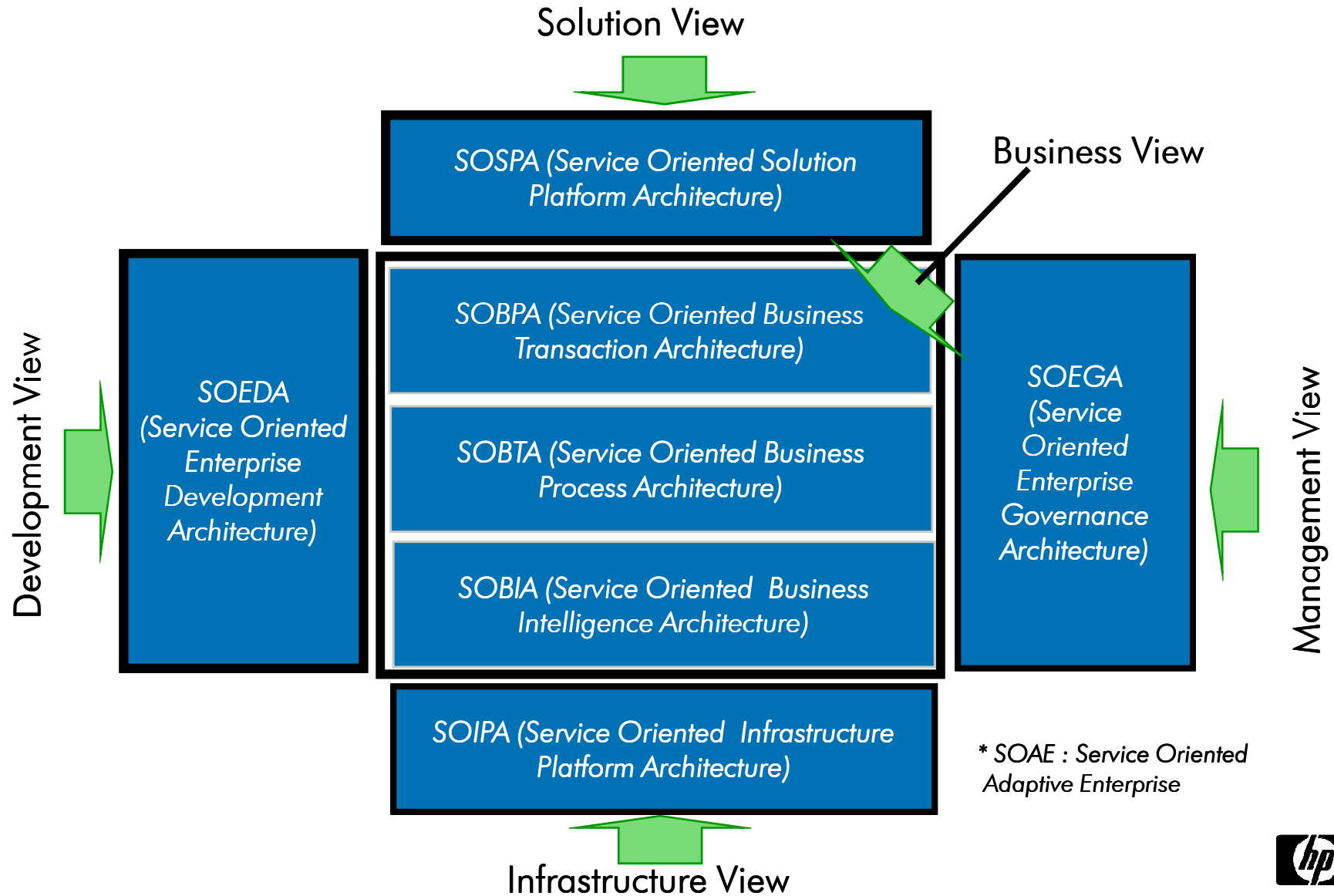
Enterprise SOA holistic approach



HP SOA Maturity Model

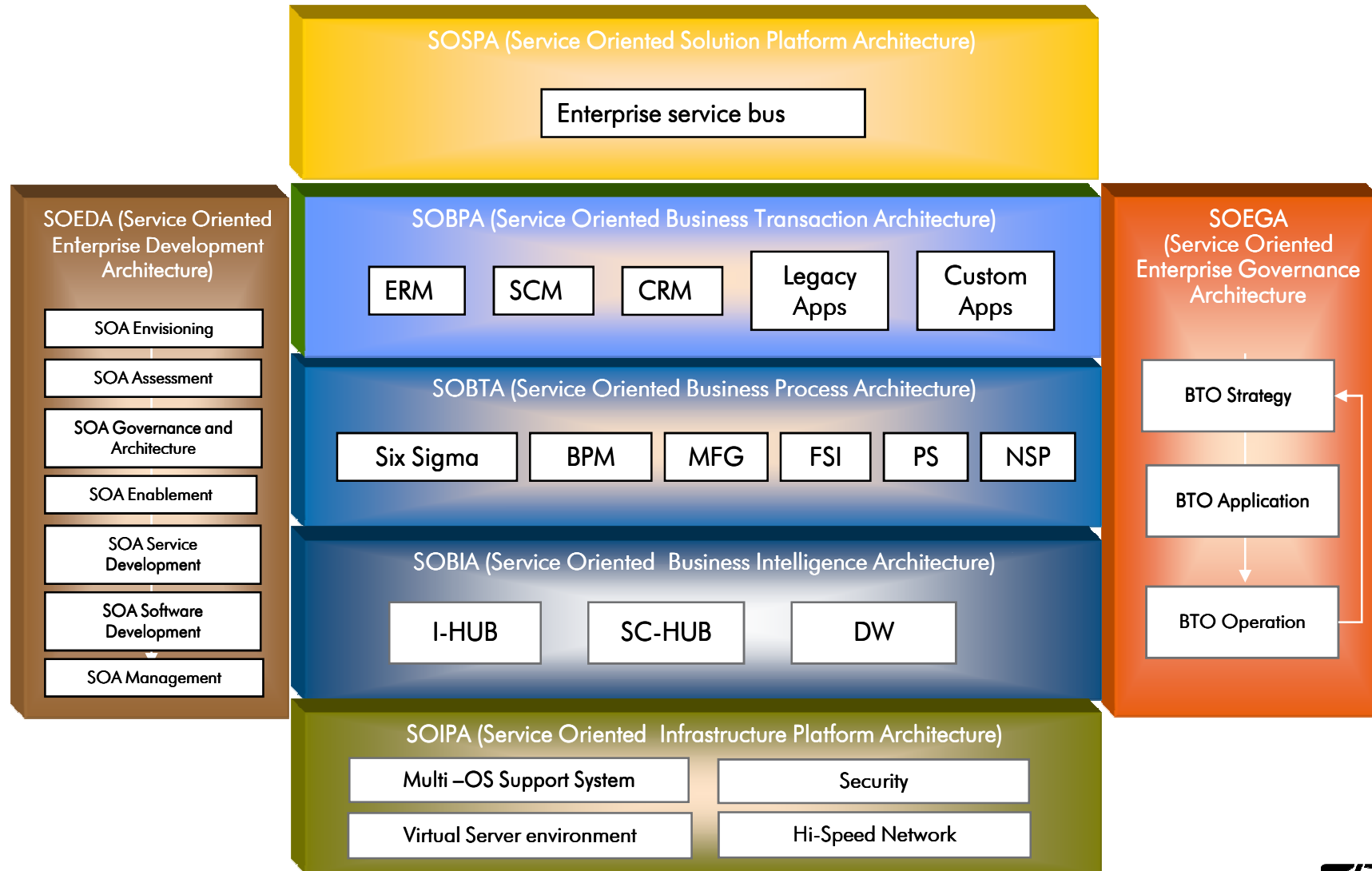
		SOA Maturity Levels				
		Level 1 Ad-hoc	Level 2 Basic	Level 3 Standardized	Level 4 Managed	Level 5 Adaptive
SOA Domains	Business	Minimal business interest in SOA	Business is aware of SOA	Business generally complies with SOA	Business proactively supports SOA	SOA is fundamental to business operations
	Program Mgmt.	SOA is project focused	SOA efforts are business unit based	SOA is federated, but not integrated	SOA is integrated at corporate level	SLA is enterprise-wide and extends to partners
	Governance	Some acknowledgement of governance issues	Some governance processes, individual responsibility	Governance guidelines defined and integrated into process	The value of governance is fully understood	Advanced understanding of IT governance
	Architecture	Limited or ineffective architecture	Architecture program exists, and architecture is defined	All IT initiatives comply with the architecture	Architecture is business driven and is auditably linked	Architecture and business are executed as integrated
	Operations & Mgmt.	No management of services, infrastructure elements only	Management of applications and infrastructure in terms of SLAs	Management of business services	Proactive management of business services linked to component services	Management of business services integrated into business operations
	Supply and demand	Business needs are all met using technology components	All services are provided internally	Value based sourcing decisions	Services sourced from multiple providers	Dynamic service sourcing from multiple sources
	People	Staff have little or no knowledge of SOA	Understanding of SOA is limited to IT management & architects	SOA education is required for all IT staff	Ongoing SOA education is attended by all staff	SOA is embraced by all staff and actively promoted
	Enabling technologies	There is no service infrastructure in place	SOA infrastructure is limited to exposing functionality as services	Standardised enterprise-wide SOA infrastructure	Large-scale managed SOA infrastructure	Integrated, dynamic SOA infrastructure

