



Service-Oriented Architecture Business Value Analysis

*technology***blue**
An information technology strategy firm

How can SOA help you create differentiation and maximize competitiveness?

How can you identify a suitable entry point to effectively meet business objectives?

How can SOA help you increase revenue and uncover new business opportunities?

How can SOA help you improve productivity, flexibility and business response?

How can SOA help you strengthen collaboration and alignment between business and IT?

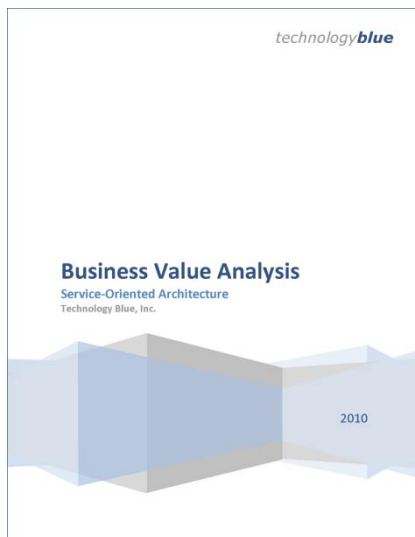
IT is under unprecedented pressure to enable increased business performance to keep pace with today's rapid market changes. With the rigidity in traditional IT systems and architectures, difficulty in efficiently and effectively deploying new functionality results in lost opportunities and revenue. Many companies are seeking solutions to enable more flexible systems at a lower cost point.

Service-oriented architecture enables IT to combine software assets to efficiently create new applications and processes. Re-use is maximized, which over time progressively increases the flexibility and speed at which new capabilities can be deployed. Companies are able to leverage new capabilities sooner to respond to market changes, opportunities or the competitive landscape.

Technology Blue helps companies discover the value opportunities of SOA within their business. Our SOA Business Value Analysis delivers a documented vision based on understanding, identification, assessment and selection. Our deliverable accelerates the adoption process and highlights the path to realizing sustainable business value.

Contact Technology Blue to get started building the foundation for your SOA adoption. We look forward to working with you.

Claye Greene
Managing Director



“Create a definite plan for carrying out your desire and begin at once, whether you are ready or not, to put this plan into action”.

- Napoleon Hill

Understand

Understanding business and IT objectives is critical to successful SOA adoption. Objectives become the targets by which we measure value creation. They serve as the foundation for the conception of strategies, governance and project plans.

We help develop objectives that are SMART:

- *Specific* – clearly identifiable and understood
- *Measurable* – tied to quantitative measures
- *Attainable* – realistic given environment and capabilities
- *Relevant* – meaningful to business success
- *Timely* – bound by target start and end points

Continually measuring progress against objectives ensures delivery of specific and tangible SOA outcomes.

Document

Assessing the readiness for SOA produces a clear vision of the current state of the enterprise in six critical focus areas:

- Ability and willingness of IT-business collaboration
- Availability of clean, reliable data
- Well-prepared and experienced resources
- Organizational flexibility for change
- Clear business and IT objectives
- Supporting technological infrastructure

These six focus areas help identify challenges to successful SOA adoption. We help analyze each area to produce a meaningful plan for improving readiness, and introduce proven mitigations to eliminate barriers to success.

Assess

Identify

Identifying which business functions to service-enable creates clear priorities for meeting business and IT objectives. We focus on identifying business services that produce maximum value yield for the organization.

We leverage corporate assets and industry practices to identify the strongest candidates for service-enablement, and follow a repeatable approach to analyze their purpose, characteristics and value.

Critical questions about every business service are:

- How well does the service model business functionality?
- Can the service be re-used across the enterprise?
- Does the service meet business and IT objectives?
- What are the service impacts and dependencies?

Choosing an appropriate entry point is like making a good first impression... chances are you only get to make one.

We analyze organizational, technological and infrastructure environments to help identify where and how to begin SOA adoption.

The selected entry point serves as a key element of strategic planning tasks including resource alignment, technological requirements and risk mitigation.

- *Preliminary adoption* – Initial assessments, proof of concept
- *Line of business adoption* – Localized implementation
- *Enterprise adoption* – Enterprise-wide commitment

Select

Technology Blue helps bring about meaningful change and lasting success through a broad range of outsourcing services covering:

- Strategy
- Application
- Infrastructure
- Management

Why outsource to Technology Blue?

- Enhance core capabilities in key areas
- Leverage expertise to increase innovation
- Liberate resources to focus on core competencies
- Improve service quality
- Reduce costs
- Speed time to market
- Increase business performance
- Maximize profitability
- Solidify competitive advantage

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About Technology Blue

Technology Blue is an information technology strategy firm based in Pittsburgh, Pennsylvania.

With a strong commitment to deliver value through innovative approaches, tools and technologies, Technology Blue partners with its clients to help them transform and modernize to achieve greater competitive advantage. Its home page is www.technologyblue.com.