What's In³ All About? And Relevance to Customer Council!

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Background

- Interoperability is an issue for most organizations
  - However interoperability is a big issue
  - Interoperability has many meanings
- Therefore we need to understand what is really meant by this requirement
  - Use business scenarios
- The following is our understanding of the interoperability requirement

Business Scenarios

- A Business Scenario describes:
  - Business process, application or set of applications
  - The business and technology environment
  - The relevant people and computing components
  - The desired outcome of proper execution
- A good Business Scenario
  - Is “S.M.A.R.T.”
  - Enable the supply side to better understand the needs of the buy side
  - Support the business case for the vendors

What Is Meant by Interoperability

- A useful working definition of interoperability
  - The ability of two or more entities or components to exchange information and to use the information that has been exchanged *"to meet a defined mission or objective"*

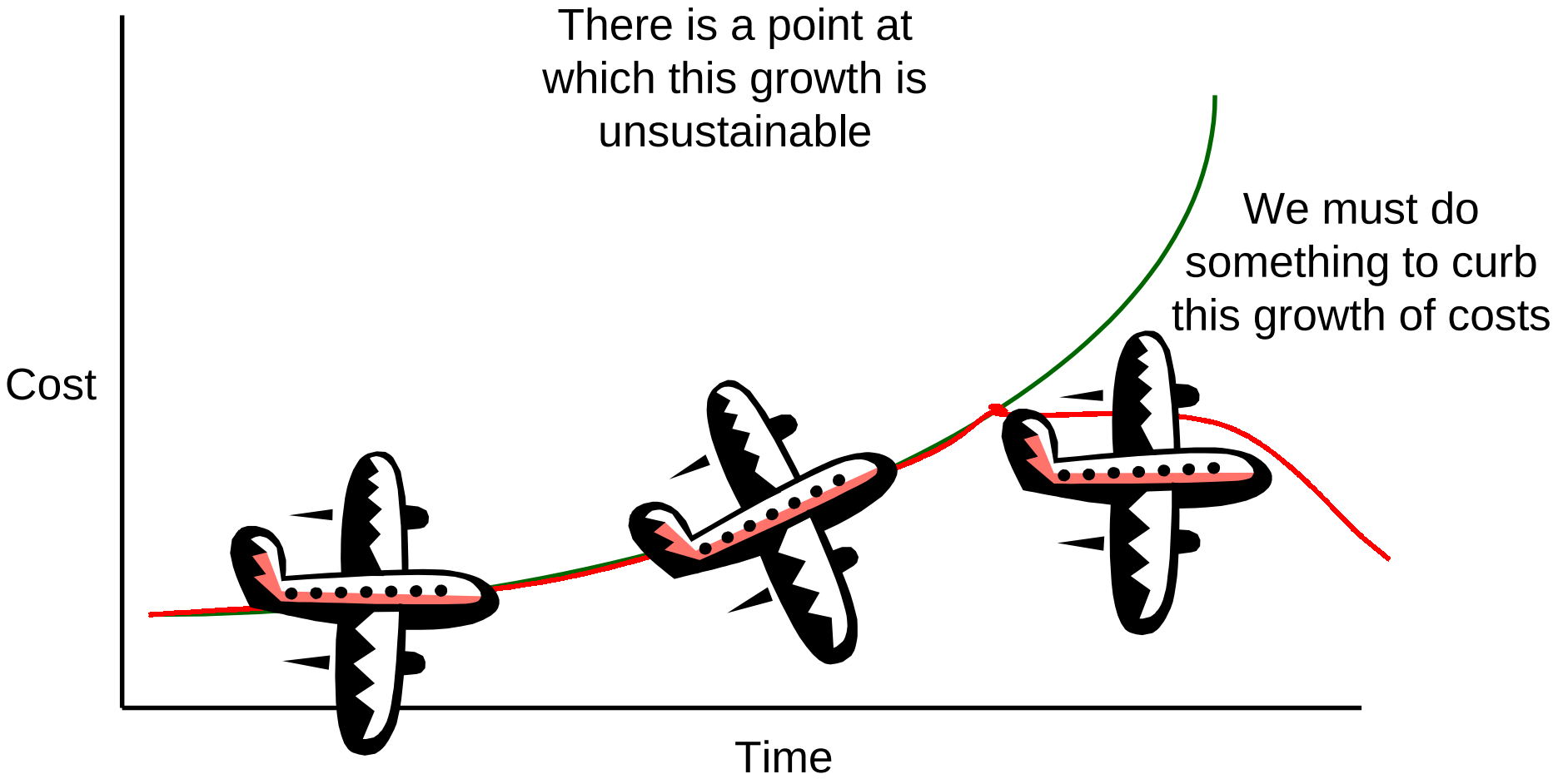
Customer Problem Statement

- “I could run my business better if I could gain operational efficiencies improving
  - **the many different business processes of the enterprise**
    - **both internal, and**
    - **spanning the key interactions with suppliers, customers, and partners using**
  - **integrated information, and integrated access to that information.**”

Pain Points

- Lack of effectiveness of business operations
- Lost opportunity to add value to the business
- Increasing IT costs
- Lack of effectiveness of IT
- Reduced management control
- Increased operational risk

The Criticality of IT Costs



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How Important…

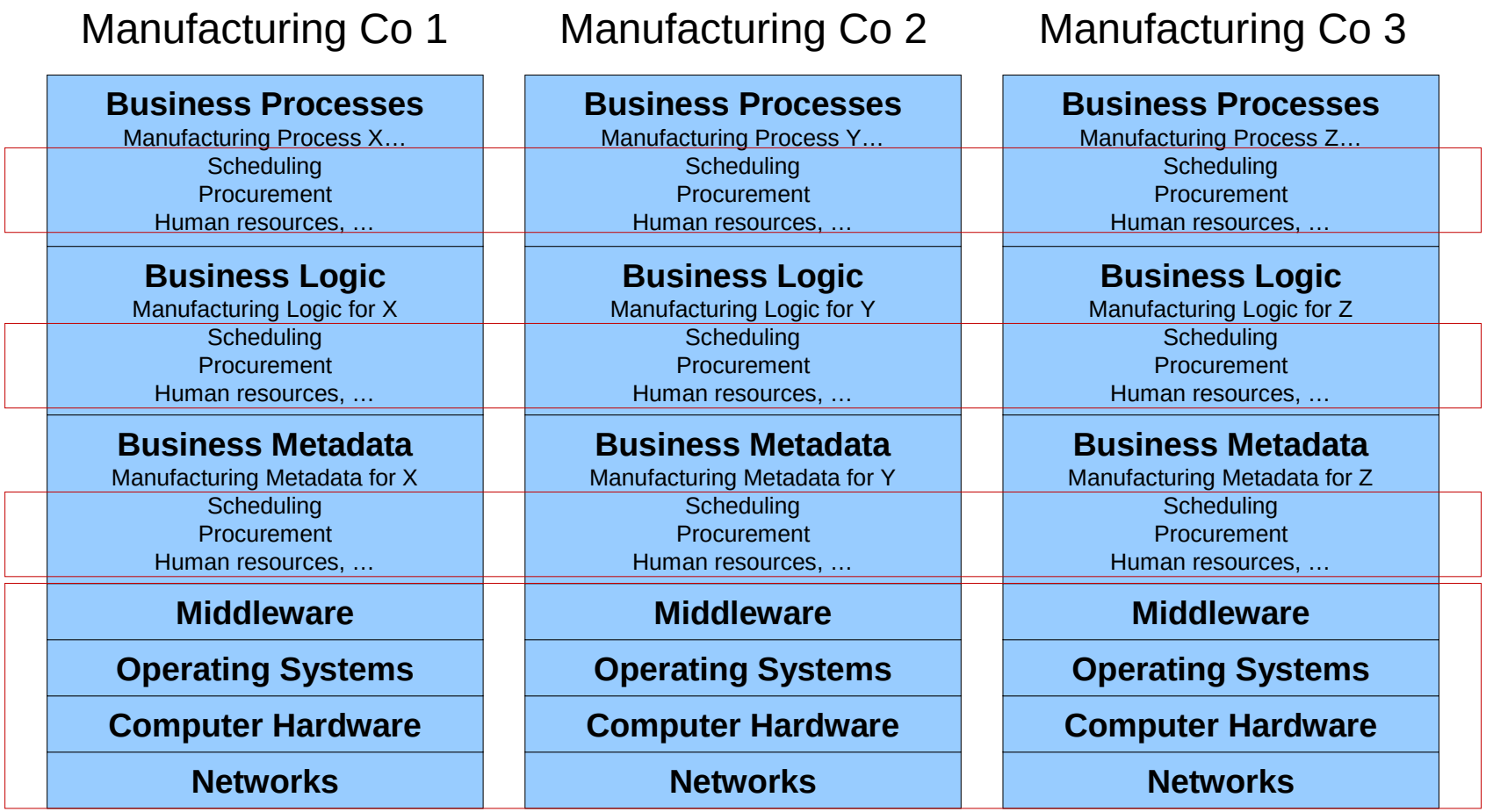
- Not having an "Integrated Information Infrastructure" where systems interoperate, i.e. easily exchange information and use that information to improve operations, is causing organizations real pain
  - 100s of millions in lost opportunities
  - Billions are said to be spent to make systems interoperate or to recover from mistakes
  - *The risks are not only financial but deal with lost lives*
    - *Hospitals, 911/999 systems, Critical infrastructure, Air Traffic Control…*

