

The Solution Discovery — The Next Stage of SOA

ENSURING SUCCESS WITH SOA

Companies of all sizes have spent years trying to manage their customer data. Yet just locating information today — between Siebel, financial, ERP, and third-party systems — is more difficult than ever before. Driven by the need to find, combine, and integrate customer data as it grows even more dispersed, many organizations that rely on Siebel are evaluating and implementing a service-oriented architecture (SOA). SOA relies on XML and middleware to rapidly create lightweight, low-cost, and reusable interfaces between applications. Furthermore, SOA exposes business logic as Web Services that can be shared enterprise-wide.

Why are organizations now embracing SOA? Recently, the related standards and technology have matured, and now organizations can tap off-the-shelf tools to build a widely compatible SOA, and render business logic and information flows between applications in high-level semantic terms. Prior to taking advantage of SOA, however, all organizations must first assess their current Siebel version and SOA capabilities, and reconcile this with a number of other factors, includ-

ing existing applications that store customer data and point-to-point integrations between those applications. In addition, organizations must understand which SOA standards and Siebel updates to utilize, and decide if Oracle's Unified Customer Master fits their needs — creating a single, master record for each customer. Finally, Siebel users should evaluate Oracle Fusion, which will remake existing packaged applications as SOA-compatible business services, allowing organizations to tap required functionality for less cost, while eliminating many implementation and upgrade challenges.

Based on its extensive experience in helping organizations apply SOA, InnoVeer offers a service for rapidly identifying the challenges of creating a SOA-enabled enterprise, and creates a long-term, phased plan, utilizing rapid, repeatable, and cost-effective techniques. Organizations are then able to increasingly combine data and rapidly integrate applications to decrease maintenance costs, hide data complexity from users and customers, and maximize business value and impact.

APPLYING ADVANCED SOA

The *Solution Discovery* is an expedited analysis that examines the application integration challenges hindering optimal use of customer data within Siebel applications. In a two-week, focused engagement, InnoVeer Solutions will identify the critical customer-related process and technology pain points, and then define a plan, utilizing SOA, to find, combine, and integrate customer information. After implementing this plan, organizations are able to enhance business efficiency; increase sales, marketing, and service effectiveness; and improve overall customer satisfaction.

SUCCESS STORY

A leading high-technology manufacturer turned to InnoVeer to generate an enterprise-wide strategy to become SOA-enabled, expose discrete business processes as Web Services, and combine and integrate customer data stored in multiple locations. In addition, creating more lightweight and repeatable application integrations was critical for streamlining application maintenance, rapidly integrating systems, reducing IT support costs, and ensuring long-term application compatibility.

InnoVeer helped this company design a phased approach for becoming SOA-enabled that balanced data combination and integration. This included understanding where mission-critical customer data lived, which applications and processes relied on this information, and what cataloging of existing application integration was necessary. InnoVeer then created a plan to increasingly integrate business-critical applications using SOA, expose required business processes as Web Services, and continue to draw existing business applications into the company's SOA.

Now, this high-technology manufacturer is able to find and integrate essential data, effectively expose business services to applications, reduce IT costs, and thus, increase business efficiency and overall customer satisfaction. Because of this success, the company continues to replace existing point-to-point application integrations with more lightweight, reusable, repeatable, and less costly SOA integrations.

WHAT DOES THE *DISCOVERY* INVOLVE?

The *Siebel SOA Solution Discovery* will focus on these areas:

- **Pain Point Assessment** — Identify business process challenges related to customer data, and examine how SOA and Web Services can ensure a “360-degree view” of information
- **Source Data Identification** — Analyze where customer data is stored, and evaluate the requirements for data combination and integration
- **Data Combination & Integration** — Identify best practices for applying SOA to combine and integrate customer data
- **Solution Planning** — Create a plan for integrating applications and exposing required business logic and Siebel processes via Web Services
- **Semantic Integration** — Learn how to remake point-to-point application integrations as business services designed around high-level information flows

These activities enable enterprises using Siebel to identify immediate enhancements, as well as medium-term opportunities, for combining and integrating customer data and exposing business processes as Web Services, leading to an even greater return on CRM investments.

At a fixed price*, the *Solution Discovery* will identify areas for improvement, and develop an action plan. (*The fixed price fee does not include possible travel expenses or additional areas of scope, which are available by request.)

Tangible benefits from the *Siebel SOA Solution Discovery* include:

- Cataloging existing applications and integrations, and defining required enhancements to better combine and integrate customer data
- Reconciling existing Siebel capabilities against ongoing SOA, application integration, and Web Services needs, and laying the foundation for Oracle Fusion
- Understanding which SOA technology, tools, middleware, and standards provide the most benefit and highest ROI
- Defining a suitable architecture, required standards, and critical resources to create a SOA-enabled enterprise

ABOUT INNOVEER SOLUTIONS

INNOVEER SOLUTIONS, an award-winning customer strategy and solutions consultancy, provides advanced customer management services to high-technology and healthcare companies, among others, in the areas of planning and strategy, technology implementation, and optimization. The company's deep industry knowledge, broad technical skills, and Multishore Methodology enable organizations to address their critical customer-facing issues and achieve an integrated view of all customer information. With an exclusive focus on customer management since 1998, Innoveer has worked with more than 300 organizations to increase their overall business growth, improve internal efficiency, and enhance the customer experience.

PAST CLIENT SUCCESSES INCLUDE:

- Akamai Technologies, Inc.
- American Red Cross
- Circles
- Group Health Incorporated
- Intergas Energie

BUSINESS OUTCOMES:

- Reduced application development and integration maintenance costs an average of 30%
- Increased customer data combination to reduce back-end complexity an average of 22%
- Enhanced business efficiency and customer satisfaction two-fold
- Scalable enterprise SOA platform for increasing customer data combination and returns

CONTACT US

For more information about how Innoveer Solutions can help you improve productivity, customer satisfaction, and overall profitability, please contact Jennifer Yanoff at jyanoff@innoveer.com or at +1 617-225-7914.

