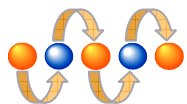
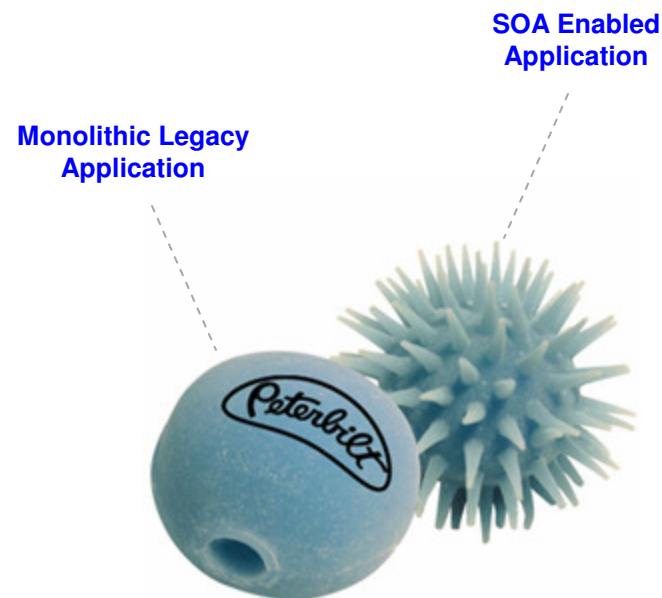


Transcending The Glass Ceiling of
Web Services to a Value Chain of
Information . . .

Turning Applications Inside Out . . .

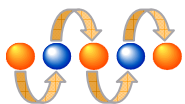
“**SOA is Analogous to Splitting an Atom** - The concept is remarkably simple, yet how to go about doing so and the consequences of having done so, are exceedingly complex.”



The Speed of Change . . .

- Technology **moves fast** . . .
- Running to **keep up** . . .
- **Don't blink** - you may be heading right for . . .
tomorrow's legacy system?

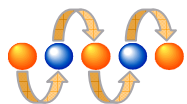
So how is **your SOA experience** going . . ?



A Quick Video . . .

Going **well** . . ?

Or going **poorly** . . ?

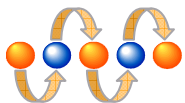


Sticker Shock . . .

For every **\$1** spent on software license. .

\$5 is spent on integration

- Gartner Group



What if . . . ?

- What if we could lower the cost of access to sharing **rich interactive data**?

For every **\$1** spent on software . . .

Spend \$2.50 on integration . . . ?

Spend \$1.50 on integration . . . ?

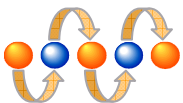
Spend 75¢ on integration . . . ?

Spend 25¢ on integration . . . ?

...

How . . . ?

With what . . . ?



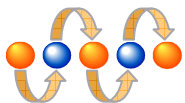
Stepping Back . . .

Is there a Glass Ceiling . . . ?

Are there barriers . . . what are they?

Is something Missing?

What **practices, open standards, and open source tools** could help?





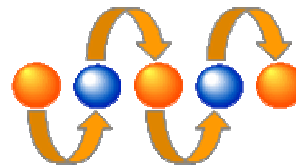
UBMATRIX™

IPHIX



Information Supply Chains

Transcending the Glass Ceiling
of Web Services based SOA



An Open Source Open Standards based collaboration
striving to create Value Chains of Information

We are all heading down the same path . . .

Please join us for an in-depth discussion of:
the **good** the **bad** and the **ugly** of web services based SOA
and a glimpse of what **breaking through the glass ceiling**
may look like . . .

Information Supply Chains
a business and technical perspective

1pm - 2:30pm tomorrow in the Atrium

