xxx

June 20, 2006

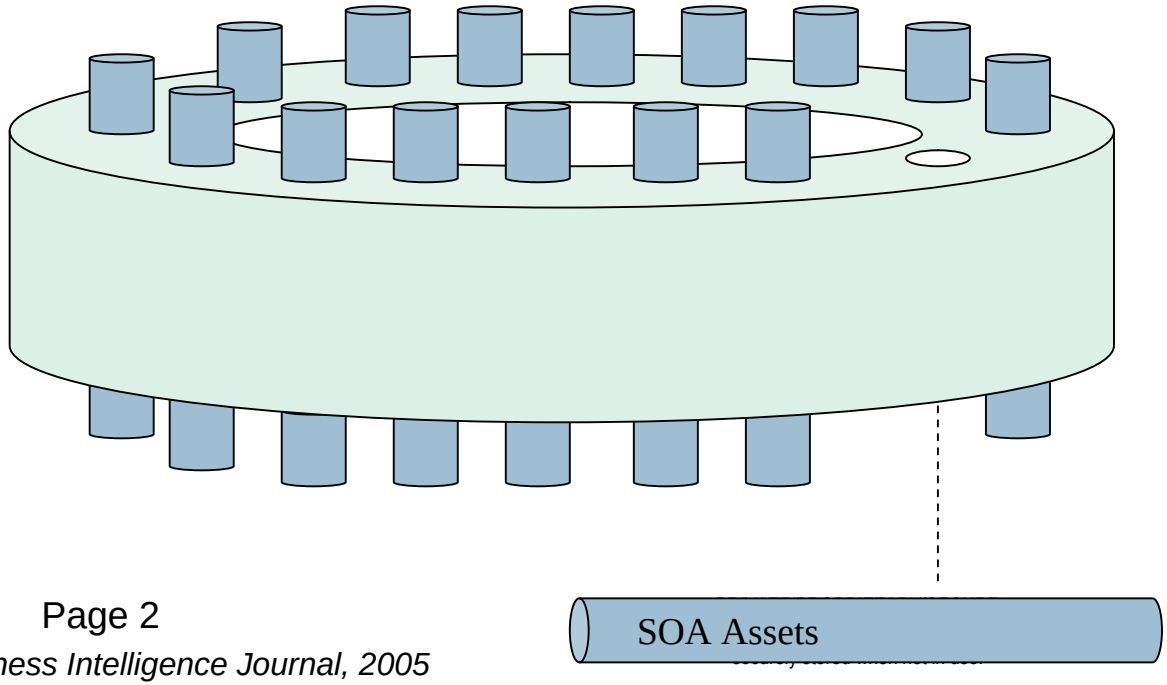
Collaborative Technologies Conference: Boston, MA

BELLSOUTH

>> Metadata Defined

Metadata is information regarding the characteristics of any artifact, such as its name, location, perceived importance, quality or value to the enterprise, and its relationships to other artifacts that an enterprise has deemed worth managing.

