

CIO, Chief Architect, Application Development Lead or IT Program Manager – no matter what your job function is or where you reside on the hierarchy; if you are accountable for making SOA happen, then securing buy-in and collaboration of IT and business users will dictate your success. There is no shortage of challenges: vendor hype has engendered confusion, factions within IT are threatened and prior project failures have made the business community skeptical. You have tried evangelizing SOA using white papers. But that did not get you much traction. How do you spell SOA in business terms? How do you convince your customers of its value and get them to invest? How do you avoid damaging rumor and innuendos? How do you communicate the people impact of SOA so you can rally IT behind you? The SOA Monitor’s SOA Communication will help you lead the conversation about SOA to positively engage the business and IT.

A DIALOGUE FOR SUCCESS

Fostering the right dialogue with the business and IT is critical to a successful SOA Communication program: a dialogue in which the right people gain an awareness of SOA, and understand why it is relevant to them. Opportunities and issues can be thoroughly discussed. We help you do this by coaching you to have candid conversations with both skeptics and supporters alike. We also assist you in conducting effective “online conversation” through the use of tools such as blogs and wikis.

MESSAGES TAILORED TO YOUR AUDIENCE

Good dialogue is initiated through powerful SOA related messages that address core questions: **What are your current SOA related communication needs and objectives?** We review your SOA program to identify what you are trying to achieve, the participation required from each of the stakeholders, and the political obstacles to that participation. **What is your SOA communications plan?** We help you delineate the: who, what, when, where, and how of specific communications, along with the work effort and responsibility to develop those communications. **What should the core messages be for each audience?** We develop “on point” communications that promote lasting awareness and serve as an effective call to action. **What type of dialogue is required?** We help you conduct the conversations that should occur before and after key communications. **How effective**

are your communications? We evaluate the effectiveness of initial communications via an SOA alignment survey and help you tune them accordingly. **What expertise do you need for ongoing communication?** We help you deliver high impact ongoing communications via your website, success stories, promotional pieces, announcements, policies, and proposals.

“TSM helped us to develop presentations that motivated our sales force to start selling more comprehensive SOA solutions”– Enterprise Software Executive

ENGAGEMENT DELIVERABLES

Key outputs of the SOA Communication are a communications needs matrix, communications strategy and plan, messaging layout, actual messaging presentations and other content.

THE TEAM, PROJECT DURATION, AND COSTS

The team typically consists of 2 SOA consultants with marketing and change management expertise. Typical initial engagements are completed in two to three weeks on a fixed price basis. Actual duration of your engagement is contingent on your objectives, scope of SOA adoption, complexity of the environment, level of client involvement, and deliverables.

ENGAGE THE BUSINESS AND IT

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