

TECHNOLOGY TRANSFER PRESENTS

GERHARD **BAYER**

GUIDING SOA

EVOLUTION THROUGH

GOVERNANCE

FROM SOA 101

TO VIRTUALIZATION

TO CLOUD COMPUTING

JUNE 23-25, 2010

VISCONTI PALACE HOTEL - VIA FEDERICO CESI, 37
ROME (ITALY)



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GUIDING SOA EVOLUTION THROUGH GOVERNANCE

ABOUT THIS SEMINAR

The evolution of how companies employ SOA can be broken down into three phases: the initial phase focuses on migrating from previous approaches like component based applications to services and the Best Practices around building services.

Once a company has completed initial SOA projects, the number of deployed services increases such that the key question no longer is how to build services, but rather how to efficiently govern the development and operation of services on an Enterprise scale. The focus of a second phase SOA shifts to reusability, securing how a growing number of clients access the services, assuring that Service Level Agreements (SLAs) are met etc. Service virtualization plays a key role in this phase, which provides a decoupling of clients and services and replaces non-Business logic in services with configuration in Middleware that acts as intermediaries, like Enterprise Service Buses and SOA Appliances.

While Enterprise Architects focus on SOA, the data center and operations Managers have server Virtualization on their agenda as a top priority to increase efficiency and reduce cost. These two efforts have not been treated synergistically by most companies, but they should. The provisioning of virtual servers should be done using a SOA based service infrastructure paradigm and the Business services should automatically be mapped onto infrastructure resources in order to implement on-demand resource provisioning to better meet SLAs.

This approach to the second phase in the SOA evolution positions a company for a natural progression into phase three, where services move into the cloud. Regardless whether we move to an Enterprise Cloud or one that is hosted by an external provider, everything we have learned and implemented in the first two phases of SOA applies – even more so, since issues like security and integration become more complex in the Cloud and SOA Governance plays an even bigger role.

This seminar walks you through the three phases of evolving SOA and how to use a maturity model to build your SOA Roadmap. It then discusses how SOA Governance relates to Business, IT, and Enterprise Architecture (EA) Governance; it details what comprises SOA Governance, provides insights into current standards, vendor approaches and technologies, and closes with a Case Study that illustrates some of the Governance principles and how to measure success.

WHAT YOU WILL LEARN

- Learn about the three phases of SOA evolution
- See how SOA relates to server Virtualization and Cloud Computing
- See how the different SOA projects in your organization fit into the big picture of a SOA Maturity Model and how to develop your SOA Roadmap
- Distinguish between Business, IT, EA and SOA Governance
- Understand how to govern the complete services lifecycle – from design time to run-time
- Be able to define practical guidelines and policies to assure that project teams follow a consistent approach to service design and implementation

WHO SHOULD ATTEND

- Architects who want to define a Roadmap for the evolution of SOA throughout the Enterprise
- IT Professionals who need to see how SOA can efficiently be applied on large scale projects
- IT Managers and IT Strategists who need to define policies for service development and service operations
- Architects and Developers who want to understand the impact of SOA Governance on their projects
- Consultants who need to recommend and use Governance strategies and technologies for SOA