* respondents to survey taken at conference

Forecasts

- Gartner Dataquest forecasts Worldwide End-User IT Spending will grow from $2.7 US *trillion* in 2001 to greater than $3.0 US *trillion* in 2002 and $3.4 US *trillion* in 2003
- The worldwide integration services market, is expected to grow at a 25% compounded annual growth rate between 2001 and 2005 to $116.5 US *billion* according to IDC
- Recent CIO magazine survey says companies spend over 35% on integrating systems and processes

Shared Problems



Common problems

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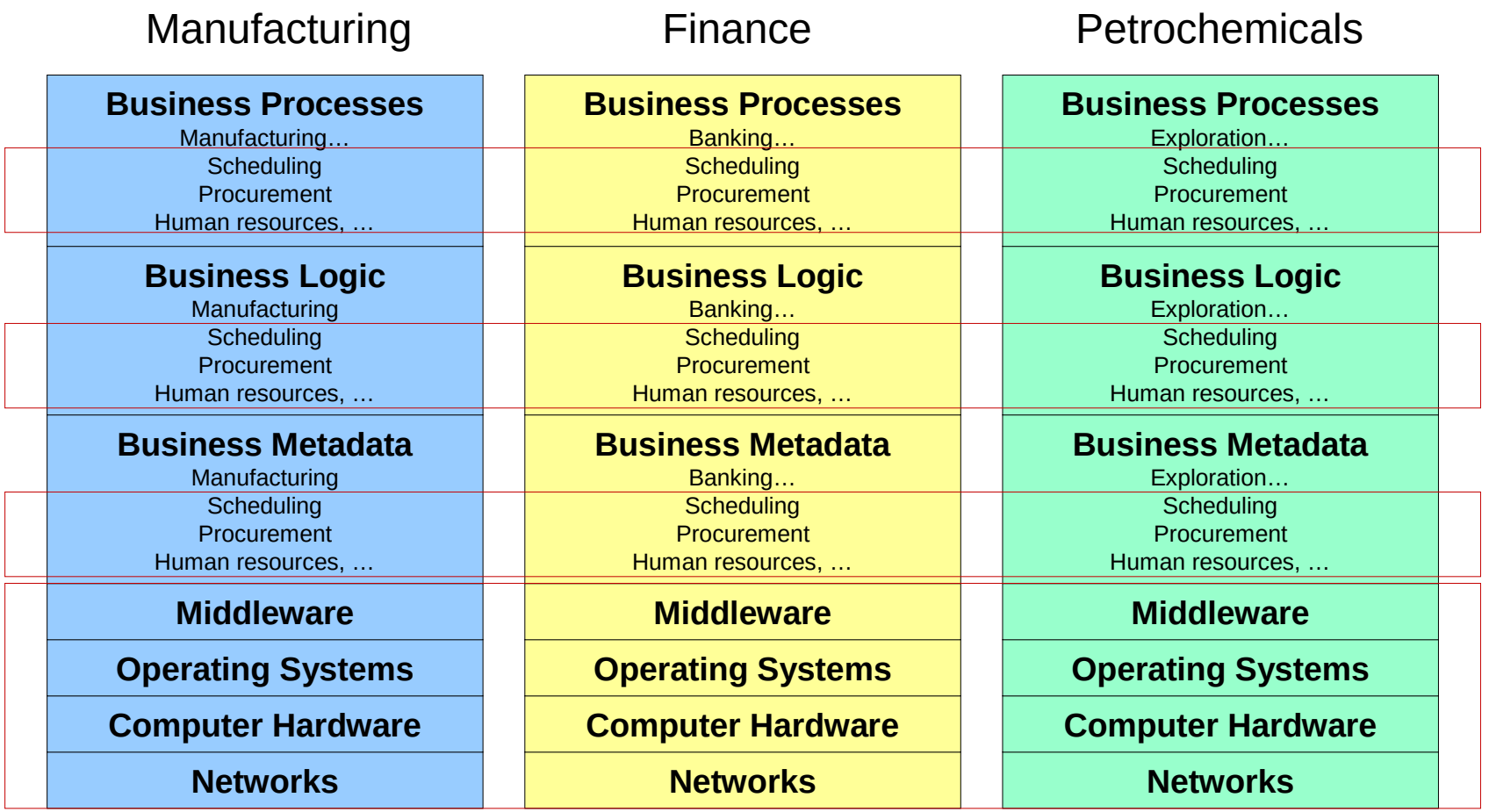
Shared Problems across Industries