HP SOAE Framework



* SOAE : Service Oriented Adaptive Enterprise

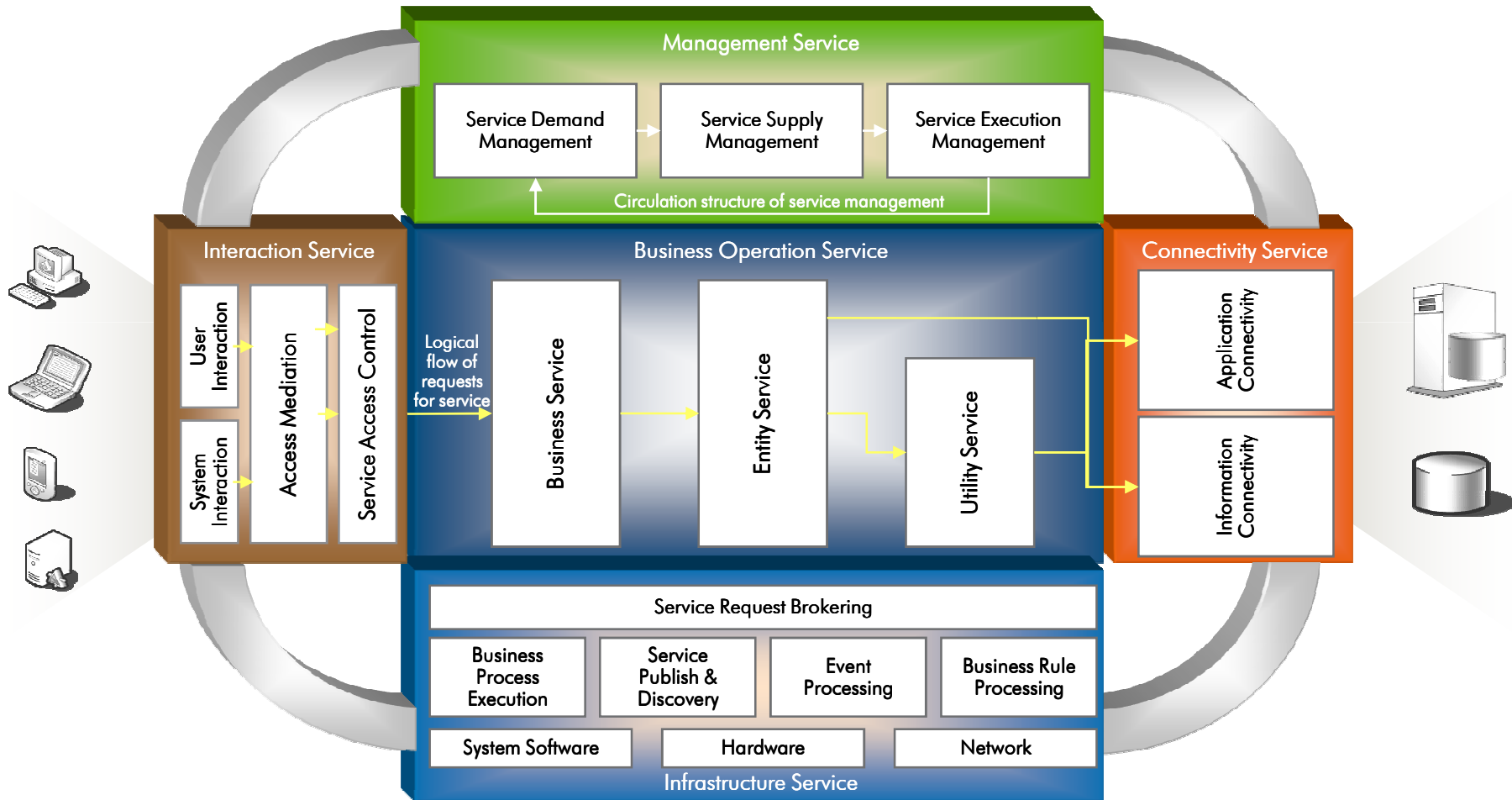
HP SOAE Framework



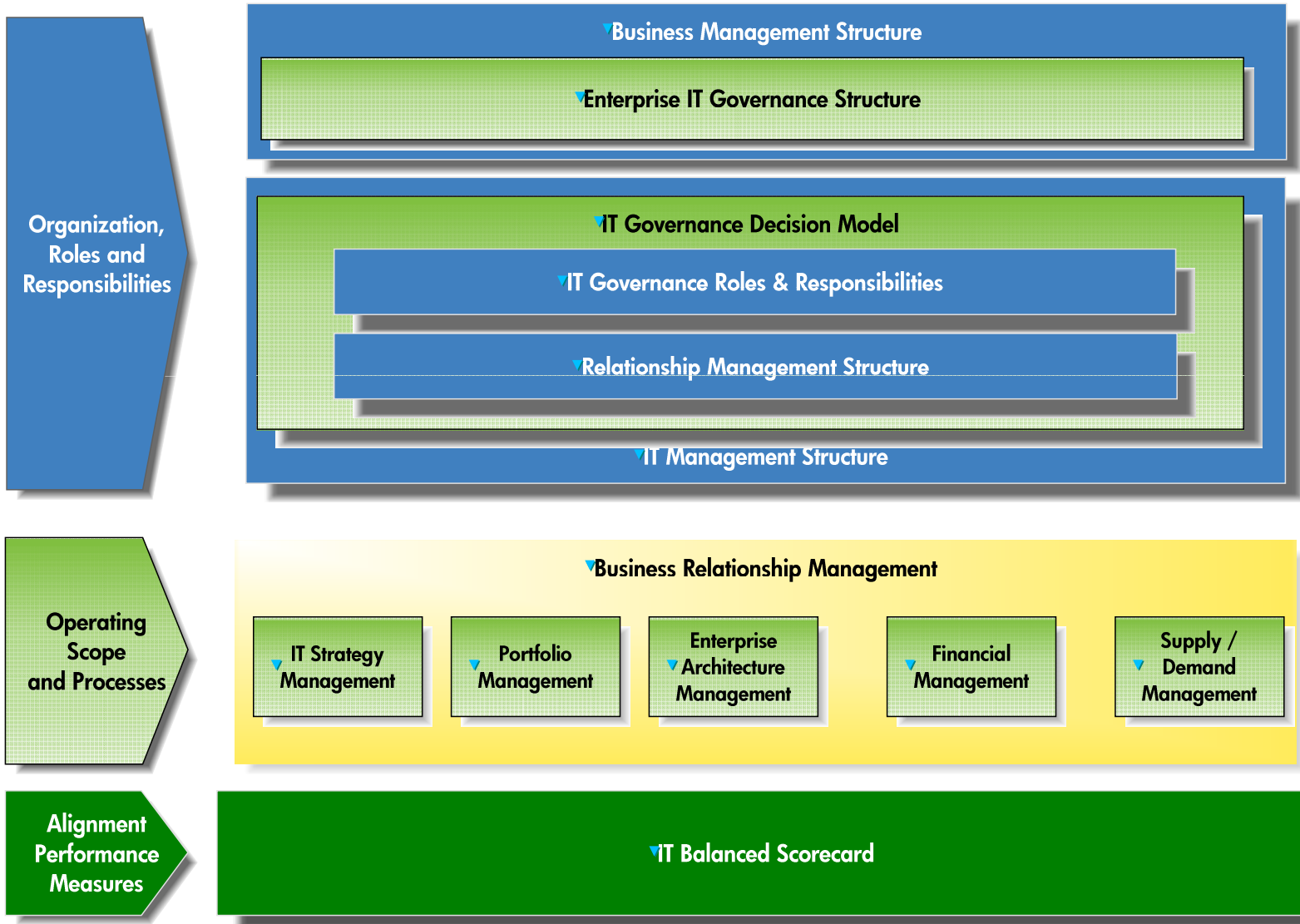
* SOAE : Service Oriented Adaptive Enterprise



HP SOA Technical Reference Model

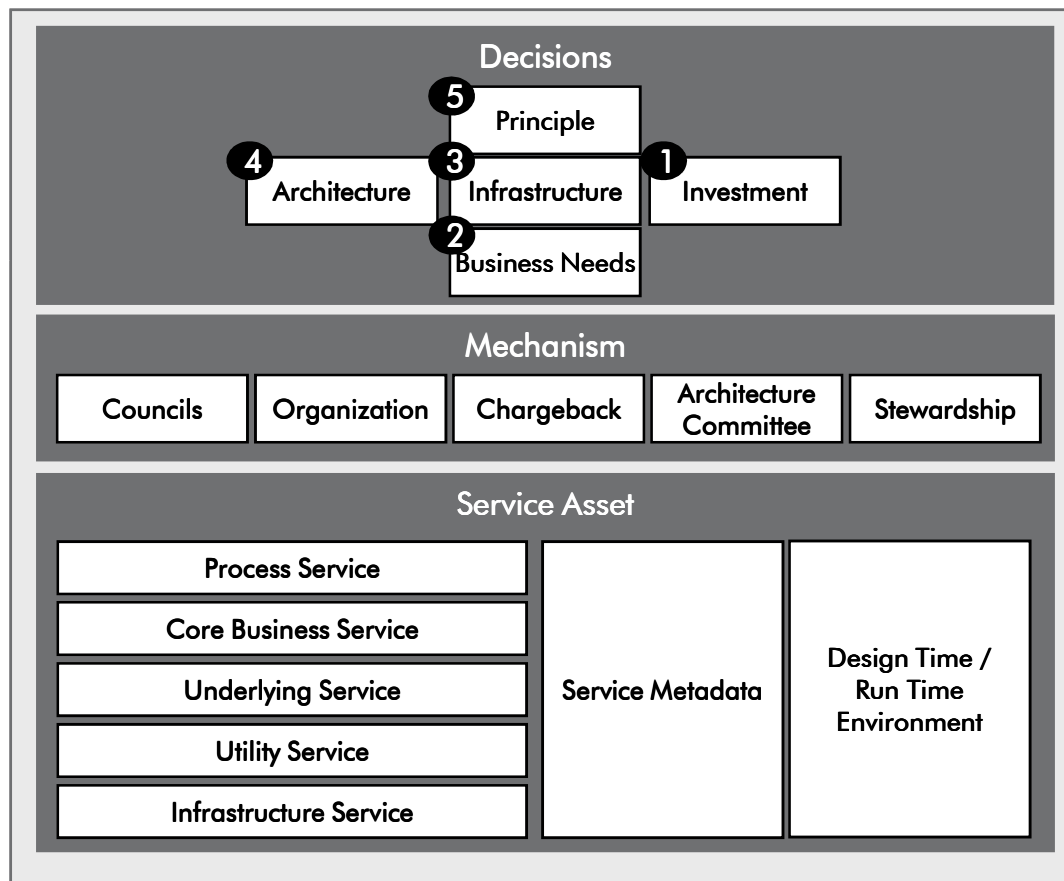


SOA and IT Governance: HP IT Governance Model



SOA Governance

SOA Governance



SOA Governance Issue

- 1 Who pay for service development cost ?
- 2 How authorize the service ?
- 3 How can guarantee interoperability ?
- 4 What is the scope of SOA-based architecture ?
- 5 What is the on-going principle of SOA ?

