



# ‘Mashing SOA with Effective SOA Governance’

Speakers:

Dan Malks, VP Application Platform,  
JackBe

Tim Hall, Director, SOA Products,  
HP Software

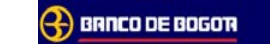
# About JackBe

Leading the Web 2.0 Revolution through Enterprise Mashup Technology.

Web 2.0 applications deployed to over 4,000,000 end users across 50+ organizations.



**Best Enterprise Mashup Platform**



# Agenda

- SOA, Web 2.0, and the Evolution to User-Driven Solutions
- What are Enterprise Mashups?
- Synergies Between SOA and Enterprise Mashups
- SOA Governance Overview
- Demo!
- Q & A

# Enterprise Mashups are Here!

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**Office Technology**  
**Do-It-Yourself Software**

New tools let businesspeople avoid the IT department and create their own computer applications. But they aren't for everybody.

TODAY'S NEWSPAPER



*I see enterprise mashups*

October 9th, 2007

## Gartner's top 10 technologies for 2008: SOA precursors; fabric computing; Real world Web; WOA

Posted by Larry Dignan @ 7:43 am

Categories: General, IT Management, Gartner Symposium, Enterprise 2.0

Tags: Web, Virtualization, Blade, Green IT, Gartner Inc., SOA, Computing, Service-Oriented Architecture (SOA), Web Services, Middleware, Enterprise Software, Software, Larry Dignan

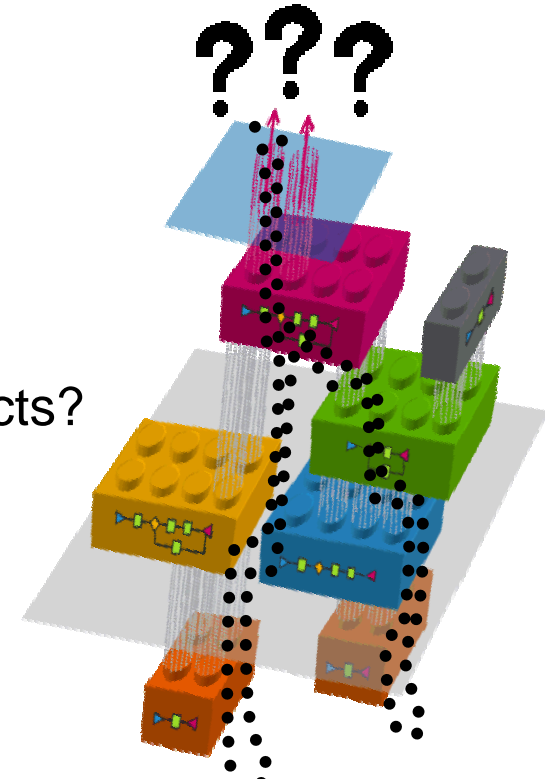
### Top 10 Strategic Technology Areas

1. Green IT
2. Unified Communications
3. Business Process Modeling
4. Metadata Management
5. Virtualization 2.0
6. Mashups & Composite Apps.
7. Web Platform & WOA
8. Fabric
9. Real World Web
10. Social Software

Gartner

# SOA - A great start ...

- But What About The User?:
  - How do we build Applications?
  - How to put a face on SOA?
  - What about our other high-value business artifacts?
  - Is there a Quicker, Lower-Cost Approach
- Solution:
  - Delivering Something to the *User*
  - Augment & Complement Existing IT Infrastructure, Not Replace it
  - Adhere to existing Security and Governance policies