Common problems

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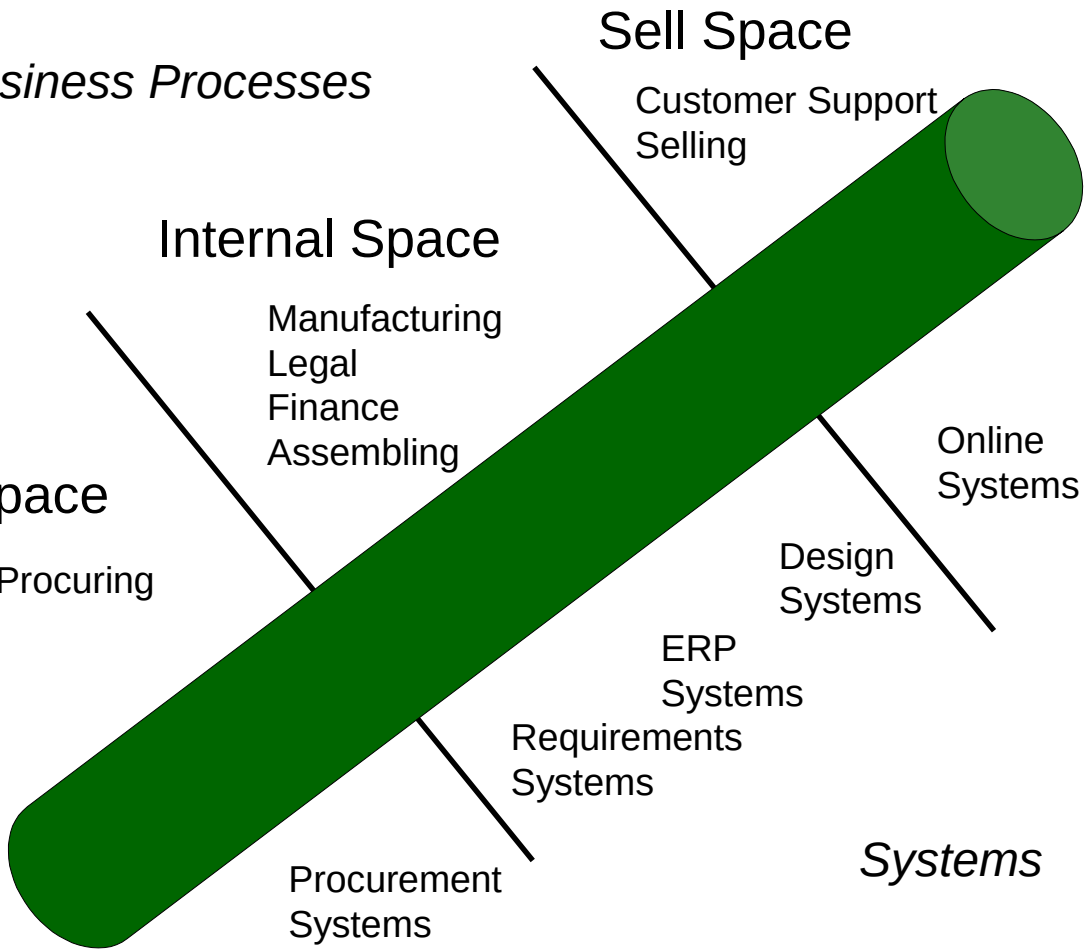
Problems from …

Need to integrate and optimize business processes



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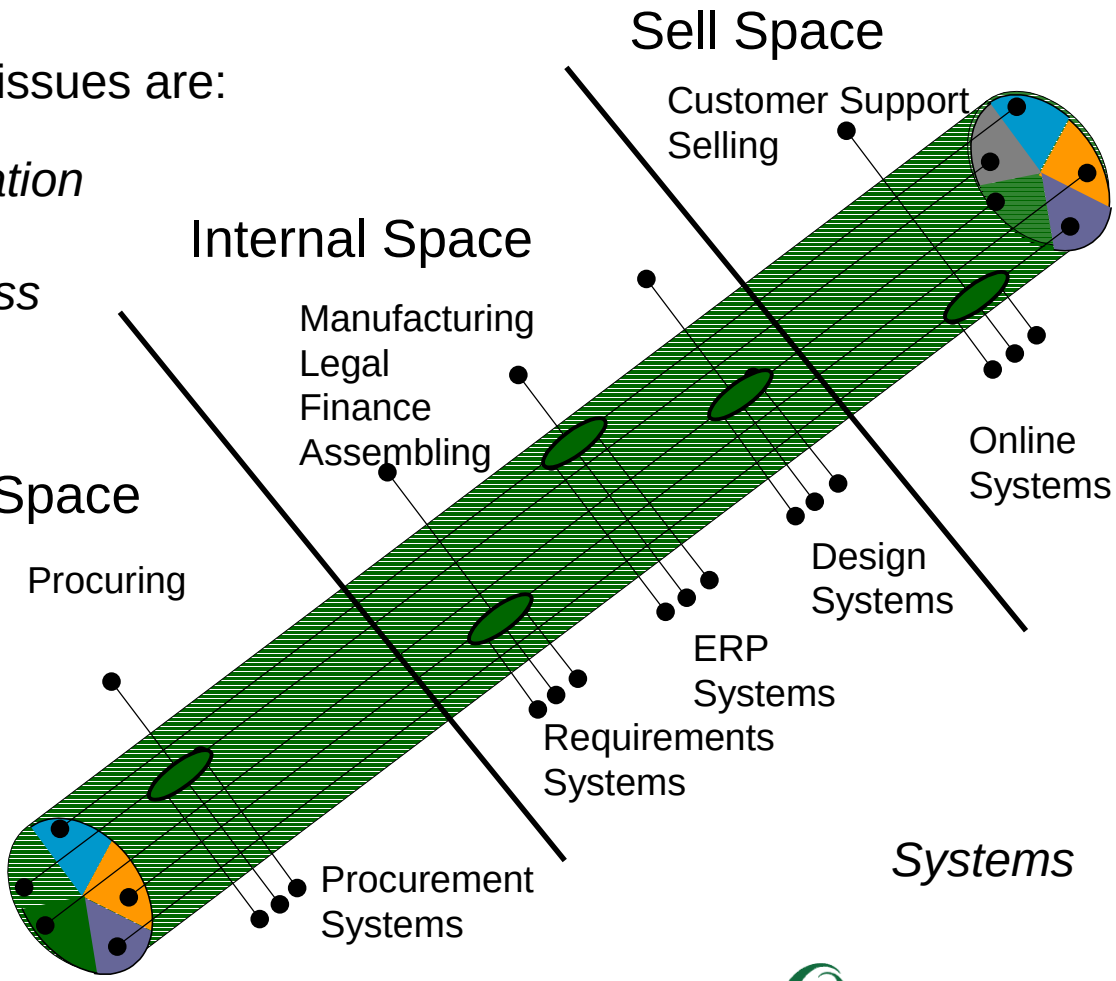
Problems from …

However fundamental issues are:

Integrated information
and
Integrated access



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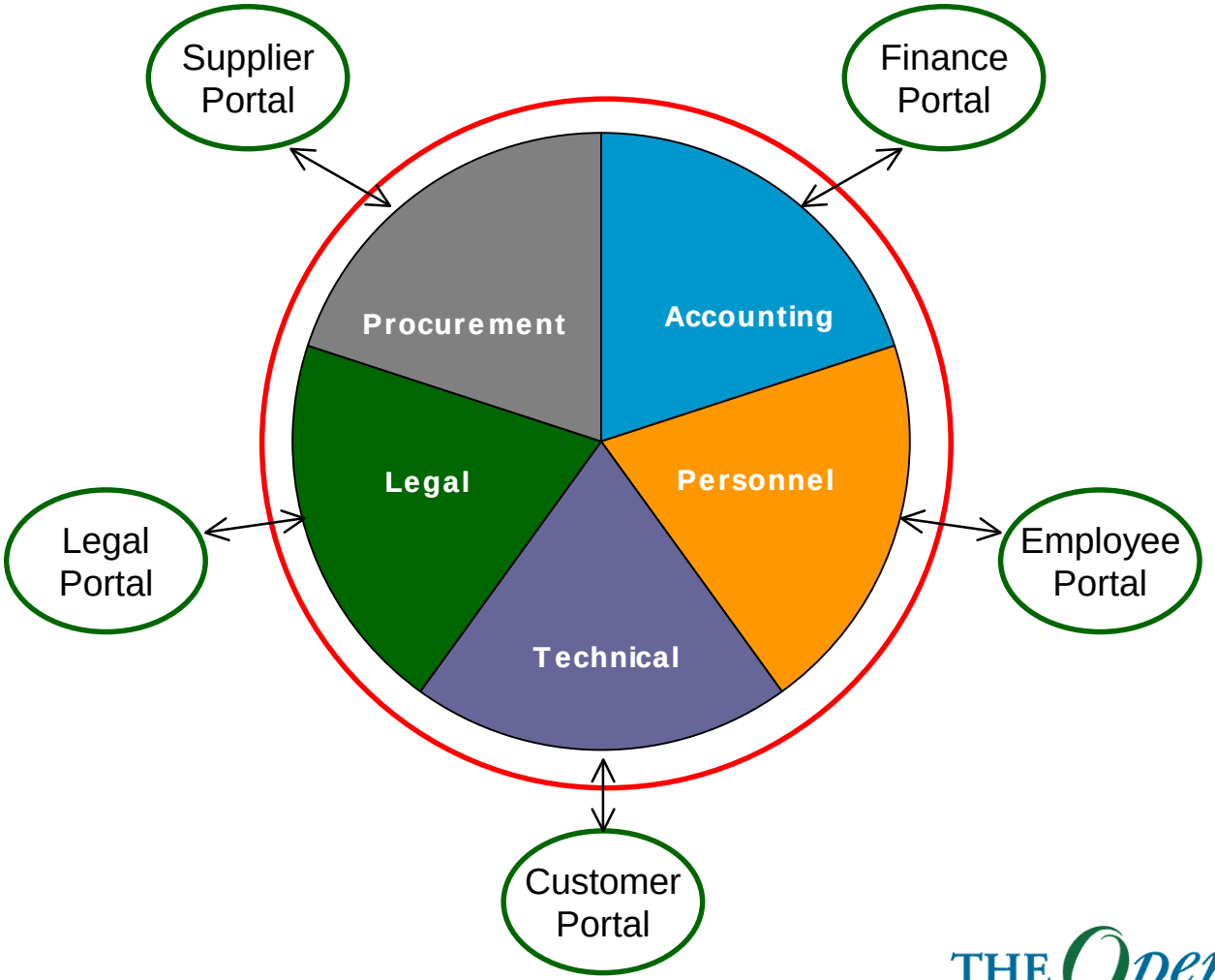
Need for Integrated Access



