



# REAL-LIFE SOA TRANSFORMATION

A Journey from Monolithic to SOA and Beyond

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Enterprise Architecture



# Agenda

- Rackspace – Who we are?
- Rackspace Legacy Architecture
- SOA Journey
- Incremental SOA
- Takeaways



## DATA CENTERS

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12 Worldwide



## GLOBAL FOOTPRINT

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Customers in 150 Countries



## PORTFOLIO

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Dedicated • Hybrid • Cloud



## EXPERTS

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6,200 Rackers  
3,000+ Cloud Experts



## REVENUE

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Over \$2B in  
Annual Revenue



## FORTUNE 100

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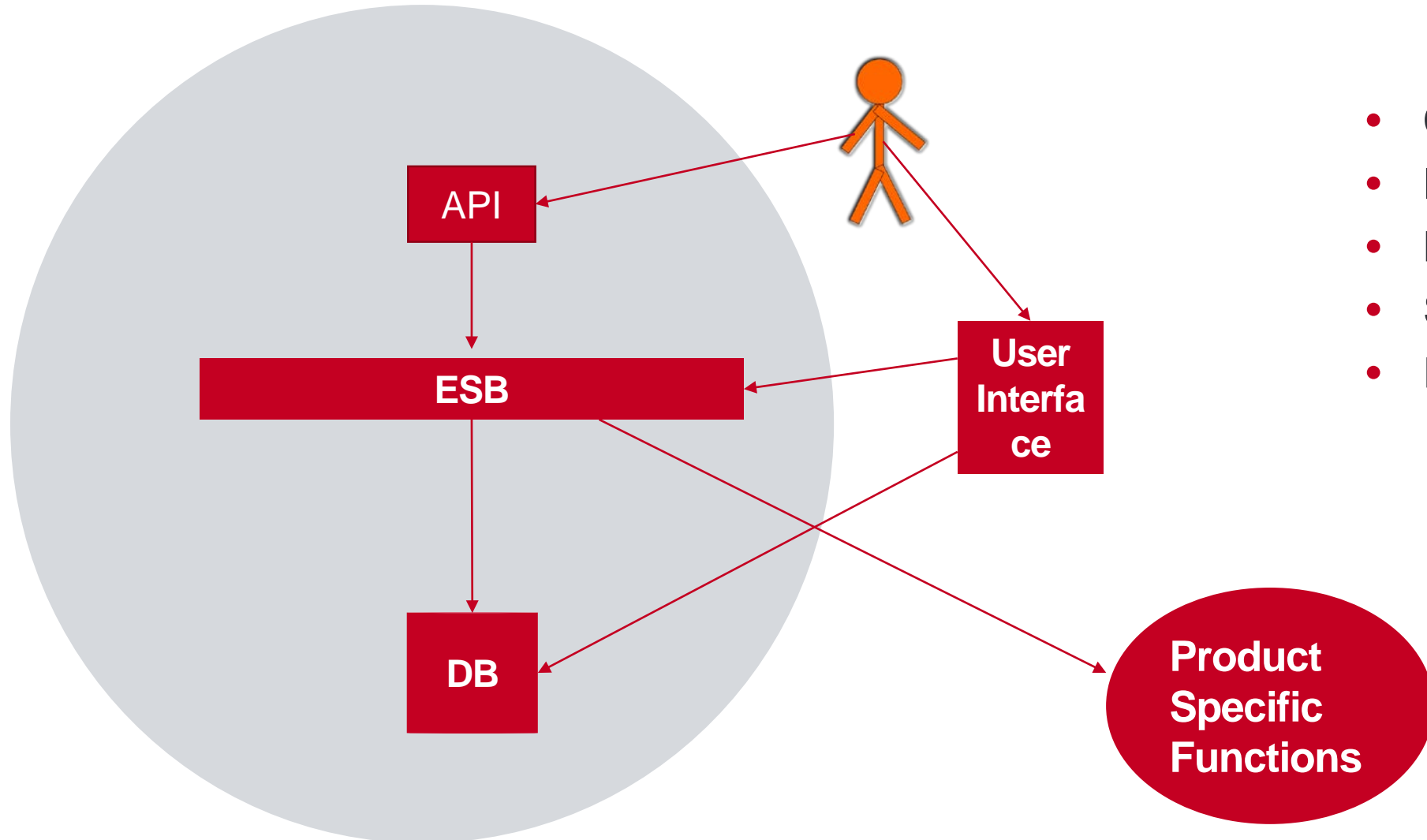
We serve over 1/2  
of the Fortune 100

# Back in Time

- 2009 Close to \$650 Million in Revenue
- YOY 30% Growth
- Plans to spread across many regions Ex: HKG, UK.
- Limited funding
- Highly Technical Group
- Less Exposed to Industry Wide Patterns
- Do it our own way – Custom Processes
- Build it the way we want!



