

The 13th Annual Gartner SOA & Application Development and Integration Summit 2010

14 – 15 June 2010 | Lancaster London, UK
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SOA AGILE Event Processing

Cloud Computing

Application Strategies

Governing, Composing and Deploying Applications for the New Business Reality

The annual Gartner SOA & Application Development and Integration Summit were held on 15 – 16 June 2010, at the Lancaster London Hotel. Now in its 13th year, the Summit drew more than 250 attendees from across Europe, bringing together business and IT professionals from a cross-section of organizations and industries.

Led by conference chairs, Paolo Malinverno and Jess Thompson, the Summit featured over 40 presentations including keynotes, Gartner track sessions, workshops, end-user case studies, and solution provider sessions to provide delegates with the necessary knowledge to enable their applications, and their enterprises to prosper now and for the foreseeable future.

Chair's Summary

We took the “Governing, Composing and Deploying Applications for the New Business Reality” theme for this year’s summit as a result of direct feedback from you, our delegates, and matched with what happened in the world in the past year. You told us that you wanted practical advice and new approaches to help you deal with the myriad of organizational and cultural challenges that the SOA approach demands. You wanted advice to help you manage your organizations’ demands to be agile, customer oriented, event aware, cloud enabled and socially connected.

Track 1, Governing and Deploying Applications provided content to help organizations successfully manage applications and their architectures and minimize the pain that comes from their lack of flexibility. Track 2, Composing and Integrating Applications track focused on helping delegates to understand how applications technologies, both old and new, can be used now and in the future. Finally, Track 3, the Multienterprise and Cloud Applications track provided guidance for leading organizations to help them understand the challenges encountered and the technologies and best practices that are most successfully used when interacting with entities – from trading partners to SaaS applications – external to your enterprise.

To close, we’d like to leave you with some key pieces of advice from the summit.

Next Monday:

- Empower your architects: they are the ones who must govern your SOA
- Usage of cloud services is on the rise: make sure that is managed to the best interest for your organisation (in other words – governed)

Next Month:

- Understand the difference between implementing a service and providing a service to your organisation, and make it known within your organisation
- Operating a production SOA application requires different tools and skills: little by little, start the learning curve for that

Next Year:

- SOA in applications will be taken for granted, and the hype will have subsided: be ready to integrate services in your application infrastructure
- Weave events processing into your SOA

We hope you found the summit to be informative, useful and enjoyable, and we hope to see you all again in 2011!



Paolo Malinverno
Research VP
Gartner



Jess Thompson
Research VP
Gartner

Gartner
SOA & Application
Development and
Integration
Summit 2010



Summit Highlights

KEYNOTES



Daryl Plummer
Managing VP & Gartner Fellow

Gartner Keynote: **A New Cloud of Reality**

Daryl Plummer's keynote session began with a hair-raising story of how he nearly missed the summit due to an electrical fire that occurred on his flight to London! Luckily, Daryl made it to London safe and sound (albeit about 12 hours later than expected) and delivered a keynote that examined the evolution of software towards the cloud and how SOA and the ability to compose solutions are freeing users to innovate. Daryl spoke about how many organizations doing SOA have never figured out the notion of "delivering service." They have only implemented "services" — software components that can be used to assemble systems. Modern applications require and the cloud offers so much more. The delivery of service requires a rethinking of how software will work and how that software will affect the future of computing. Some key points to remember from Daryl's presentation:

- Don't assume that SOA = Cloud: there is a huge leap from software components to true services.
- Don't assume that software will remain inviolate: the future of software is far from assured.
- Focus on value received: it's the only value that really matters!



Brigadier Alan Clacher OBE
Head of Logistic Information Systems, UK Ministry of Defence

Guest Keynote: **EA and SOA – The Keys to Unlocking Agility**

Brigadier Clacher's keynote discussed the benefits of adopting an Enterprise Architecture approach to managing a major change program and highlighted the importance of EA as a prerequisite for successful SOA adoption. The presentation provided practical advice on the critical success factors for developing a successful EA and how this can enable an incremental and coherent approach to exploiting the significant benefits offered in adopting a Service Oriented Architecture. Brigadier Clacher's key recommendations were:

- A strong, well resourced Program and

Architecture team, with the appropriate tools and experience is essential

- Get the wider stakeholder community to start thinking in 'information services'
- Invest in the highest quality people at the outset of the Program
 - Hybrid staff with strong business and IS competences are critical
- Expectation management - this is a long term initiative but...
 - Quick wins are achievable
 - Big wins come when the Program processes are well bedded in, the population of the architecture repository is both broad and deep, and the use of the architecture is a normal feature of day to day work
- Measure benefits and advertise them – the output of this work is critical to the underpinning investment in EA and SOA

GARTNER SOA & APPLICATION DEVELOPMENT AND INTEGRATION SUMMIT KEY FINDINGS

The Maturing of SOA Governance

Often, the most significant short-term challenge to extending an SOA isn't the technology used to expose the services, but the processes and organizational structures associated with managing its growth and operating it. Assess and extend your SOA governance, starting from IT governance. Firmly cast governance processes onto enforceable policies. Communicate the importance of mitigating SOA project risks to ensure that you have executive-level buy-in and sponsorship. Build your SOA gradually – it will teach you when to reuse, and when to build a new service. Remember, you need just enough governance: Too little, or too much governance will kill your SOA project.

Change Management Basics: If You Want SOA, You'll need to Change

The benefits of SOA are extremely attractive. But driving an SOA effort requires very careful organization, very sharp architectural focus and ruthless attention to measuring the benefits. There are some common mistakes in SOA projects and enterprises need to know how to spot them early in a SOA initiative and how to correct them. Common mistakes include lack of business justification and success measures, focus on technology infrastructure rather than on end-to-end business process, too much complexity and insufficient governance. To avoid these pitfalls, you should build a justification for SOA to create a context for change, understand how each individual and group must change, build a change competency in the applications organization and measure, measure, measure!

IT Modernization: Overhauling Your Application Portfolio

This session examined the options available for modernizing an existing applications portfolio. To start, you should approach the evaluation of alternative solutions with no bias. Understand the relationship between installed applications and existing business processes. In the medium term, start to build a business case based on cost elimination and business process improvement. Shift appropriate workload to new platforms to serve as a test case. In the long term, you should consider AD skills and organizational issues, as well as operational and data center implications. Modernizing your applications portfolio requires commitment to skills evolution over time.

Gartner SOA & Application Development and Integration Summit Key Findings *continued*

EA and SOA Should Not Be at War

In many organizations, the SOA and EA teams are in a state of conflict. SOA developers are focused on meeting the immediate needs of the business, while enterprise architects are focused on longer-term strategic goals. Yet when they cooperate, the quality of SOA implementations delivers greater value to the enterprise. Enterprise architects should develop a clear view of the strategic drivers, identify needed business capabilities, map them to shareable and reusable domains, define interface guidelines and constraints and avoid the temptation to do detailed design. Meanwhile, developers should understand the architectural domains and design principles, consider the context in which the service is being developed, and build services with coherence and cohesion in mind. The bottom line: Don't do SOA without EA.

Beyond Common Sense: "Next Practices" in Service-Oriented Architecture

There are four styles for implementing SOA initiatives: basic, core, extended and federated, each characterized by different levels of technical complexity and governance policy enforcement. Users should start from the basic style and evolve over time toward the style most appropriate to meet their business and IT goals. Assess the SOA implementation style that suits best the business strategy of your organization. In the medium term, identify the top three advanced SOA patterns in terms of their value for the organization and implement a proof of concept for the one advanced SOA pattern that would enable you to grab "low hanging fruit." Then deploy the advanced SOA pattern POCed and measure business and technical benefits, plan for the implementation of the selected advanced SOA patterns and measure the benefit to the organization.

Why SOA? Why Now? The Business and Development Case for SOA

Clients regularly ask Gartner for general or benchmark SOA return on investment statistics. Much to their chagrin, there aren't any. Results vary tremendously from project to project and from enterprise to enterprise. Some see clear benefits and others do not. An accurate and measurable SOA business case is SOA-project-specific. Although you can't build a business case for SOA, you can build an SOA business case for X. You should assess SOA value and risk elements against the application and project portfolios. Determine and profile relevant elements. These elements are chained together for the business value of IT traceability to tell the SOA business case story. Make the story as concrete and measurable as possible (in business value terms).

