

BPEL in the Real World

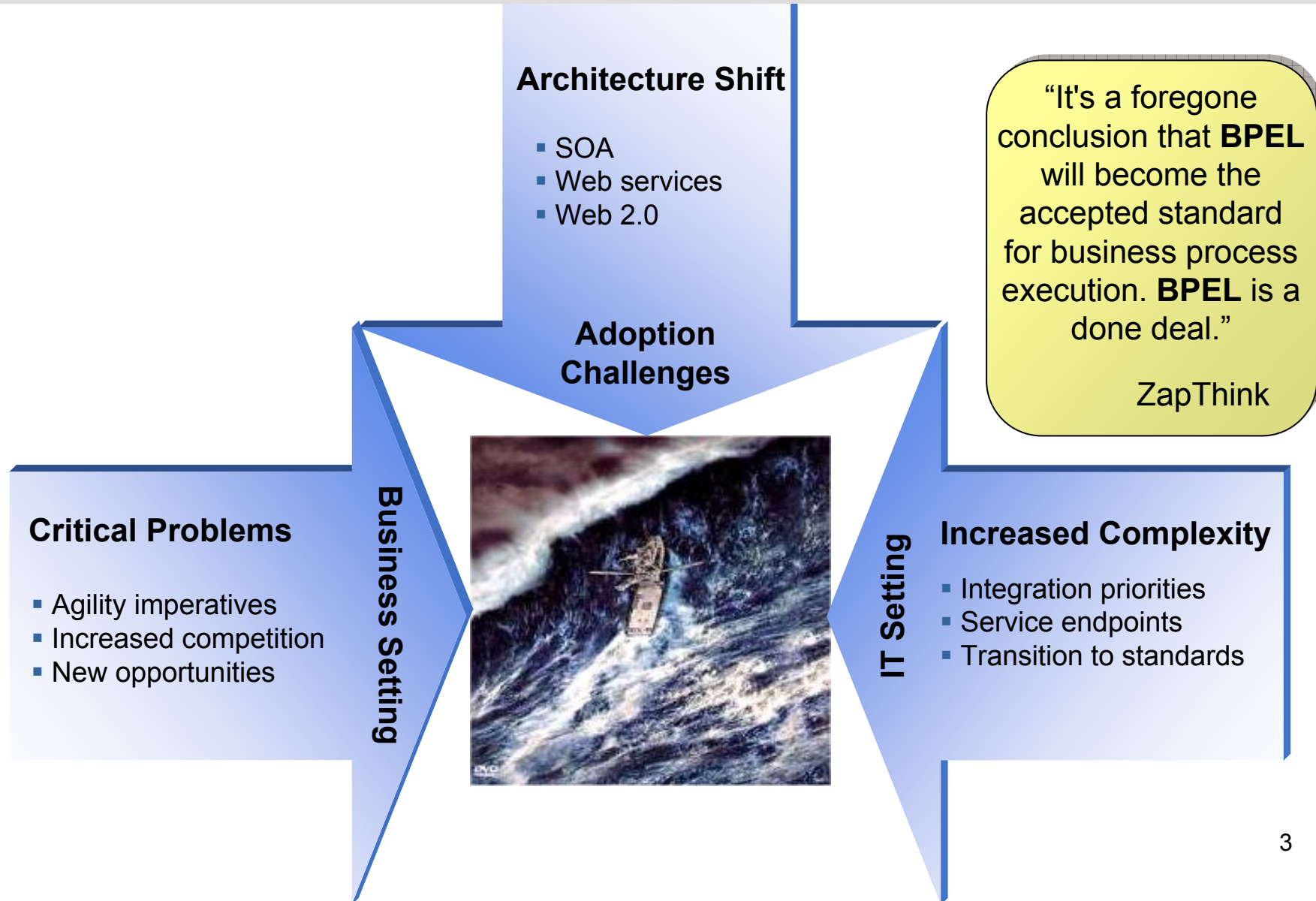
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OASIS BPEL Webcast
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Some Key Take Aways from BPEL's Role in SOA