Michael Blechar

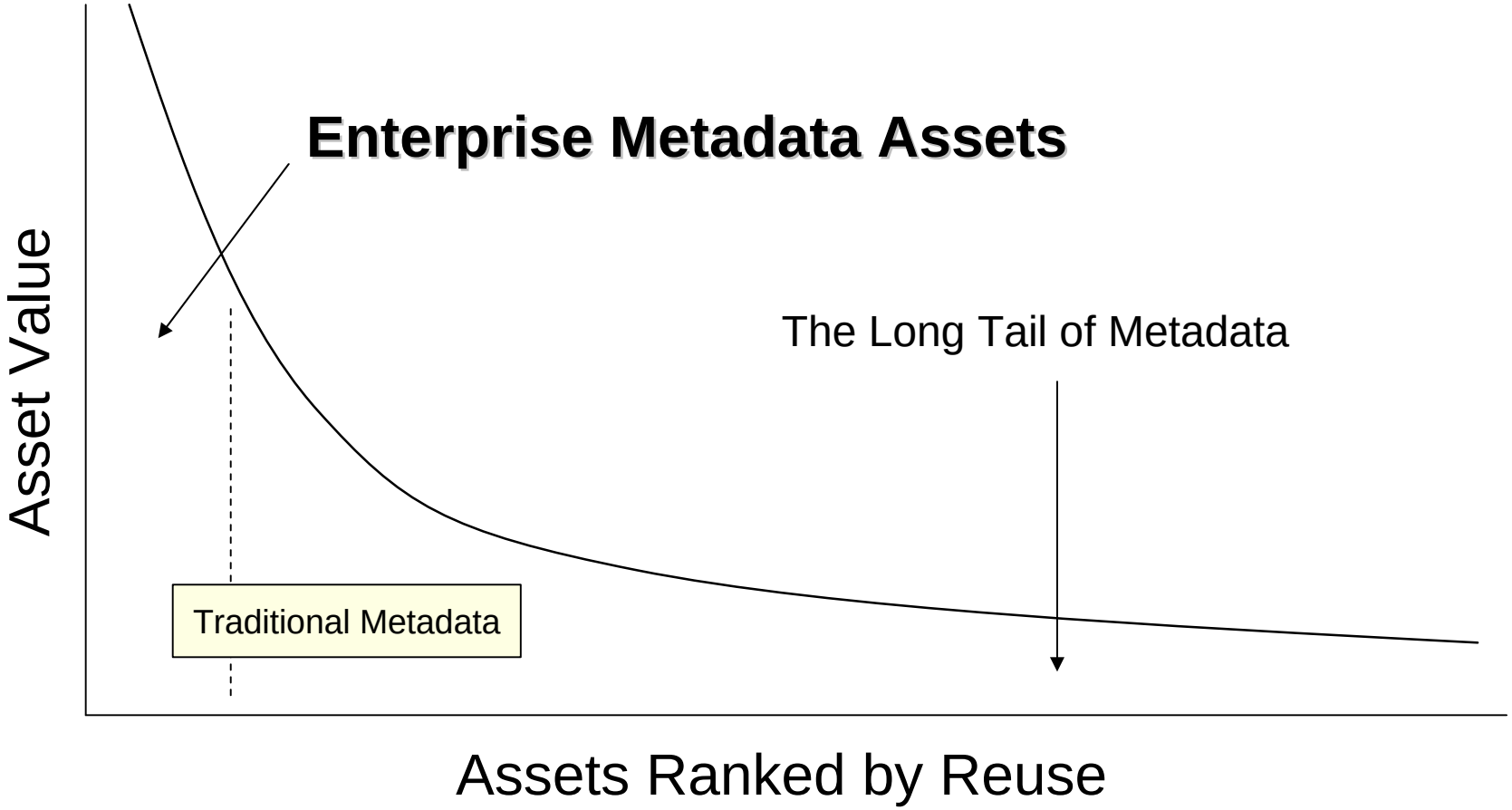


BELLSOUTH

>> Historical Reuse

Decade	Enabling Technology	Repository Technology	Reusable Asset
1970's	Centralized DBMS	Data Dictionary	Terms and Naming Conventions
1980's	Graphical PC and Relational DBMS	CASE Tools Repository	Processes and Data Structures
1990's	Data Warehouse and Cheap Disk Storage	General Database Metadata Repository	Entities, Attributes, Elements, Fields, etc.
2000's	Internet Architectures	Technical Infrastructure	Systems, Interfaces
2000's	EAI/ERM	Technical Infrastructure	Message Structures Schema Definitions
2000's	SOA	Technical Infrastructure	Common Services, Web Services
2000's	Enterprise Architecture	Zachman Framework	All IT Assets

>> The Long Tail of Enterprise Assets



BELLSOUTH

>> Where does SOA and Metadata Mix

- Reuse is about our Assets: Products or by-products of the technology community.
  - Development Related:
    Services, Schemas, Web Services, Profiles, Structures, Business Rules, Patterns, Frameworks, etc.
  - Process Related:
    SDLC, CMM, Six Sigma, GRNDS, etc.
  - Knowledge Related:
    Documentation, Metrics, Business Processes, Use Cases, Configurations, Portals, Styles, etc.

