

# Real-World SOA



## Overview

This one-day briefing at the Microsoft® Technology Center (MTC) is designed to provide your company a clear and actionable plan for how Microsoft can help you achieve your strategic business objectives with an approach based on service-oriented architecture (SOA). SOA has emerged as a comprehensive approach to utilizing IT investments to deliver solutions that effectively meet business needs in today's competitive, rapidly evolving environment. Through scenario-based demonstrations and discussions, we'll help your key business and technology stakeholders envision how a SOA approach to technology-based solutions can help your organization reach its full potential.

## Benefits to Your Organization

Attending a briefing will help you understand how your organization can:

- Understand the choices in SOA standards and approaches and envision their application to your unique business and organizational environment.
- Align technology and operational investments in a service-oriented architecture to your strategic business objectives.
- Embrace and manage a SOA road map to maximize the strategic value of your information technology assets for business advantage.

## Agenda

During the strategy briefing, we will explore and understand your strategic business objectives, visit the Envisioning Center for a scenario-based demonstrations of the Microsoft platform, and lead you through a series of discussions focused on approaches and solutions most relevant to your organization's priorities and IT strategies. Prior to your arrival at the MTC, we'll work with you to determine your organization's objectives and tailor the briefing agenda accordingly.

## At the Conclusion

- You will have a "real-world" view of how the SOA approach can be used within your organization to expose, reuse, and scale the business value in your existing and future IT investments.
- You will have a better understanding of how Microsoft and its partners can help your organization achieve its strategic business objectives with SOA.
- You will have a clear and actionable road map to help guide your organization through the evaluation of a SOA approach to solution design and delivery.

## Primary Audience

Stakeholders who wish to explore how the Microsoft platform can help better align technology investments with their organization's strategic business objectives:

- Line-of-business stakeholders
- Information technology stakeholders
- Enterprise and solution architects
- Business partners

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## Contact Information

To schedule a strategy briefing, contact the Microsoft Technology Center in your area:

Atlanta • Bangalore • Beijing • Boston • Chicago • Dallas • Dubai • Dublin • Irvine • Munich • New York • Paris  
• Reston • Silicon Valley • Taipei • Thames Valley (UK)

Strategy briefings are also offered at the MTC Envisioning Center locations. To learn more, go to [www.microsoft.com/mtc](http://www.microsoft.com/mtc).