- 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



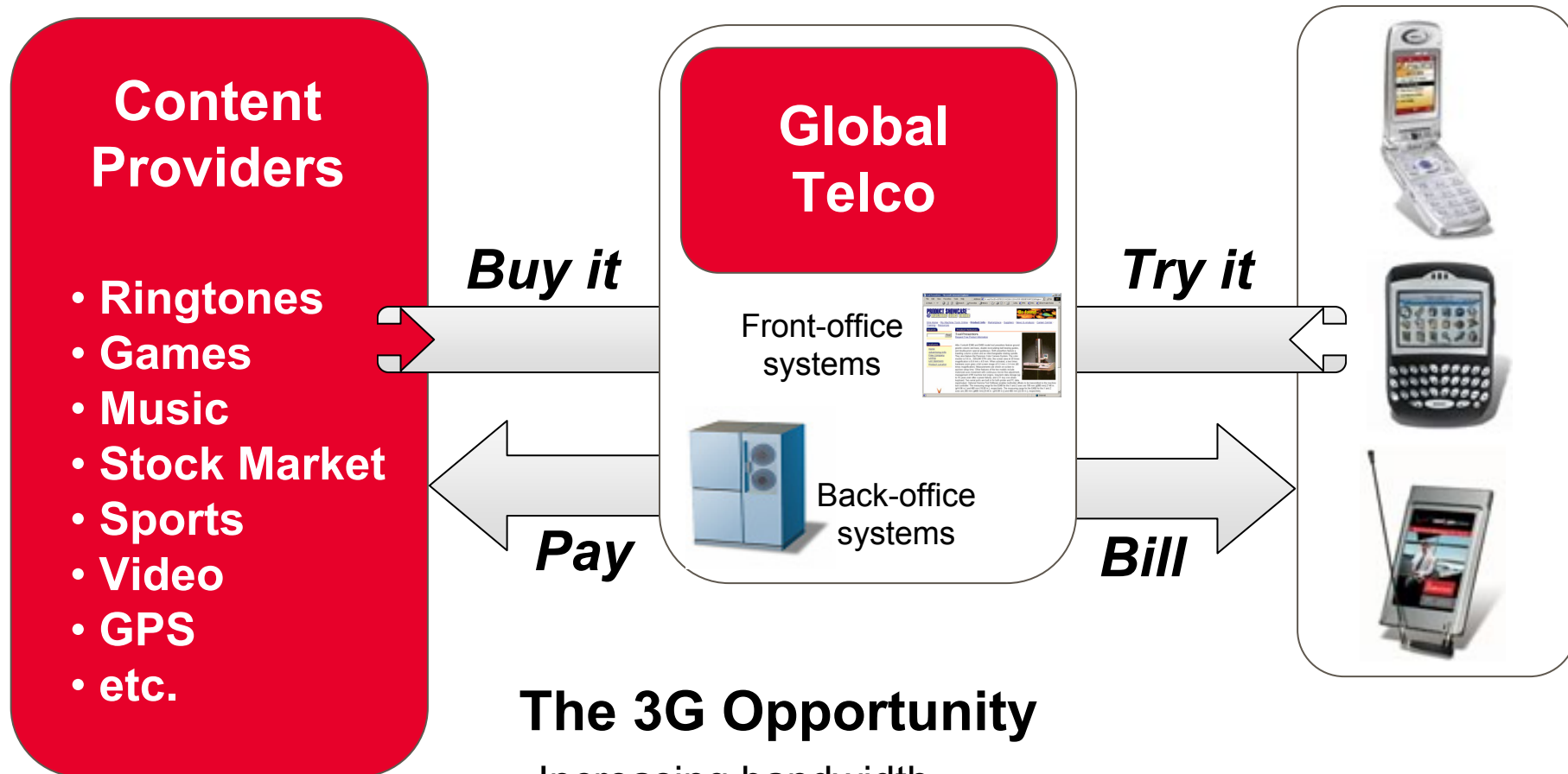
Does BPEL Work in the Real World?

