



# Leveraging Existing Infrastructure To Deliver Communications Enabled Business Solutions

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## What is SOA?

### Service Oriented Architecture

Service-oriented architecture (SOA) is a methodology for systems development and integration where functionality is grouped around business processes and packaged as interoperable services. SOA also describes IT infrastructure which allows different applications to exchange data with one another as they participate in business processes.

*Wikipedia*

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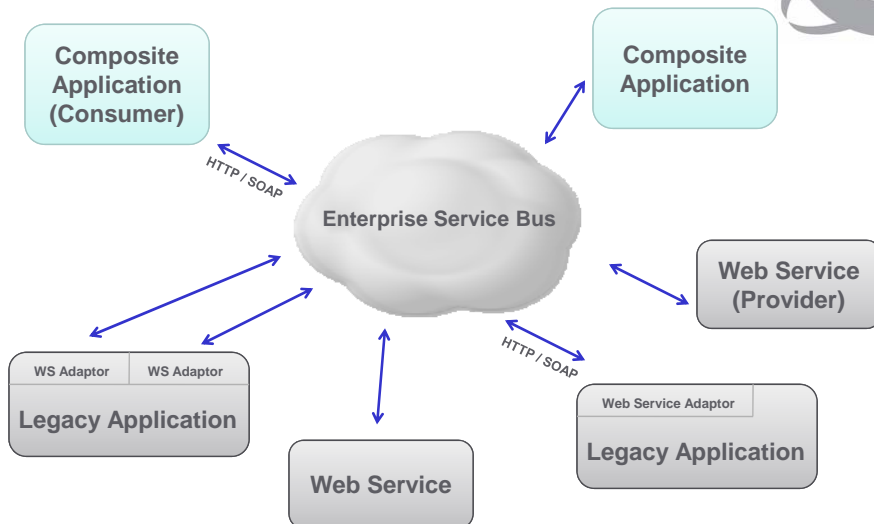
## What are Web Services?

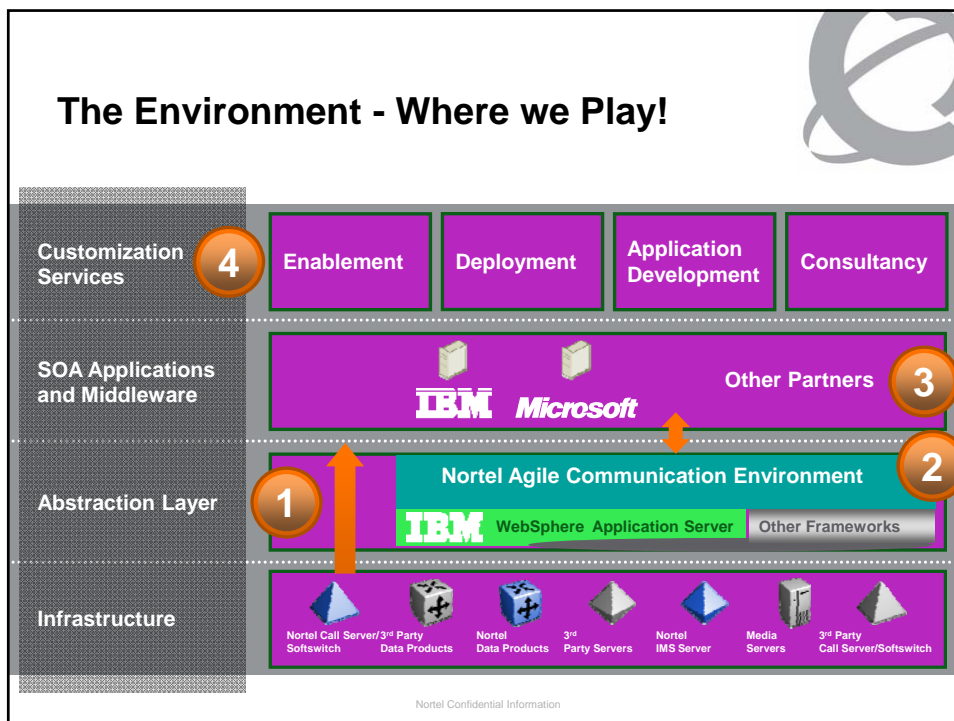
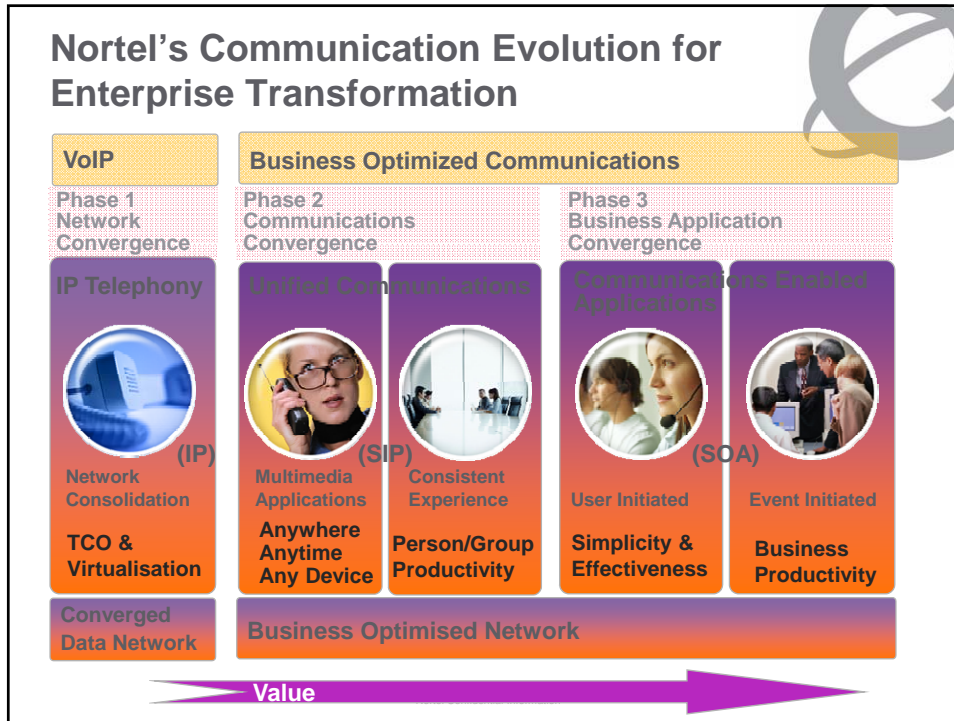
### Web Services

