BPEL in the Real World

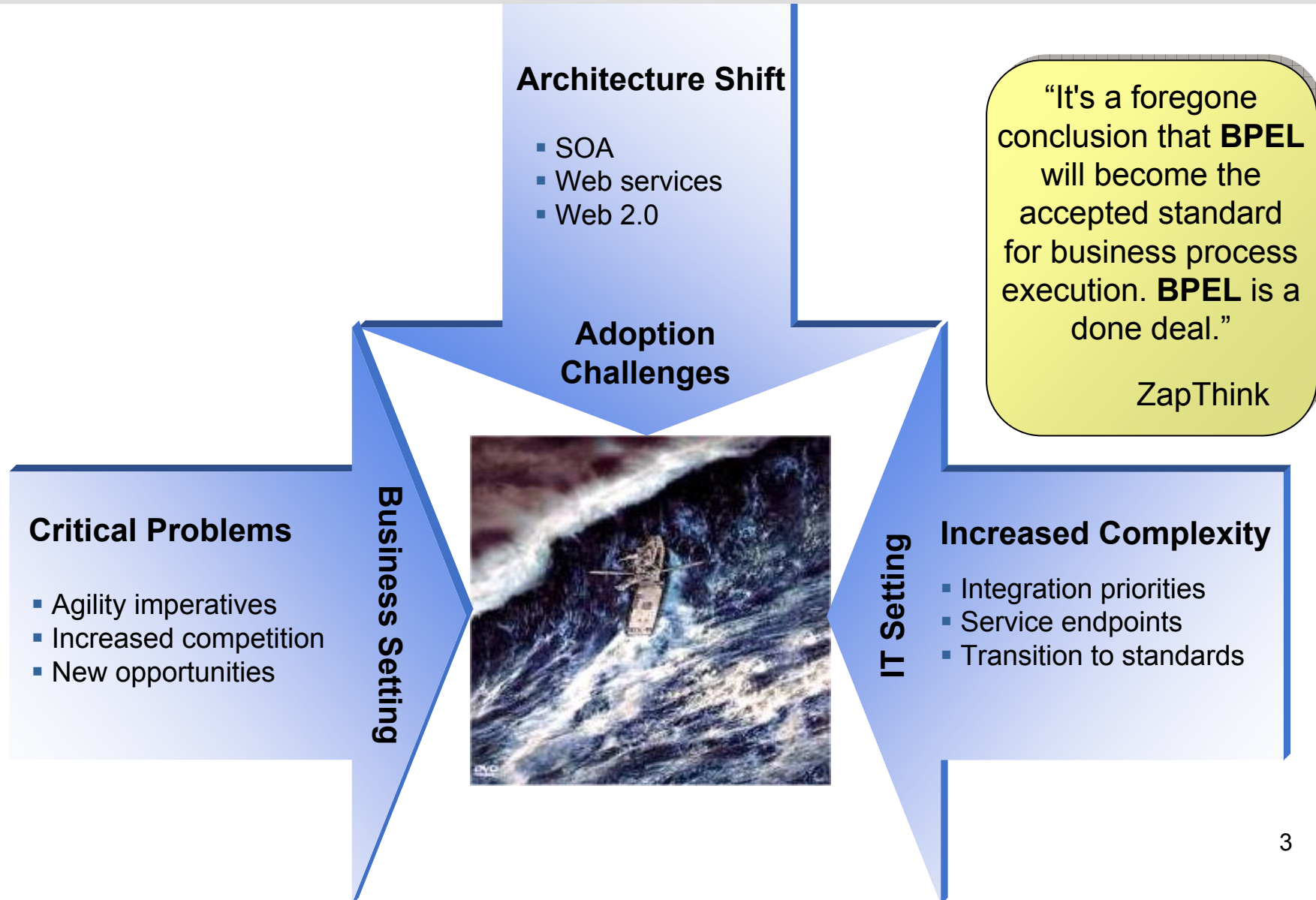## Chris Keller
Vice President, Product Development
Active Endpoints, Inc.

