



Gartner SOA & ADI Summit 2009

24 – 25 June 2009 | London, UK

The Annual Gartner SOA & Application Development and Integration Summit was held on 24 – 25 June 2009 at the Royal Lancaster Hotel in London. Now in its 12th year, the Summit attracted close to 350 attendees from across Europe, bringing together business and IT professionals from a cross-section of organizations and industries.

The “perfect storm” hitting the worldwide economy forces organization to reconsider everything in their IT strategy. Including their approach to service oriented architecture. IT departments are asking themselves: Can SOA help me right now? Is there real value on SOA or was it just hype? Can SOA help me get through the mayhem or is it a luxury I cannot afford anymore?

As organizations realize that mastering SOA is critical to survive the economic turmoil, learning the “how SOA” becomes paramount. But sooner or later the perfect storm will die down. Companies that have weathered the turmoil by building innovation will be in a competitive advantage.

The conference gave an overview of the emerging IT paradigms and technologies that will help organizations benefit from the new cycle of growth by analyzing topics like social software, cloud computing, XTP and event processing. IT organizations attending the SOA Health Check will be better equipped for the navigation through the troubled waters so that they can see the land before their competitors.

At the summit, attendees from over 35 countries discovered practical approaches to how SOA and related technologies — middleware, application integration, BPM, BAM, governance technology, application platforms, application development tools, data integration, MDM, multienterprise B2B tools and services, Web 2.0, cloud and others — can help organizations efficiently support the challenges ahead, but also take advantage of the opportunities manifested in times of profound changes.

Summit Highlights

KEYNOTES

Gartner Opening Keynote: SOA Health Check — In Tough Times Reconsider Everything, Evolve, Enable Change

Paolo Malinverno, Research VP, Gartner

Despite SOA adoption being the highest in Europe (nearly 70% of European organizations), few companies master the art of building SOA, and the more difficult art of using it to a company’s advantage. In times when it is absolutely vital to prove the value of every initiative, this session will introduce the content of the conference and start unveiling how SOA can contain costs, get more out of your existing assets, exploit discontinuities in the market, and simply ride a disruptive innovation wave.

Key take-aways from this session included:

- **How tough are the times we live in?**
We agree that the situation is as bad as you think. We’re in Year 1 of the recovery. Recovery will take a few years. Therefore, you must do SOA, BPM, EDA, BAM, XTP, B2B — and apply the corresponding practices — more than just gain the necessary competencies. It is “all hands on deck” now. Do make changes.
- **What value does SOA bring to the rescue, and how do you measure it?**
All companies go through a lot of effort (and employ massive resources) to measure costs: very few companies make any effort to measure value, beyond generic corporate, revenue-based measures. Therefore, measuring costs is easy, and measuring value is difficult. But value must be measured. No SOA initiative should start without a clear understanding of what business value each SOA project is going to target.
- **Why and how does SOA help?**
Given all the pressures we’ve described, SOA leaders will need to exercise extreme discipline to protect their job, their team and their work, and to deliver frequent proof points of the benefits of SOA as an approach.

Implementing SOA throughout the application portfolio is a major endeavor that should be done first on the applications where agility is most needed.

Gartner Closing Keynote: There is Life After the “Perfect Storm”: Technology Trends to Watch

Massimo Pezzini, VP and Gartner Fellow

Even the worst recession in decades will eventually finish and enterprises will enter a new cycle of growth. But meanwhile the “Perfect Storm” will have changed everything in business and IT. The economic and social implications of the profound transformations we are going through are still unknown, but one thing is certain: IT will be asked to support new business models, new regulations and new ways of managing relationships. As they help the business side of the house “tighten the belt”, savvy IT departments will have to prepare for the next wave of change by rethinking their application infrastructure strategy. “Necessity is the mother of invention.” The companies that continue to innovate, even while tightening their belts, will emerge as the leaders of the 21st century.

IT will also be part of the solution by supplying the technology foundation on top of which new business models, new organizational settings, new products and new services will be developed.

Technologies such as complex-event processing, business activity monitoring, extreme transaction processing, model-driven development, multienterprise B2B technologies and cloud computing are paving the way for extended use of technology for business innovation.

Key take-aways from this session included:

- **What will be the key business and IT challenges hatched up by the perfect storm in the economy?**
The recession began in 2007 and it is still going on. It is undoubtedly the worst, the deepest and the most impactful economic downturn since the Great Depression of the 1930s.

In about two years, 50 thousand billion dollars of wealth have been burned in the capital markets. This is roughly equivalent to the world's annual GDP — that is, the wealth produced in a year by the whole world. These figures show the dramatic, enduring and profound changes happening in every sector of the economy and society. Individuals and organizations would be foolish to assume that business will be back to normal after such as economic storm. Change will happen, every organization will need to prepare for it.

• How will the application infrastructure middleware market look like in five years?

