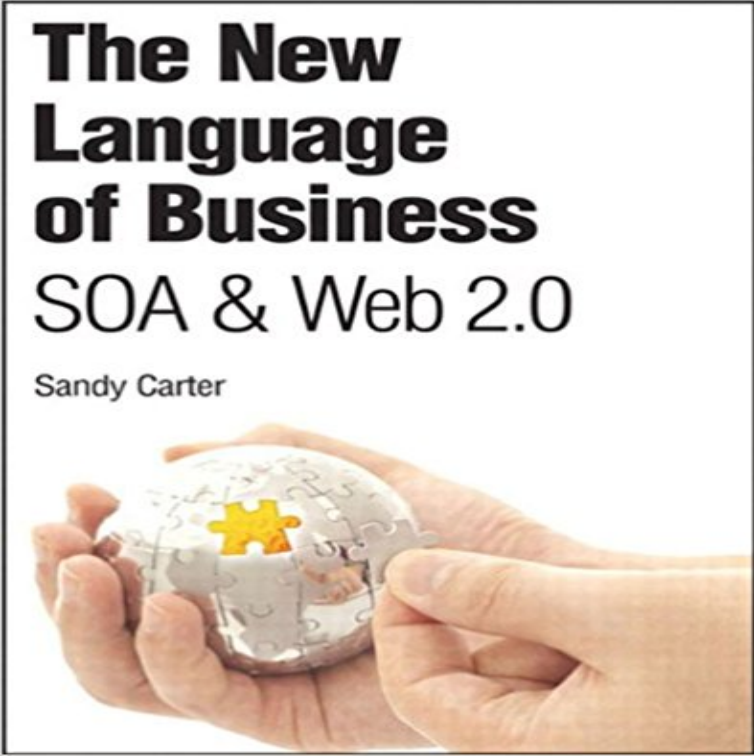


## The New Language of Business: SOA & Web 2.0 (IBM Press)



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

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