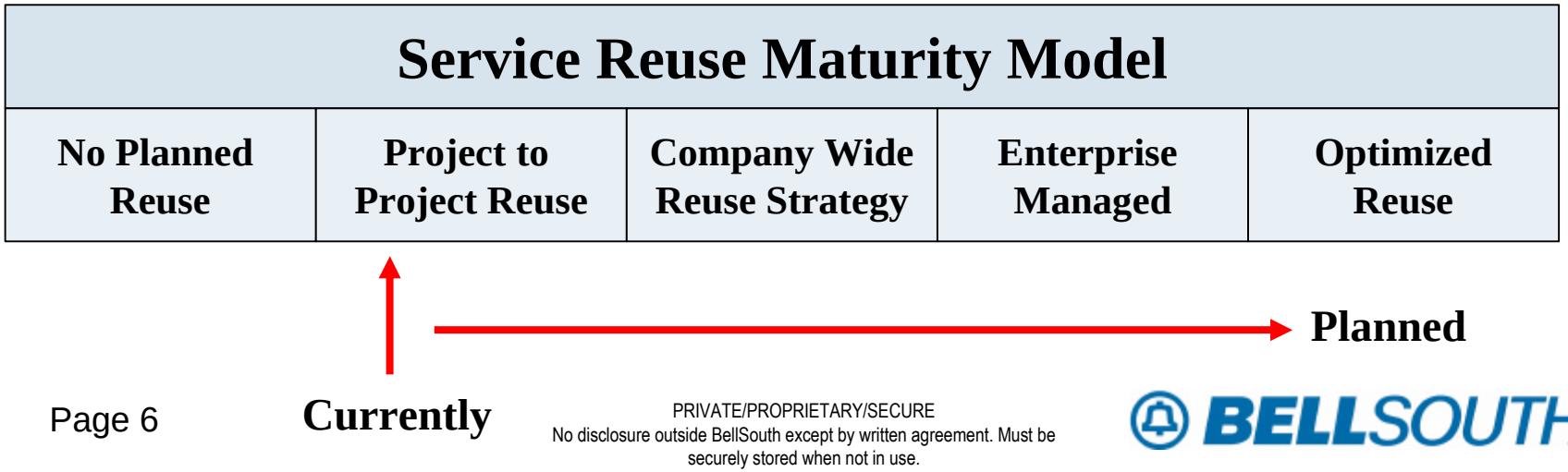
It's No Longer Buy vs. Build

Buy For Reuse vs. Build for Reuse

BELLSOUTH

>> What is an Enterprise Service?

- Service based reuse is the identification, development, and integration of reusable services.
- A Reusable Service is…
  - Functionally Unique and Governed by Domain
  - Scaleable and Robust
  - Application Supported and Documented
  - Contains All sub components – Web Services, Common, DB

