

DATA SHEET

Service Oriented Modeling

Discover, model, and transform information critical to your organization

Service oriented modeling helps drive IT and business alignment value in an incremental, repeatable, and consistent fashion.

Microsoft Services Service Oriented Modeling helps you:

- Model your SOA initiative.
- Improve business agility.
- Realize faster time-to-market.
- Leverage existing IT assets.
- Increase competitive advantage.

In today's competitive environment, organizations are seeking ways to use IT investments to better support their strategic goals. Service oriented architecture (SOA) can help organizations create more effective work processes that unite separate business systems. The adoption of SOA helps to improve IT agility, reduce integration costs, and simplify new applications. This helps to leverage existing assets, reducing time-to-market to gain competitive advantage in the marketplace.

However, organizations often find it difficult to adopt SOA due to the lack of well-defined frameworks, tools, methods, and practices that are complementary to their existing investments and traditional delivery approaches. A solid business-driven model is necessary to help realize the maximum value of these technologies and to properly align them with the business drivers and provide the desired business value.

Experience the Benefits of Service Oriented Modeling

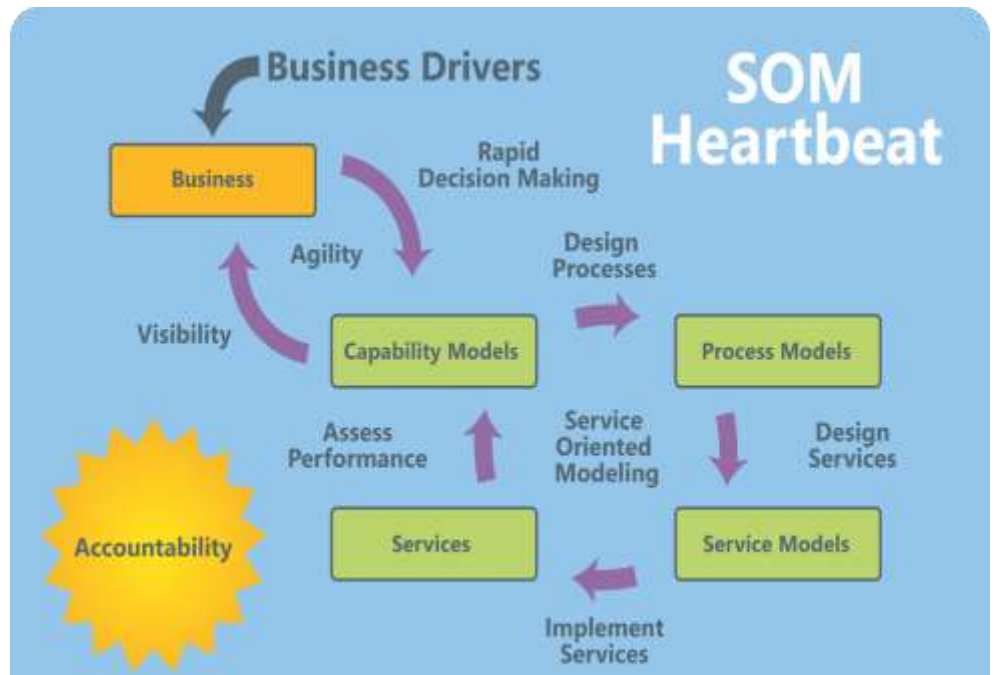
Service oriented modeling (SOM) aligns business value and SOA. The Microsoft® Services Service Oriented Modeling offering provides a unified set of integrated tools that enables you to discover key business capabilities as well as SOM modelers to model and transform the business capabilities, business entities, and business processes into services.

SOM provides an extensible and customizable modeling framework including core business capability, process, service, and entity models to address specific industry, organizational, and customer needs. SOM takes advantage of Microsoft Services Business Architecture. SOM focuses business goals, priorities, and values and then properly aligns them with the definition and implementation of services using a Common IT architecture roadmap as defined by the Microsoft Service Oriented Architecture Maturity Model. With SOM, modeling is no longer simply a tool for systems architects and developers. SOM is the bridging technology that begins with key business drivers and ends in the development of agile software.

Discover, model, and transform your business needs.

Microsoft Services Service Oriented Modeling can:

- Provide a practical approach to incremental and quantifiable delivery.
- Enable the delivery of repeatable and dynamic business applications.
- Help improve business process services, enterprise application integration, and business-to-business.



