

Is There A Place For Voice And Video In SOAs?

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Agenda

- SOA – It's All The Rage!
- Introducing “ The Interactive SOA”
- Network & Business Impacts
- Summary

SOA – It's All The Rage!

- Flexibilities and cost efficiencies
 - Static, hard-to-change dependencies are reduced
 - Create network-agnostic loosely coupled cooperative systems
- Business process and workflow controls
 - Funny, aren't telephone calls part of the process & workflow?
- But: SOAs are almost exclusively data application focused today
 - We're in the *Golden Age of Convergence*
 - Where's voice & video in the SOA discussion?

Not Just For Data Applications

- Voice and video should be part of an SOA
 - They're actually services which we "leverage" all the time
 - Dial the phone, voice mail, conferencing, call-forwarding, hold ...
- Making them part of an SOA allows applications to...
 - Make talking, listening and seeing features of that application
 -without carrying all the baggage/technology of TAPI, CTI, etc.
- An "Interactive SOA" allows the infrastructure to...
 - Leverage external services as part of a larger telecom network
 - PBX Integration, PSTN inter-working, IP-PBX/Centrex inter-working, IM/Chat/LCS, Google, VeriSign

Creating An Interactive SOA

- Enabling true SOA telecom
 - Move from a “hub model” with “fixed applications” to a loosely coupled distributed model
- Interactive SOA: powerful & challenging
 - Interactive communication adds a dimension
- Voice works best in a controlled environment
 - The “LAN” network paradigm becoming “connected” services
 - Watch for issues related to:
 - Peering/Federation, Transport & Visibility, Provisioning & Management
- Telecom must play nice with emerging application architecture
 - Composition frameworks, analytics, orchestration, messaging, registry

Business Impact of Interactive SOA

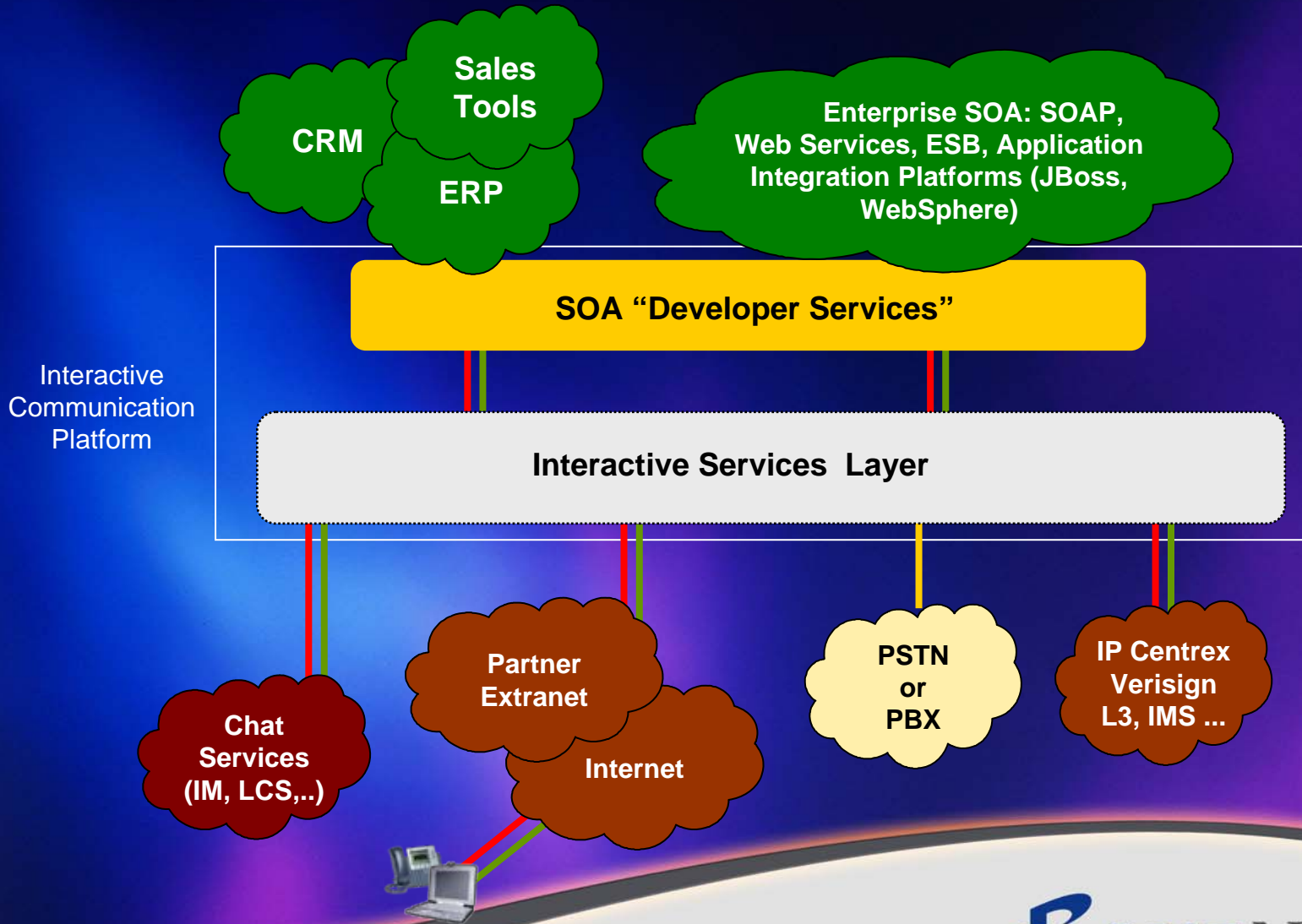
The screenshot displays the BPEL Designer software interface. The main workspace shows a process map with several activities: 'getCustomerSSH', 'getCreditRating', 'collectOffers', 'prepareCall', and 'createSession (BNN's account)'. The 'prepareCall' activity is highlighted with a dashed box. On the right side, the 'BPEL Inspector' window is open, showing the configuration for the selected activity. The configuration includes:

Property	Value
name	notifyByPhone
partnerLink	BNNSession
operation	createSession
inputVariable	BluenoteSession
outputVariable	BluenoteSession

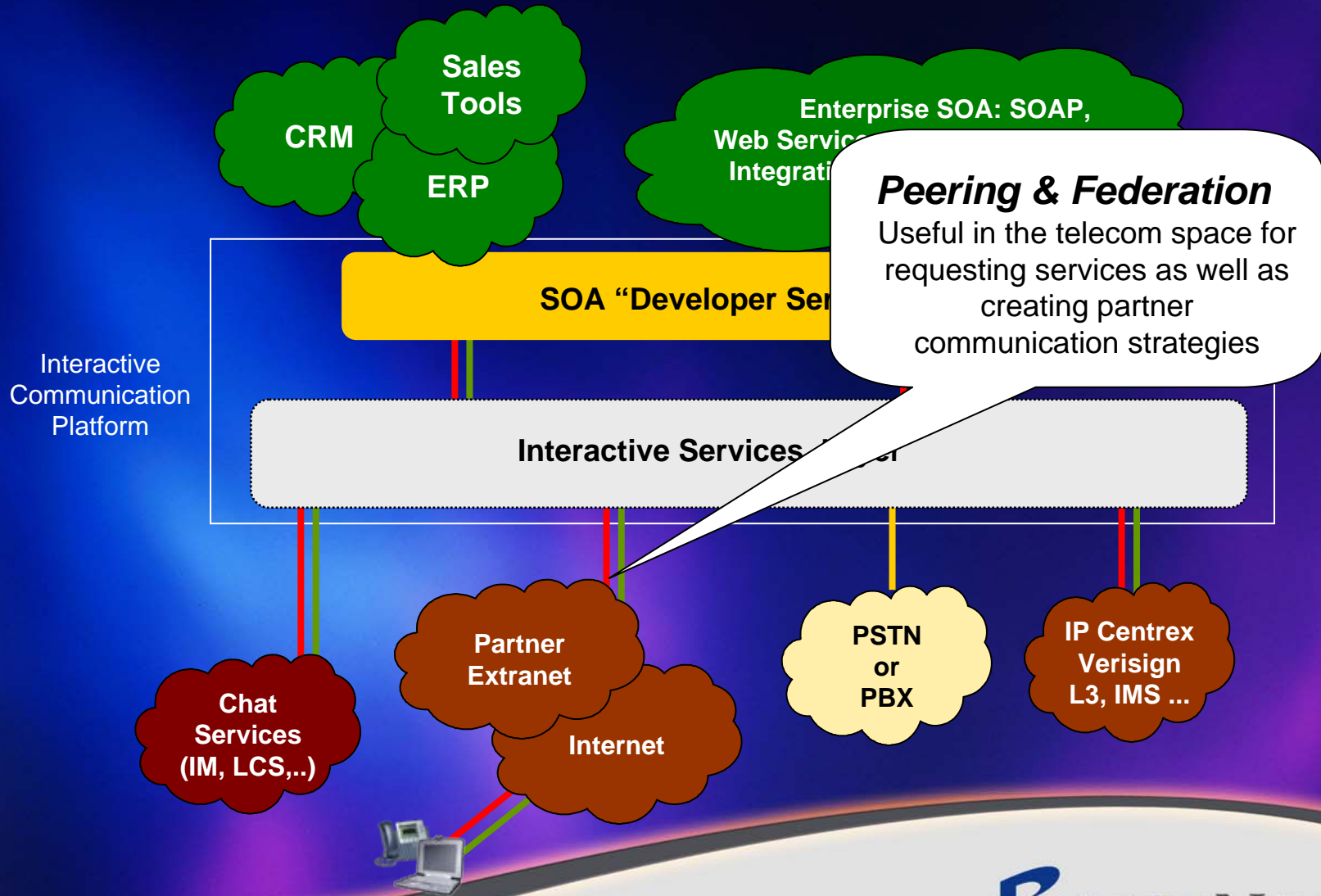
At the bottom of the interface, there are tabs for 'BPEL Designer' and 'BPEL Source'. The status bar at the bottom right indicates 'NETWORKS'.