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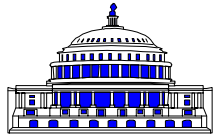
Business Environment

Banks

Lawyers

Risk Sharing Partners

Suppliers


Government

External

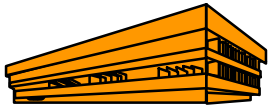
Internal

The Public

Customers

Regulatory Body

Retail Outlets


Offices

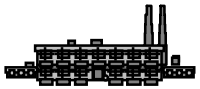
Trucks

Trains

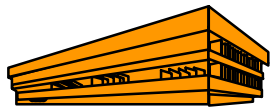
Boats

Planes

Distribution Centers


Factories

Research Laboratories


Producing Locations

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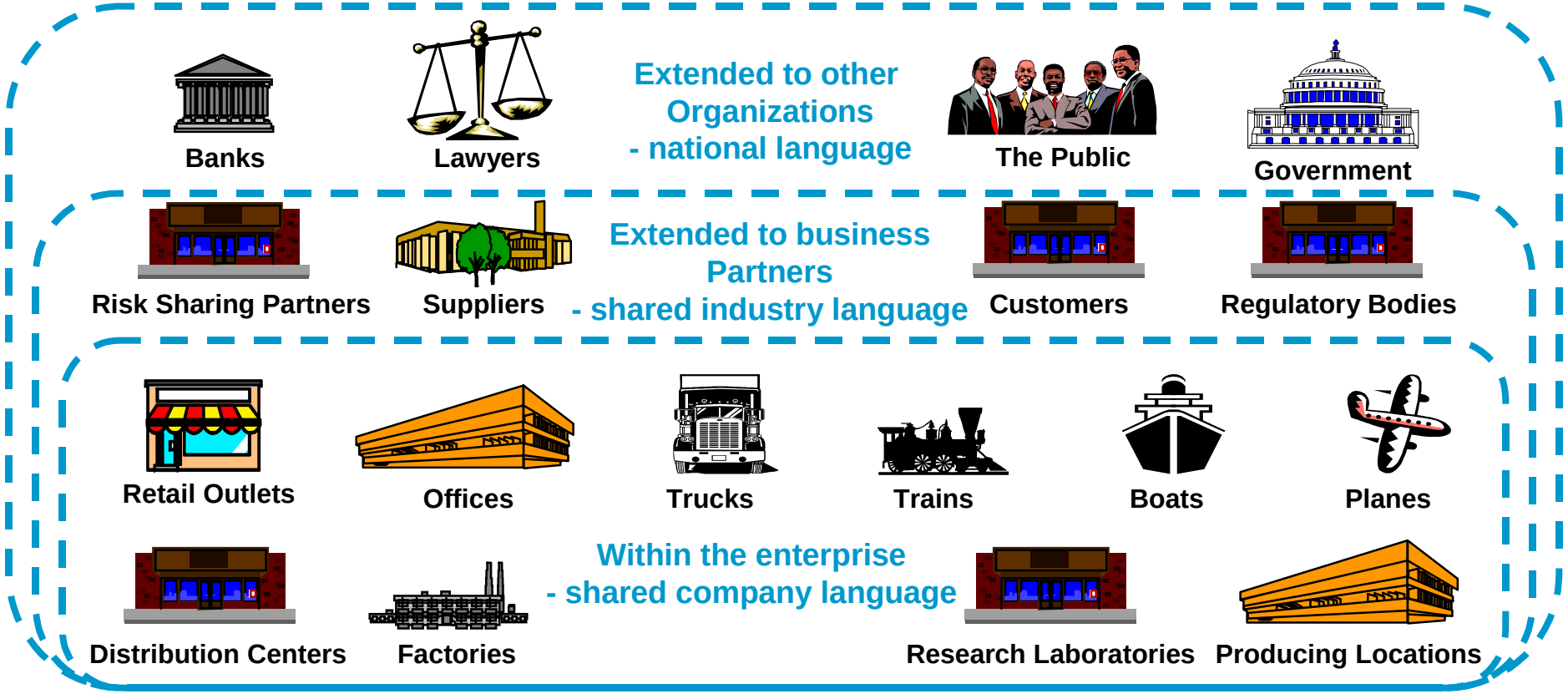
Business Environment

Extending the Reach



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Business Environment
(product lifecycle)

- Internal processes include processes like:
  - Product definition
  - Manufacturing process design and definition
  - Inbound logistics
  - Workflow / shop floor logistics
  - Outbound logistics (fulfillment/delivery)
  - Maintenance, and
  - Discontinuance

Success is measured in terms of process efficiency and accuracy!

Examples of Human Actors

- Clerks
- Analysts
- Engineers
- Materials acquisition and procurement specialists
- Shipping and delivery personnel
- Researchers
- Security specialists
- Suppliers
- Shop floor workers and technicians

People executing processes are always in the value chain!