OASIS BPEL Webcast
March 12, 2007

Some Key Take Aways from
BPEL's Role in SOA

- There is a Business-IT-Gap

  Business: How to make money?

  IT: How to support business with IT?

  Key Aspect to Solution: **Business Processes**

- BPEL describes in a SOA how your company performs its business processes

- With BPEL, it is straightforward to let your business partners and customers directly participate in your business processes

- BPEL is for process/workflow technology what SQL is for relational databases

A "Perfect Storm" for SOA Orchestration

Architecture Shift

- SOA
- Web services
- Web 2.0

Adoption Challenges

Business Setting

Critical Problems

- Agility imperatives
- Increased competition
- New opportunities

IT Setting

Increased Complexity

- Integration priorities
- Service endpoints
- Transition to standards

"It's a foregone conclusion that **BPEL** will become the accepted standard for business process execution. **BPEL** is a done deal."
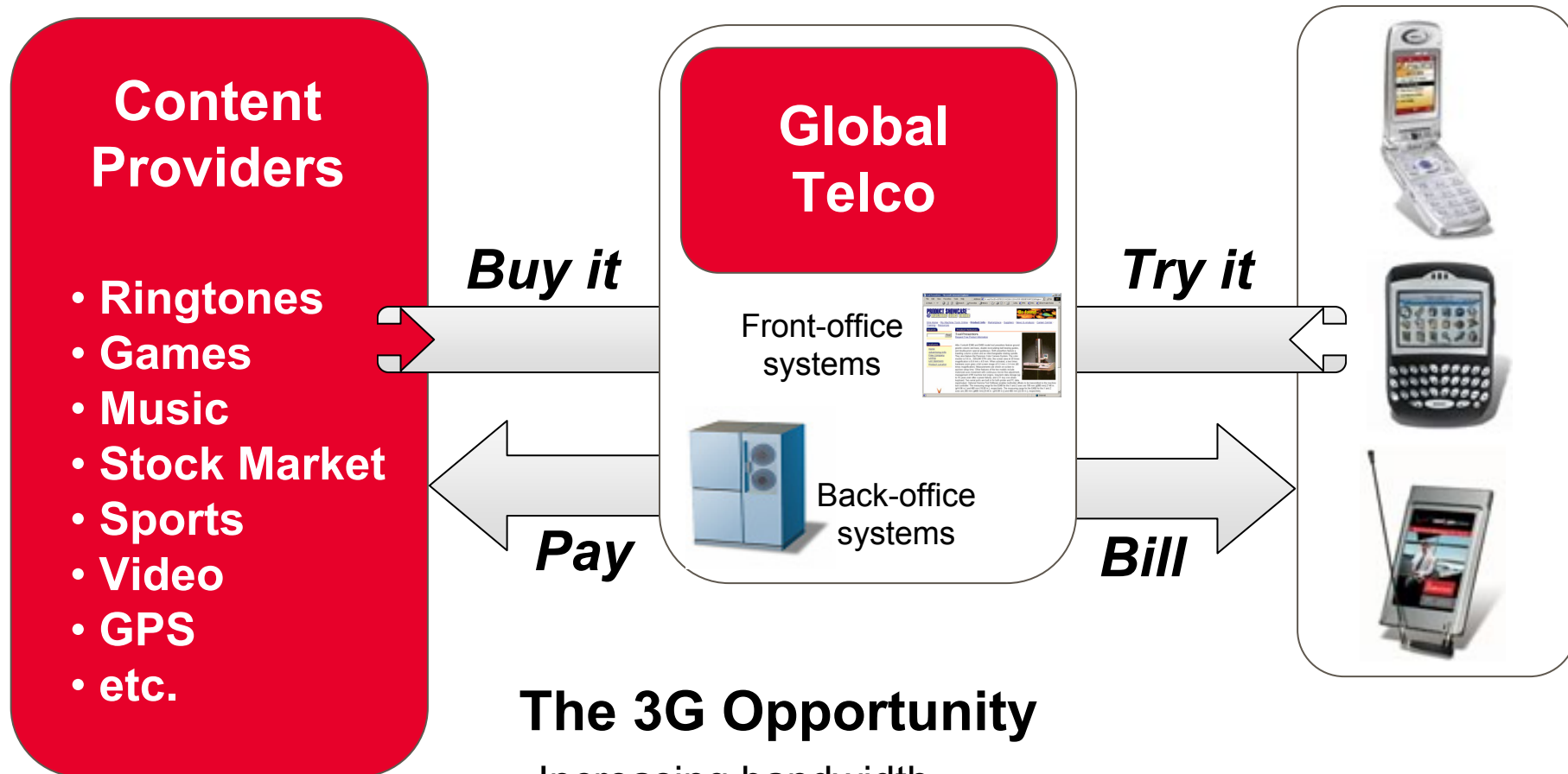
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Does BPEL Work in the Real World?