- 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

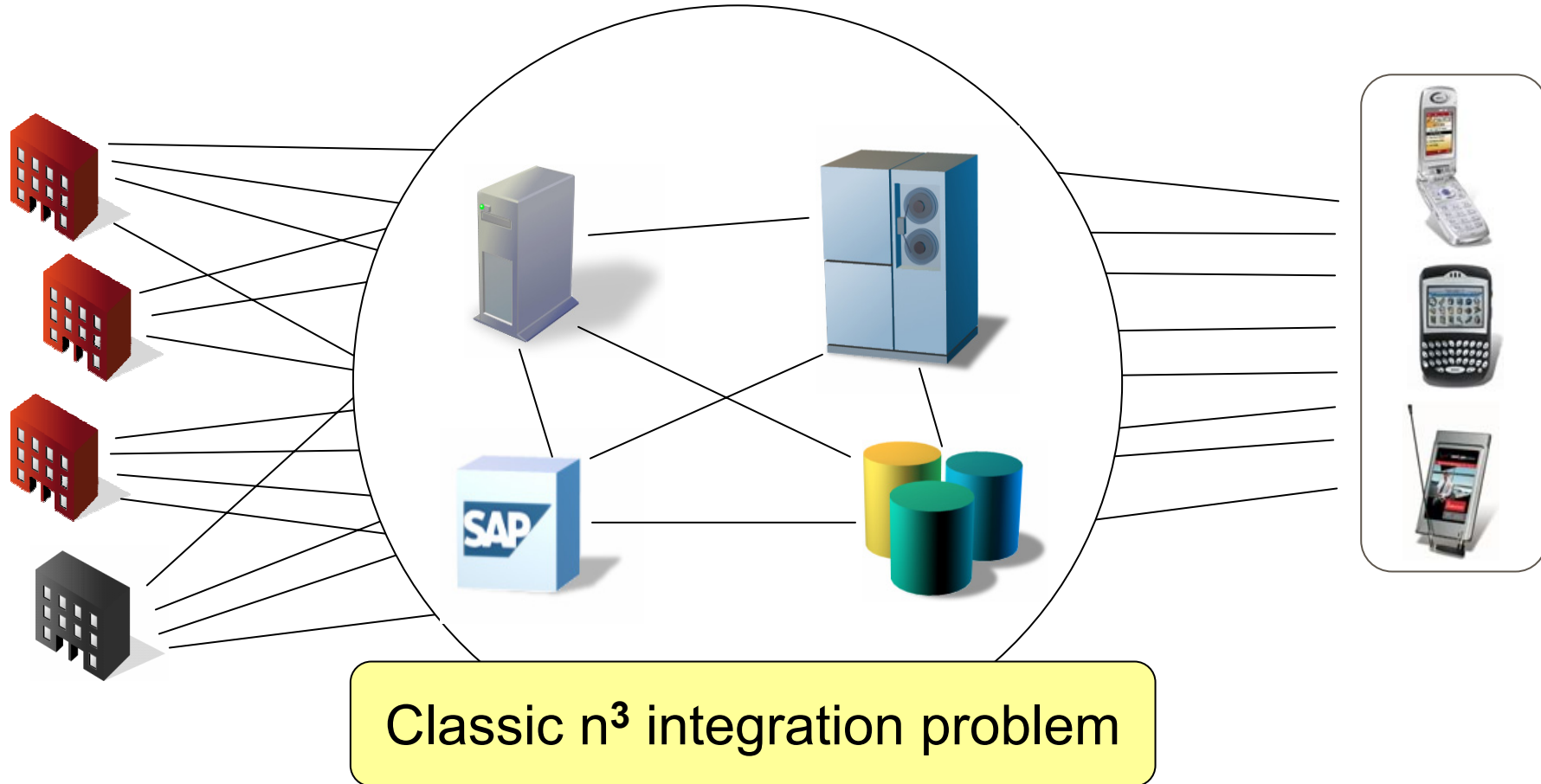
Global Telco: 3G Content Syndication and Delivery