Agenda

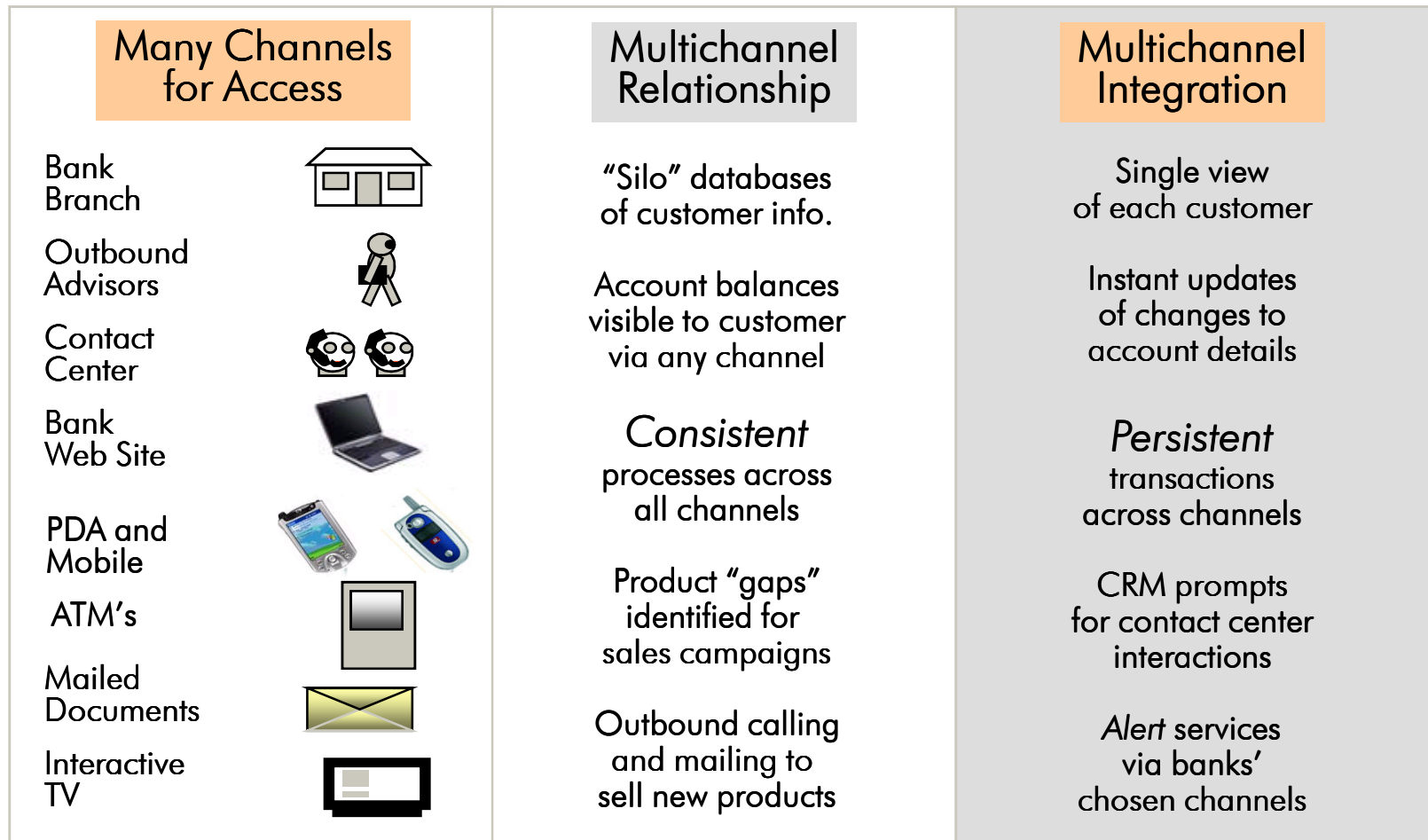


SOA Roadmap

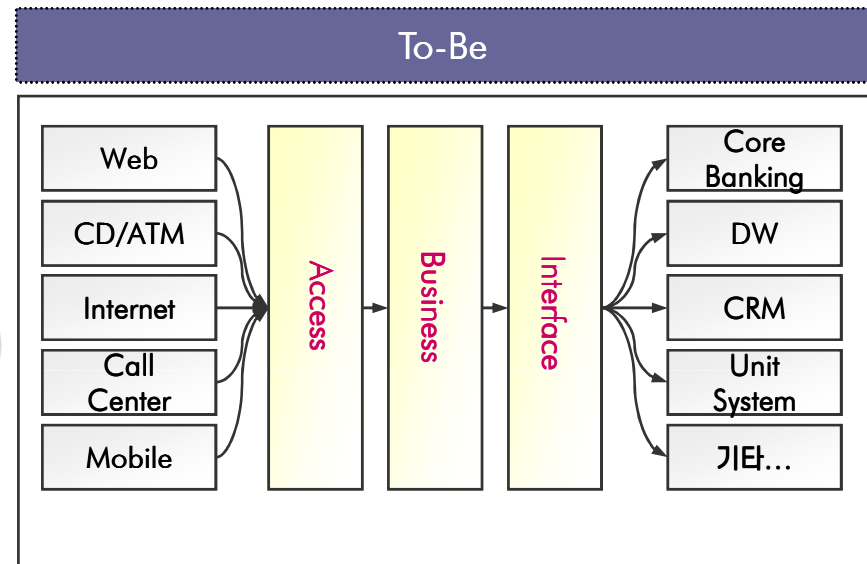
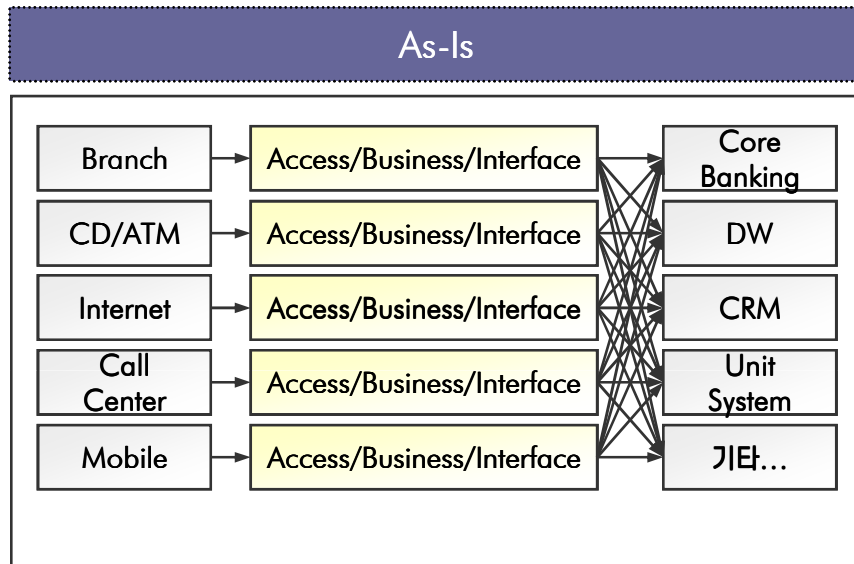
Channel Integration