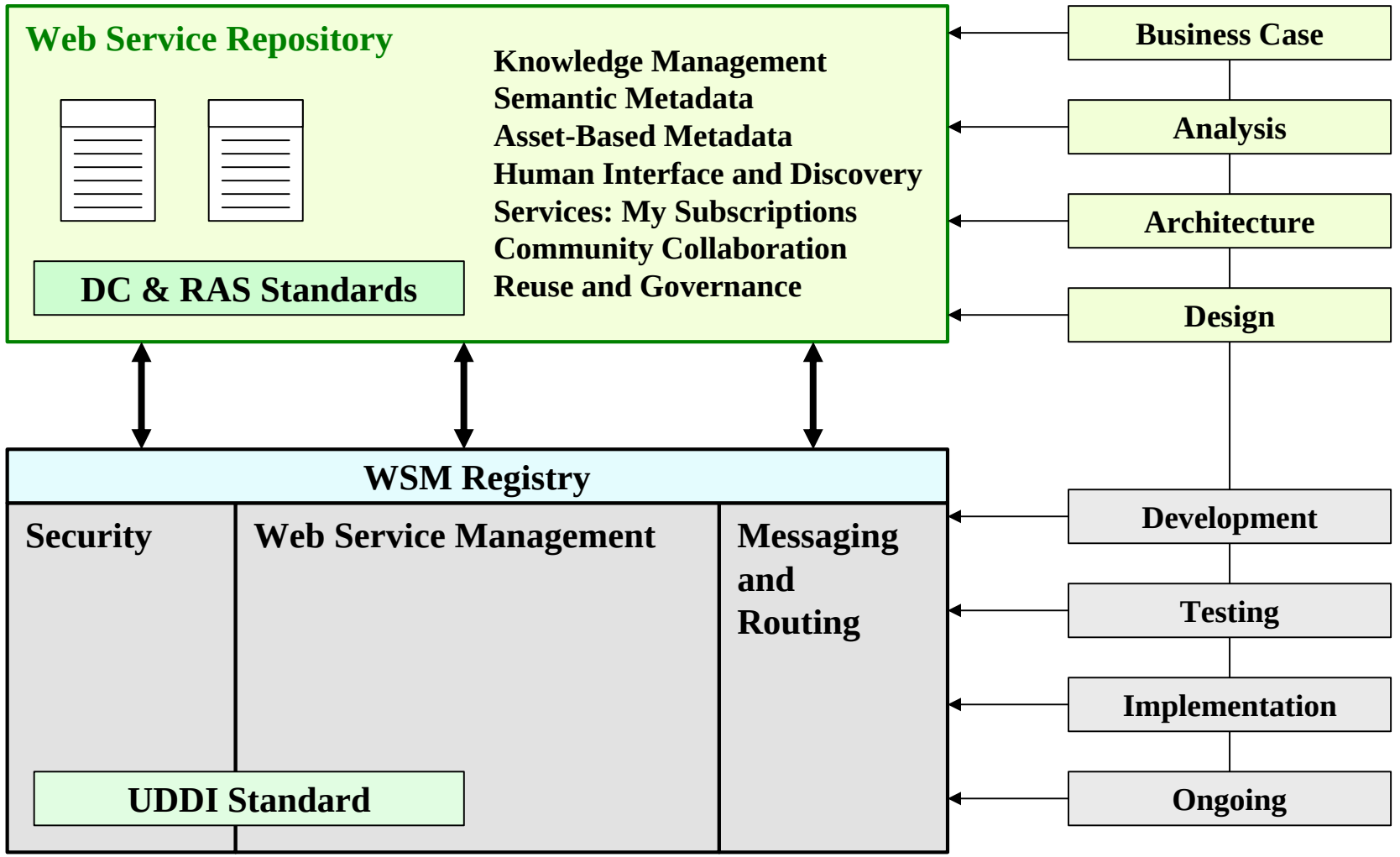


BELLSOUTH

>> Evolution of Knowledge Stores

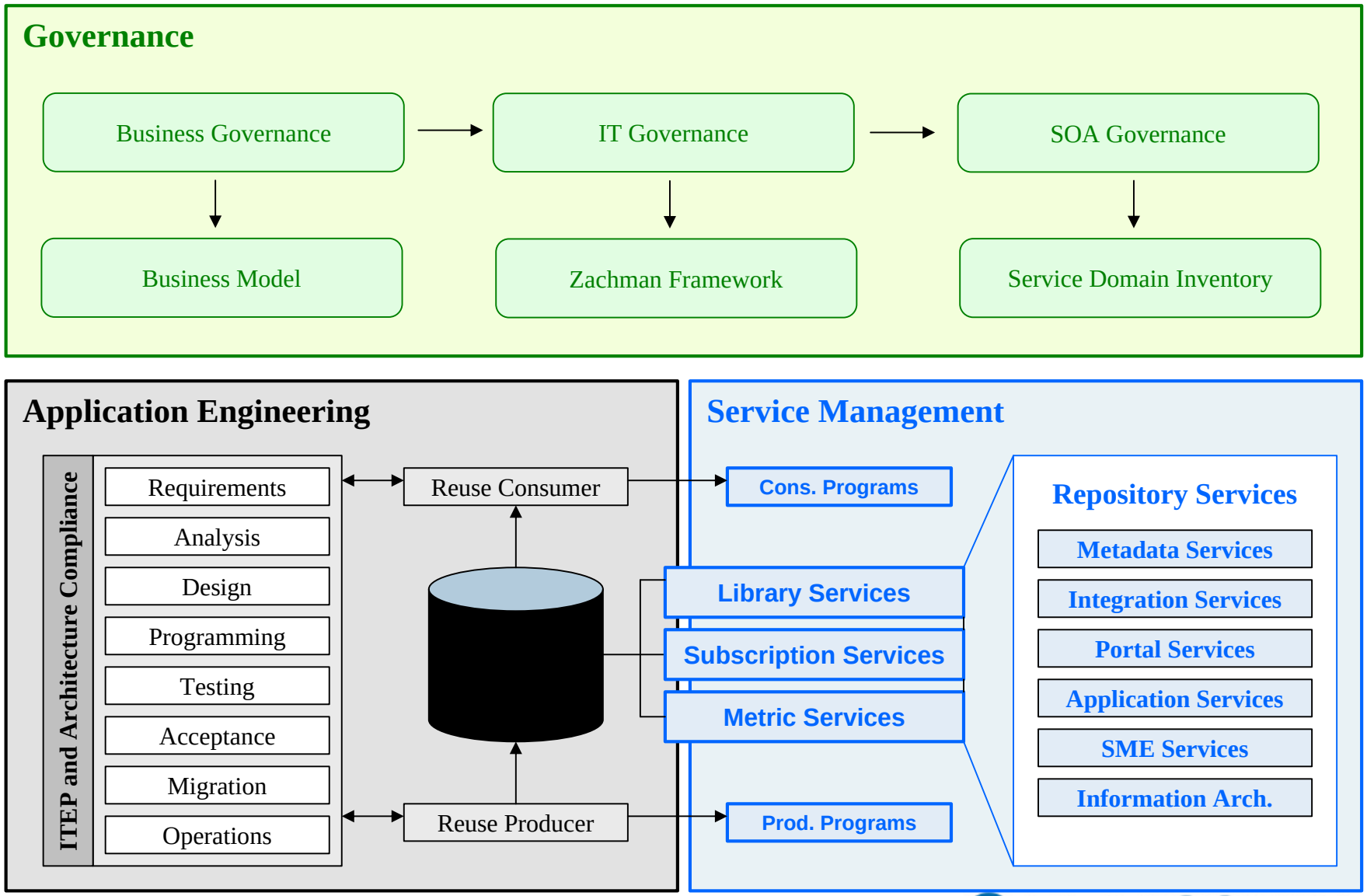
Knowledge Store		Structured	UnStructured	Automation	Community	Purpose
Passive	**Registry**	✓				Data and Information Classification Inventory Management Infrastructure Utility
	Repository	✓	✓			Knowledge Understanding Contextual Relevance EA Governance
Active	**Integrated Business Processing**	✓	✓	✓		Automation Integration Active Utilization Speed
	Collaborative Solution	✓	✓	✓	✓	Community Communication Best Practices Experience