# The Emergence of the *Next Generation Web*

**Web as Platform**

Rich User Experience

**Blogs**

**Wikipedia**

*Harnessing*

*Collective Intelligence*

*folksonomy*

**SaaS**

**del.icio.us**

*mashup*

**Flickr**

*ranking*

**RSS/Syndication**

**Network Effects (by default)**

**tagging**

**Network Effects (by default)**

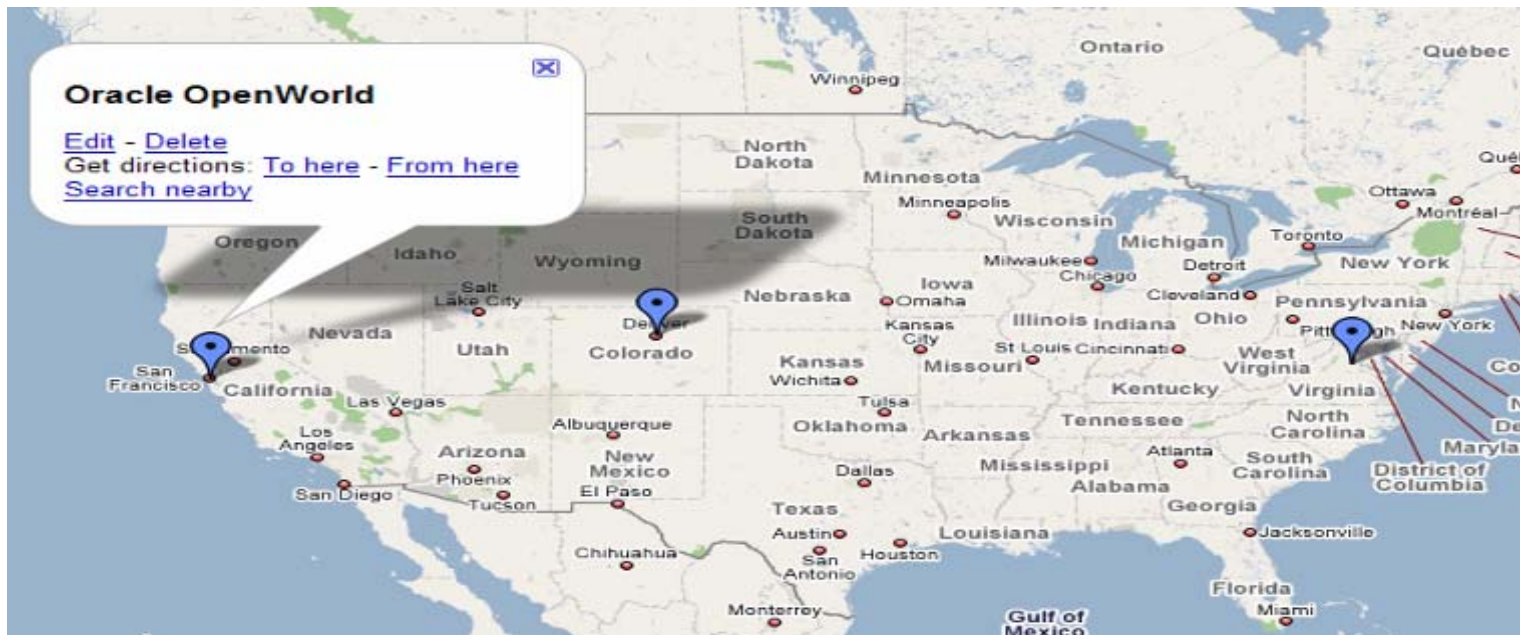
# Web 2.0 makes the user the center of the software universe



# What is a Mashup?

*'A mashup is a website or application that combines content from more than one source into an integrated experience.'*