- Is it a robust standard?

- Is it difficult to learn and use?

- Can I build and deploy composite SOA apps quickly using BPEL?

- About Chris Keller

  - Delivering BPEL products for three years

  - Consulting architect to many early BPEL adopters

    - Software vendors

    - Enterprises

  - Numerous usage anecdotes

    - Open source

    - Commercial

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Use Case 1: Global Telco

3G Content Syndication and Delivery
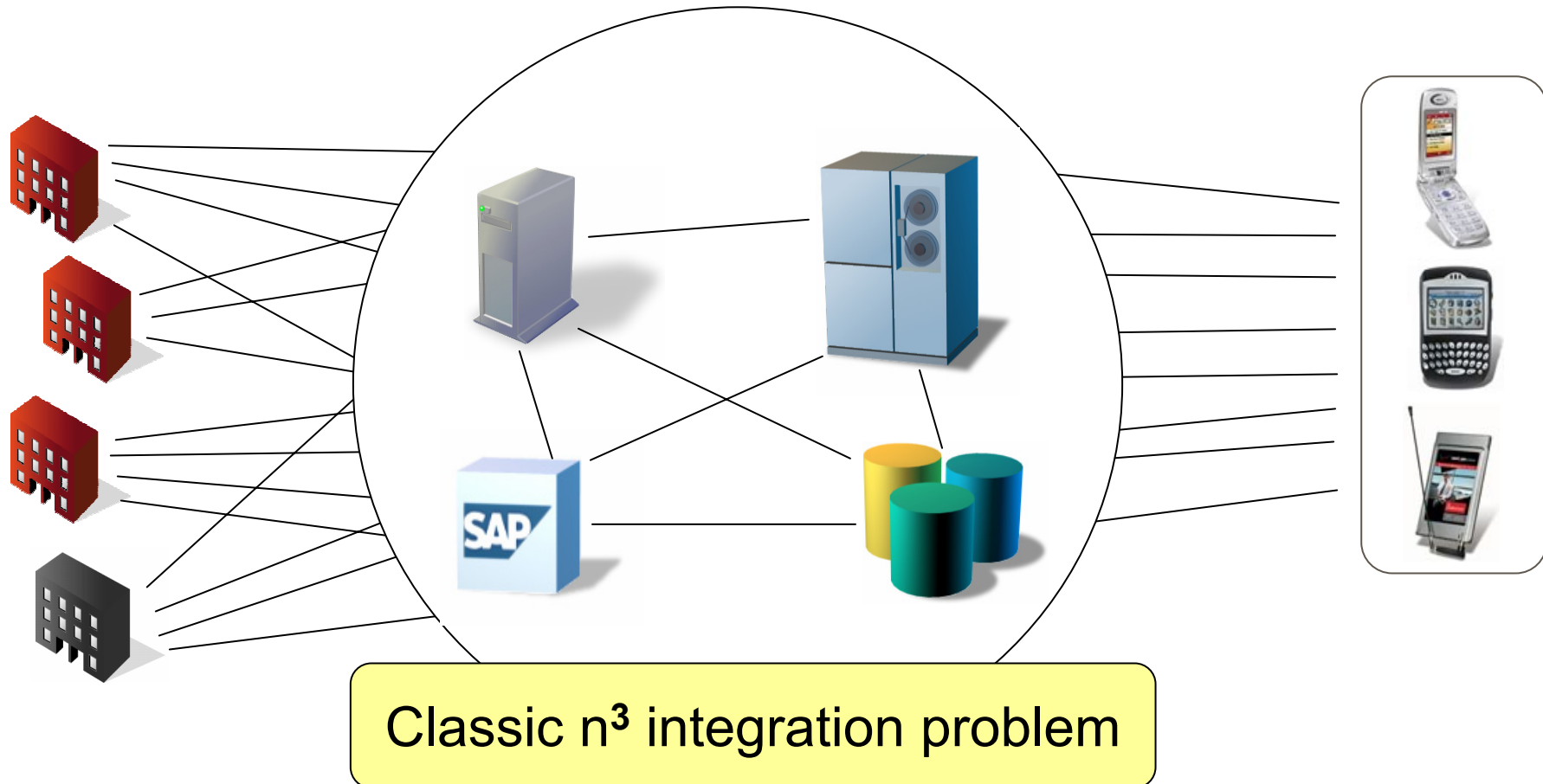
Global Telco: 3G Content Syndication and Delivery