Transaction Processing in the Cloud: Architectures and Technologies

This presentation examined how platform middleware is evolving to enable 21st century Transaction Processing, investigated how major vendors are responding to this opportunity, and looked at how user organizations can take advantage of cloud TP-enabling technologies. Consider distributed caching platforms to reduce the cost of SOA integration and to boost performance and scalability of EAS/RDBMS-based applications. Over the next three months you should then analyze how business trends will affect your established TP architectures. Over the longer term, risk-averse users should adopt Java EE and .NET enterprise application servers as the best fit for the next wave of business-critical TP applications. Meanwhile, leading-edge users should adopt early forms of a cloud TP platform for high-risk/high-reward application scenarios.

Agile 2.0 — the Rise of Enterprise Agile

In response to business demands for greater application agility and capability, many organizations are transforming their application environments by addressing application modernization, adopting new technologies such as SOA, extending information and process management, and blending a more complex assortment of software acquisition and deployment options. These changes a demand sound processes and put stress on organizations that are not prepared for advancement. There is no development method or process "silver bullet." – be prepared to mix and match. The trend is for more business-centric methods based on a continuous delivery model. It's important to have a

clear agile adoption strategy with defined key process indicators. Agility requires the business and IT organization to work together, so make collaboration a key principle.

Using Continuous Intelligence and Situation Awareness for Business Process Improvement

Event processing enables situation awareness, sense-and-respond applications and intelligent systems. The accelerating pace of business and increasing pressures for lower costs are making event-driven activities more important in most industries. Starting now, check whether your business analysts consider the use of continuous-intelligence analytic applications when developing the requirements for every new business process. Then, over the next 90 days assign a lead enterprise architect to assess your software infrastructure capabilities for event-capable messaging systems, event registries or repositories, and event databases. Over the next year, start to implement pilot applications and begin incorporating near-real-time analytics into your applications for supply chain, contact center, transportation, and similar operational activities and processes.

The Future of Application Development

In the "old days" of application development software was almost totally developed by internal developers. Software vendors then began to handle both horizontal and vertical processes. That's no longer the case. The options for software have expanded, and the amount of internal development has shrunk, to the point where many predicted the demise of the internal AD function. That hasn't been the case, however. Certain software has always been more appropriate for internal development, and buying has never been the 'best' choice in any condition. Today, AD organizations must have a set of management and governance practices that allow them to form a whole out of the pieces and make that whole work together. Work with applications and business leaders to create a shared vision of what AD must be. Assess your current state, create a set of gaps, and assign responsibility for filling those gaps.

Application Platforms for Cloud Computing: Who, Why and When

Application platform as a service – a programmable environment in the cloud for ISVs and other application development teams – is the most active part of application infrastructure services. More than 40 vendors are competing in this space with

Gartner SOA & Application Development and Integration Summit Key Findings *continued*


widely varied offerings. This variety of offerings will likely consolidate and new, innovative players and offerings will emerge. Start to become familiar with some of the cloud computing options. Try a small, low-risk APaaS application to get a sense of the new environment. In the next year, look for opportunities of low risk to make some real contribution to your business using cloud computing services and APaaS and stay informed about new developments. Longer term, continue to invest in SOA-style applications and infrastructure to be ready for cloud.

Web and Cloud Computing — How to Ride the Wave and Avoid a Wipeout

The next Internet wave will include a fundamental extension of machine, sensor and semantic capabilities that tackle unsolved, but high-value opportunities. Many of the raw technology capabilities are already here, but as with previous waves, they will take several years to reach a “critical mass” of maturity and adoption. Recognize that the Web changes everything, again. Cloud computing amplifies existing change and introduces

new disruptive changes. WOA should be adopted by enterprises when appropriate. Simple interfaces and REST/POX approaches should be used when possible. To optimize for cloud computing, design for stateless linear scalability, parallel processing and distributed data. The social component is large, and management should lead cultural change by example.

A collated list of the recommendations and related Gartner Research can be downloaded from: ab.gartner.com/apps13i. Please look for the presentation entitled “SOA & ADI 2010 _Recommendations and Related Research”



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The topics raised at this year's Summit generated a lot of commentary on Twitter. To continue the conversation with your peers and Gartner analysts, please use **#Gartner's** tag



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See You Next Year!

The Gartner SOA & Application Development and Integration Summit 2011 will be held on June 15 and 16, in London.

We hope to see you again!