Wikipedia.org

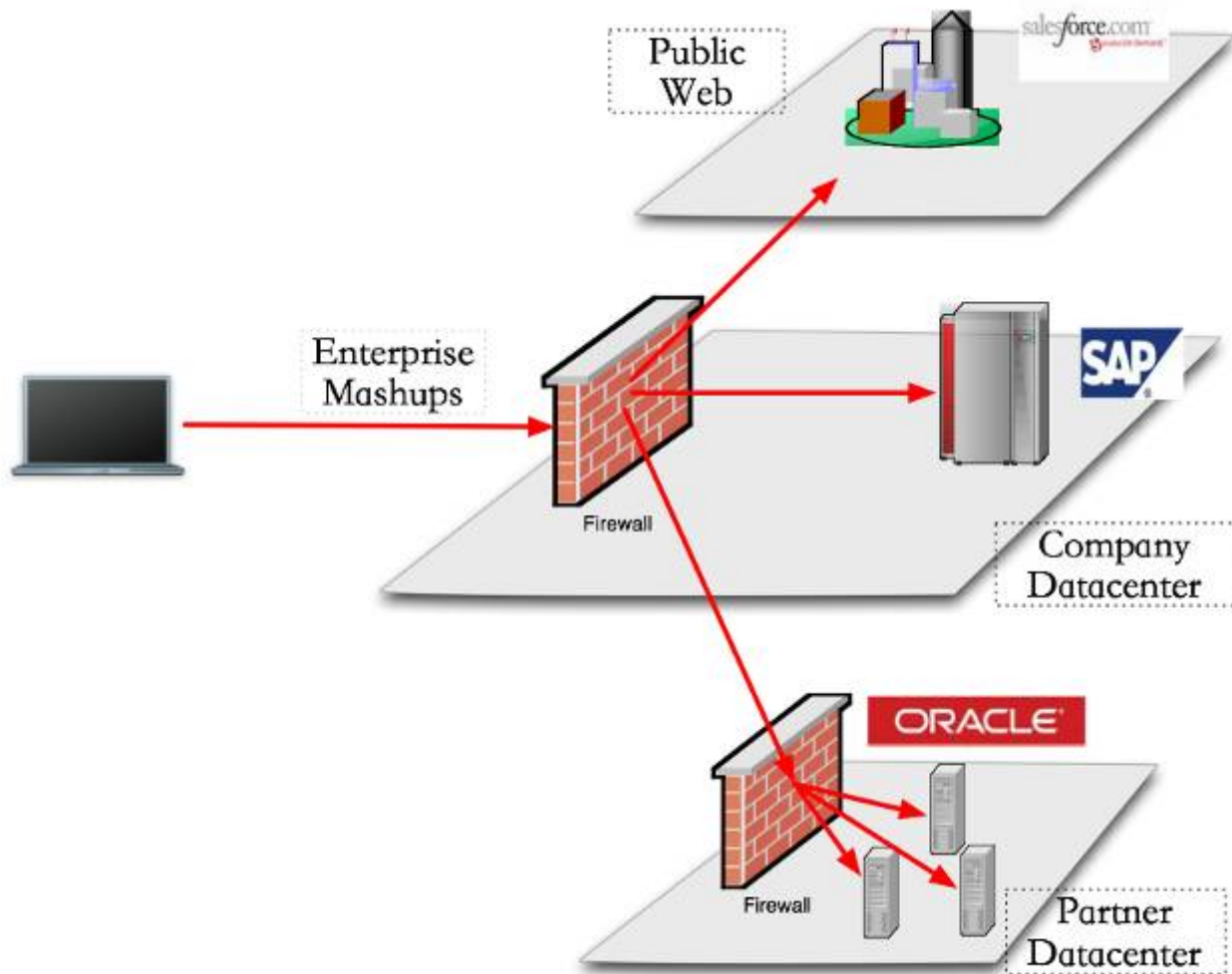


**But, this can apply to anything!!!**

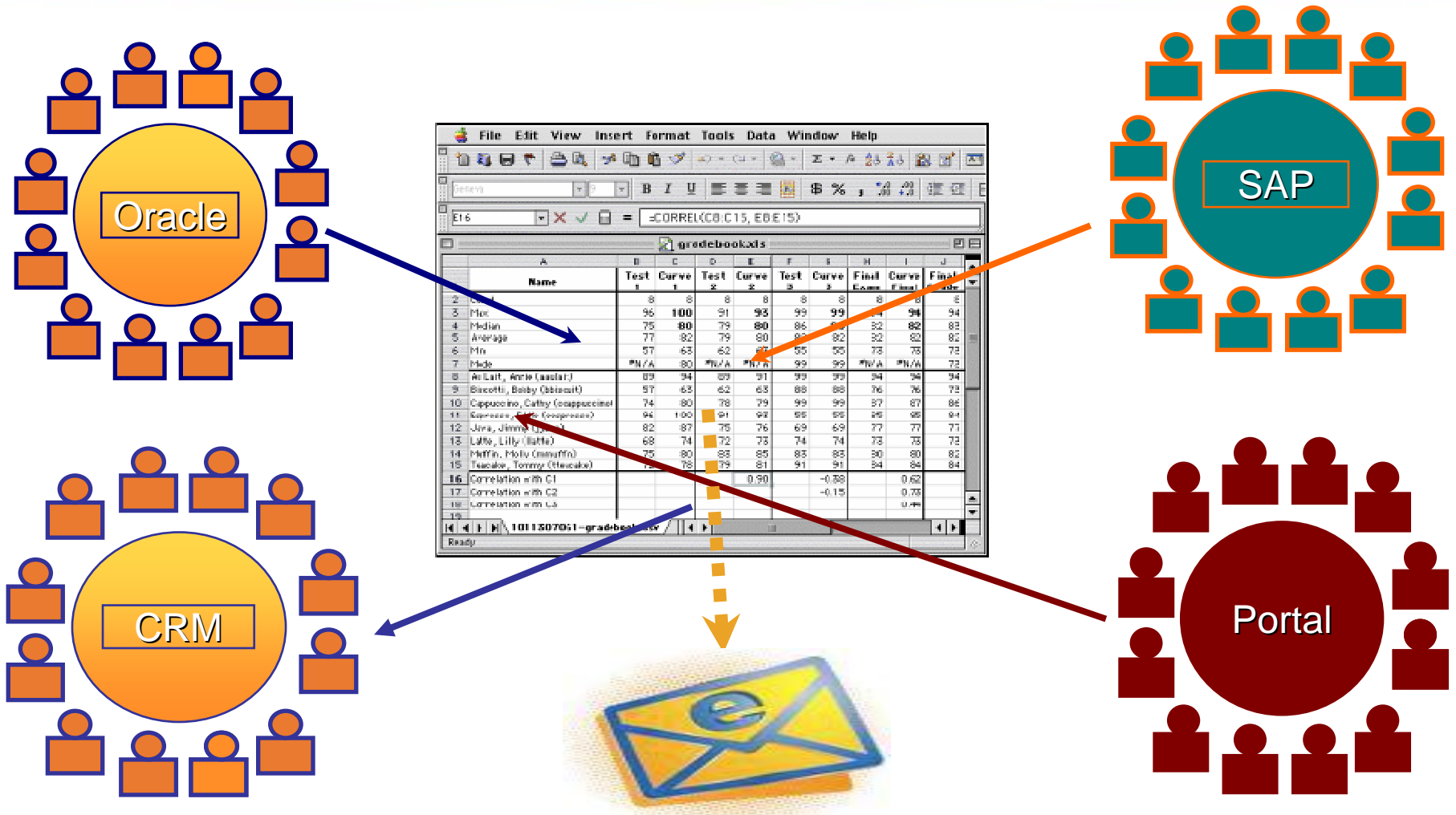
## Consumer mashups vs. Enterprise mashups

What's the difference between a *consumer* mashup