>> Repository vs. Registry



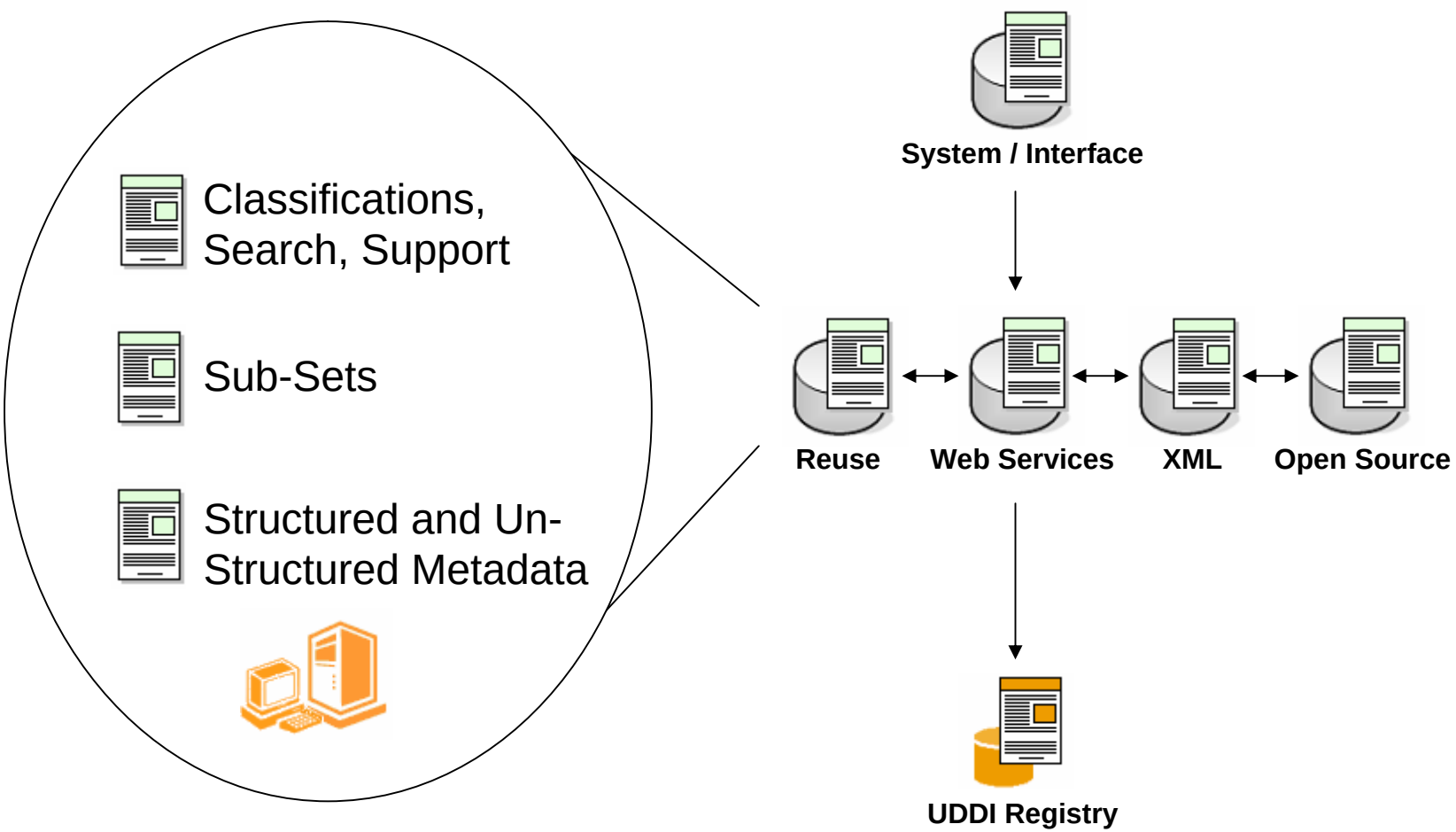
BELLSOUTH

Governance Model



BELLSOUTH

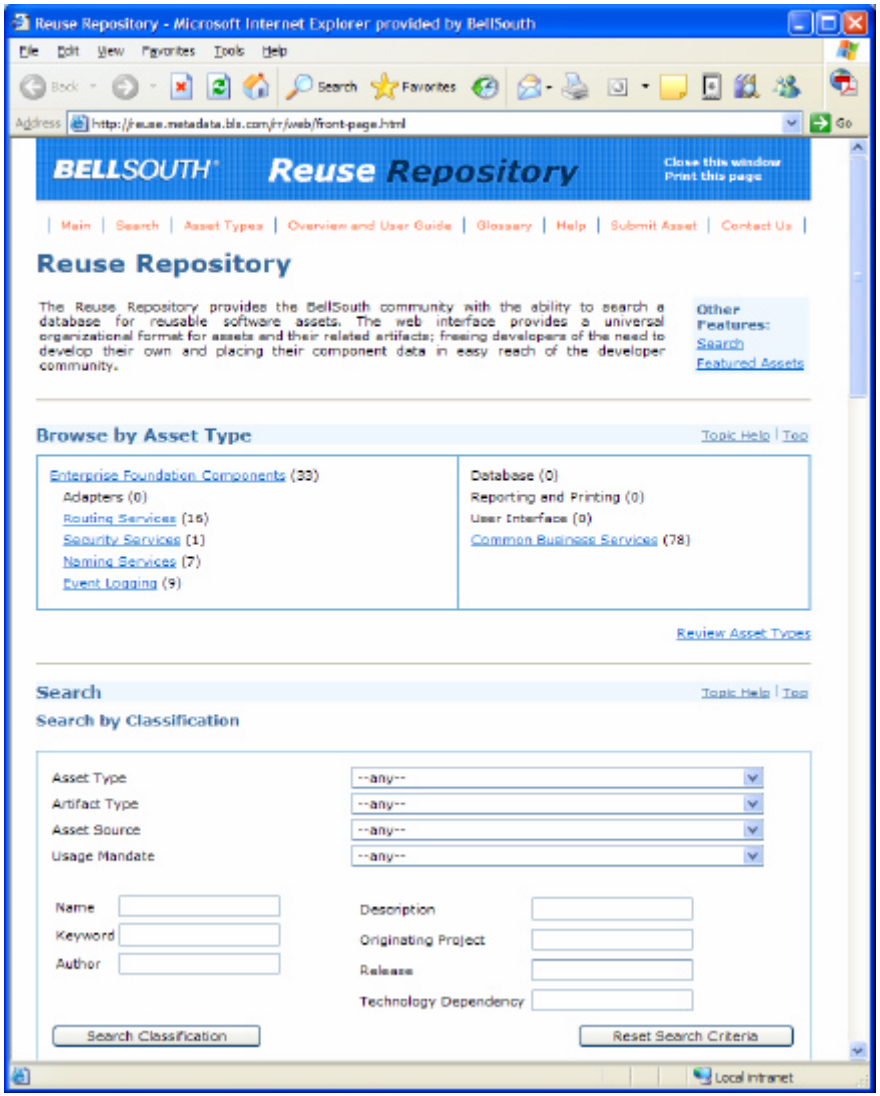
>> Entire Metadata Landscape



BELLSOUTH

>> Reuse Repository

- Single Point of Reference
- Web Enabled
- Hierarchal Structure
- Internal Search
- Subscription Services
- Detailed Meta-Model
- Inktomie Integrated
- Intuitive Interface
- Expanded Meta-Model
- Office Artifacts
- URL Based



BELLSOUTH

Hierarchal Structure and Object Counts

Enterprise Foundation Components	Common Business Services
Adapters Routing Services Security Services Naming Services Event Logging	Customer Product Order Methodology Other

