



SOA and BBC Creative Futures

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Aim

- Creative Future
- Key Barriers to Creativity and Change
- Using SOA to support and foster Creativity and Change at an Enterprise Level
- Bringing it all together



Creative Future

CREATIVE

TECHNOLOGY ENABLED PROCESS INNOVATION

DIGITAL

CONNECTING DIGITAL ISLANDS

SIMPLE

SIMPLE INTERFACES & SERVICES

OPEN

TRUST & GOVERNANCE

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Barriers

- **Economics:** High Cost, Complexity and Risk of Creativity, High Demand, Low Supply
- **Learning:** Knowledge Sharing & Collaboration
- **Trust:** Lack of Visibility, Quality & Control
- **Communication:** Disparate & Disjointed Vocabularies



Fostering Creativity

- Support Learning and Collaboration
- Lowering the Risk and Cost of Experimentation
- Address Economics of Production
- Empower with Tools, Accelerators & Support
- Decouple Domains of Change
- Make it Simple & Intuitive



SOA & Creative Futures

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What SOA means to the BBC

A Simple and Intuitive design and integration
**Philosophy, Approach, Paradigm or
Pattern** that is used to enable and support a
flexible and adaptive BBC



Our view of SOA

- SOA is simply a service view of business resources and applications.
- A service is basically an abstraction of a business resource or application into units of repeatable functionality with standardised and publishable interfaces.
- Services can be distributed and interwoven to support existing and new business processes by changing the sequence of execution



The Service Vision

- To drive and promote greater business ***creativity*** and ***innovation*** through the encapsulation of business resources as services that interact remotely through standardised interfaces
- To support a portfolio of ***independent interchangeable*** business services that can be orchestrated to support (un)anticipated opportunities and threats
- Reduction of time to market and cost of change through creation of ***stateless*** business services that can be ***reused*** in various business context



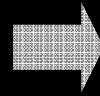
Positioning SOA in the BBC

- Business Process Design Methodology
- Application Architecture
- System Integration Pattern
- Sourcing Model



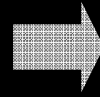
Key SOA Concepts

Service Consumer



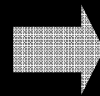
Entity accessing the services. This can be a person, application, or system

Service Provider



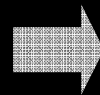
Entity responsible for implementing and providing the service. This can be a person, application or system

Service Broker



Entity responsible for registering and advertising available services

Service Contract



An agreement between a Service Provider and Consumer; sometimes enforced by the broker

Key Themes

- A Simple and Intuitive Service Oriented View
- Shift focus from “HOW” to “WHAT” to Drive Process Innovation
- Decoupling Domains of Change to Reduce Impact and Cost of Change
- Technology Enabled Governance to Promote Trust



SOA & Creative Future: Connecting The Dots

- Creative →
 - Digital →
 - Simple →
 - Open →
- Empowering tools and Raising Line of Commoditisation
 - Event Driven Integration & Interoperability
 - Simple and Intuitive Approach
 - Technology Enabled Governance



Bringing it All Together

- SOA Reference Model & Roadmap
- Traditional Broadcast Value Chain
- On Demand Value Chain



SOA Reference Model

Business Tools, Portal & Collaborative Services

BPM and Document Services
(Business Fabric Services)