and an *enterprise* mashup?

# Enterprise Mashups Require Security, Governance and Virtualization



# Excel: Enterprise Mashup 1.0

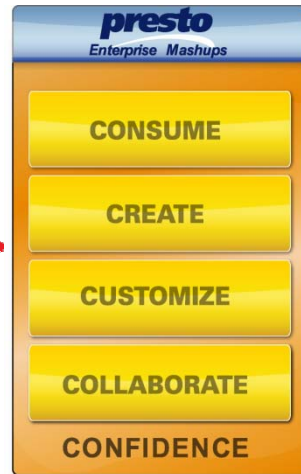
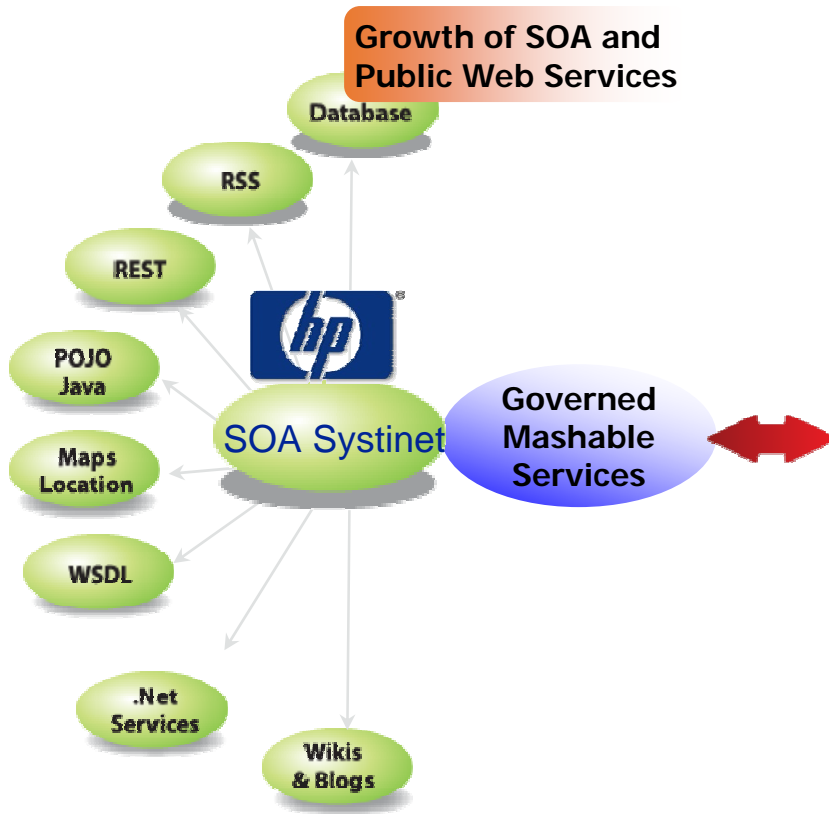