HP OpenMCI

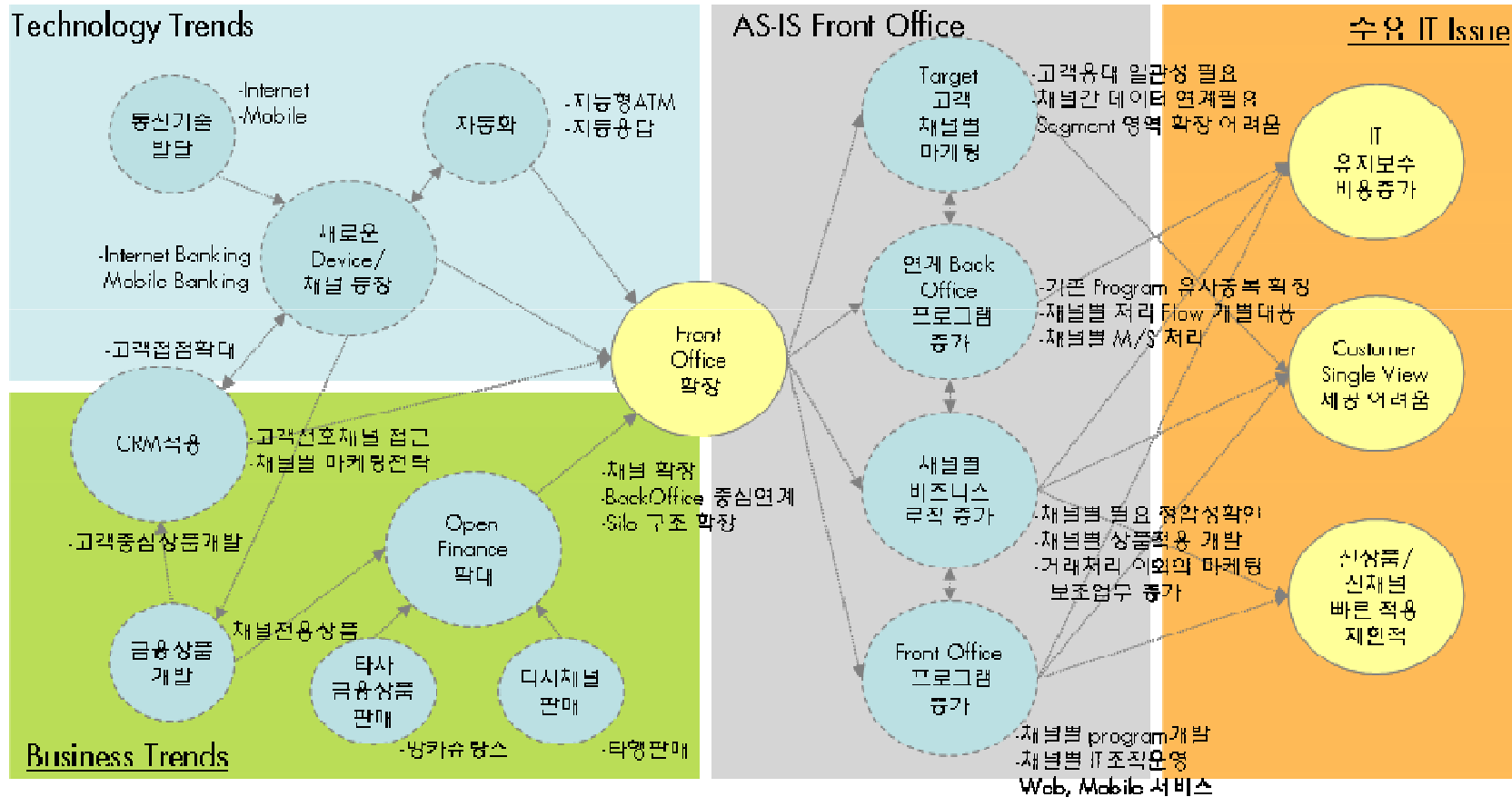
Shifting from Access into Integration



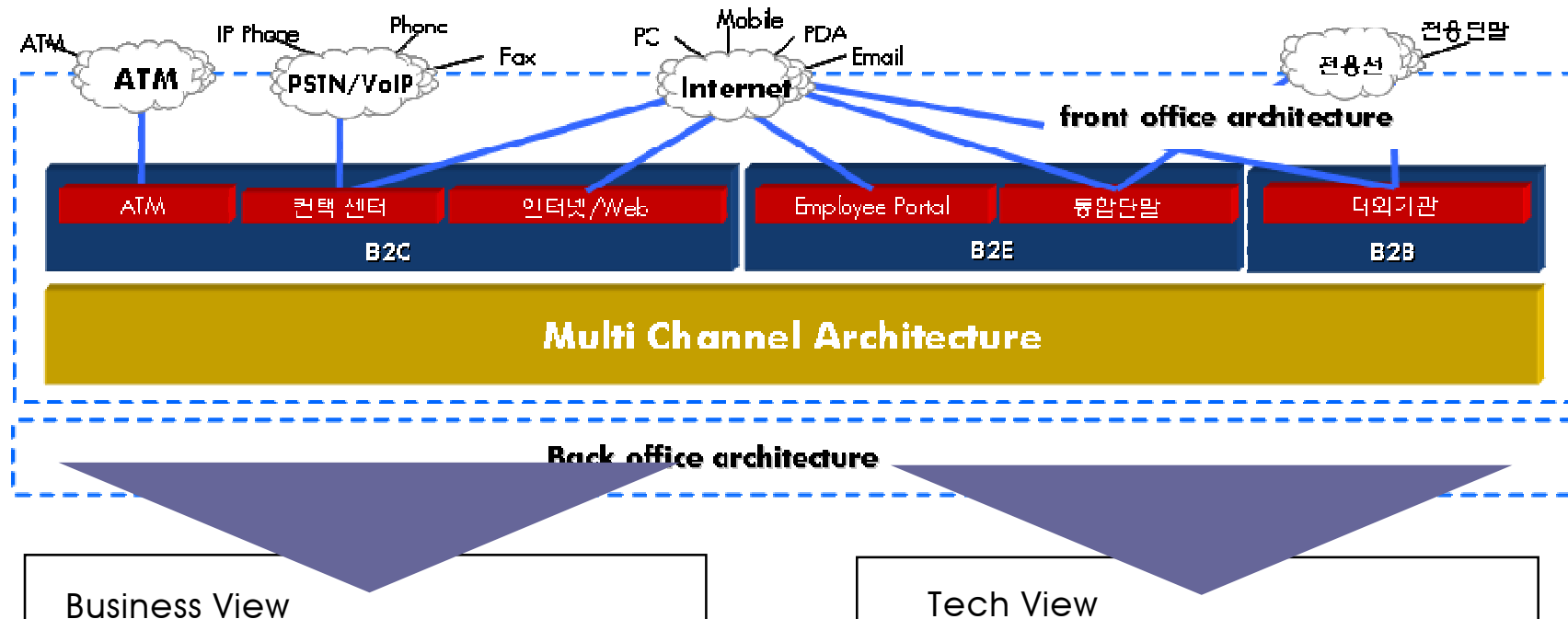
Why MCI required



Current Channel Issues:



MCA Definition



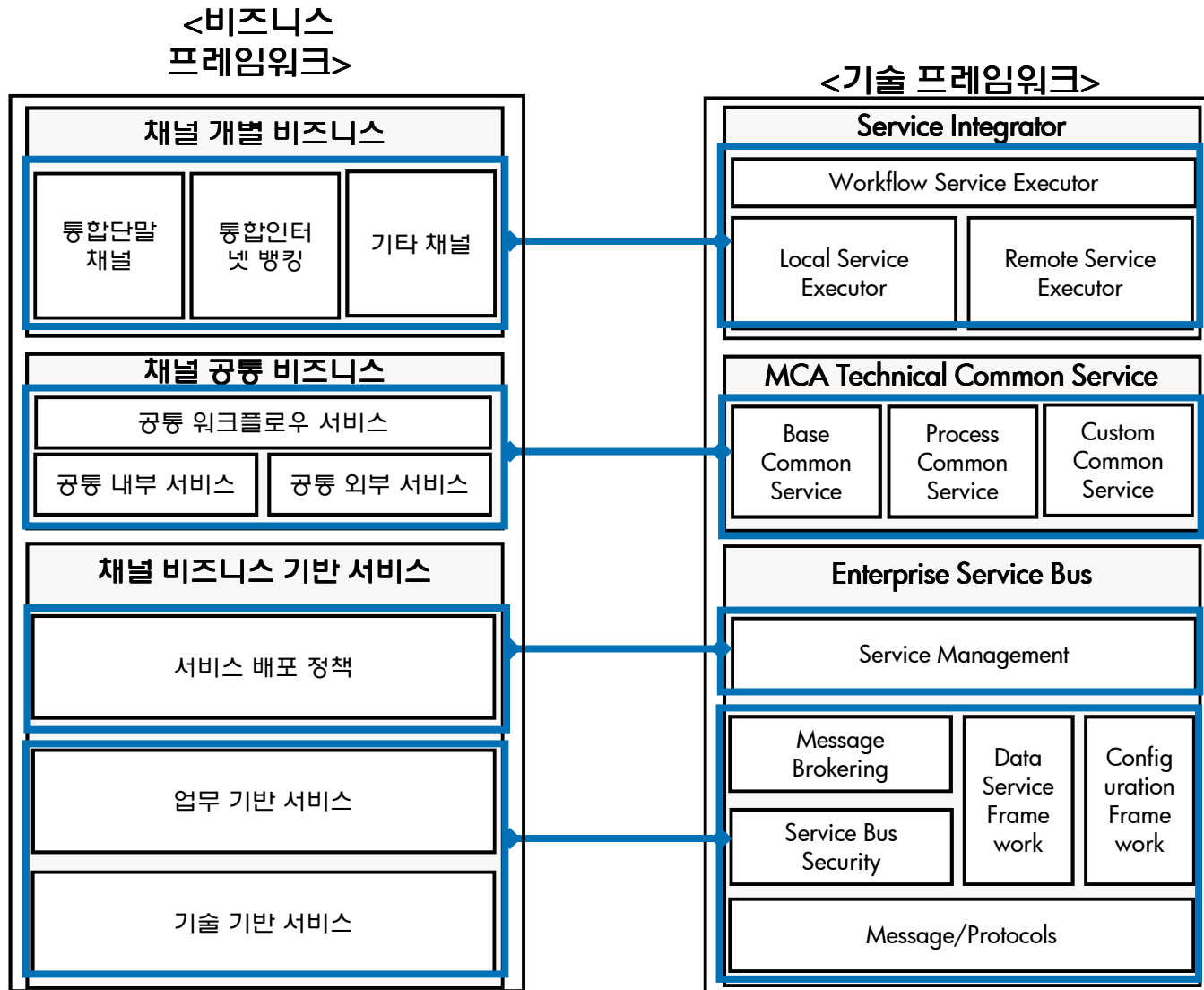
Business View

- 기능적/업무적 분류를 통한 채널간 업무 서비스의 공통화
- 채널 서비스 결합을 통한 서비스 체인 형성
- 서비스와 프로세스의 통합을 통한 채널 연계업무 지원