OUTLINE

<p>1. SOA Phase 1: SOA 101</p> <ul style="list-style-type: none">• SOA defined• The Changing Notion Of “Applications”• Client/Server SOA vs. Event-Driven SOA (a.k.a. EDA)• SOA vs. RESTful architectures• Key SOA Design Guidelines<ul style="list-style-type: none">- The Service Layer Model• SOA Challenges <p>2. SOA Phase 2: Service Virtualization & Server Virtualization</p> <ul style="list-style-type: none">• From mediation to service Virtualization• Implementation choices for intermediaries• Server Virtualization - overview• Mapping SOA to server Virtualization• Virtualization & Automated Workload Management <p>3. SOA Phase 3: Moving into the Cloud</p> <ul style="list-style-type: none">• From dedicated to virtual to Cloud infrastructure• Chose your Cloud flavor: IaaS, DaaS, SaaS, or PaaS?• Cloud characteristics<ul style="list-style-type: none">- Private vs. public, multi-tenancy• Benefits and challenges• Applying SOA to the Cloud <p>4. Planning the SOA Evolution: SOA Maturity Model and SOA Roadmap</p> <ul style="list-style-type: none">• Defining the goals – SOA Maturity Models<ul style="list-style-type: none">- The Open Group Service Integration Maturity Model (OSIMM)* Overview	<ul style="list-style-type: none">* Maturity levels* Maturity dimensions* How to assess your SOA maturity<ul style="list-style-type: none">- Other SOA Maturity Models• How do we get there – developing a SOA Roadmap <p>5. Managing the SOA Evolution: Business Governance, IT & EA Governance, SOA Governance</p> <ul style="list-style-type: none">• Governance overview<ul style="list-style-type: none">- Business Governance- IT Governance- Enterprise Architecture (EA) Governance- Why do we need Governance specific to SOA?- Migration from previous architectures• SOA Center Of Excellence (COE) <p>6. A Detailed Look at SOA Governance</p> <ul style="list-style-type: none">• Governing the service lifecycle<ul style="list-style-type: none">- Service Oriented development methodology- Design time Governance- Run-time Governance• Key elements of SOA Governance<ul style="list-style-type: none">- Policies- Contracts- Metadata• The lifecycle of SOA Governance<ul style="list-style-type: none">- Planning for Governance- Designing the Governance model- Model deployment- Monitoring the effectiveness of the Governance	<p>7. SOA Governance Frameworks</p> <ul style="list-style-type: none">• Open Group standards<ul style="list-style-type: none">- SOA Governance Reference Model (SGRM)- SOA Governance Vitality Method (SGVM)• IBM SOA Governance and Management Method (SGMM) <p>8. SOA Governance Technologies</p> <ul style="list-style-type: none">• Overview• Repositories & registries<ul style="list-style-type: none">- Repository functionality- Registry functionality• Policy Management• Run-time Governance technology<ul style="list-style-type: none">- Policy Enforcement- Service Management- Security• An integrated Governance solution• Applicable standards<ul style="list-style-type: none">- UDDI- Governance Interoperability Framework (GIF)- WS-Policy <p>9. ROI Example and Conclusions</p> <ul style="list-style-type: none">• Return on Investment (ROI) defined• Client example<ul style="list-style-type: none">- ROI through service reuse- ROI Model for software reuse- Keeping track of reuse• ROI For Center of Excellence (COE)• Conclusions
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INFORMATION

<p>PARTICIPATION FEE</p> <p>€ 1500</p> <p>The fee includes all seminar documentation, luncheon and coffee breaks.</p> <p>VENUE</p> <p>Visconti Palace Hotel Via Federico Cesi, 37 Rome (Italy)</p> <p>SEMINAR TIMETABLE</p> <p>9.30 am - 1.00 pm 2.00 pm - 5.00 pm</p>	<p>HOW TO REGISTER</p> <p>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</p> <p>within June 8, 2010</p> <p>PAYMENT</p> <p>Wire transfer to: Technology Transfer S.r.l. Banca Intesa Sanpaolo S.p.A. Agenzia 6787 di Roma Iban Code: IT 34 Y 03069 05039 048890270110</p>	<p>GENERAL CONDITIONS</p> <p>GROUP DISCOUNT</p> <p>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.</p> <p>EARLY REGISTRATION</p> <p>The participants who will register 30 days before the seminar are entitled to a 5% discount.</p> <p>CANCELLATION POLICY</p> <p>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.</p> <p>CANCELLATION LIABILITY</p> <p>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.</p>
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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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SPEAKER

Gerhard Bayer is a Senior Consultant of International Systems Group, Inc. (ISG), a leading consulting firm that specializes in IT Strategy and development and integration of large-scale distributed applications using Service-Oriented Architectures. His work includes design of architectures for Service Oriented Integration and e-Business application development, as well as development of ISG's comprehensive SOA training curriculum. Mr. Bayer holds a MS degree in Physics and a BS degree in Computer Science.