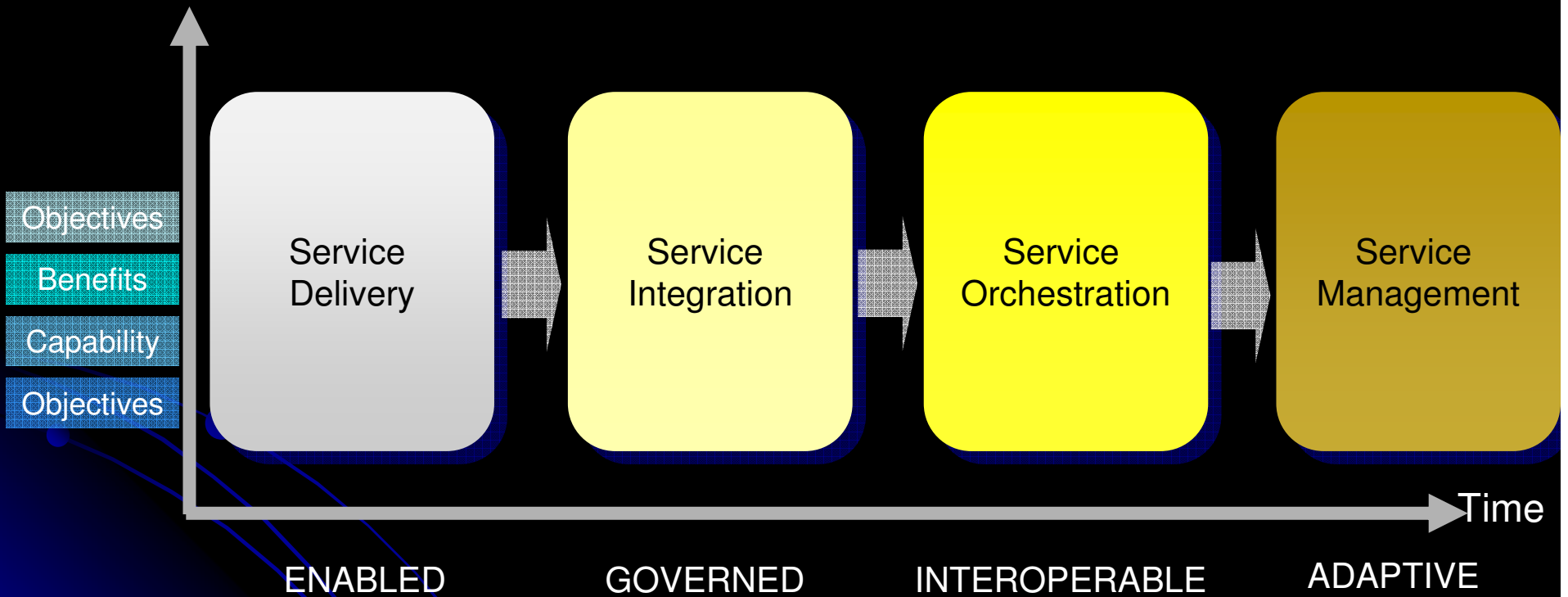
Integration and Interoperability Services

Other Infrastructure Services

Service Governance Tools and Repository

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SOA Roadmap



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Old BBC

Broadcast

TV

World Service & Global News

Worldwide

Production

Nations and F

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d
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Service Partners

News

Sport

Drama, Entertainment and Children's

Factual and Learning

Independent Producers

Support

Strategy and Distribution

Resources

Marketing, Communications and Audiences

Finance

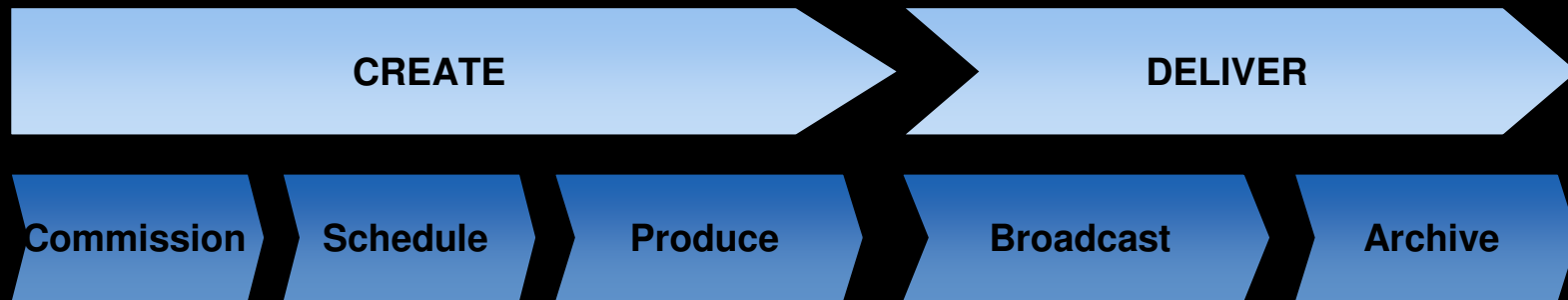
Property and Business Affairs

Human Resources and Internal Communications

Public Policy

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Traditional Broadcast Value Chain