Content Providers

- Ringtones
- Games
- Music
- Stock Market
- Sports
- Video
- GPS
- etc.

Global Telco

Front-office systems

Back-office systems

Buy it

Try it

Pay

Bill

The 3G Opportunity

- Increasing bandwidth
- New mobile display types and form factors
- Rapidly expanding ecosystem of content providers

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Global Telco Before BPEL

Classic n^3 integration problem

- Front and back office application silos
- Eight operating companies with different IT infrastructures
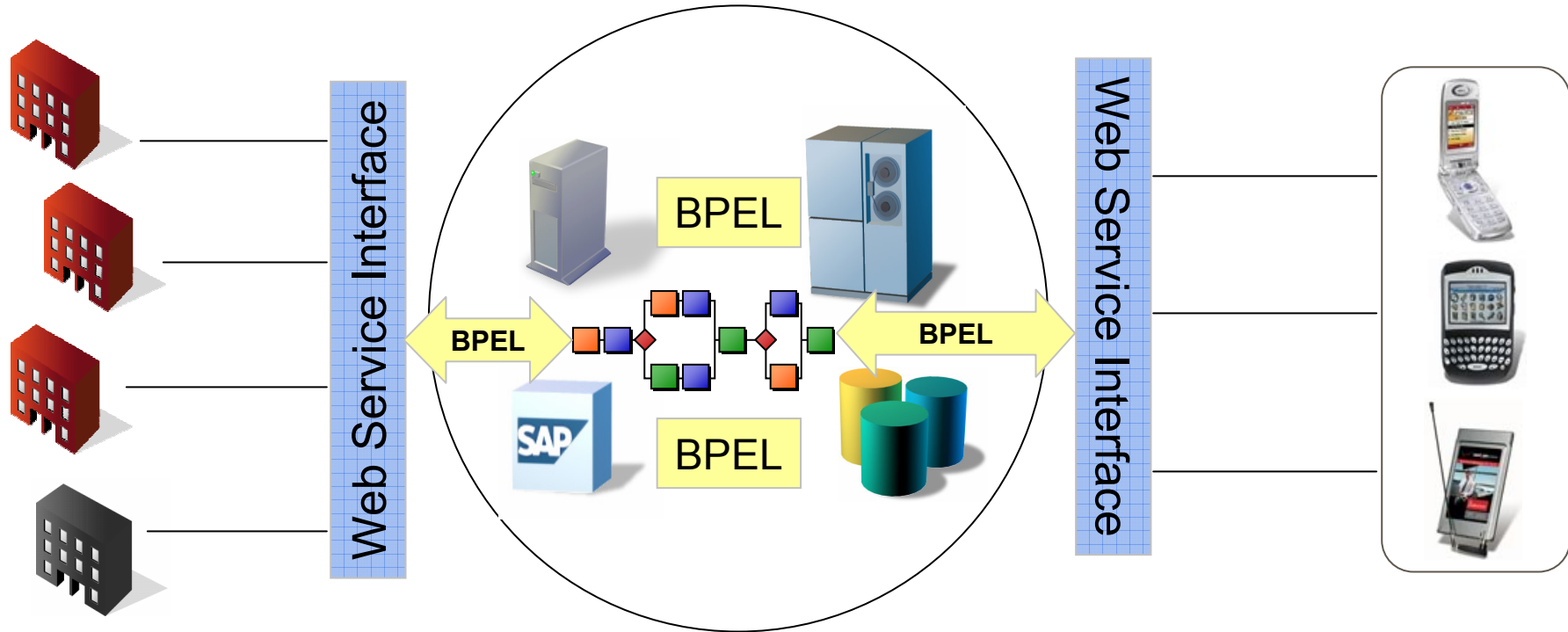- Many content providers, each with unique interfaces