Tech View

- 전문 표준화를 통한 채널 거래전문 통합
- 룰 기반의 채널 전문을 표준전문으로 변환
- 콘텐츠 기반 메시지 라우팅을 통한 채널 별 서비스 처리

비즈니스-기술 프레임워크 전개 방향



Agenda

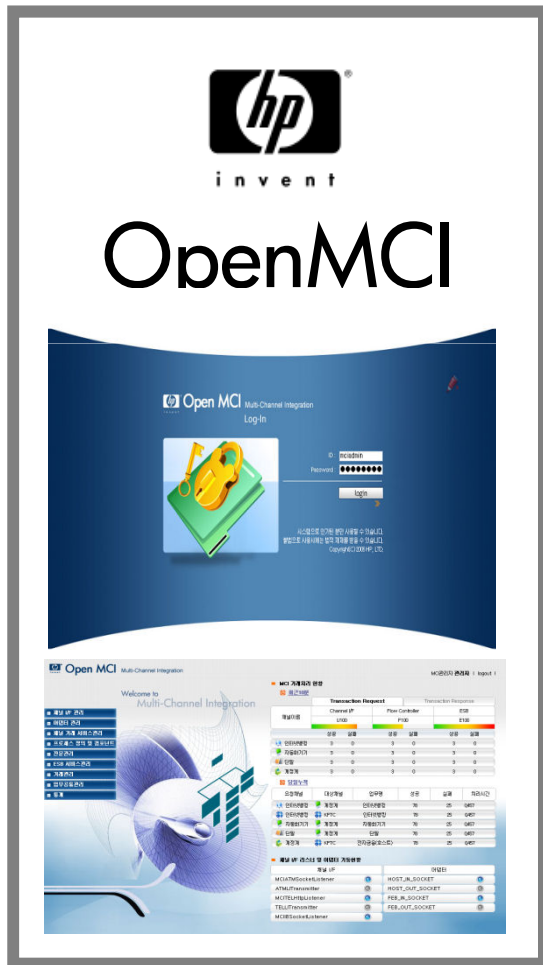


SOA Roadmap

Channel Integration

HP OpenMCI

OpenMCI 주요 기능



다양한 채널로부터의 거래접수 및 관리

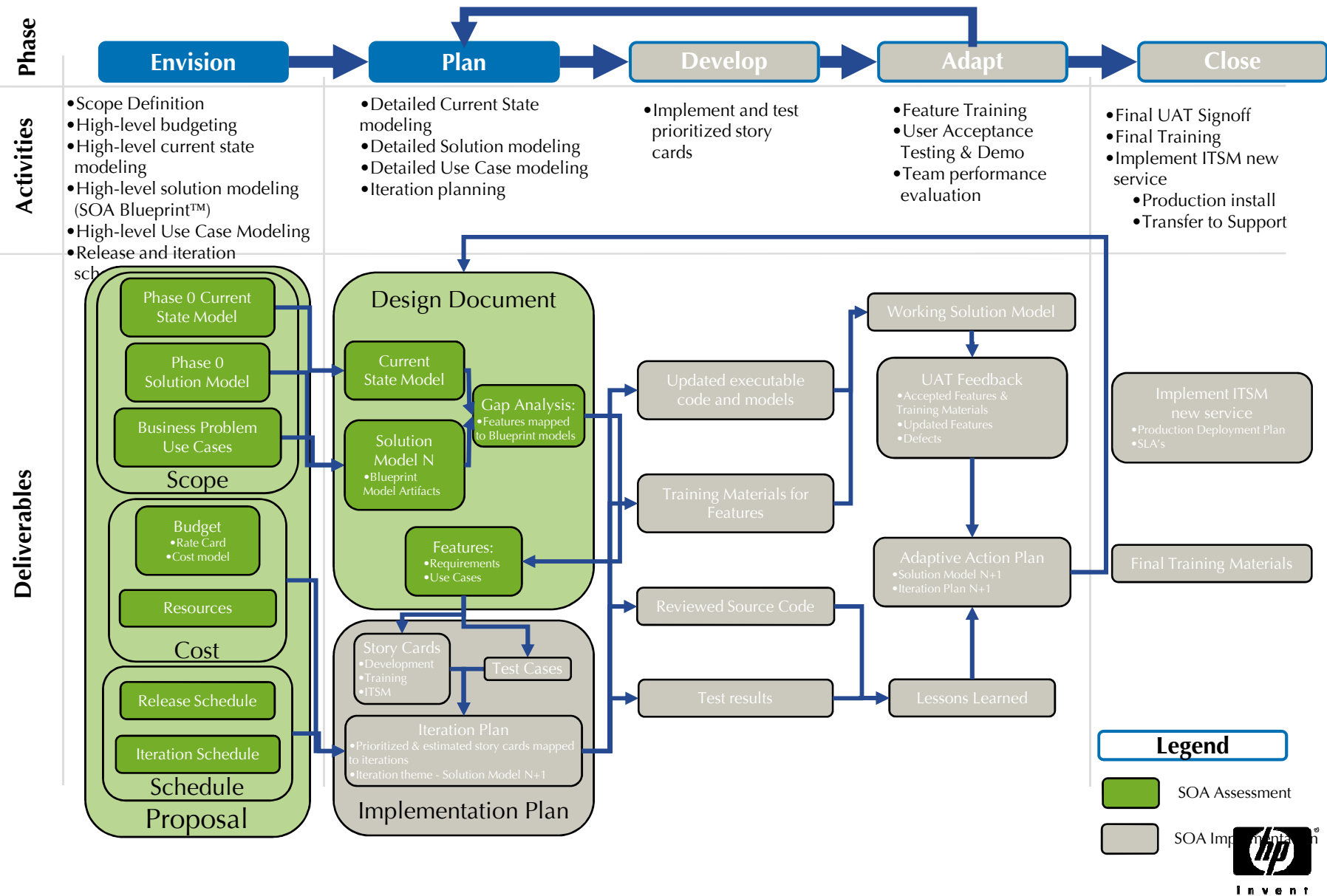
대용량의 거래처리를 위한 엔진 및 인터페이스 제공

MCI 표준 메시지 자동 생성 및 메시지 변환

신규채널 도입시 신속한 대응을 위한 자동화 기능 제공

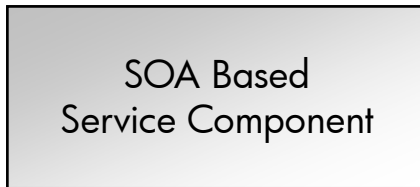
Pre-Built된 채널 공통서비스 및 컴포넌트 제공

HP OpenMCI SOA Methodology



Channel Application enhancing via SOA concept

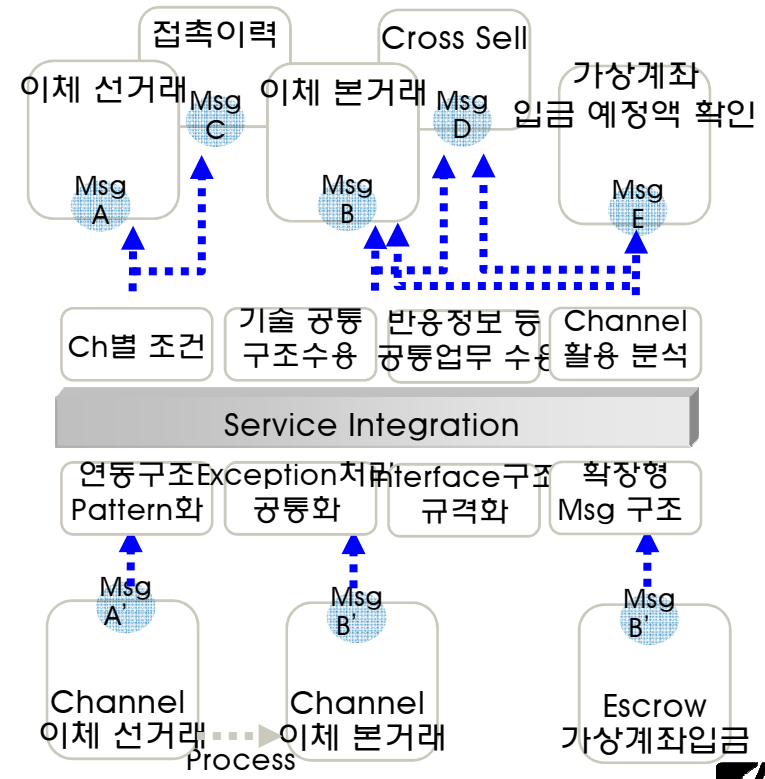
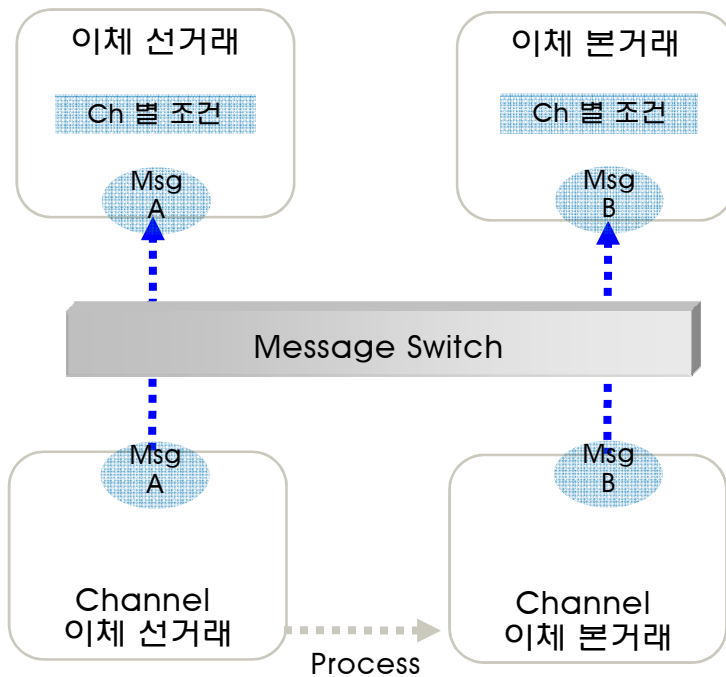
Step 1