- Linear
- Inefficient
- Inflexible
- Analog
- Costly



On Demand Value Chain

CREATE

DELIVER

FIND

PLAY

SHARE

Find

- Search Content & Schedules

Access / Play / Invoke

- Play Anywhere, Anyplace, Anytime

Share

- Communities and Networks
- Content Interoperability & Packaging

Core Business Services

Business Support Services

Technology & Business Governance

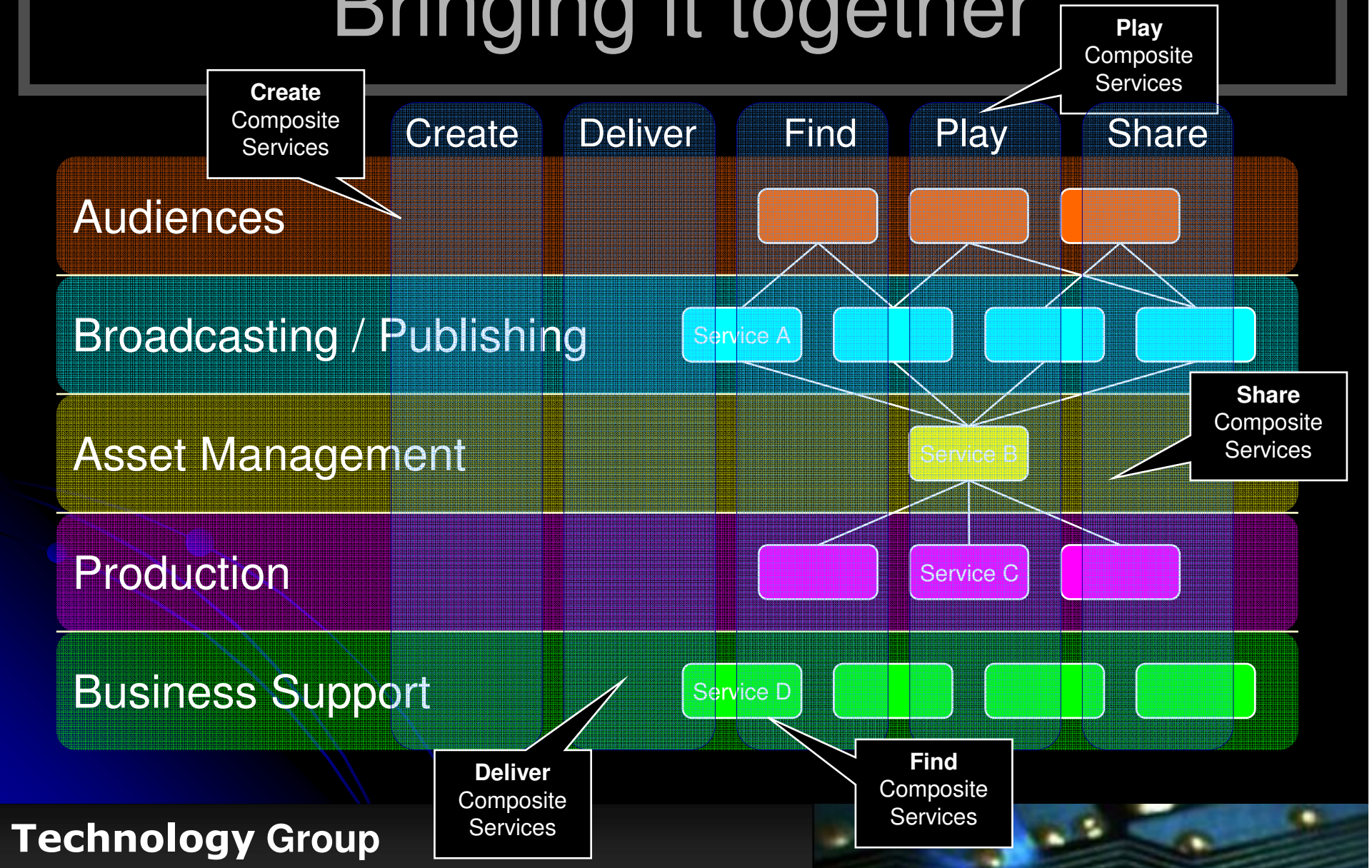
Common Infrastructure & Digital Fabric

Workflow & Collaboration Services

Portal & Presentation Services

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Bringing it together



Service Reference Architecture

Service Delivery & Management