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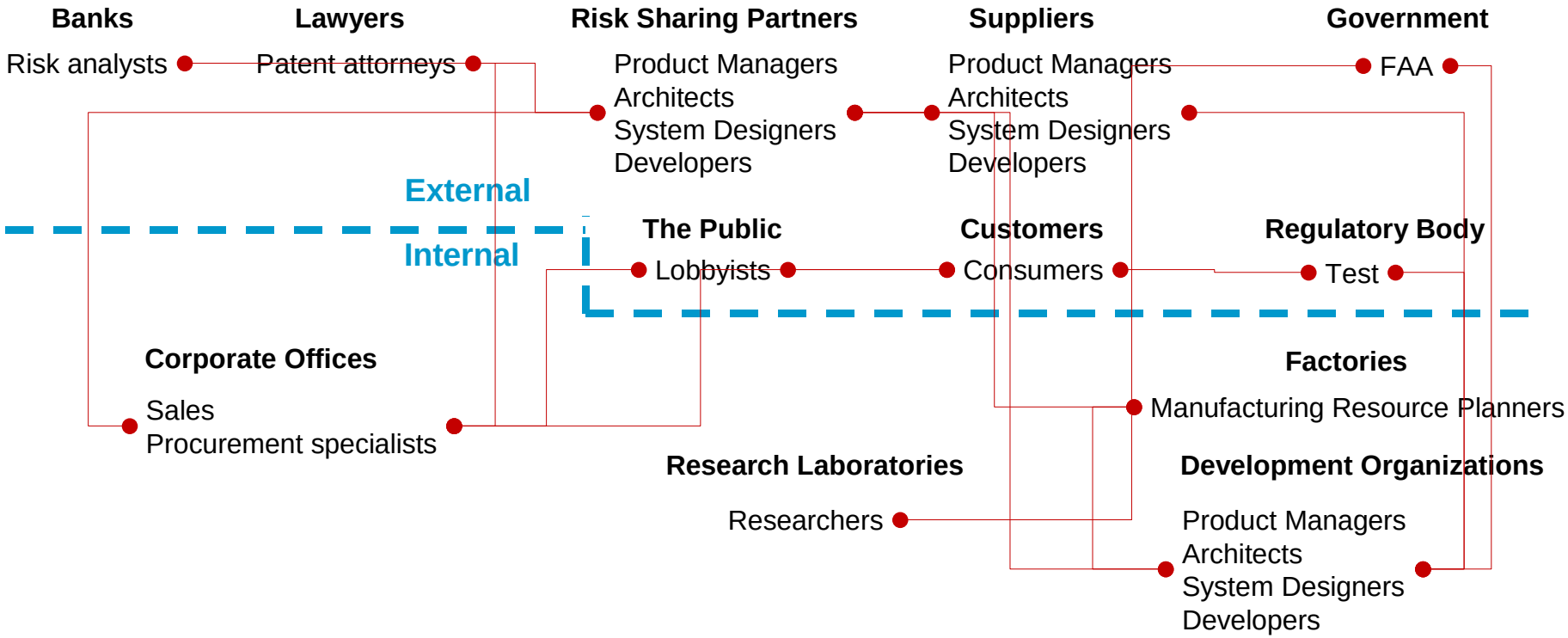
Business Environment

Consider a "Product Lifecycle" Example

Simple question, what is the impact of offering internet connectivity on an airplane or in a car?



Many people must get engaged, and involves access to much information that requires integration!

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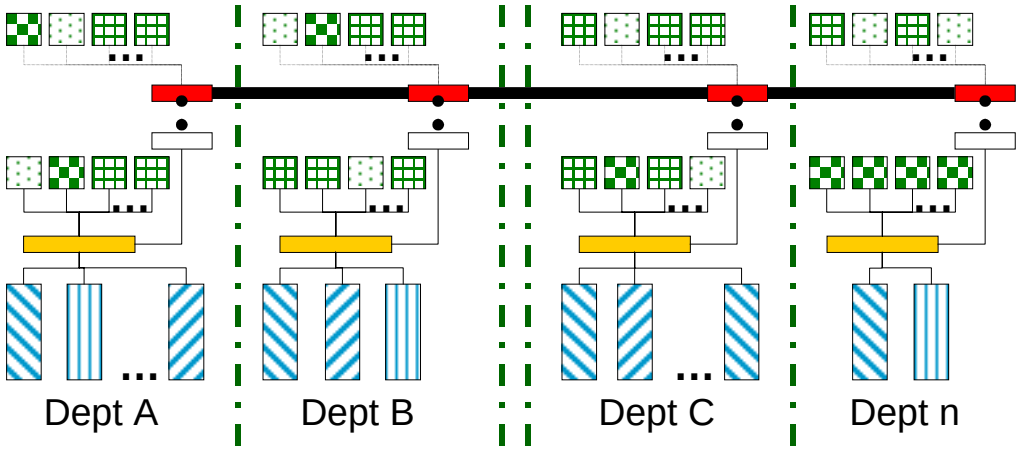
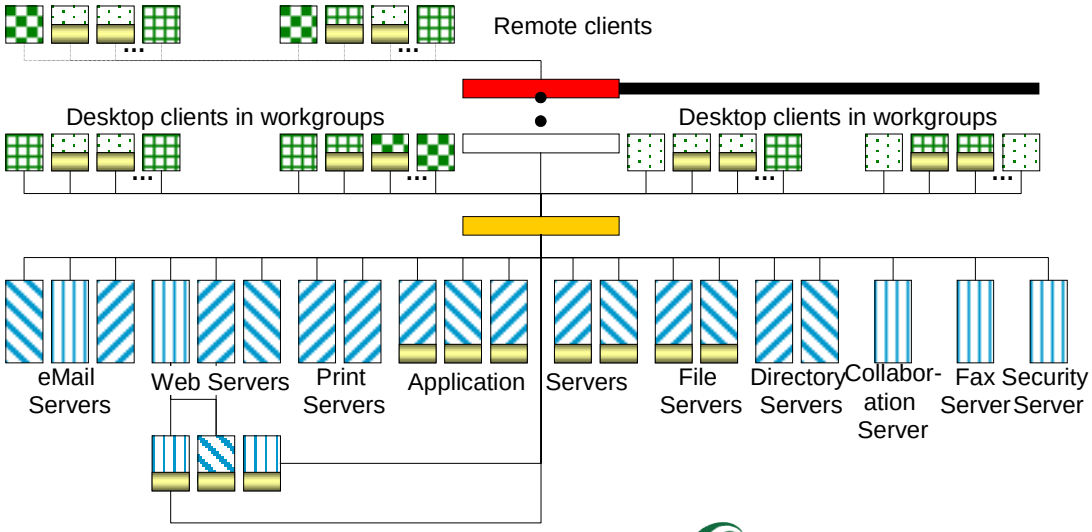
Technology Environment

Network View



- Highly complex
- Heterogeneous
- 1000s of systems
- Information throughout
- Need for some level of information sharing

- Too much information that just can't be easily accessed and managed!



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Objectives and Measures

- Improve business productivity and effectiveness of business operations
  - Improve select process performance metrics
  - Revenue growth
- Shorter cycles to return on IT investment
  - % of procurements against standards
  - Spend on customizations
- Improve effectiveness of information technology organization
  - Asset utilization
  - Cycle time for rolling out upgrades
- Improve service
- Improve management efficacy
- Reduce risk

So What Is In³?

- An ***Integrated Information Infrastructure*** is a desired state for an enterprise's infrastructure specific to the needs of the organization
  - It has standard components that provide services in a customer's extended enterprise that
    - Combine multiple sources of information
    - Deliver information to the places where that information is needed and
    - In the right context for the people or computer components using that information

So What Must One Do…

	Information	Infrastructure
Business	❑ Understand business processes and information ▪ Prioritize and Assess ❑ Create/adapt policies and best practices ▪ General management guidelines ▪ Use, management, and security policy	❑ Identify and prioritize business information flow ❑ Identify sources of information ❑ Assess mechanisms for information flow ❑ Register sources and destinations of information ❑ Develop business architecture
Technical	❑ Research ▪ Security services ▪ Information services ▪ Brokering services ▪ Integrated access services ▪ …	❑ Plan, develop, test and deploy ▪ Security services ▪ Information services ▪ Brokering services ▪ Integrated access services ▪ …