The 3G Opportunity

- Increasing bandwidth
- New mobile display types and form factors
- Rapidly expanding ecosystem of content providers

Global Telco Before BPEL

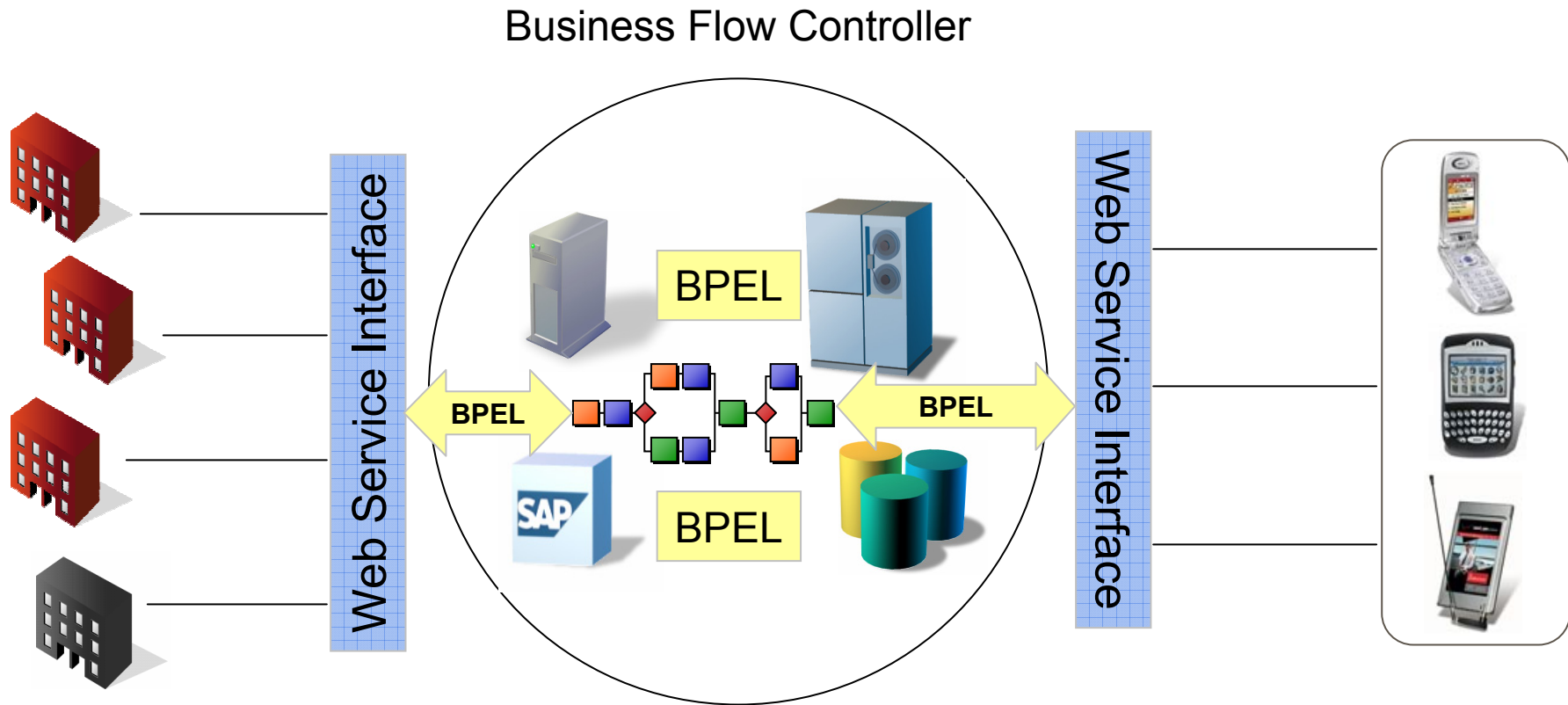


- Front and back office application silos
- Eight operating companies with different IT infrastructures
- Many content providers, each with unique interfaces

