Seize the Future Today

Forward-thinking companies are building the next generation of IT on SOA

THE NEXT GENERATION of IT is not just about the competition or the bottom line. It's about the future of your business.

With 90% of your budget going to just maintaining your current IT environment, the short-term choices you make now around modernizing your mainframe and legacy environment can put you on the path to service-oriented architecture (SOA). The platforms that you choose to support SOA will determine:

- Your cost structure for years to come
- Whether you'll be ready and able to adapt to subtle or even radical shifts in your company's business
- Your standing as a competitive leader or follower in your industry

The Next Generation Unveiled

What does the next generation of IT look like? One of the foremost elements of modernized IT is SOA. SOA is critical to helping businesses respond more quickly to changing market conditions. What's more, because it simplifies interconnections, SOA can ensure the best use of IT assets going forward. But the key is evolution, not revolution. Taking a thoughtful approach with your current legacy environment can ensure that SOA is cost-effective as well as effective in increasing productivity.

Not surprisingly, though, while a recent IDC end-user survey* shows that US companies are accelerating their investments in SOA-based services, it isn't all smooth sailing. In a statement, Marianne Hedin, program manager for IDC's Worldwide Services and Service-Oriented Architecture and an author of the survey, noted: "Companies which will try to implement

SOA on their own... will soon discover that it is very difficult, if not impossible, to successfully roll out a large or corporate-wide SOA initiative without outside help."

In fact, without a sound underpinning, SOA initiatives can fall short of their potential.

That's where HP, Intel, and Oracle can help by combining capabilities, concepts, and the integrated solutions to assist CIOs in assessing and preparing their current IT environments to reach a new level of operational efficiency, while preparing the way for next-generation initiatives.

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IT modernization, in support of initiatives such as SOA, must provide the ability to rapidly deliver new capabilities while also providing mainframe-class performance, reliability, and quality of service. Through the modernization process, enterprises need to be able to build a flexible and manageable environment that can take full advantage of an SOA and shared IT infrastructure, enabling you to respond to change with speed and agility, reduce operational costs, and also make the best use of your company's most valuable resources—its people and information.

HP, Intel, and Oracle can help you attain this goal by bringing together familiar elements such as Intel® architecture-based HP Integrity and Proliant platforms in combination with Oracle software and HP Application Modernization Services—offerings that provide the ideal foundation for your next generation of IT solutions.

The Power of Partnership

Intel, HP, and Oracle have integrated their resources to ease your journey to the next generation.

For example, Intel® technology—the underlying hardware that delivers the performance and energy-efficient computing you need—actually extends beyond microprocessors. It includes deep collaboration with software and solution providers to offer a streamlined and optimized path to smooth SOA adoption. Oracle's development teams, with support from Intel, have optimized Oracle Fusion Middleware, Oracle Database, and Oracle Applications products on Intel architecture to deliver outstanding performance across all computing tiers.

Intel dual-core processors deliver unprecedented freedom to IT organizations, with performance, reliability, improved energy efficiency, and broad system and software support to finally enable a move away from aging and expensive legacy systems. Dual-core Intel® Itanium® 2 microarchitecture can provide virtualization to support scale-up computing, and dual-core Intel® Xeon® processor-based servers deliver scale-out capabilities. These platforms provide flexible mainframe-class performance, simplified management, secured availability, and instant capacity.

HP designed its HP Integrity systems to run multiple operating systems in a shared environment. With HP's virtualization capabilities, you can take your most mission-critical workloads, run a mix of operating systems (HP-UX, Linux, NonStop, OpenVMS, and Windows), and share all of your computing resources across virtual servers that shrink and grow according to the demands of the business. This flexibility is the perfect platform for the unpredictable usage peaks and valleys that are part of any service-oriented architecture.

Traditionally, when you needed more computing capacity, you simply bought more machines. But now Oracle enables grid-based computing, where if one department needs more capacity, Oracle software can borrow it from another. Grid computing aims to solve the common problems experienced in enterprise IT:

- Application silos that lead to underutilized, dedicated hardware resources
- Monolithic, unwieldy systems that are expensive to maintain and difficult to change
- Fragmented information that cannot be fully exploited by the enterprise as a whole

Grid computing at all levels, from hardware to operating system to database to application server, along with Oracle BPEL process management, provides the capabilities needed to achieve high up-time while also allowing a single point of management.

Finally, HP Application Modernization services help rationalize current application environments to capitalize on SOA and meet your emerging business challenges—with new levels of efficiency, performance, and capabilities.

Getting to the Next Generation

Together, Intel, Oracle, and HP provide the vision and capabilities that will transform your legacy application environment. Together they are helping companies bring their IT architectures and application environments to a new state—one that aligns with their desired future vision. Together they are delivering the application flexibility and agility needed to easily make and capitalize on change and improve alignment between IT resources and business needs.

For further information, go to http://www.nextgenitinsights.com.

* SOA-Based Services Buying Trends: A 2006 Survey of U.S. Companies