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One Would Have a Lot to Do

- Takes Time
- Costs Money
- Judged on quality and results

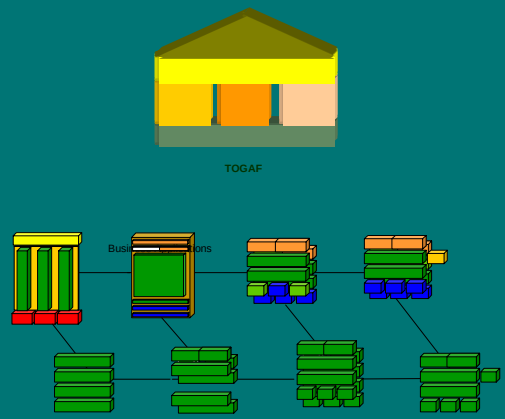
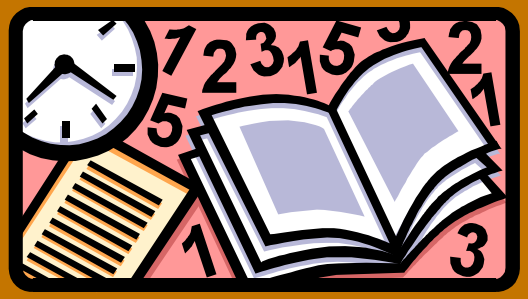
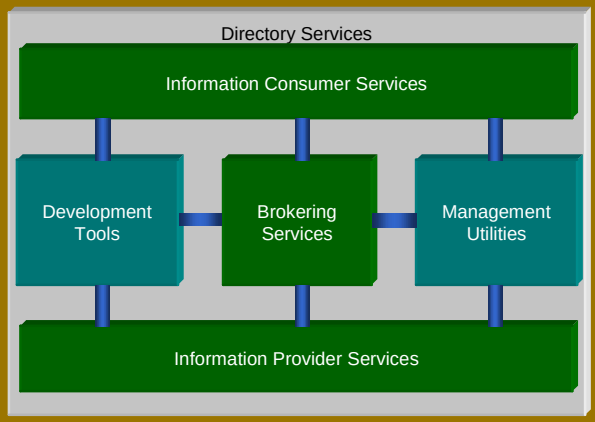
Option 1 - Go it Alone

- Longer elapsed time
- High costs
- Unpredictable quality
- No lasting guarantee
- High risk

Option 2 - Leverage

- Shorter elapsed time
- Greater industry investment
- Lower organization costs
- Safety in numbers
- Safety in certified standard products
- Shared risk

So What Can You Do In The Open Group?

	Information	Infrastructure
Business		
Technical		

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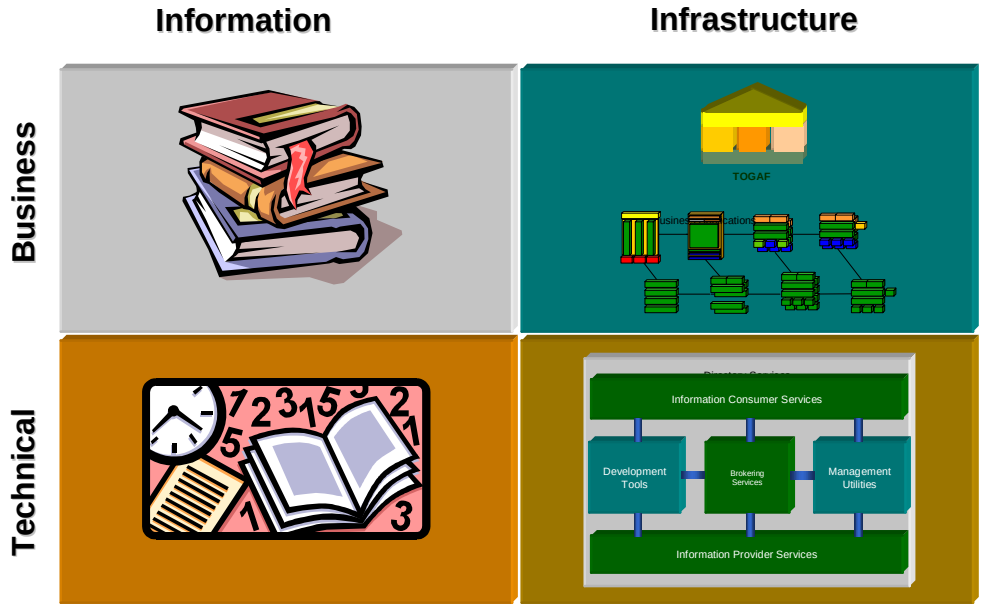
What Else Can We Do?

- Communicate to CxO levels on the importance of the issue
- Muster support from major customer and vendor organizations
- Bring the right organizations together; DMTF, OASIS, OMG, W3C, IETF, …



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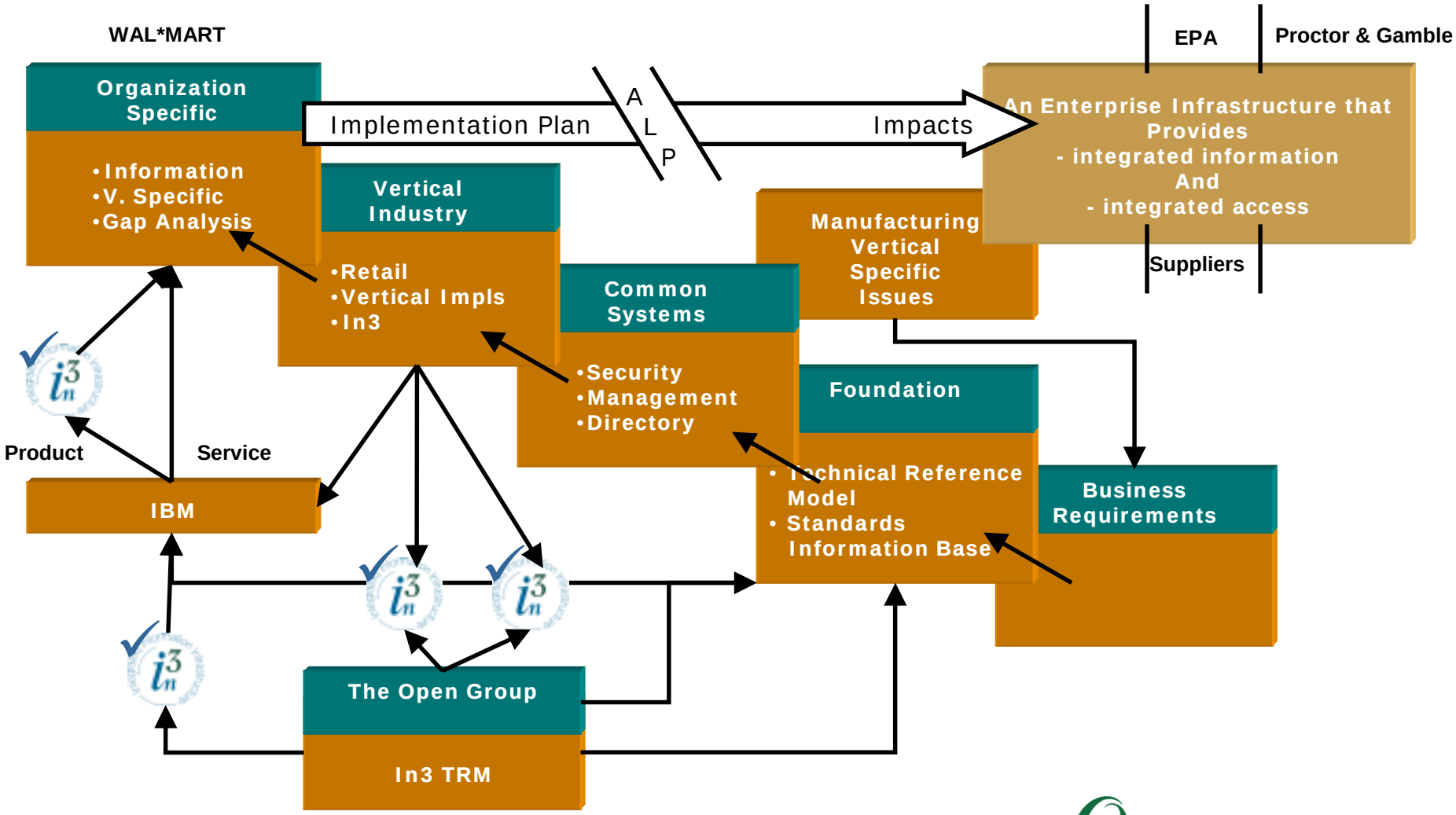
How