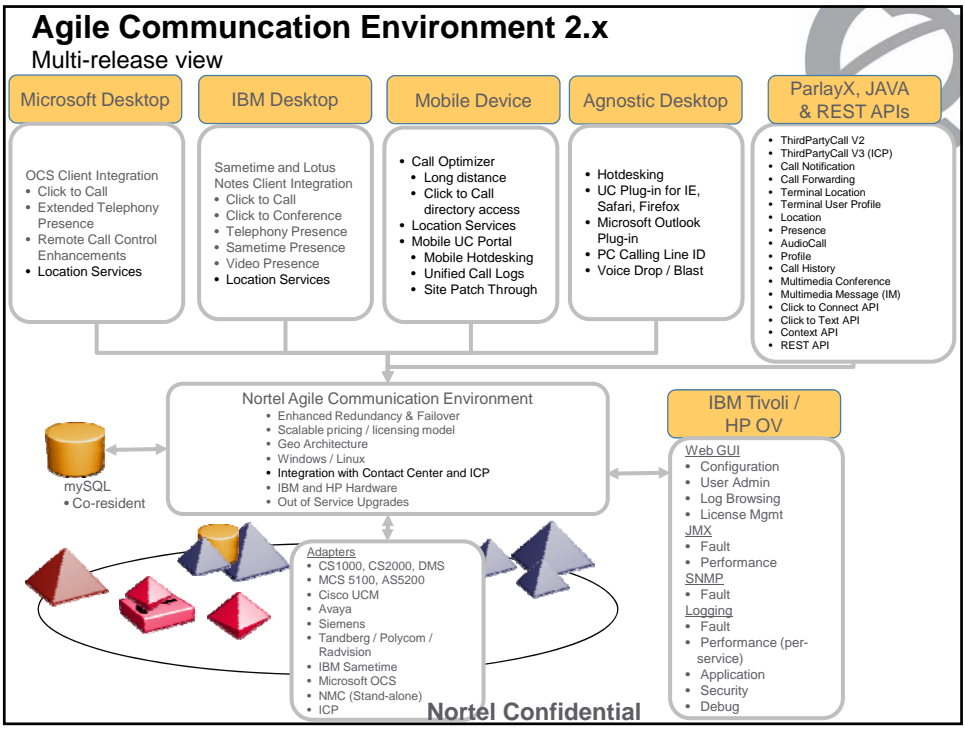
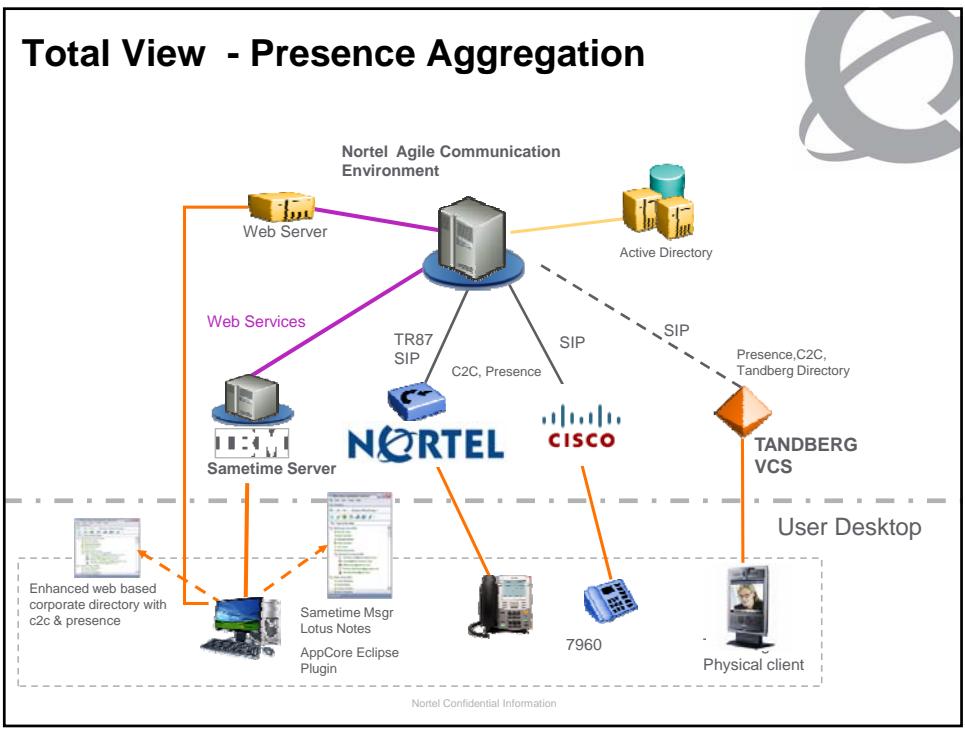
a software system designed to support **interoperable machine-to-machine** interaction over a **network**. It has an interface described in a machine-processable format (specifically WSDL). Other systems interact with the Web service in a manner prescribed by its description using SOAP-messages, typically conveyed using HTTP with an XML serialization in conjunction with other Web-related standards.

