

You've read about SOA and its strategic promise in industry journals. You wonder how SOA can help you address some of your pressing business issues. Your CIO recently announced that your company is committed to service orientation but emphasized that it will only be successful if the business community partners with IT. What's in it for you? What does "support" of your company's SOA plans really mean? How different is SOA from previous waves of technology that have made grand promises of business agility but failed to deliver? How should your organization transform itself and evolve so the partnership with IT becomes real? How do you ensure that SOA is 100% focused on delivering business value and does not become a technology solution? Should the business community lead SOA adoption? How do you balance your short-term needs for business capabilities with SOA's longer-term benefits? The SOA Monitor's SOA boot camp for business executives is much more than mere business indoctrination on SOA – it equips your team so it can share the SOA driver's seat.

SERVICE ORIENT OR BE DOOMED!

To those cynical about technology hype, this ZapThink book title sounds like tabloid sensationalism. SOA vendors and analysts alike need your attention – to them, SOA is blindly the only way. The SOA Monitor takes a more balanced view: asserting that SOA is the silver bullet that will solve all your technical and business problems is a gross exaggeration. Nor should it be implemented in a big-bang fashion or require significant upfront investment to start delivering value. What we firmly believe is: as a business executive, if you are not thinking about implementing SOA in your organization, you will lose ground to your competitors who are making SOA happen.

Using SOA, your competitors are unshackling their business processes from their inflexible IT systems that support these processes without costly system rewrites and expensive enterprise software projects. More importantly, they are using SOA to reconfigure their business processes and mix and match business functionality to react to rapidly evolving business demands. They are now able to speed up time to market for products and services, integrate acquisitions faster, enhance collaboration with partners and suppliers, lower their costs, increase customer satisfaction and grow revenue. Our boot camp will show how you can regain the competitive edge through SOA.

SOA IS MORE ABOUT BUSINESS PROCESSES...

...and implementing discrete business functions as services than it is about the technology. But if you place your SOA solely in the hands of your IT organization and do not provide broad business support, then SOA will become a technical solution and the business benefits will remain elusive.

The SOA boot camp specifically explores:

- The value SOA can bring to operations like yours.
- New roles and skills for the business so the focus of your SOA remains on business needs.
- Governance, funding, and ownership implications of service-orientation
- Evolution paths so organizations can adapt to SOA

THE TEAM

The team typically consists of 2 senior SOA consultants who conduct the pre-boot camp activities and act as facilitators. The boot camp is conducted on a fixed price basis.

TAKE RESPONSIBILITY FOR DRIVING SOA

[Contact](#) us to discuss boot camp details or [visit](#) us online to learn more about our consulting, training and publication services centered on SOA strategy, planning and implementation.