

SOA and IT Architecture Conference

Creating Business Value through Excellence in Service Design

31 March 2010, Hyatt Regency, Auckland

Bright*Star's 5th Annual

SOA and IT Architecture Conference

Service orientation is being seen less as a new and radical concept, but increasingly as the best practice standard of architectural development. A well designed and implemented service oriented architecture can reduce wastage, streamline business processes and create a more efficient IT environment.

Revamped for 2010, Brightstar's 5th Annual Service Oriented Architecture Summit is now an intensive one day event jam-packed with real world case studies, intriguing debates and panels, and thought leadership to help you ensure your SOA brings your organisation a real ROI.

This is the must-attend event for practitioners and managers looking to ensure their architecture is future-proofed, well designed, and delivers real value to the business.



Supported By:



8.30 Registration & Coffee

9.00 **Opening Remarks from the Chair**

Lukas Svoboda, *Chief Enterprise Architect*, **MIGHTY RIVER POWER**

9.10 **SOA – Its Origins, Characteristics and Value, and the Future!**

Like relational database, which took some 20 years to reach maturity, SOA is founded on a sound theoretical basis with its origins in the early seventies. Again, like RDB, the benefits of its adoption are huge but its comprehensive implementation has had to wait until technology could fully support it. Technology is now no barrier to the realisation of SOA's potential, but a lack of understanding is. The concepts of SOA can be used in a large variety of ways and the final part of the talk explores these in some detail together with the benefits that result from its use and potential future directions.

John Fisher, *Enterprise Architect*, **MINISTRY OF EDUCATION**

9.50 **Selling SOA to the CEO**

A SOA deployment can be costly both in terms of time and money – and so can often be a difficult proposition to sell to senior management. The concept of SOA has been given the tag of the “next big thing” for some time now, which has been damaged by some expensive failures. This session will focus on how you can get executive management and the board to support your SOA implementations.

- She blinded me with science: talking in terms of business benefits instead of implementable technology
- The importance of getting executive sponsorship on SOA projects
- Preparing a business case for deployments

Ulrich Roxburgh, *Director*, **SERVICES2 LTD**

10.35 Morning Break & Refreshments

10.55 **SOA and the Cloud: Bedfellows, Rivals or Distant Cousins?**

Given the astronomical growth in web services available, the lines are becoming increasingly blurred between SOA, SaaS and Cloud applications. This session will explore how the different concepts can leverage off each other.

- Is the cloud an ideal place to host services?

- Links between SOA governance and cloud governance
 - Using SOA to integrate cloud apps back into legacy systems
- Paulo Rocha**, *Director*, **CONSIGLIO**

11.40 **CASE STUDY: Applying an Enterprise Architectural Model with Best Practice Modelling Principles**

Vodafone New Zealand has recently implemented an architecture methodology that is used for the high level design of all IT solutions. This methodology is based on the industry standard Archimate Framework and the use of standardised tools including a Solution Design Document Template and Enterprise Architect as a design tool. This presentation describes the journey Vodafone New Zealand has taken to get to this stage.

- Vodafone New Zealand's use of the Archimate framework
- Vodafone's New Zealand's use of Enterprise Architect as a design tool and how the outputs relate to the solution designs that are created
- The challenges faced along the journey
- The future state of Architecture and Design at Vodafone New Zealand.

Michael Tapp, *Consulting Practice Lead*, **OPTIMIZATION**
Navin Ramachandran, *Team Leader – IT Application Design*, **VODAFONE NZ**

12.25 Lunch Break

1.10 **CASE STUDY: Getting Rid of Check-In: The Role of SOA in the Automation of the Domestic Airport**

Air New Zealand has replaced the traditional check-in counter at New Zealand's domestic airports. This project made extensive use of SOA and the airline continues to build on the foundation laid. This session will discuss some of the key features and aspects of the project such as:

- New applications and technologies are designed to be convenient, easy to use and greatly reduce time customers need to spend at the airport
- New service bus abstracts and implements common business functions
- Services that are aligned to business processes, understandable, composable and reusable
- Legacy functions and data from mainframe and databases that are exposed in a structured way

Andrew Cunningham, *Enterprise Architect*, **AIR NEW ZEALAND**

1.55 **CASE STUDY: Lessons in Flexibility - Architecture at ASB**
 ASB has continued to mature its architecture capability, and has learned much while developing and applying their model-driven approach to architecting solutions. This presentation will provide an overview of some of the lessons learnt, including

- The flexibility of organic modelling
- Adapting meta models and methodology for continued best fit
- The importance of political flexibility
- Structural and management challenges and possible solutions

James Bergin, Manager, Applied Architecture, ASB BANK

2.40 **PANEL DISCUSSION: Ensuring Efficiency Through Effective Systems Implementation**
 There is no one correct method of architectural implementation – each has to be tailored to the specific situation and legacy systems already in place. However there are certain key principles that apply to all situations. Bring your deployment headaches and heartaches and add to the value of the discussions.

- Scalability: Ensure your architecture can be deployed incrementally and easily scaled up (or down!) to suit
- Ensuring the reusability of not just the code but the entire architectural structure
- What are the worst mistakes that can derail a SOA implementation?

Paulo Rocha, Director, CONSIGLIO
Andrew Cunningham, Enterprise Architect, AIR NEW ZEALAND
Ulrich Roxburgh, Director, SERVICES2 LTD
Mike Lowe, Director, ACTIVATE NZ
 Facilitated by: **Lukas Svoboda, Chief Enterprise Architect, MIGHTY RIVER POWER**

3.25 Afternoon Break & Refreshments

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3.40 **Getting the Best out of the Integration of Legacy Systems in a SOA Environment**
 Integrating legacy systems in to your architecture is a critical part of the process of implementing Service Oriented Architecture. To save time and cost, existing systems are integrated into architecture rather than replaced, leaving software architects with the task of making this process as seamless as possible.

- Balancing the power of vendor middleware packages with your own need for organisational flexibility
- The value of re-using legacy systems – durability, proven technology, and lower costs of re-training
- Modifying existing systems to increase their modularity and reusability
- The Software Architect's role as a change manager

Mike Lowe, Director, ACTIVATE NZ

4.30 **PANEL DISCUSSION: The Future of Architectural Governance**
 Good governance principles are necessary to ensure the successful deployment and smooth running of any architecture. By having a robust and documented strategy in terms of ownership, delegation of responsibilities, budgeting for the upkeep and upgrading of the architecture. This panel will examine all elements of SOA governance including:

- The criticality of aligning SOA governance with organisational goals
- The three stages of SOA Governance: Planning, development and operation
- Security, access and identity management concerns
- Who should take charge and responsibility for a SOA?

Michael Tapp, Consulting Practice Lead, OPTIMATION
Mike Lowe, Director, ACTIVATE NZ
John Fisher, Enterprise Architect, MINISTRY OF EDUCATION
 Facilitated by: **Lukas Svoboda, Chief Enterprise Architect, MIGHTY RIVER POWER**

5.15 Closing Remarks from the Chair, End of Conference and Networking Drinks

Conference Code: BC040 Brochure Code: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z



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