# Synergies between SOA and Mashups

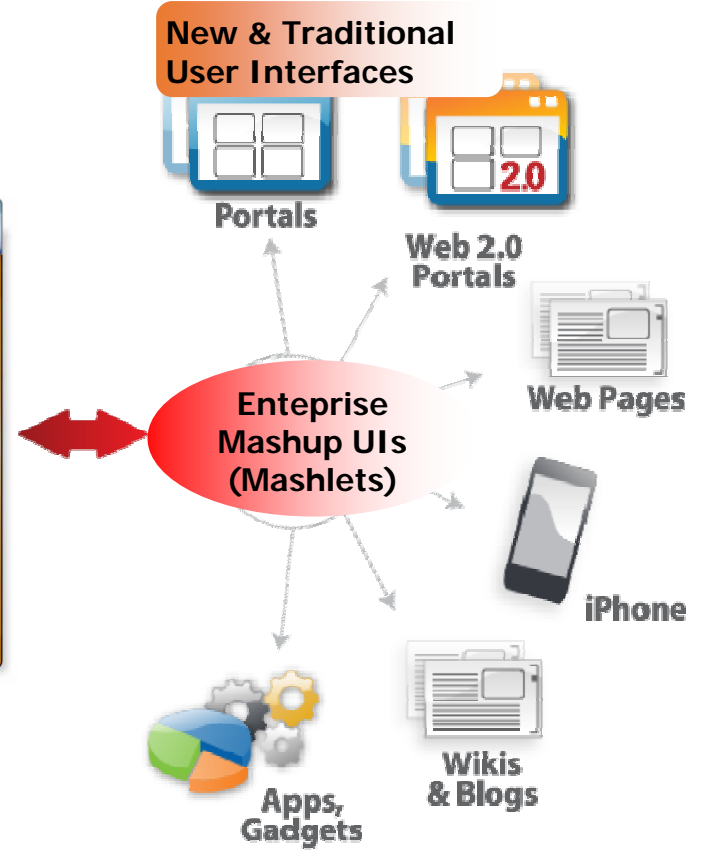
- JackBe Mashups provide *additional ROI to an Enterprise SOA* – putting a face on SOA
- Mashups can provide the link to the business unit for IT, solving business problems and challenges, and putting those solutions in the hands of the user. *Making SOA valuable to the business, not just IT.*
- *Accelerates the adoption of reusable assets* helping to make your SOA successful
- *Complimentary* to your SOA/ RIA as well as legacy systems such as portals/ BPMs and BIs.
- *Enterprise SOA governance* is still achieved while providing access to a variety of data sources
- *Empowers the business user* to Mashup services for dynamic integration, faster access to information and ultimately better decisions and business results

# The Enterprise Mashup Eco-System

Growth of SOA and Public Web Services



New & Traditional User Interfaces



*Information from DB's, SOA and Disparate (Web) data services*

*Situational, Dynamic Integration provided to the user*

## IT Perspective:

### What does the success of Web 2.0 look like?

- Provider of a catalog of a well-built, ever evolving set of SOA Business Services in a controlled fashion
- Supporter of rapidly changing set of Mashup applications utilizing the services
- Provider of third-party SOA Business Services providing key business functionality
- Successful incorporation of new SOA Governance, Quality and Management processes to address these challenges

“SOA necessitates new processes, ranging from governance, through development, to operations.”