AIM has become one of the most important software markets, amounting to approximately \$15 billion U.S. in vendor revenue in 2008. Despite a tough second-half, the AIM market managed to grow 6.9% versus 2007, indicating that IT organizations strategically rely on application servers, transaction processing monitors (TPMs), ESBs, business process management suites (BPMSs) and other middleware products that run their businesses and help their companies reduce costs and cope with change. Although consolidation is relentlessly proceeding, AIM players are still plentiful. The recession is putting pressure, especially on the smaller players. However, many will survive and some of the smaller players will emerge as powerful companies competing for market supremacy with the established players.

• What are the key technologies that will enable organizations to quickly start over as soon as the economic uproar has subsided?

Although AIM technologies, such as TPMs, message-oriented middleware and application servers hit the market decades ago, the market is rife with innovation. Technologies such as business activity monitoring (BAM), CEP, model-driven development and mobile middleware are still in their infancy, and are likely to reach mainstream adoption during the next five years. Dominated by Java EE, XML and Web services, the standards landscape is being revolutionized by OSGi, SCA, BPMN and others, which are rapidly evolving to address increasingly wide functional areas. However, innovation in AIM is not limited to technology and standards. New delivery models, such as application platform as a service (APaaS), IaaS, appliances and open source are changing the way organizations benefit from middleware by dramatically lowering the barriers. AIM will also continue to morph to support evolving application architectures, such as WOA, EDA, Federation, Web 2.0 and multienterprise B2B integration. The most powerful spur for innovation will come from cloud computing, which will absorb and rejuvenate most of the technological and architectural assumptions at the core of enterprise computing since the advent of the Internet 15 years ago.

Executive Keynote: bwin Raises the Stakes for Online Poker With SOA

Thomas Kiessling, CIO, bwin

Henrik Lagercrantz, bwin

Europe's No.1 online gaming provider has built its poker platform empowering 25 international poker operators to implement unique white label/SaaS solutions. "Next Generation Poker" (NGP) has accomplished platform decomposition and modularization unsurpassed on the market. It is built on a single underlying poker integration platform based on SOA and EDA architectural best practices. This foundation supports an increasing range of multi-national regulatory gaming requirements enabling various integration scenarios for large scale cost efficiency. Key principles include functional decomposition, environment abstraction, encapsulation of core business logic, flexible packaging and first class operational excellence. These efforts have increased the scaling capability of the IT organization by a factor as well.

A strategic opportunity:

- Room for a "Next Generation Poker" project?
- Address a \$4.2 bn market
- A single software platform to address a huge variety of markets?

Lessons learned:

- Get your business objectives very clear
- It's all about trade-offs...
- Try to avoid mixing abstraction levels
- "Simple but not simplistic"
- Technology lessons

Business Value achieved:

- Support the widest range of gaming regulatory requirements.
- Build a Poker platform with a highly customizable client.
- Enable a wide range of new games, business models, and integration scenarios.
- Build the world's most scalable and cost-efficient poker platform.

SELECTED TAKEAWAYS AND ADVICE

- Even during the economic downturn, users should not give up on pursuing innovation. The business leaders of the 21st century will be the companies able to innovate, not just cut costs.
- Users should continue to invest in application infrastructure middleware with the double goal of pursuing greater efficiency and support innovation.
- To reduce CAPEX investments in application infrastructure technology users should experiment alternative delivery models such as open source and "as a service".
- Users should creatively combine lowest common denominator and best-of-breed technologies according to hybrid on-premises and cloud models to balance between cost containment and competitive differentiation needs.
- While SOA / Web services is quickly emerging as a high-impact, essential part of any company's viable B2B strategy, this does not eliminate the need for the modernization and improved governance of traditional approaches to B2B such as EDI/FTP.
- Integration is a multi-faceted discipline: you need to integrate different things – transactions, files, services and processes – and you need to integrate them at different levels – strategy, technology, community and governance.



Your 12 Point Action Plan For SOA & ADI Success:

- 1** Move to SOA adopting an incremental approach.
- 2** “Plain old SOA” is now adopted by mainstream enterprises:
— Look at WOA, EDA to provide further differentiating business value
- 3** The Java - .NET duopoly will not last forever.
- 4** Look for cost saving and innovation opportunities by exploring application-platform-as-a-service, extreme transaction processing and open source application platforms.
- 5** Leverage Web Oriented Architecture (WOA) and RESTful approaches for rapidly creating mashups and other forms of Web applications.
- 6** Focus on Web usability and the customer experience, utilizing portal, Ajax and RIA technologies, and expand your application development capabilities with dynamic languages.
- 7** Put cloud computing on the short list for sourcing infrastructure and applications projects, but recognize that at this moment, the cloud isn't ready for everybody, and everybody isn't ready for the cloud.
- 8** Explicitly identify and assign Business Relationship Management roles and responsibilities
- 9** Formalize integration capabilities and competency for applications, data, and process.
- 10** Start modernization with sustainable Application Portfolio Management discipline.
- 11** Measure the value of your SOA, depending on the business value you need to hit
- 12** Govern your SOA by disciplining the production of new services

See You Next Year!

The Gartner SOA & ADI Summit 2010 will be held on June 14 and 15, in the Royal Lancaster Hotel, London. We hope to see you again!

Gartner
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