Database

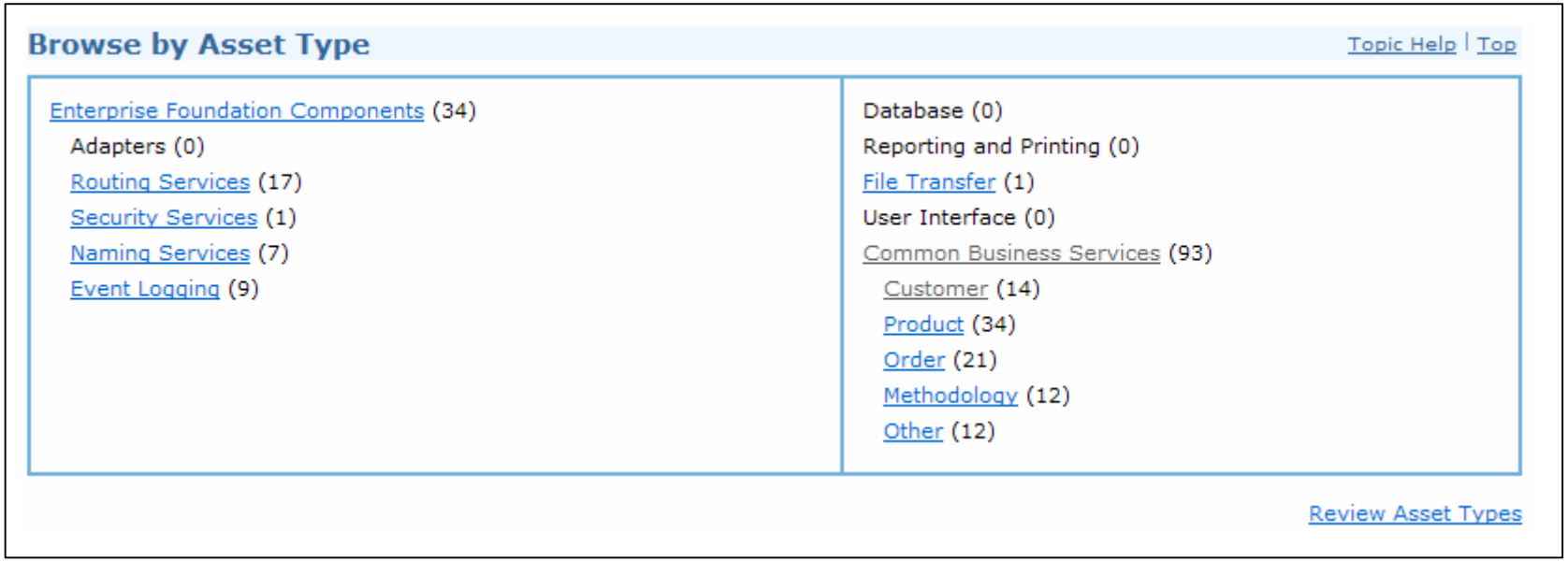
User Interface

File Transfer

Reporting

Frameworks

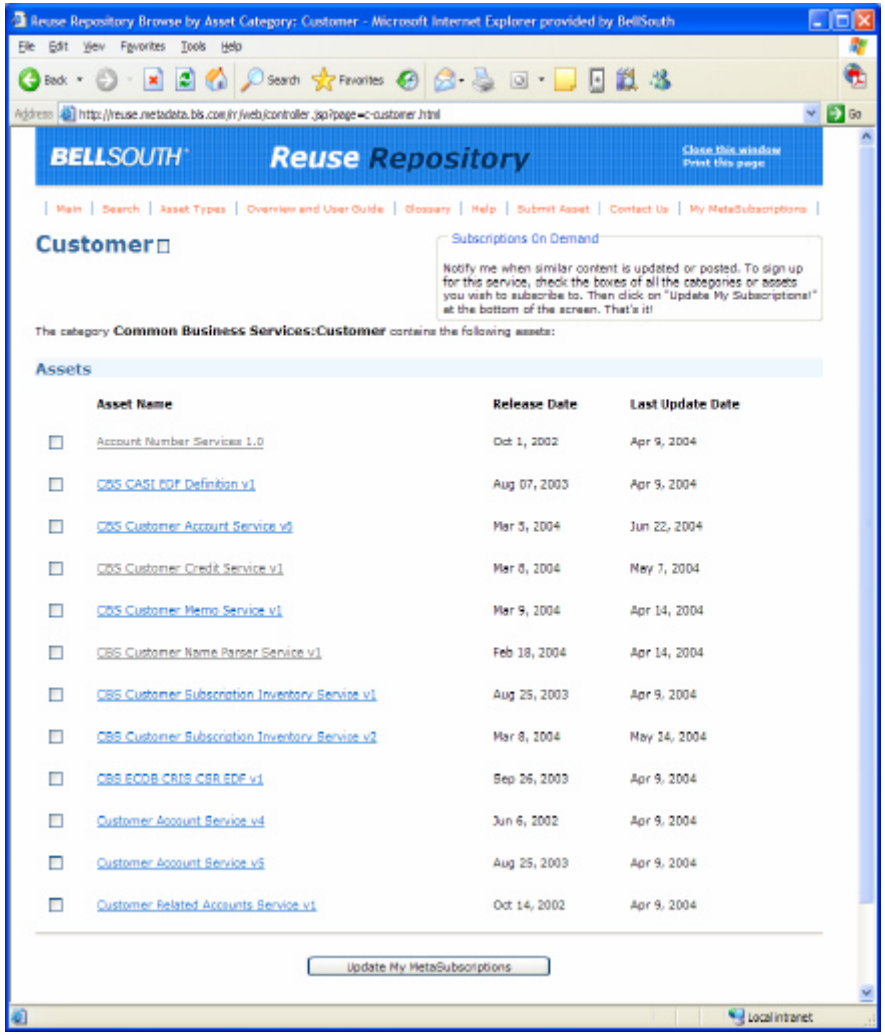
Patterns



BELLSOUTH

