



Does SOA Belong in Your Soup?

Media Business Modernization Through
Technology Transformation

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Why Are We Here?

1. SOA is in the Air
2. SOA Business Drivers
3. What file-based means for broadcast IT
4. How E & O intersects with IT and vendors
5. What's SOA got to do with it and who's a good candidate?
6. The Five Big Rules
7. How to engage with SOA (From the Media Enterprise Perspective)

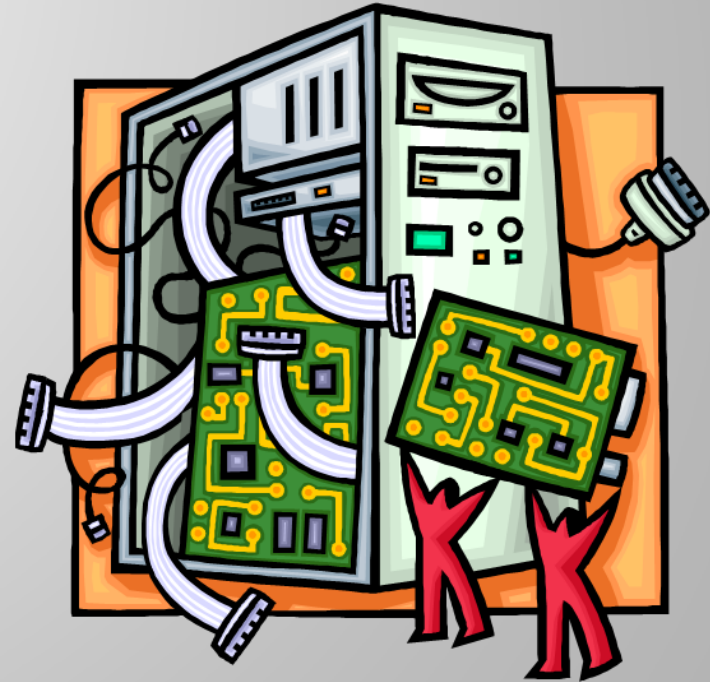
SOA Business Drivers

- ❑ Reduce the complexity of existing systems and achieve operational efficiencies by decomposing into loosely-coupled shared services
- ❑ Lower the costs to maintain complex systems by adding new services based on common standards
- ❑ Integrate information from disparate sources to enhance business decision-making
- ❑ Create an architecture that supports changing business requirements and customer needs
- ❑ Extend lifetime of legacy systems
- ❑ Reduce the amount of custom software
- ❑ Increase business agility

File-Based Means...

1. The opportunity to hit Reset and to design rapidly adaptable and scalable systems
2. Deconstruction of linear systems into discrete business processes.
3. Need to develop new/changed skill sets

E&O/Corporate IT Divide



E&O vs. Corporate IT

- ▣ Corporate IT good at many tasks:
 - Break/fix standard PC's
 - Installing Fat-Client software
 - Upgrading hardware
 - Rebooting servers
 - Patching applications and firmware
 - Maintain corporate ERP, DB admin
 - Maintaining corporate business network

Media-Centric IT Skills

- ▣ Media-Centric IT Support Team Skills:
 - Knowledge of broadcasting and media workflows
 - Deep understanding of component-based software architectures and skills in developing web-services applications
 - Experience with XML and Object Oriented and scripting languages, also open-source SOA software stacks.
 - Strong commitment to detailed documentation
 - Probably not on the staff of E&O, but Have Code, Will Travel.

Ask Your Doctor



If SOA's Right for You...



How to Engage with SOA

1. Start with a SOA Readiness Assessment
2. Perform process decomposition to identify common and shared services
3. Know your workflow cold, then challenge it...
4. Identify process bottlenecks and SPOF's
5. Understand the capabilities of your legacy equipment
6. Step up to the discomfort
7. Engage your executives
8. Know your 5-year strategic business plan and technology roadmap.

SOA's Big Rules

1. SOA is a process, not a solution
2. SOA is very complex and requires careful evaluation of potential for success before commitment.
3. SOA is not for everyone; size matters
4. Start small, move carefully, evaluate at each step, demonstrate success incrementally.
5. Professional driver; closed course. Success requires highly skilled technical talent (which most media organizations don't have...)



Thank You!

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