TECHNOLOGY TRANSFER PRESENTS

MAX DOLGICER

SOI

(Service Oriented Integration)

CONCEPTS, TECHNOLOGIES,

AND BEST PRACTICES

MAY 27-29, 2009
RESIDENZA DI RIPETTA - VIA DI RIPETTA, 231
ROME (ITALY)

info@technologytransfer.it
www.technologytransfer.it

SOI: CONCEPTS, TECHNOLOGIES, AND BEST PRACTICES

ABOUT THIS SEMINAR

IT Managers have been under increasing pressure to migrate a portfolio of independent "stovepipe" applications to an integrated set of Business services. The mandate is to support new Business processes faster, with reduced cost, and to improve the alignment of IT with Business requirements. Today, corporations have to choose from a variety of integration technologies (e.g. Enterprise Service Buses) as well as a growing number of standards. However, this addresses only partially the challenges that corporate IT is facing: how to integrate applications in a predictable, consistent and repeatable fashion.

This seminar starts with examples of integration projects that are typical for the problems and challenges that companies are trying to address today. For example, how to reduce the latency in a pipeline of batch processes by introducing messaging middleware, or how to integrate newly developed services and legacy systems into a Composite Application. The seminar then provides an overview of the concepts of SOA and its relationship to Event Driven Architecture (EDA). It outlines the key issues and guidelines that architects should consider when defining a Service Oriented Integration Architecture. The seminar will then provide you with an understanding of a complete integration "stack", i.e. a set of techniques for implementing all aspects of integration. This stack is then mapped to the relevant standards (including Web Services) and products that can support SOI architectures.

One of the highlights of the seminar is a Case Study that illustrates how the concepts and Best Practices taught in the seminar have been applied in a real project implementation. Without Best Practices based approach companies often end up with silos of redundant services that are too difficult to integrate and manage. The Case Study explains the key architectural and design decisions that have resulted in the implementation of a set of services that were reused beyond one particular project.

WHAT YOU WILL LEARN

- Understand how to employ a Service-Oriented Architecture to integrate your application portfolio
- Learn how to define an Enterprise SOA for Integration and how to apply it to integrate your application portfolio
- Learn how services can be used to integrate applications within your Enterprise and across a B2B value chain
- Distinguish between hype and reality so that you can put the technology to its optimal use in your organization

WHO SHOULD ATTEND

- IT Managers that need to understand what Service Oriented Integration comprises and how the SOI technologies and standards stack up
- Architects who want to define a Service Oriented Integration architecture to facilitate successful integration projects
- IT Professionals who need to see when and how SOI can be applied to application integration
- IT Managers and IT Strategists selecting new standards and technologies
- Consultants who need to recommend different strategies for defining and implementing SOI solutions

Outline

1. Defining the Need for Integration

- Business strategies that drive integration
- Typical integration scenarios

2. First Things First: Building an Integration Architecture

- Enterprise Architecture (EA)
  - Definition of Architecture
  - What drives the need for Enterprise Architecture?
  - Enterprise Reference Architectures
- Service Oriented Architecture (SOA)
  - The changing notion of applications
  - Services and SOA defined
  - Event & Service Oriented Architecture (e-SOA)
- High-level integration Architecture Patterns
  - Portals - integration on the glass
  - Data centric integration
  - Using interfaces for application integration
  - From SOA to Service Oriented Integration (SOI)
  - Process level integration
- Strategies to leverage and preserve your investment

3. Dissecting the Integration Puzzle: Techniques, Standards, and Tools

- Evolution of integration solutions
  - The need for intermediation
- The complete integration stack
- The core integration stack
  - Service interface description
    - Web Services Definition Language (WSDL)
  - Messaging
    - SOAP - the basic message envelope
    - Reliable messaging
    - Publish/subscribe (notifications)
  - Data transformation
    - Integration with the data architecture
  - Content-based routing
  - Security
    - WS-Security
  - Monitoring & Management
- The Enterprise Service Bus
  - Introducing the bus
  - ESB architectures
  - How standards could enable plug-and-play integration
    - Java Business Integration (JBI)
  - The bus is not enough