W3C

## SOA and Loosely Coupled Web Services







## Let's Decompose a Communications Enabled Application



### Stock Market Notification

When a stock reaches a threshold, notify Brad

First check to see if Brad is at his desk (Sametime)

If he **IS**, then send them an Instant Message with the details

If he **IS NOT**, call his cell-phone and play a recording with the stock details



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## Let's Decompose a Communications Enabled Application

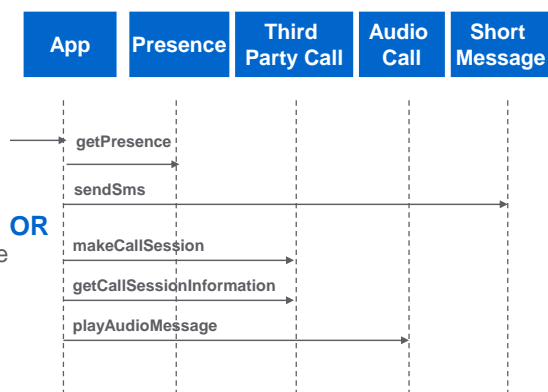


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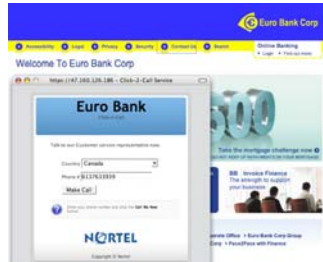
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The possibilities are endless...



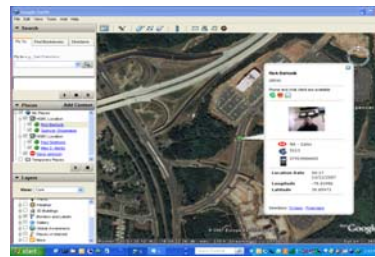
Customer Service



Contact Management System



Delivery Notification



GPS Location Based Services

Thankyou