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Global Telco's Envisioned Solution

⇨ Make each business participant a Web service endpoint

- Internal systems

- Mobile devices

- Content providers

⇨ Define business process templates using BPEL

- Across internal departments and operating companies

- Across delivery ecosystem

⇨ Define business service micro-flows using BPEL

- Internal applications

- Content provider interfaces

Global Telco After BPEL

Business Flow Controller

Global Telco's BPEL Usage

- **Protocol independent service invocations**
  - Secure Web service transport for partner communications
  - Direct invocations of internal services

- **Recursive aggregation model allowed rapid micro-flow construction**

- **Integration of long running and straight-through service conversations**

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Benefits of BPEL to Global Telco

- Standard solution that can be leveraged across all operating companies
  - Skills portability
  - Vendor independence
  - Cost containment

- New content providers can be brought on board in days
  - Business velocity

- Reusable business services
  - Faster time-to-market for new apps

- Standardized business process templates
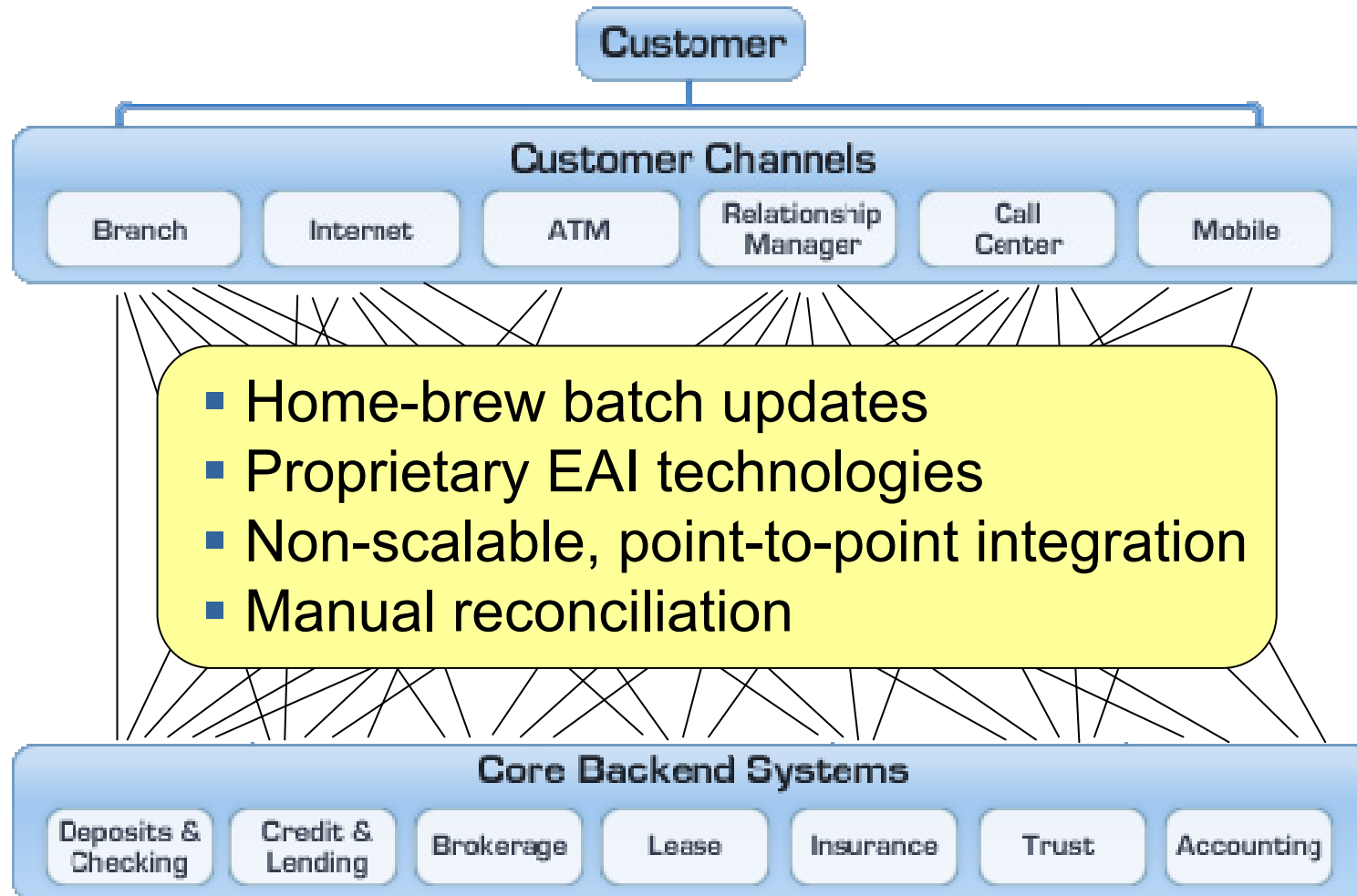 - Business consistency