Gartner, Positions 2005: Service-Oriented Architecture Adds Flexibility to Business Processes

# The new role of IT: Delivering “Carrier Grade SOA-based Services”

## What?

- SOA-based Services are the dial tone of business
- IT provides and maintains always-available services
- IT has limited control over the ways in which services are composed into business



## How?

- Robust, high quality services
- Adaptive management of services infrastructure
- Real-time monitoring of usage, impact analysis, and resource shifting
- Governance of third-party providers and

# Dude, this is Web 2.0! You can't govern that!?!

## Start Simple

- Offer a Service Catalog
- Provide a collection of governed services which are “certified by IT”
- Define qualities of the services which make them “mashable”



## Mature Over Time

- Implement Quality Processes for mashup creation
- Support Capacity Planning as demand rises/falls
- Deliver Implicit Governance to support all of the above

# HP SOA Systinet software

Enable visibility, trust, and control of services

SOA Repository

Registry

Policy  
Management

Contract  
Management

Governance Interoperability  
Framework (GIF)

## Systinet Dashboard

The screenshot displays the HP Systinet dashboard interface. At the top, there is a navigation bar with the HP logo and the text 'Systinet'. Below this, there are tabs for 'Dashboard', 'Services', 'Policies', and 'Tools'. The main content area is divided into several sections:

- Search:** A search bar with a 'Go' button.
- View:** A list of options including 'My Services', 'Requests to Approve', 'Services I Consume', 'All Services', and 'Compliance Reports'.
- New:** A list of options including 'Service', 'Consumption Request', and 'Business Policy'.
- Add:** A list of options including 'Content Feed', 'Compliance Failures', and 'Validation'.
- Validation:** A list of options including 'Validate Compliance'.
- Reuse Statistics:** A bar chart showing usage percentages for categories 0, 1-2, and >2.
- Requests to Approve:** A section with a 'Refresh' button and a 'My Contracts' link.
- Contracts:** A list of contract entries with a 'Refresh' button.
- Registered Organizations:** A list of organization names with a 'Refresh' button.
- Services:** A list of service names with a 'Refresh' button.
- SOA News Group (RSS):** A list of news items with a 'Refresh' button.
- Implementations:** A list of implementation names with a 'Refresh' button.
- Governance Policies:** A list of policy names with a 'Refresh' button.
- Documentation:** A list of document titles with a 'Refresh' button.
- Service Level Objectives:** A list of SLO names with a 'Refresh' button.

# Demo

The screenshot displays the JACKBE Wires application interface. The main workspace shows a workflow diagram with four 'operate' nodes (LehmanMBSPrices, MorganMBSPrices, MBS\_Bloomberg, MBS\_Bear) connected to a central 'union' node, which is then connected to an 'Output' node. The left sidebar contains a search bar and a list of categories: External Operation, Filter, union, Input, Output, Grid, Search Results Block, and Sort. Below this is a 'Popular Tags' section with various tags and their counts. The bottom right corner shows a 'Preview' window with a 'Run' button and an XML output snippet.

```
<ns1:getAllResponse xmlns:ns1="http://finance.jackbe.com" >  
  <getAllReturn>  
    <items><item><secDesc>MBS 30-year Fixed Rate 5.5</secDesc>  
  </getAllReturn>  
  <getAllReturn>  
    <items><item><secDesc>MBS 30-year Fixed Rate 5.5</secDesc>  
  </getAllReturn>  
</ns1:getAllResponse>
```

# Mashup Examples using JackBe Presto

## *The Proof is in the Mashup*

### Tracking competitors and Enemies

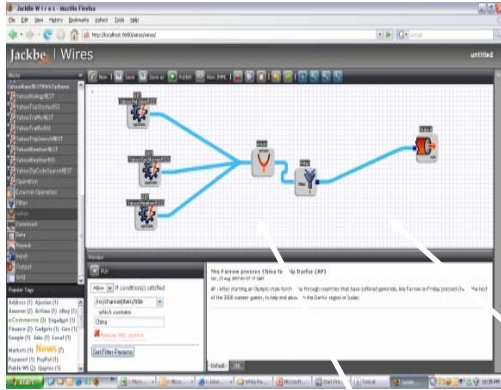
- Regional Military assets overlaid on enemy positions
- Expenses graphed to competitors expenses
- Product prices compared to competitive prices