4. The Extended Integration Stack

- Establishing connectivity through adapters
- Repositories & registries
  - Universal Description, Discovery and Integration (UDDI)
- Business Process Management
  - BPEL & BPMN
  - Human workflow (BPEL4People, WS-HumanTask)
  - Web Services Invocation Framework (WSIF)
- Transactions
  - OASIS transaction standards
- Business Activity Monitoring (BAM)
- Complex Event Processing (CEP)
- B2B integration
- Web Services Interoperability (WS-I)

5. Integration with Java EE, .NET, and Open Source Software

- Java EE
  - Java EE Platform Layers
  - Web Services in Java EE
  - J2EE Connector Architecture (J2CA)
- .NET
  - Windows Communication Foundation (WCF)
  - Web Services in .NET
  - BizTalk Server
- Integration between Java EE and .NET
- Open Source Software (OSS)
  - ESBs: Celtix, Synapse, Mule
  - Other OSS tools for SOI

6. Using a Well-Defined Methodology for EAI Projects

- Requirements for an EAI methodology and why it's needed
- Organizational impact of EAI projects
  - Roles and responsibilities within the organization
  - Building the Integration Competence Center (ICC)
  - Governance
- Approaches on how to calculate Return On Investment (ROI)
- Overview of ISG's EAI Methodology

7. Best Practices, Case Study, and Conclusions

- Best Practices
- Case study: Luxury Travel Service Provider Company
  - Project Overview
  - Three Dimensions of Business Partner Integration
  - Service Oriented Integration Architecture
  - Definition of Service Layering
  - Verifying SOA Principles
  - Designing Service Interfaces
  - Designing the Schemas
  - Designing Concrete Service Interfaces
  - WSDL and XML Schema
  - Do we need SOAP?
  - Composing Business Processes with BPEL
- Conclusions

INFORMATION

PARTICIPATION FEE

€ 1500

The fee includes all seminar documentation, luncheon and coffee breaks.

VENUE

Residenza di Ripetta
Via di Ripetta, 231
Rome (Italy)

SEMINAR TIMETABLE

9.30 am - 1.00 pm
2.00 pm - 5.00 pm

HOW TO REGISTER

You must send the registration form with the receipt of the payment to:
TECHNOLOGY TRANSFER S.r.l.
Piazza Cavour, 3 - 00193 Rome (Italy)
Fax +39-06-6871102

within
May 12, 2009

PAYMENT

Wire transfer to:
Technology Transfer S.r.l.
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GENERAL CONDITIONS

GROUP DISCOUNT
If a company registers 5 participants to the same seminar, it will pay only for 4. Those who benefit of this discount are not entitled to other discounts for the same seminar.

EARLY REGISTRATION
The participants who will register 30 days before the seminar are entitled to a 5% discount.

CANCELLATION POLICY
A full refund is given for any cancellation received more than 15 days before the seminar starts. Cancellations less than 15 days prior the event are liable for 50% of the fee. Cancellations less than one week prior to the event date will be liable for the full fee.

CANCELLATION LIABILITY
In the case of cancellation of an event for any reason, Technology Transfer's liability is limited to the return of the registration fee only.

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Registration fee:
€ 1500

If registered participants are unable to attend, or in case of cancellation of the seminar, the general conditions mentioned before are applicable.

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Piazza Cavour, 3 - 00193 Rome (Italy)
Tel. +39-06-6832227 - Fax +39-06-6871102
info@technologytransfer.it
www.technologytransfer.it

Speaker

Max Dolgicer is an internationally recognized expert, Managing Director at International System Group (ISG) Inc. a leading consulting firm that specializes in IT Strategy and development and Integration of large-scale distributed applications using Service-Oriented Architectures. Mr. Dolgicer is a contributing editor for *Application Development Trends* magazine and recognized speaker, instructor and lecturer. He has more than 27 years of management and technical experience in development and support of Business applications, software products and systems internals. Mr. Dolgicer's academic background includes a Master in Computer Science from Technion, Israel Institute of Technology.