# Typical Monolithic!



- Customer
- Identity
- Billing
- Support
- Products



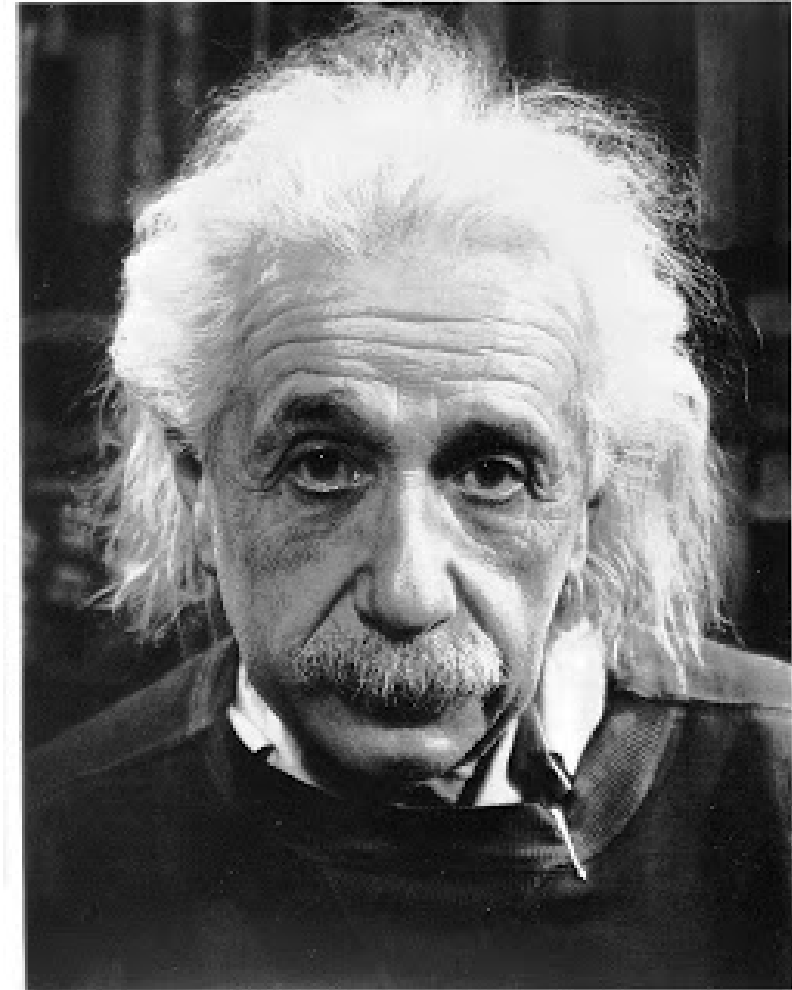
# SOA JOURNEY

*“SOAs are like snowflakes – no two are alike.”*

*- David Linthicum*

# Selling SOA!

- Benefits in Business Term
  - ▶ Cost Reduction
  - ▶ Increased ROI
  - ▶ Industry Adoption
  - ▶ Increased organizational agility
  - ▶ Reduced IT burden
  - ▶ Increased business and technology alignment
- Align Technology Groups
  - ▶ Increased intrinsic interoperability
  - ▶ Increased federation
  - ▶ Increased vendor diversification options
  - ▶ SOA Governance
  - ▶ SOA Education



**"If you can't explain it simply, you don't understand it well enough"**

- Albert Einstein



# Early Technology Adoption

- Rackspace Standardizes on REST/JSON.