### Making better business decisions

- Store revenue charted on a state map
- Daily sales charted against inventory
- Product defects associated with blog comments on the web

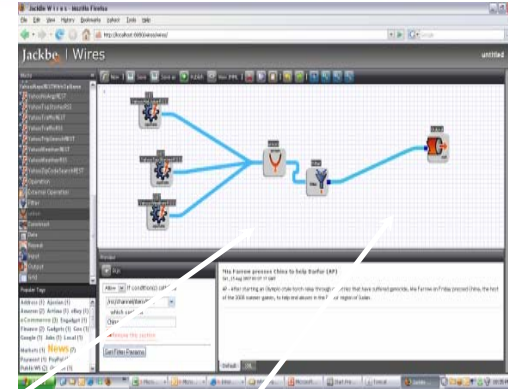
### Monitoring Financial Status

- Portfolio charted against market news headlines
- Credit risk forecasts on your cash balances
- Reduced hiring costs matching internal postings to external resumes



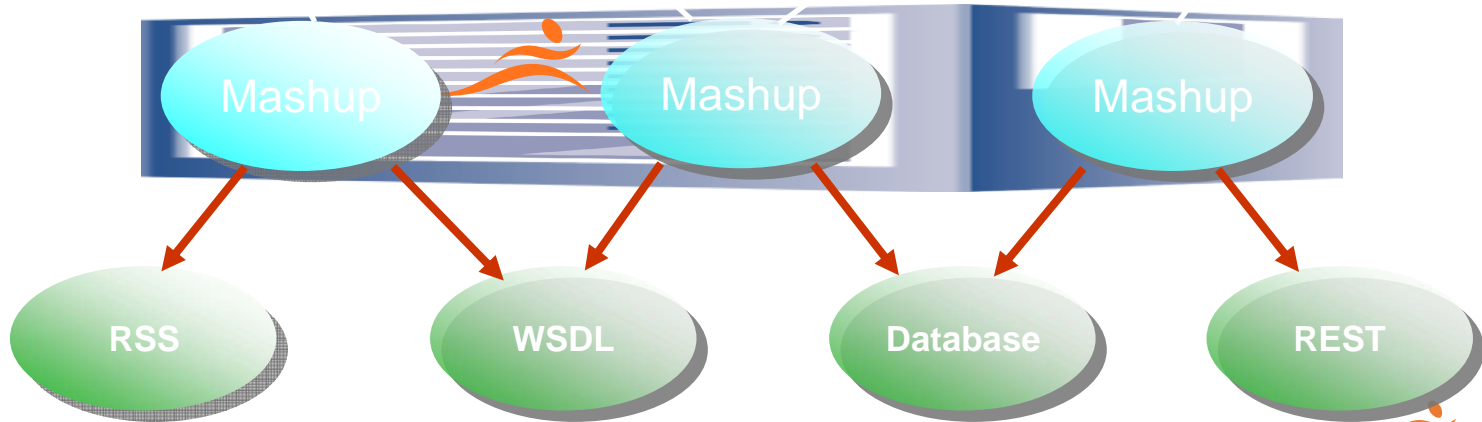
# Presto Wires

## Visual Mashup Composer



# Presto Edge

## Enterprise Mashup Server



# Thank You for Attending!

*For more information about JackBe's Enterprise Mashup Platform, visit [www.jackbe.com](http://www.jackbe.com)*

**The Enterprise Web 2.0 Blog**  
All about Enterprise Web 2.0, Ajax, SOA, Mashups, and Rich Internet Applications. Brought to you by JackBe, the folks who actually do this cool stuff.









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*For more information about HP SOA Systinet and SOA Governance, visit [hp.com/go/soa](http://hp.com/go/soa) or send questions to [soa@hp.com](mailto:soa@hp.com).*



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# ‘Mashing SOA with Effective SOA Governance’

Thank you for attending!

For more information:

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[www.hp.com/go/soa](http://www.hp.com/go/soa)