

The New Language Of Business: Soa & Web 2.0 - Carter, Sandra

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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 success and why services-based strategies offer the greatest promise for achieving them. You'll learn how to organize your business into reusable process components and support them with cost-effective IT services that adapt quickly and easily to change. Then, using extensive examples including a detailed case study describing IBM's own experience, Carter 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. Author: Carter, Sandra, Publisher: IBM Press Illustration: N Language: ENG Title: The New Language of Business: Soa & Web 2.0 Pages: 00000 (Encrypted PDF) On Sale: 2007-02-07 SKU-13/ISBN: 9780131956544 Category: Business & Economics : Strategic Planning

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