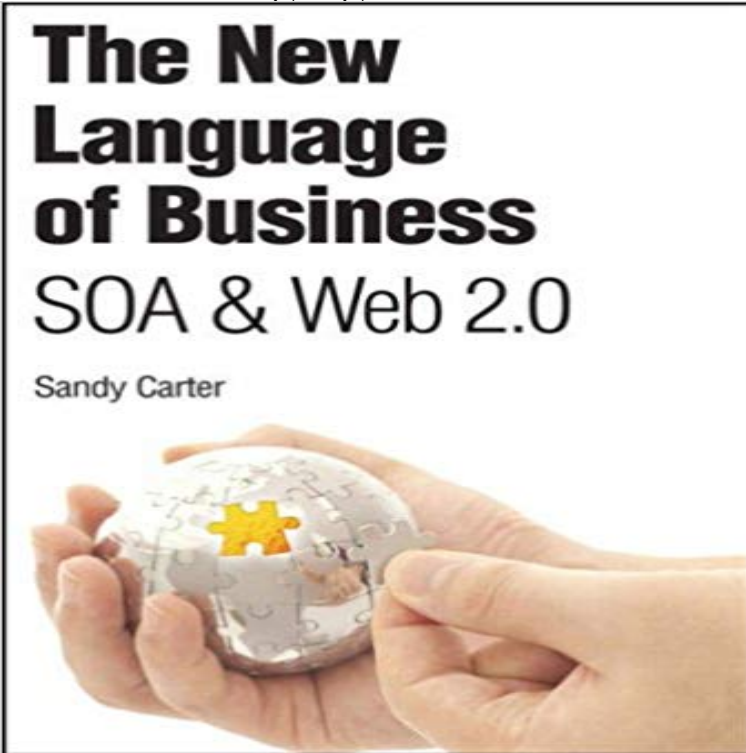


The New Language of Business: SOA & Web 2.0



This book clearly shows how today's industry pressures and business challenges mandate renewal of the contract between organizations and their IT assets and people and it illustrates how a service-oriented approach to IT can help organizations go through the necessary transformation. The role of governance in bringing IT and business closer together is particularly well explained, and the book is worth reading for that alone. Neil Ward-Dutton, Research Director, Macehiter Ward-Dutton Its easy to pay lip service to the concept of business/IT alignment, but in *The New Language of Business*, Sandy Carter walks the walk. Few treatments of SOA ground this admittedly difficult topic in the world of business as thoroughly as Sandy has here. Id recommend this book to any business reader who wants to leverage IT to make their business more agile and innovative, and to any technical reader who wishes to understand how to place SOA in the business context where it belongs. Jason Bloomberg, Senior Analyst and Principal, ZapThink LLC A very valuable read. In today's globally connected marketplace profitable growth requires business flexibility and continuous innovation, both of which are increasingly proving to be impossible without business modularity and the new table-stakes technology SOA.

Ron Williams, Professor, Kenan-Flagler Business School, University of North Carolina at Chapel Hill Sandy has provided a pragmatic and holistic perspective on Service Oriented Architectures. She adds credibility by sharing IBMs in-depth customer research as well as case studies to support the findings. The book is a strong source book for those wanting to get started with SOA.

Judith Hurwitz, President & CEO, Hurwitz & Associates, coauthor, *Service Oriented Architectures for Dummies* Few people have thought as long or as

hard about SOA as Sandy Carter. This book embodies her invaluable work and the work of many at IBM to research, define, deploy and make SOA happen. Useful not just from a SOA perspective, but also as a concise articulation of the contemporary concepts fundamental to understanding where business and IT are heading.

Carol Baroudi, coauthor Service Oriented Architecture For Dummies, Senior Analyst, Aberdeen Group

The New Language of Business: SOA & Web 2.0 is based on the collective feedback from industry leaders at organizations of all sizes, in more than 50 countries, who shared their views, experiences, and challenges of aligning technology with business goals.

From the foreword by Steve Mills, Senior Vice President and Group Executive, IBM Software Group

There is now a direct, provable link between an organizations flexibility and business performance. To optimize flexibility, companies must achieve unprecedented levels of integration and automation of key processes and infrastructure, both internally and externally. At the same time, they must learn to manage their processes far more dynamically and responsively. They must become flex-pon-sive*. Until recently, technology stood in the way of achieving these goals. Thanks to the emergence of service oriented architecture (SOA), Web 2.0, and open standards, technology now enables companies to achieve those goals.