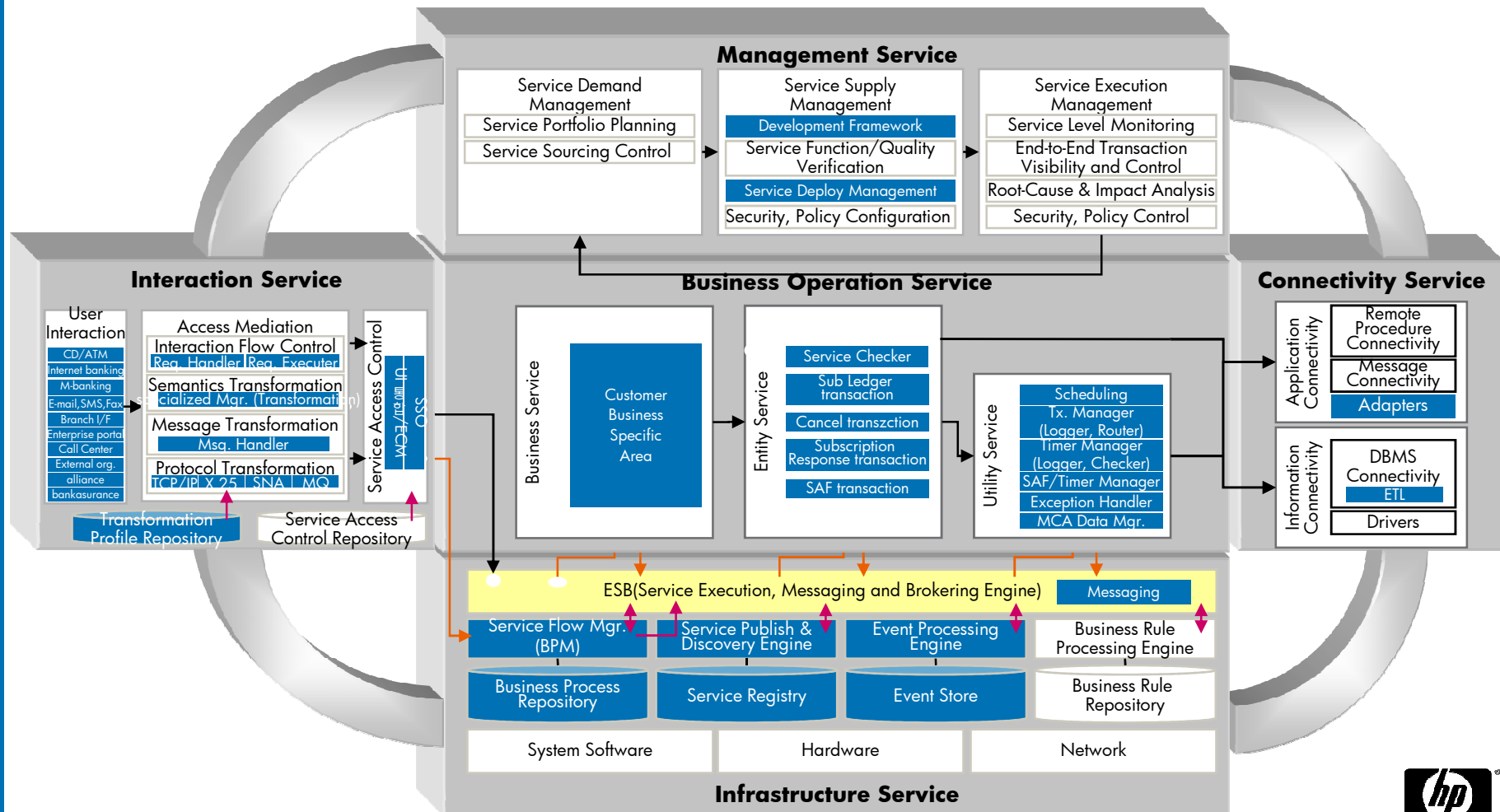
Step 2



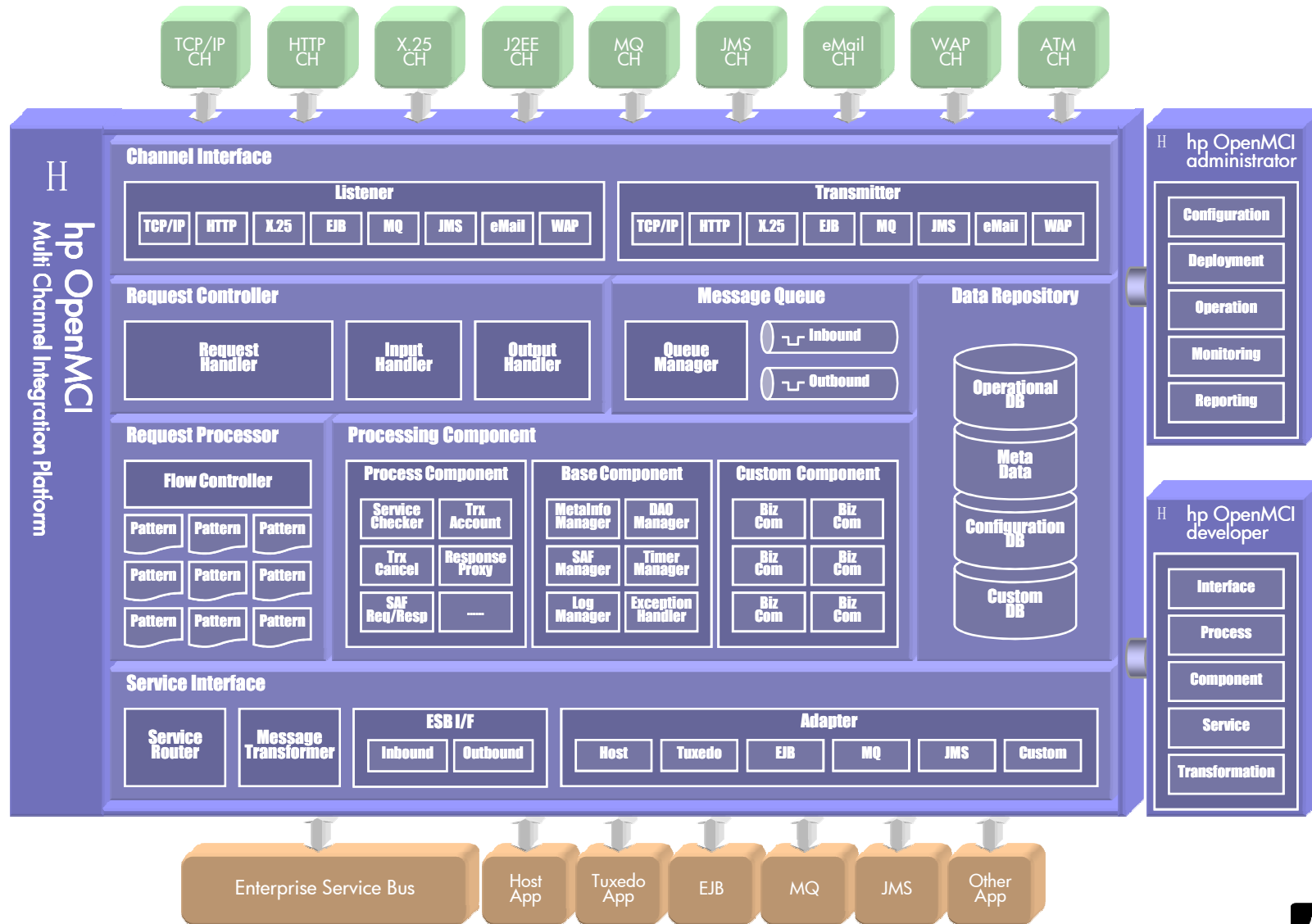
Step 3



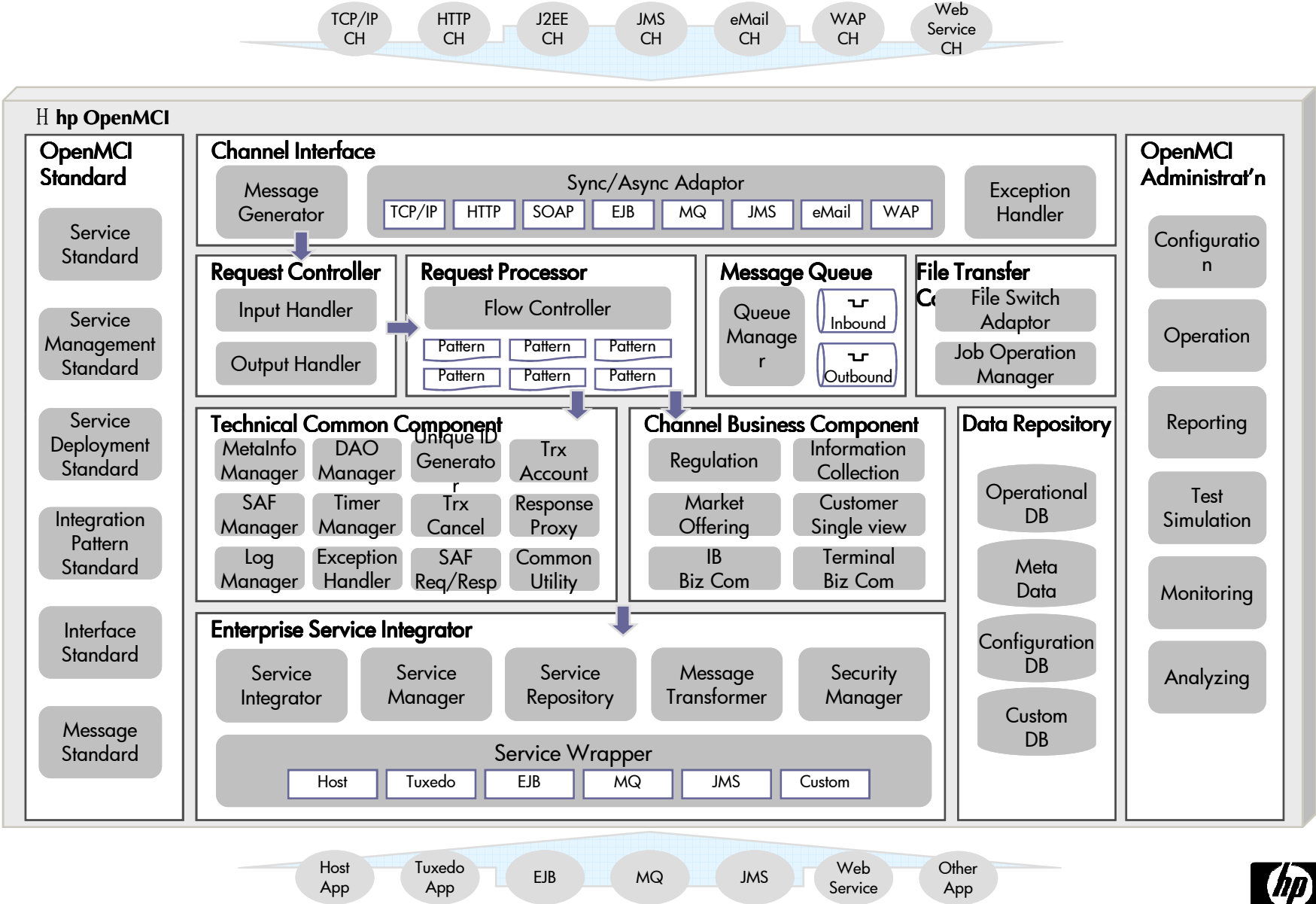
HP SOA TRM – MCI Logical Model



OpenMCI Architecture



HP OpenMCI Solution Architecture





Together,
we can make it.

Thanks

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