ReUse, Community, EcoSystems and Catalogs for SOA Architectures

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Abstract

The core of SOA is building your business around linked, repeatable business tasks or services. But where do these services come from? Do we need to build it all from scratch? Building businesses and SOA architectures can be accelerated by taking advantage of reuse, both from within the company as well as from the broader Ecosystems and Communities.
Why a Service Oriented Architecture?

- Service Oriented Architecture (SOA) is a business-centric IT architectural approach that supports integrating your business as linked, repeatable business tasks, or services.

- SOA helps users build composite applications, which are applications that draw upon functionality from multiple sources within and beyond the enterprise to support horizontal business processes.
Services and Composite Services

- Services both atomic and Composite provide an interface to a function or set of functions.
- The difference is in the implementation:
  - Atomic has been implemented with 1 homogenous service.
  - Composite Services have been implemented from many services.
Composite Applications

Composite applications, which are experienced at the front end of a service-oriented architecture (SOA), aggregate components on the screen to present content from multiple systems in single context for the end user.
Composite Apps vs Mashups?

- Tohmato / Tomahto
- Composite Apps evolve from SOA services and tend towards enterprise data sources and focused on a business need
- Mashups are evolved from Web Oriented Architecture (WOA) and tend towards freely available resources with a focus on a personal need
What kind of Service Offerings are available?

- **Connect**
  - A Service or feed that provides data
  - Adapters

- **Extend**
  - Tooling or products that enhance the existing SOA Platforms
  - Business Components

- **Exploit**
  - Composite Applications built using SOA
Where do we get services?

- Build them
- Buy them
- Community Efforts
Buying Services

There is a developing community/eco system developing to support Service Oriented businesses

Software as a Service

Service as a Product

Catalogs and Marketplaces
Software as A Service (SaaS)

A software application delivery model where a software vendor develops a web-native software application and hosts and operates (either independently or through a third-party) the application for use by its customers over the Internet. Customers do not pay for owning the software itself but rather for using it.
SaaS and SOA

- SaaS vendors include APIs and platforms for integration with existing infrastructure

- Starting their own ecosystems (SaaS as a Platform)
  - Salesforce.com (1-800-NOSOFTWARE)
  - http://www.salesforce.com/appexchange/
Data Providers

- Leverage a community of partners who can integrate your Web services into their applications and other Internet systems.
- Appeal to a wider audience of users and application types by enabling multiple protocols.
- Expanded market opportunities through a new channel.
Service as a By Product

- We’re crafting standards based, reusable services, why not resell them?
Business Components

- Providing specialized data and/or business components via a service

- SEEC, Inc. provides the world’s largest library of Business Component Software for the insurance and financial services industries. The SEEC Advantage Library™ contains hundreds of pre-built software components that are designed by domain experts, built to industry standards, and licensed with the source code, providing customers with a trusted source of highly reusable, non-proprietary assets purpose-built for insurance and financial services providers.
Amazon Web Services

- Amazon E-Commerce Service
- Amazon Simple Storage Service
- Amazon Simple Queue Service
- Alexa Web Services
- Amazon Elastic Compute Cloud (Beta)
- Amazon Flexible Payments Service (Beta)
- Amazon Mechanical Turk (Beta)
Catalogs and Communities
SOA Business Catalog
http://catalog.lotus.com

The IBM SOA Business Catalog is a single, comprehensive online directory of reusable SOA content from IBM and invited IBM SOA Specialty business partners. From adapters to models to QuickStarts to web services, this SOA content quickly advances and enhances SOA environments by leveraging existing services, components, capabilities, and extensions.
SOA Business Catalog con’td

- Provides assets organized by industry
- Aligns with IBM SOA strategy, by providing assets categorized on SOA Entry points, SOA Lifecycle, and IBM SOA Products
- Provides variety of asset types: services, adapters, applications, tooling, composite applications
Mission: “Providing the preferred ecommerce platform that will allow a broader market of users to buy quality data services and for partners to easily integrate these data services into their applications.”
StrikeIron Marketplace subscribers have instant access to a rich set of functionality and data and can take advantage of more flexible choices of protocols, simplified sign-on, simplified billing and accounting, flexible pricing alternatives, and integrated tools and services to accelerate their utilization.

- Provides billing capabilities for services providers.
- Provide professional service offerings to help producers and consumers work with services.
Programmable Web
http://www.programmableweb.com/

A community site driven by John Musser. Provides news and coverage of Web Services and APIs, mashups and Web as Platform related information.

Provides dashboards on Mashups, APIs and Member related content.
ProgrammableWeb: Mashup Matrix

The ProgrammableWeb Mashup Matrix (beta) lets you visualize the web mashup ecosystem. Hover over any cell to find mashups built by combing APIs on two axes. Click and drag to move around the matrix. Use the slider to zoom in and out. Click on the name of a mashup to see the details including screenshot, rating, and more. Enjoy.

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New Opportunities

- Cost to entry for Composite Applications and services are low
- Many routes to market, from direct access or via Service Catalogs
Questions?