- Documentation
- Tooling



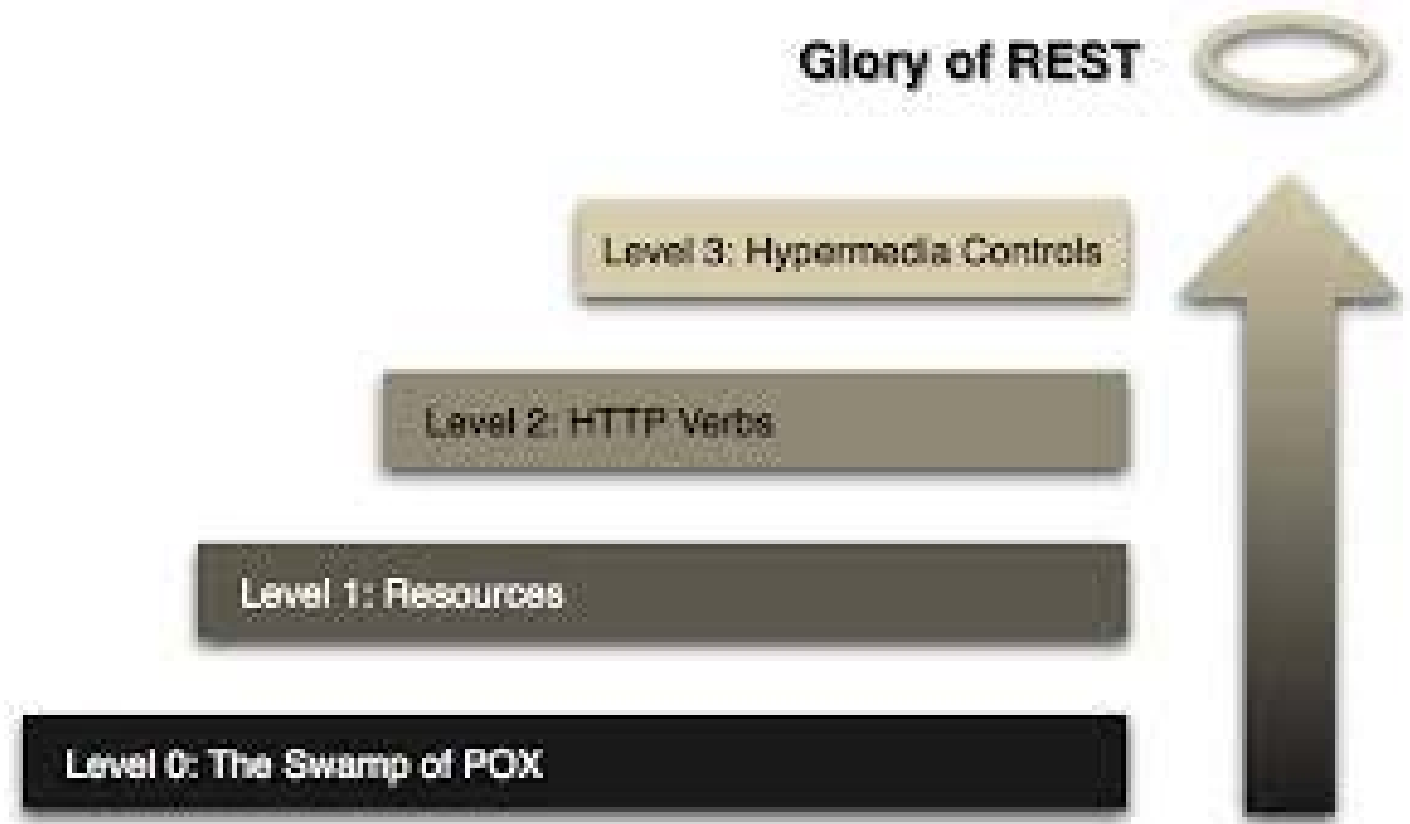
Atom Hopper is an open source ATOMPub server.



Repose is an open-source, RESTful middleware platform

# API Standardization

- Rest Wars
- API Standards



- REST APIs must be hypertext-driven. Please try to adhere to them or choose some other buzzword for your API.







# Build Versus Buy



**Build**

**VS.**



**Buy**

- Strategy & Vision
- Flexibility
- Control
- Total Cost of ownership
- Features & Functionality

# Technology Mismatch

- COTS
  - ▶ SOAP Versus REST
  - ▶ SOA Blockers - Vendor-Neutral service contracts
  - ▶ Trial & Buy
  - ▶ Enterprise Grade Systems



# Incremental SOA

- Business Desire
  - ▶ Quick return on Investment
  - ▶ Market Pressure
- Complex Domains
  - ▶ Identity
  - ▶ Billing
  - ▶ Sales





# Platformization

- SOA – Beyond Web Services!
  - ▶ Build like a Product
    - Identity Platform
    - Billing Platform





**TAKEAWAYS**

# Takeaways

- SOA evolved into the concepts that we see today.
- Go beyond Web Services
- Incremental Delivery



# THANK YOU

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**Q&A**

# Image Courtesy

- Selling SOA Image Courtesy: <http://it.toolbox.com/blogs/madgreek/why-cant-i-sell-soa-to-the-business-23135>
- API Standardization : <https://martinfowler.com/articles/richardsonMaturityModel.html>
- Build Versus Buy Image Courtesy: [http://pac.org/images/blog/promise\\_blog.jpg](http://pac.org/images/blog/promise_blog.jpg)
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