

## SOA Solution Brief

# HOW TO GET REAL BUSINESS VALUE FROM SOA

### CAN YOUR IT ORGANIZATION KEEP UP WITH RAPIDLY CHANGING BUSINESS REQUIREMENTS?

- Does your business need to get new products to market faster?
- Do you need to ensure consistency and reliability across a wide range of channels?
- Do business processes spanning multiple domains need improvement?
- Do you wish to expose high-value functionality locked up in legacy systems to build new applications?
- Do you want to reduce costs by eliminating unnecessary redundancies and duplication?

### Use SOA to gain a competitive business advantage with Software AG

Adopting SOA is not as simple as creating Web services and then re-using them. To build an SOA that delivers business value, you need top-rated technology as well as guidance on best practices. That's exactly what Software AG delivers.

The Software AG SOA Solution is a coherent suite of products—that includes the #1 market-leading Enterprise Service Bus (ESB) and CentraSite™—as well as reference content, proven methodology and expertise.

With our solution, you can:

- Reduce project time and costs
- Rapidly assemble apps without jeopardizing quality
- Reduce IT redundancies
- Respond quickly to business changes
- Increase flexibility of business processes



### THE SOFTWARE AG DIFFERENCE

#### Our complete solution features:

- **webMethods Integration Server**, a high-performance, easy-to-use platform for service creation and orchestration
- **CentraSite™**, a leading SOA registry and repository for service lifecycle management
- **webMethods Mediator** for flexible service access mediation and runtime policy enforcement
- **webMethods Insight** for real-time visibility with service monitoring and management

#### Plus:

- **Time-saving content**, including a guide with recommended practices and deployment patterns and a starter kit with templates, models and samples
- **GEAR methodology**, a proven implementation methodology based on best practices from hundreds of projects worldwide to speed up solution delivery
- **Valuable expertise**, using a full lifecycle consulting and services approach to your SOA initiatives from Software AG Global Consulting Services and IDS Scheer Consulting, along with SOA training and certification

See how high analysts rate our capabilities at: [www.softwareag.com/awards](http://www.softwareag.com/awards)

## REAL SOLUTIONS FOR YOUR SOA CHALLENGES

COMMON CHALLENGES	SOLUTION BENEFITS
<b>Delivering new products faster</b> <ul style="list-style-type: none"> <li>IT has to build everything end-to-end from scratch</li> <li>You lack visibility into what's already available</li> <li>High-value functions are locked up in legacy systems</li> </ul>	Build services that capture repeatable capabilities Use proven and tested business services to build new high-quality apps, promoting re-use Use a standards-based platform for service-enabling apps and orchestrating services across your enterprise
<b>Keeping up with changing business needs</b> <ul style="list-style-type: none"> <li>Tightly-coupled apps are difficult to change</li> <li>Duplication of functions across multiple systems</li> <li>Different systems don't interoperate</li> </ul>	Use modular and loosely coupled services to make quick changes Support new or changes in existing business models Meet new business needs—for example, new regulations, mergers and globalization
<b>Improving cross-domain business processes</b> <ul style="list-style-type: none"> <li>Cross-process capabilities are trapped in organizational silos</li> <li>Business capability is fragmented and inconsistent</li> <li>No standardization in exposing needed capabilities</li> </ul>	Upgrade and automate cross-domain processes easily Make changes easily to processes and in a consistent fashion by changing underlying services Improve governance and control by managing the metadata and lifecycle of process assets
<b>Making IT investments that make a business impact</b> <ul style="list-style-type: none"> <li>IT investments need to align with competing business priorities</li> <li>Effective adoption of technologies, such as cloud and mobile computing, is challenging</li> </ul>	Cut costs across the board (build, maintain, support) by reducing IT redundancies Beat the competition by getting new products or services to market faster Realize measurable improvements to vital business processes Deliver higher levels of customer satisfaction and retention with higher quality

## PROOF OF SUCCESS

Leading enterprises around the world are gaining a competitive business advantage from SOA by using Software AG's solution. Here are few examples of our success:

**Achieved 180% ROI in six months—** France's leading telecom operator relies on the SOA solution from Software AG to launch new services faster, reduce costs and quickly tune offerings to the needs of local markets. Using CentraSite as a single global repository, this world-leading telecom operator can easily find and re-use services across the business around the world.

**On the road to major cost savings—**DFDS Seaways, a leading European ferry and logistics company, integrated functionality, such as transport management or invoicing based on SOA principles, leading to higher productivity with modern interfaces and

reduced operational costs in areas such as terminal management and the elimination of redundant data entry.

**Reduced time to market, accelerated growth—**One of world's largest distributors of electronic components relies on a Software AG SOA solution to help drive rapid growth. With a catalog of re-usable services and consistent policies, the company is able to reduce project development time by 45 percent, reduce risk and free up more of developers' time to focus on solving business problems rather than technical challenges.

**Take the next steps.** Ask your Software AG representative for a free copy of the book SOA Adoption for Dummies and set up an on-site SOA workshop.

[Learn more about our success stories at www.softwareag.com/customers](http://www.softwareag.com/customers)



Watch this video!  
Mandiri Bank makes transactions 7 times faster & drives up revenue with SOA.

Visit [www.softwareag.com/soa](http://www.softwareag.com/soa) to learn more. To find the Software AG office nearest you, please visit [www.SoftwareAG.com](http://www.SoftwareAG.com).

Take the next step to get there - faster.

**ABOUT SOFTWARE AG**  
Software AG is the global leader in Business Process Excellence. Our 40 years of innovation include the invention of the first high-performance transactional database, Adabas; the first business process analysis platform, ARIS; and the first B2B server and SOA-based integration platform, webMethods.

We offer our customers end-to-end Business Process Management (BPM) solutions delivering low Total-Cost-of-Ownership and high ease of use. Our industry-leading brands, ARIS, webMethods, Adabas, Natural, CentraSite and IDS Scheer Consulting, represent a unique portfolio encompassing: process strategy, design, integration and control; SOA-based integration and data management; process-driven SAP implementation; and strategic process consulting and services.

**Software AG – Get There Faster**

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