

SERVICE ORIENTED ARCHITECTURE (SOA) FOR EXECUTIVES

VisumPoint's Executive Briefing Series

Organizations are shifting to Service Oriented Architecture (SOA) as a means of improving their business agility and IT productivity. SOA bridges the gap between the technical and business worlds, enabling customers to talk about what they really need. The value proposition is vast—increased reusability, improved organizational agility, greater flexibility and improved IT adaptability.

Service Oriented Architecture for Executives covers a range of topics from an understanding of SOA key concepts to critical factors for success. Executives will gain a better understanding of the SOA critical success factors, but more importantly, they will understand the new decision matrix that it creates and how these decisions ultimately affect long term planning.

Just as Service Oriented Architecture presents many opportunities for an organization, there are also challenges inherent in such large-scale, high level efforts. To make the best decisions, you need to understand what pitfalls to avoid and the impact

they can have on your operation.

VisumPoint's SOA Executive Briefing arms today's executive with the necessary information to make informed decisions when evaluating the latest trends in technology. *This is not designed to make you a technology expert.* We understand the demands on your time, so we present information that is relevant to your position without getting bogged down in the technical details.



Every Executive Briefing Session is led by a Senior Consultant with extensive experience helping Fortune 1000 companies position their IT strategy to support their overall business strategy. We offer a prag-

matic learning experience that incorporates years of lessons learned and anecdotal experiences.

VisumPoint offers SOA for Executives in three delivery formats: open enrollment, web-based and on-site. The web-based Briefings offer a condensed 4 hour overview. For a more detailed briefing, we offer an 8 hour session that can be delivered at your site. In addition, please visit our website at www.visumpoint.com/Briefings for a listing of open enrollment, pre-scheduled Briefings.

SOA for Executives covers:

- SOA key concepts
- Why you should care
- How to gain buy-in
- SOA opportunities and challenges
- Critical factors for success
- Estimating cost and ROI

VISUMPOINT

VisumPoint is an Enterprise Architecture Strategy Group that helps organizations bring clarity to the complexity of the business environment.

The only constant within any organization is change. Through the es-

tablishment of Enterprise Architecture, organizations can begin to understand the context of that change and the impact of sustainable change. Once defined, your Enterprise Architecture gives you a roadmap to your business goals and technology becomes an enabler. Through the use of lead-

ing edge technologies such as SOA, BPM and MDA, your IT investment can help realize and achieve your business vision.

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