Use Case 2: Synovus Financial

Multi-channel Service Architecture

Synovus Financial

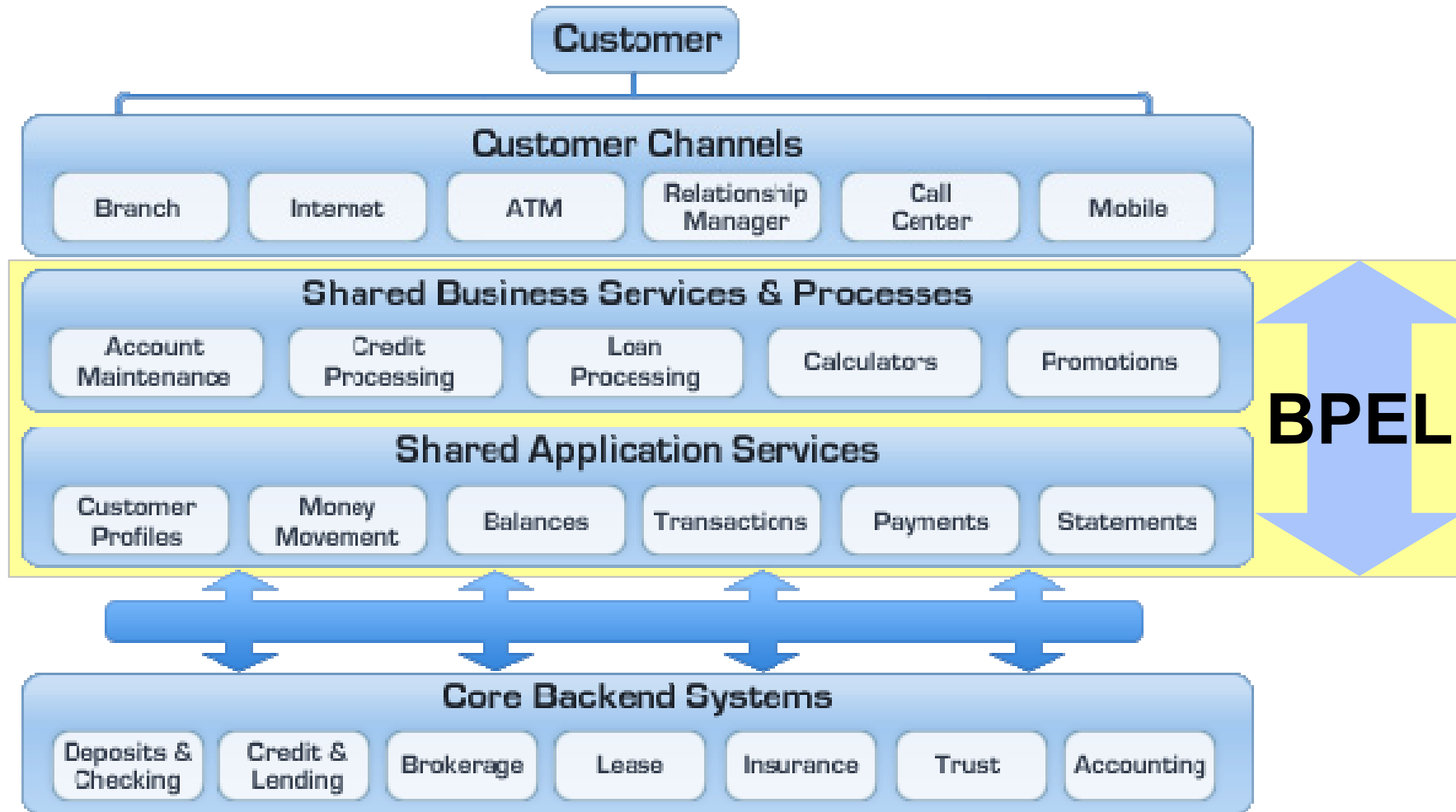- Diversified, US-based financial services company

- Over $30B in assets

- Services portfolio includes

  – Banking

  – Investments

  – Credit/debit cards

  – Insurance

  – Mortgage and leasing

- Competitive advantage: ability to deliver diversified financial products through "high touch" local banking subsidiaries

Synovus IT Footprint Before BPEL

Customer

Customer Channels

| Branch | Internet | ATM | Relationship Manager | Call Center | Mobile |

- Home-brew batch updates
- Proprietary EAI technologies
- Non-scalable, point-to-point integration
- Manual reconciliation

Core Backend Systems

| Deposits & Checking | Credit & Lending | Brokerage | Lease | Insurance | Trust | Accounting |

Synovus IT Footprint After BPEL

- **Parallel execution of service invocations**

- **Recursive aggregation model allowed rapid micro-flow construction**

- **Integration of long running and straight-through service conversations**

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SYNOVUS

Benefits of BPEL to Synovus

- Increased business agility
  - Faster time-to-implementation of new financial products
  - Faster support for new delivery channels
    - Prototyped mobile application in one day
- Improved customer service
  - Web banking application delivers self-service capabilities
  - CSRs have access to account updates in real time
- Improved IT efficiency
  - Reusable business services
  - Faster application development
  - Better information consistency and timeliness

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In Conclusion

- BPEL is, in fact, a robust standard that can be used to build sophisticated composite applications

- BPEL is easy to learn and use
  - Free visual design tools automate most of the coding and testing

- Vertical centers of gravity
  - Financial services
  - Telecommunications
  - Government

- Now is the time to get going!