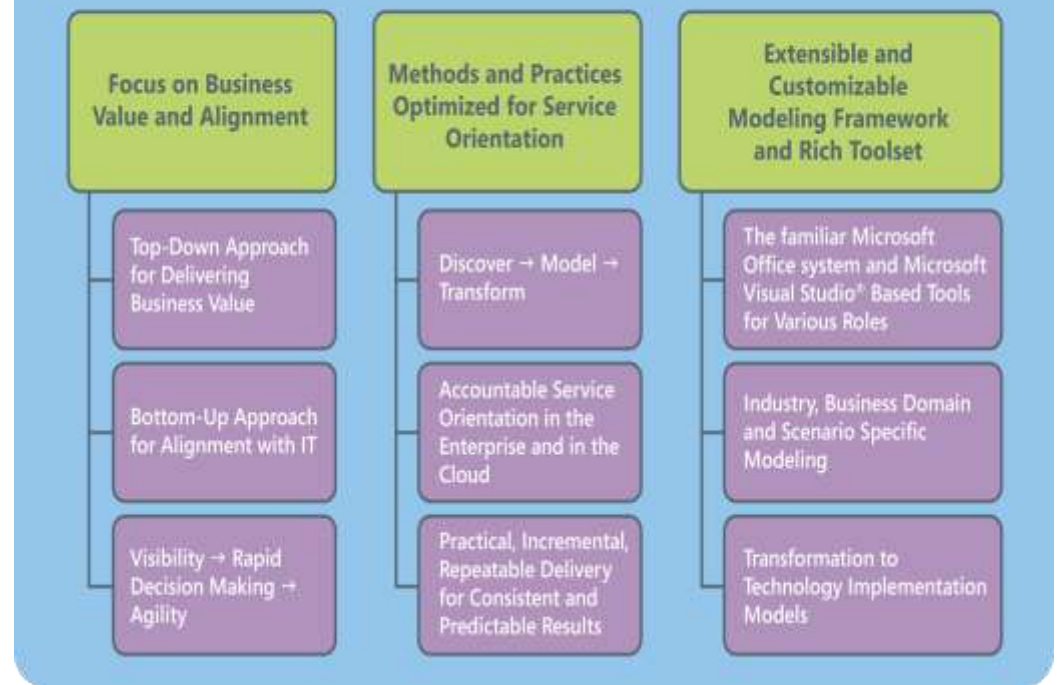
Dedicated and Determined to Deliver

Microsoft Services is at the forefront of what is possible with Microsoft technology. We are determined to realize and support your organization's vision. We deliver solutions with impact through integrated relationships with you, our partners, and teams across Microsoft.

Extensible and Customizable Modeling Framework and Rich Toolset

The Microsoft Services Service Oriented Modeling provides a framework of tools, methods, and practices designed to focus on business capabilities and processes to help organizations deliver valuable service orientation while aligning their IT investments with their business architecture. This four-week offering provides an opportunity for your organization to learn and adopt the SOM process, enabling improved processes, greater productivity, and higher accountability.

What Does SOM Provide?



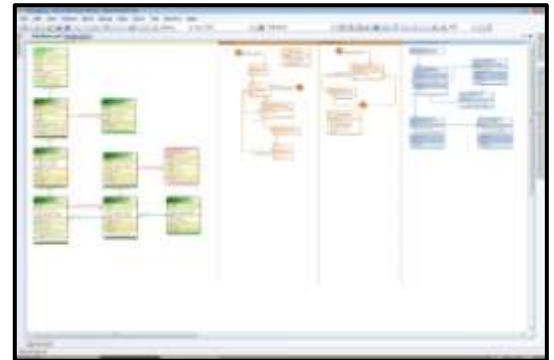
During this offering you will learn how to:

- Turn business vision into business value.
- Address industry-specific and organizational needs as well as targeted service orientation.
- Develop new business capabilities and processes and make them customer accessible in a practical and accountable fashion.
- Use an extensible and customizable modeling framework with connected and integrated tools for various tasks and roles to help discover, model, capture, visualize, and transform information.
- Use a framework of methods and practices to discover, model, and transform business needs into repeatable IT implementations.
- Meet specific needs and challenges to define service orientation solutions that connect business requirements and technology transformation.

Deliverables

Microsoft Services Service Oriented modeling offering includes:

- A visual SOM model.
- Hyperlinked text relating capabilities, entities, processes, and services.
- Heat maps identifying key areas of the business where additional investment is needed to align business goals with technology.
- A web service software factory to develop services that use entities from the model to implement specific capabilities or processes for your business.



Experience You Can Count On

Using best practices developed over years of experience, we are confident that we can deliver a solution that will meet your business needs.

For more information about consulting and support offerings from Microsoft, contact your Microsoft Services representative or visit www.microsoft.com/services.