Audience Interaction Services

Distribution & Delivery Services

Asset Management Services

Production Services

Find

Play

Share

Other Composite Services

Service Governance

Business Support Services

Digital Fabric Utility Services

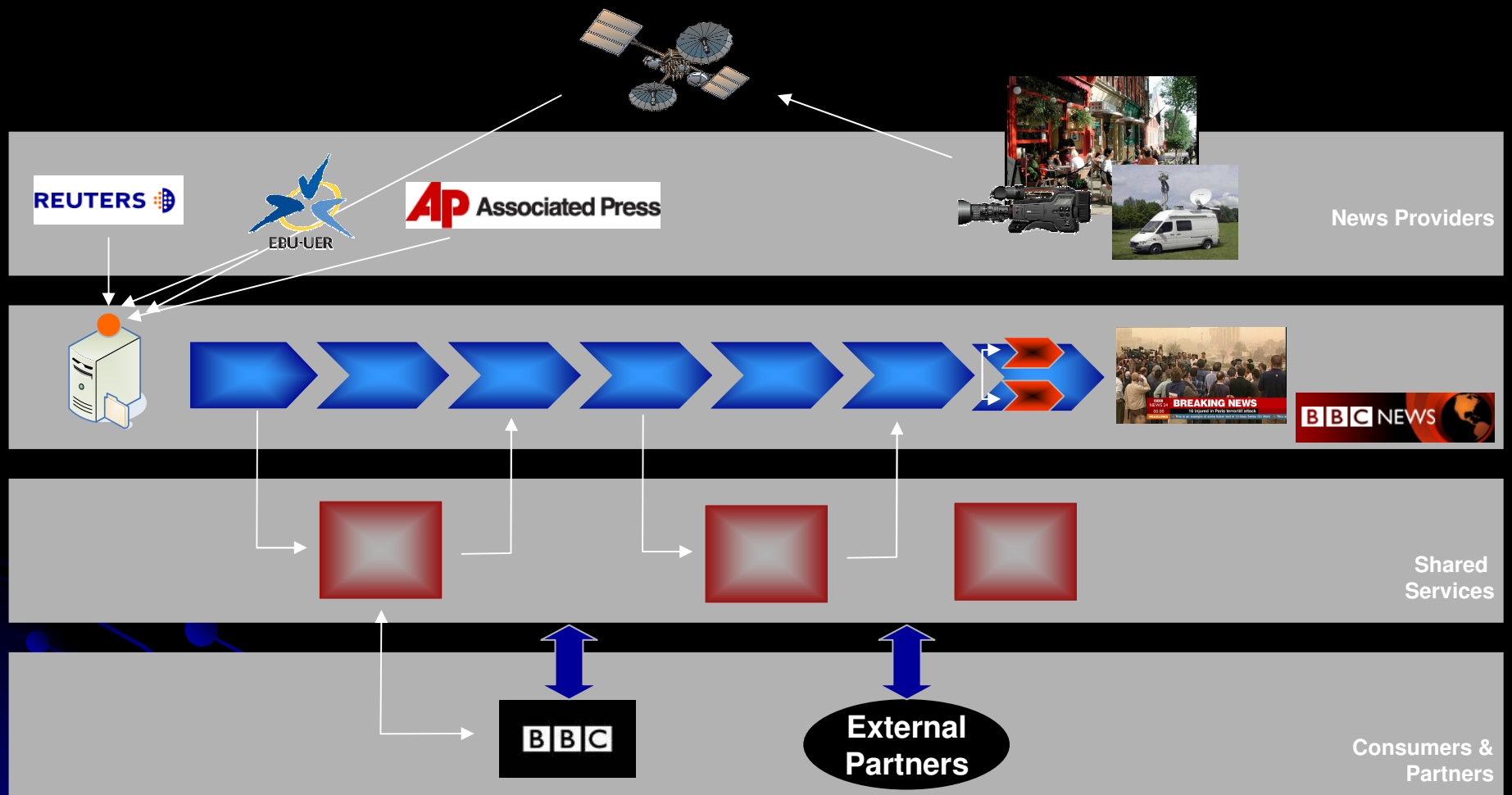
Digital Fabric Technical Services

Infrastructure Services

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Digital Fabric BBC News Case Study



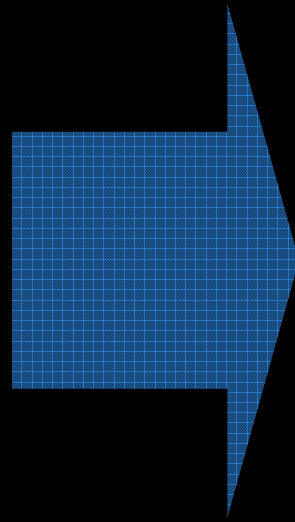
Change: Using Digital Fabric it is possible to
Change the way we connect multiple file based providers (using semantic code)

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Old to the New...