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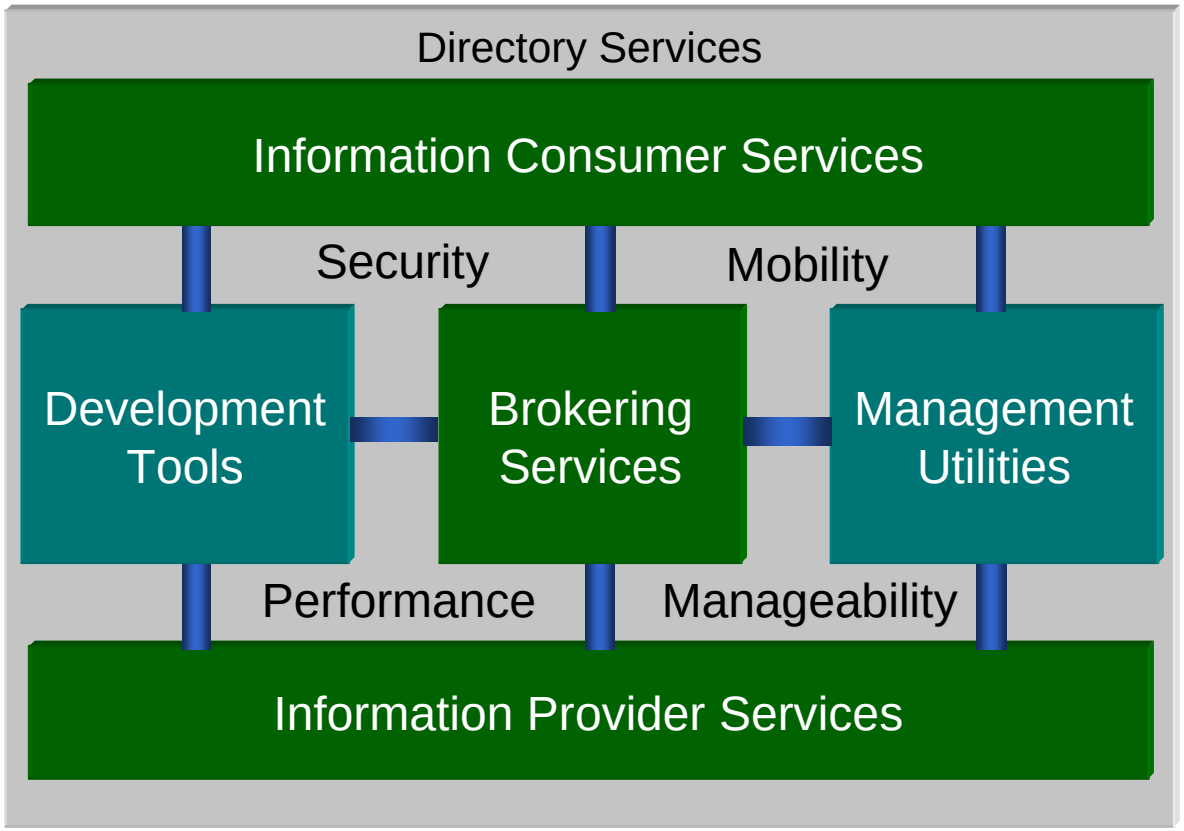
Notes on Architecture Models

- It is not intended to
  - Create an enterprise architecture that everyone must adopt
- But rather
  - Establish a technical reference model that could be used in conjunction with something like TOGAF to build one's architecture for one's Integrated Information Infrastructure

A Level 1 Model
(front vie

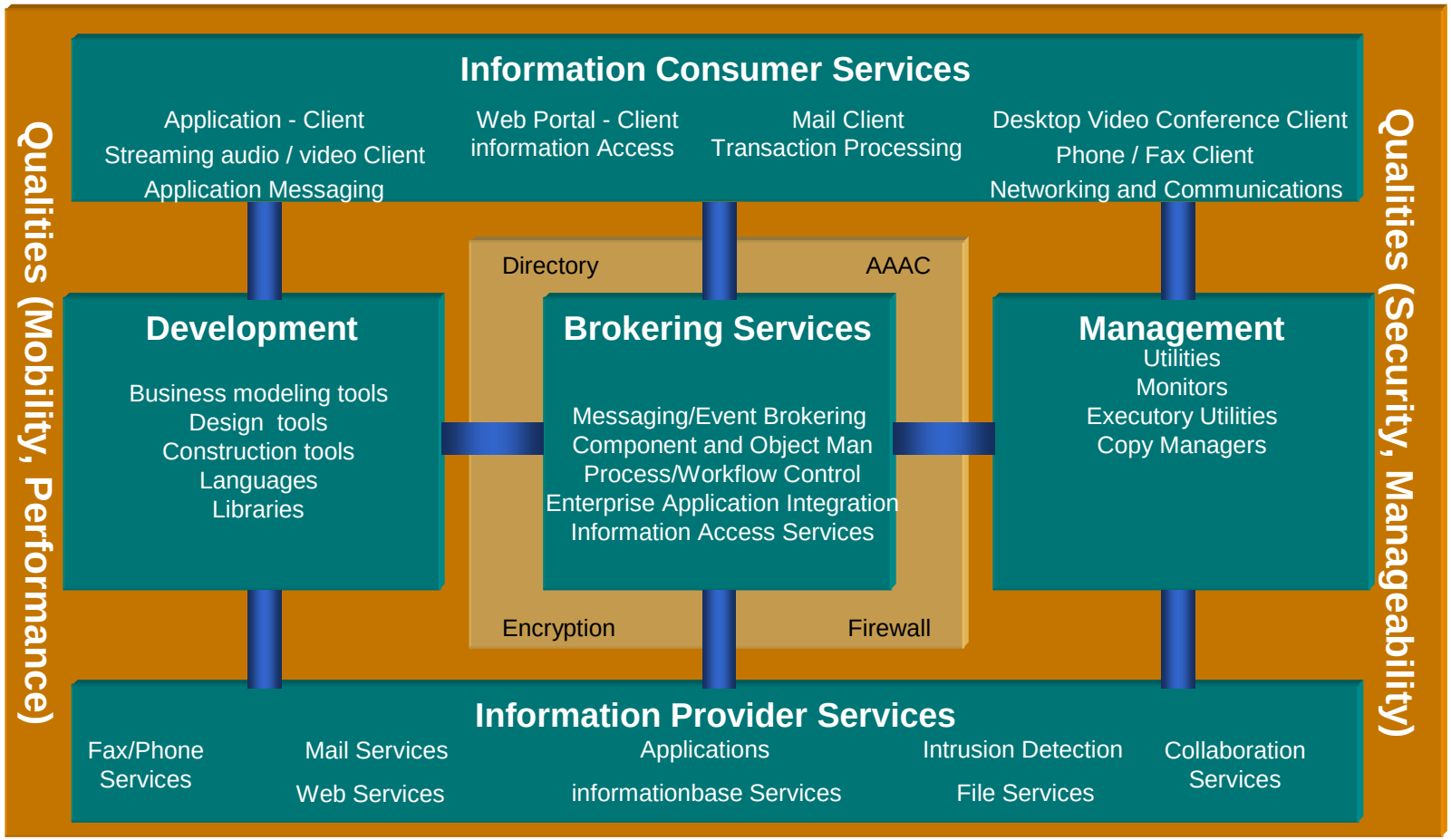
None of this is cast in concrete!