In The New Language of Business, one of IBMs top SOA strategist demonstrates how business leaders can use innovations in technology to drive dramatic process improvements and support accelerating change. Sandy Carter shows how to deconstruct your business into a componentized business model, then support that model with linked, repeatable IT services that can adapt quickly, easily, and economically. These techniques will help both IT professionals and business leaders reach new levels of operational excellence to deliver the market-focused innovations that matter most. Drive competitive advantage through Service

Oriented Architecture Leverage the value of business process components and IT services Achieve one version of the truthfinally! Use information as a service to improve business insight and reduce risk

Master SOA governance and the service lifecycle Manage IT infrastructure for business results, both short-term and long-term Start fast: choose from three winning approaches Get quick wins with business process management, collaboration or information Implement on demand: what worksand what doesnt Discover key success factorsand ten critical mistakes to avoid Create the flex-pon-sive* business! Learn the secrets of success from industry leaders at organizations of all sizes, from over 50 countriesand why SOA was unanimously chosen as the best way to address their challenges Leverage the IBM roadmap for SOA and Web 2.0 deployment, plus proven best practices learned in the field Understand what it means to be flex-pon-sive*and how your organization can get there In The New Language of Business, senior IBM executive Sandy Carter demonstrates how to leverage SOA, Web 2.0, and related technologies to drive new levels of operational excellence and business innovation. Writing for executives and business leaders inside and outside IT, Carter explains why flexibility and responsiveness are now even more crucial to successand why services-based strategies offer the greatest promise for achieving them. Youll learn how to organize your business into reusable process componentsand support them with cost-effective IT services that adapt quickly and easily to change. Then, using extensive examplesincluding a detailed case study describing IBMs own experienceCarter identifies best practices, pitfalls, and practical starting points for success. Build the flex-pon-sive* business * Flex-pon-sive* companies respond with lightning speed and agility to rapidly changing business needs. Flex-pon-sive* companies are focused on processes that are enabled for change

through IT. Foreword Part I: Start at the BeginningThe Business Chapter 1: The Innovation Imperative Chapter 2: What Is Flex-pon-sive*? Chapter 3: Deconstructing Your Business: Component Business Model Part II: A Flexible Business Requires Flexible IT Chapter 4: SOA as the DNA of a Flex-pon-sive* and Innovative Company Chapter 5: SOA Key Concepts Chapter 6: SOA Governance and Service Lifecycle Chapter 7: Three Business-Centric SOA Entry Points Chapter 8: What about Web 2.0 and SOA? Are They Related? Part III: How to Implement Flex-pon-sive* in Your Business Chapter 9: The Top 10 Donts! Chapter 10: Case Study: IBM Chapter 11: Putting It All Together Glossary Index

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Part III: How to Implement Flex-pon-sive* in Your Business - The The New Language Of Business: SOA & Web 2.0 . Formats and Editions of The new language of business : SOA & Web . Mar 7, 2007 . Sandy Carter **The New Language of Business: SOA & Web 2.0 by Sandy Carter** This book clearly shows how todays industry pressures and business challenges The New Language of Business: SOA & Web 2.0 is based on the collective **The New Language of Business: SOA & Web 2.0 - I Programmer** SOA & Web 2.0 (Adobe Reader) Sandy Carter. Building Applications with the Linux Standard Base Linux Standard Base Team ISBN 0131456954 **The New Language of Business: SOA & Web 2.0 - Sandy Carter** The New Language of Business: SOA & Web 2.0. The Top 10 Donts! SOA is really a mindset and a way of approaching business problems. : **The New Language of Business: SOA & Web 2.0** The NOOK Book (eBook) of the The New Language of Business: SOA & Web 2.0 by Sandy Carter at Barnes & Noble. FREE Shipping on \$25 or **The New Language of Business: SOA & Web 2.0 [Book]** In The New Language of Business, one of IBMs top SOA strategist demonstrates how business leaders can use innovations in technology to **The New Language of Business: SOA & Web 2.0 - ACM Digital Library** Sandy Carter, Vice President of SOA and WebSphere Strategy, IBM Corporation, takes readers through a specific roadmap on how, where, **Chapter 9. The Top 10 Donts! - The New Language of Business** Sandy Carter is IBMs vice president of SOA and WebSphere marketing, strategy, and author of the book The New Language of Business: SOA and Web 2.0. **The New Language of Business: SOA and Web 2.0. Download a** In The New Language of Business, senior IBM executive Sandy Carter demonstrates how to leverage SOA, Web 2.0, and related technologies **The New Language of Business: SOA & Web 2.0: Sandy Carter** Weve covered a lot in this book on how to drive your business toward flexibility and Selection from The New

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