● Old ways

- COMPLEX
- SILOS
- CAPEX BASED
- DEVELOP
- PROCESS
- CONSTRAIN
- BUILT TO LAST



● New ways

- SIMPLE & INTUITIVE
- NETWORKS
- OPEX BASED
- MODEL & ASSEMBLE
- SERVICES & FUNCTIONS
- EMPOWER
- BUILT TO CHANGE & INTEGRATE



In Summary

- Use SOA to enable and support a creative climate
- Approach is Simple and Intuitive
- Supports lower risk and cost of change
- Better Economics
- Decouples Domains of Change
- Supports Knowledge Sharing and Collaboration
- Delivers Better Governance and Promotes Trust



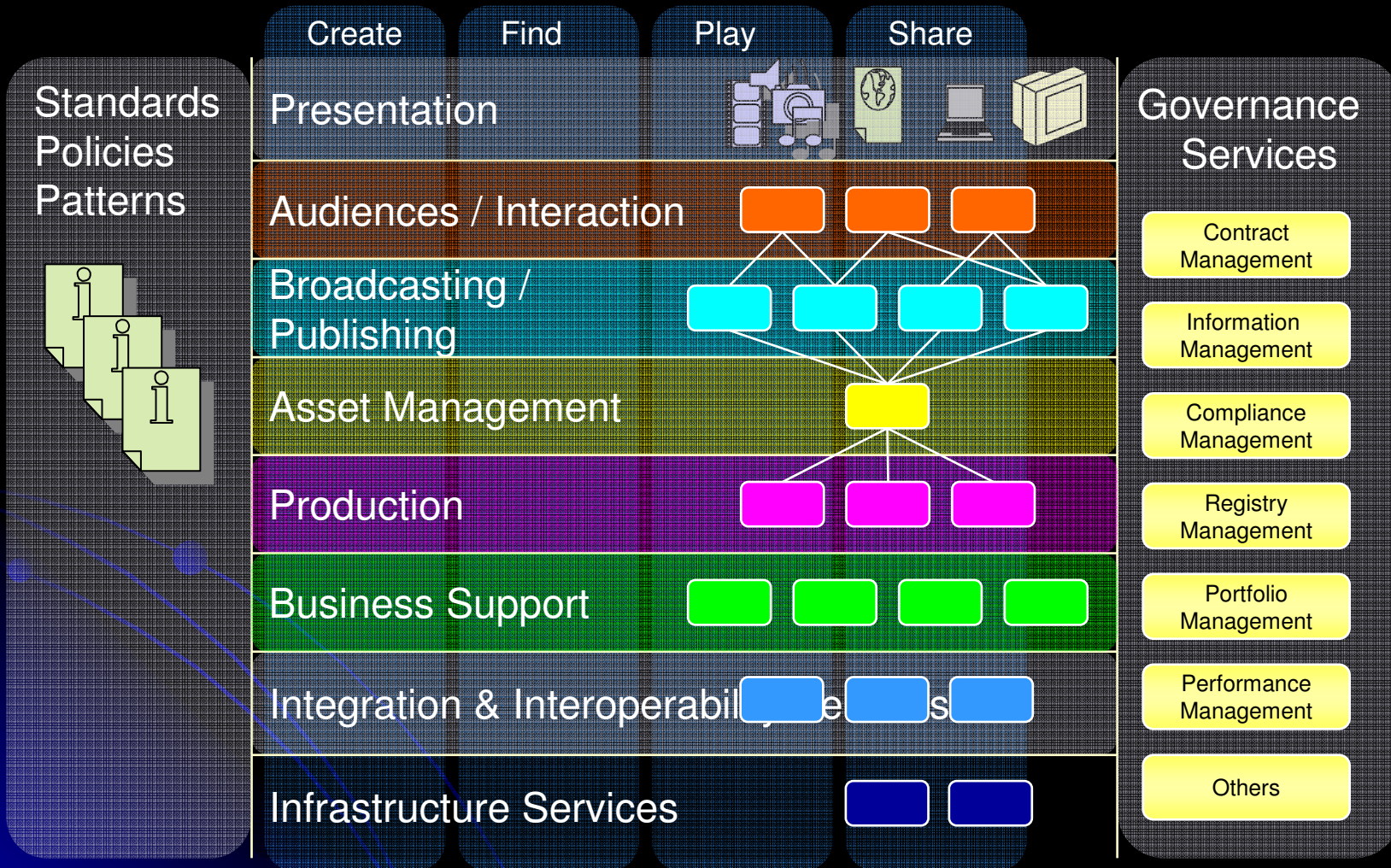
Questions

Thank you...

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Bringing it all together



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