- Classes of Interfaces - formats and protocols …

A Level 2 Model

None of this is cast in concrete!



- Classes of Interfaces - formats and protocols …

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What's the Difference?

- There are many efforts going on in this space,
  - Global Grid, Global Information Utility, Internet Operating System, etc...
- Most of these efforts either focus on a particular aspect, or a particular technology
- The Open Group
  - Is looking at whole problem, bringing together all the parts and pieces
  - Best practices and technology standards
  - Well equipped to be the certification authority: to ensure that the pieces and parts have lasting guaranteed value to the enterprise

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Won't it be nice when…

- The Open Group membership announces the availability of the following profiles that represent collections of standards that can be used to produce products that are certified to interoperate as specified.
- These profiles represent major building blocks necessary for companies to build their Integrated Information Infrastructures which is estimated to save companies *billions* per year and improve operational efficiencies.

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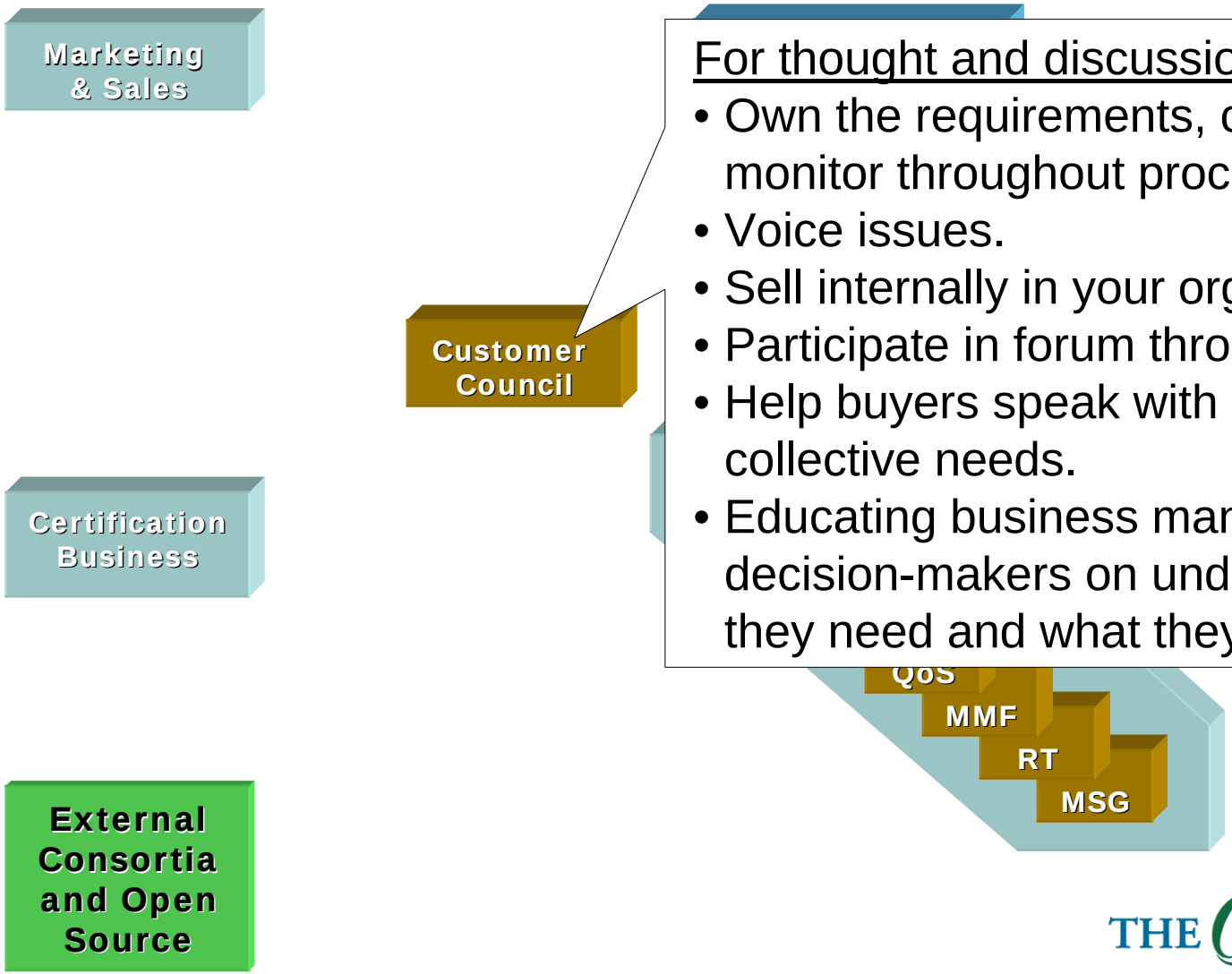
Potential roles



For thought and discussion:

- Own the requirements, champion and monitor throughout process.
- Voice issues.
- Sell internally in your organizations.
- Participate in forum through liaisons.
- Help buyers speak with one voice about collective needs.
- Educating business managers and decision-makers on understanding what they need and what they should buy.

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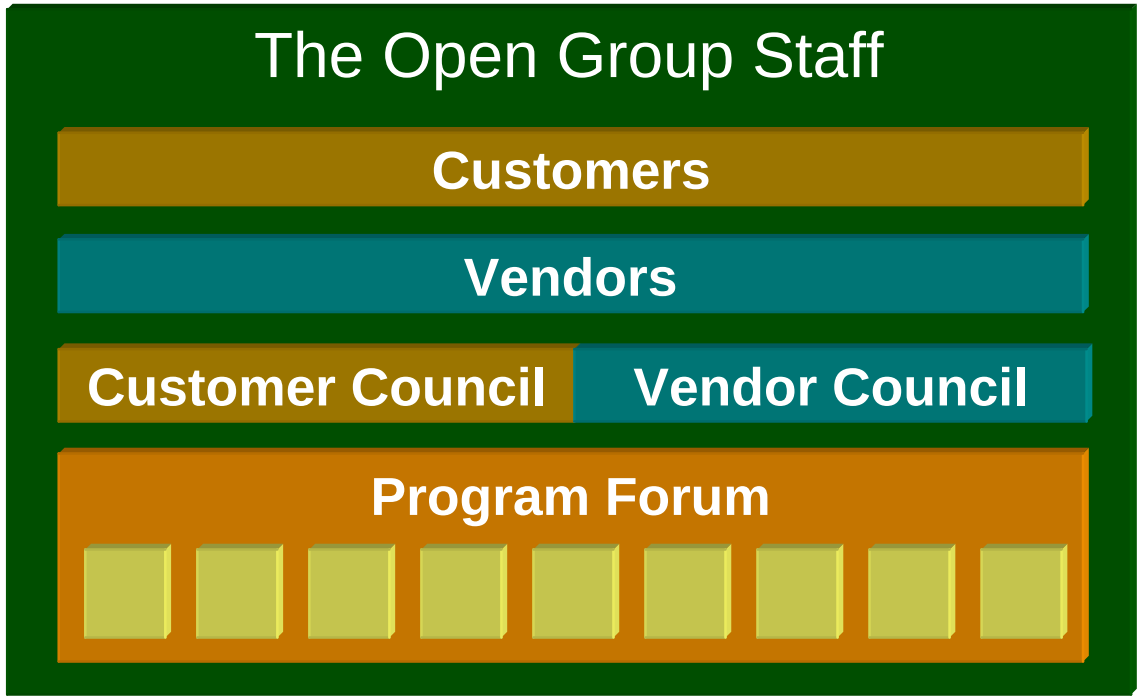
We All Have Parts to Play



We can and will succeed!
Together we're better.

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