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



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

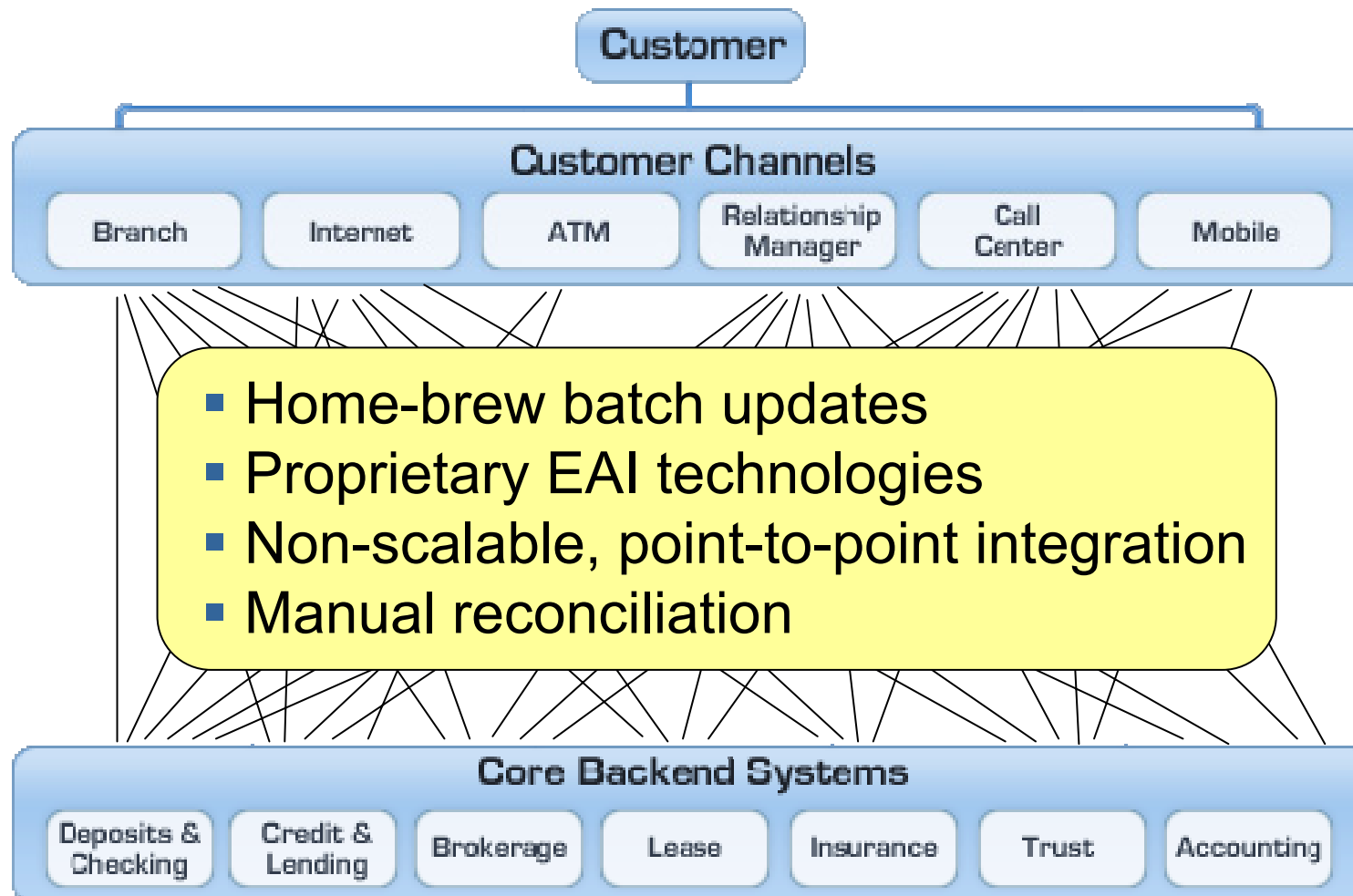
Multi-channel Service Architecture

Synovus Financial

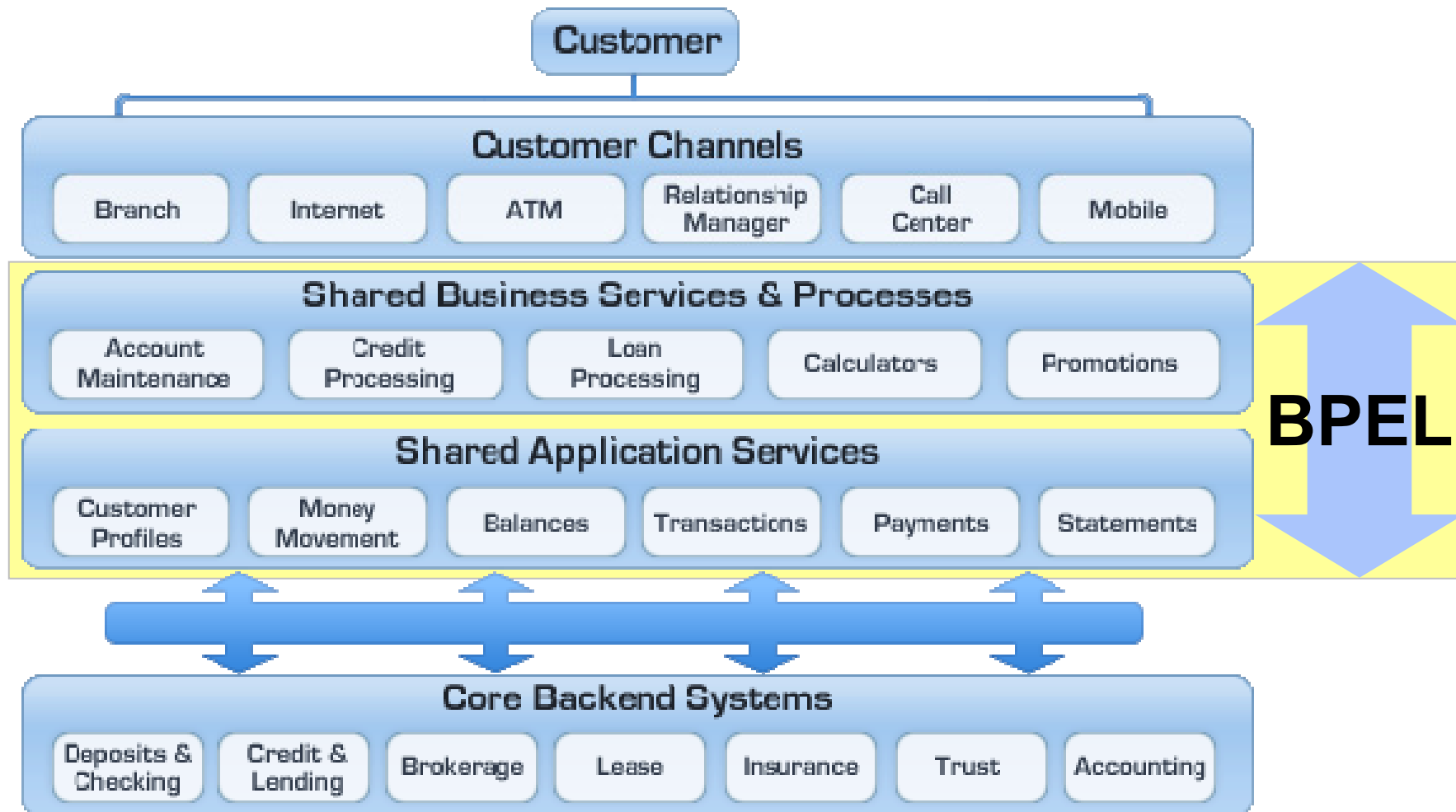


- Diversified, US-based financial services company
- Over \$30B in assets
- Services portfolio includes
 - Banking
 - Investments
 - Credit/debit cards
 - Insurance
 - Mortgage and leasing
- Competitive advantage: ability to deliver diversified financial products through “high touch” local banking subsidiaries

Synovus IT Footprint Before BPEL

SYNOVUS

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!

