BPEL in the Real World

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Some Key Take Aways from BPEL’s Role in SOA

- There is a Business-IT-Gap
  Business: How to make money?
  IT: How to support business with IT?
  Key Aspect to Solution: Business Processes

- BPEL describes in a SOA how your company performs its business processes

- With BPEL, it is straightforward to let your business partners and customers directly participate in your business processes

- BPEL is for process/workflow technology what SQL is for relational databases
A “Perfect Storm” for SOA Orchestration

Architecture Shift
- SOA
- Web services
- Web 2.0

Adoption Challenges

Critical Problems
- Agility imperatives
- Increased competition
- New opportunities

Business Setting

Increased Complexity
- Integration priorities
- Service endpoints
- Transition to standards

IT Setting

“It’s a foregone conclusion that BPEL will become the accepted standard for business process execution. BPEL is a done deal.”
ZapThink

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ZapThink
Does BPEL Work in the Real World?

- Is it a robust standard?
- Is it difficult to learn and use?
- Can I build and deploy composite SOA apps quickly using BPEL?

About Chris Keller
- Delivering BPEL products for three years
- Consulting architect to many early BPEL adopters
  - Software vendors
  - Enterprises
- Numerous usage anecdotes
  - Open source
  - Commercial
Use Case 1: Global Telco

3G Content Syndication and Delivery
Global Telco: 3G Content Syndication and Delivery

Content Providers
- Ringtones
- Games
- Music
- Stock Market
- Sports
- Video
- GPS
- etc.

Global Telco

Buy it

Try it

Front-office systems

Pay

Back-office systems

Bill

The 3G Opportunity
- Increasing bandwidth
- New mobile display types and form factors
- Rapidly expanding ecosystem of content providers
Front and back office application silos
Eight operating companies with different IT infrastructures
Many content providers, each with unique interfaces

Classic $n^3$ integration problem
Global Telco’s Envisioned Solution

Make each business participant a Web service endpoint
- Internal systems
- Mobile devices
- Content providers

Define business process templates using BPEL
- Across internal departments and operating companies
- Across delivery ecosystem

Define business service micro-flows using BPEL
- Internal applications
- Content provider interfaces
Global Telco After BPEL

Business Flow Controller

Web Service Interface

BPEL

Web Service Interface

BPEL

BPEL

BPEL

BPEL
Global Telco’s BPEL Usage

- Protocol independent service invocations
  - Secure Web service transport for partner communications
  - Direct invocations of internal services
- Recursive aggregation model allowed rapid micro-flow construction
- Integration of long running and straight-through service conversations
Benefits of BPEL to Global Telco

- Standard solution that can be leveraged across all operating companies
  - Skills portability
  - Vendor independence
  - Cost containment
- New content providers can be brought on board in days
  - Business velocity
- Reusable business services
  - Faster time-to-market for new apps
- Standardized business process templates
  - Business consistency
Use Case 2: Synovus Financial

Multi-channel Service Architecture
Diversified, US-based financial services company
Over $30B in assets
Services portfolio includes
  – Banking
  – Investments
  – Credit/debit cards
  – Insurance
  – Mortgage and leasing
Competitive advantage: ability to deliver diversified financial products through “high touch” local banking subsidiaries
Home-brew batch updates
Proprietary EAI technologies
Non-scalable, point-to-point integration
Manual reconciliation
Synovus IT Footprint After BPEL
Synovus’ BPEL Usage

- Parallel execution of service invocations
- Recursive aggregation model allowed rapid micro-flow construction
- Integration of long running and straight-through service conversations
Benefits of BPEL to Synovus

- Increased business agility
  - Faster time-to-implementation of new financial products
  - Faster support for new delivery channels
    - Prototyped mobile application in one day
- Improved customer service
  - Web banking application delivers self-service capabilities
  - CSRs have access to account updates in real time
- Improved IT efficiency
  - Reusable business services
  - Faster application development
  - Better information consistency and timeliness
In Conclusion

- BPEL is, in fact, a robust standard that can be used to build sophisticated composite applications
- BPEL is easy to learn and use
  - Free visual design tools automate most of the coding and testing
- Vertical centers of gravity
  - Financial services
  - Telecommunications
  - Government
- Now is the time to get going!