Adding Voice To Your Business Process

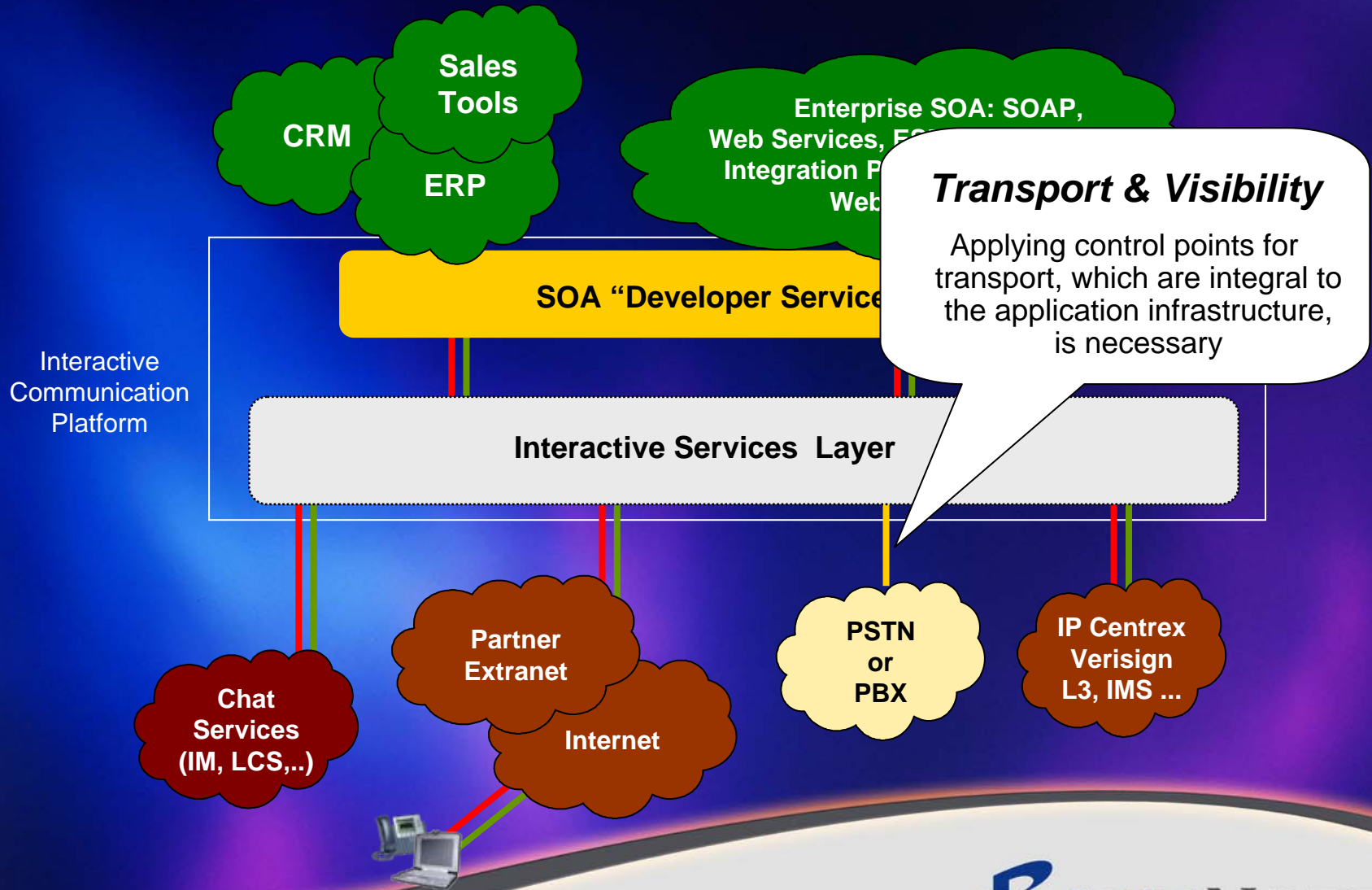
Network Impact of Interactive SOA



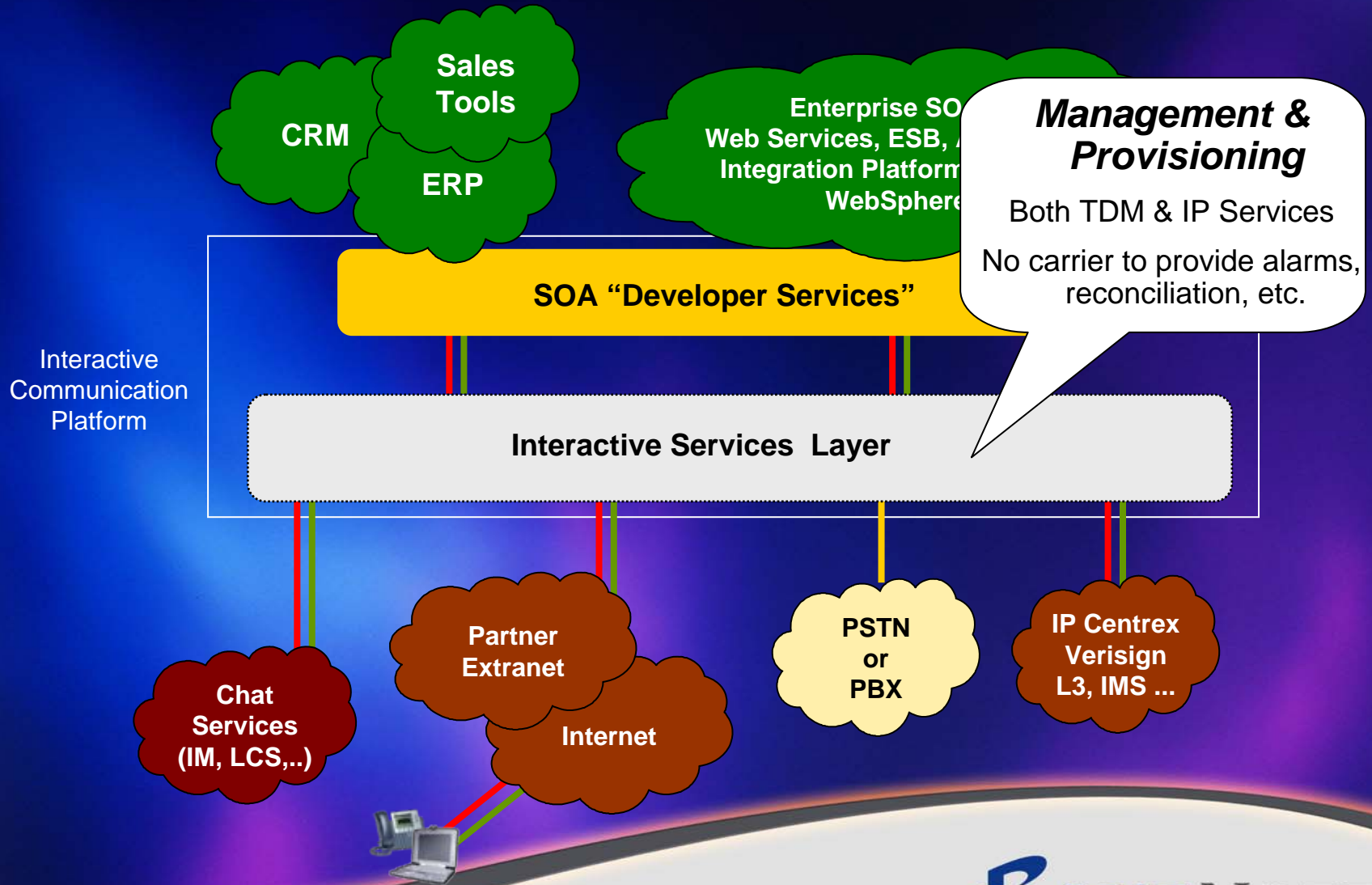
Network Impact of Interactive SOA



Network Impact of Interactive SOA



Network Impact of Interactive SOA



Add Voice & Video To...

Customer Relationship Management

E-Commerce

Enterprise Resource Planning

Customer Care Solutions

Human Resource Systems

Supply Chain Management

Social Web Sites

Business & Personal Matching Services

Web-based Advertising

Internet Gaming Sites

Next Steps...

- Talk to the different organizations in your company
 - Business process modeling
 - How important is voice as part of business process?
 - How crucial is desktop voice service?
 - How do I want to talk to customers and partners?
 - How do I want to leverage the Internet for my nomadic users?
- Map services to business processes
 - Service Registry
 - Services outside of your enterprise
- Define the application architecture to put in place

Summary

- Interactive SOAs and applications yield power
 - Service-oriented interactive communications: talk, listen and see
- Be careful of...
 - Voice platforms retrofitted to support IP and Web Services
- SOA is not just for data, but should also include voice
 - Think about talking, listening and seeing as application features