>> Search Results or Categorization

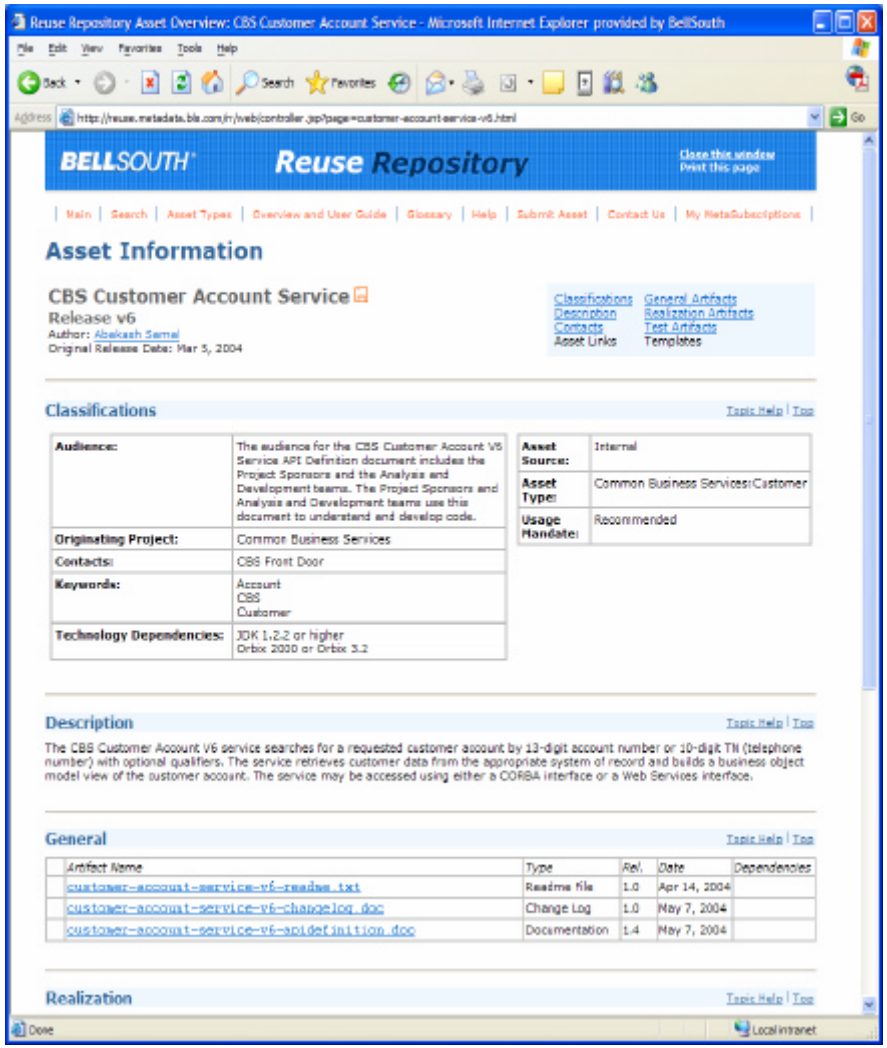
- Asset Name
- Release Date
- Last Update Date
- Subscriptions
- User Guides
- Glossary
- Online Help
- Contacts



BELLSOUTH

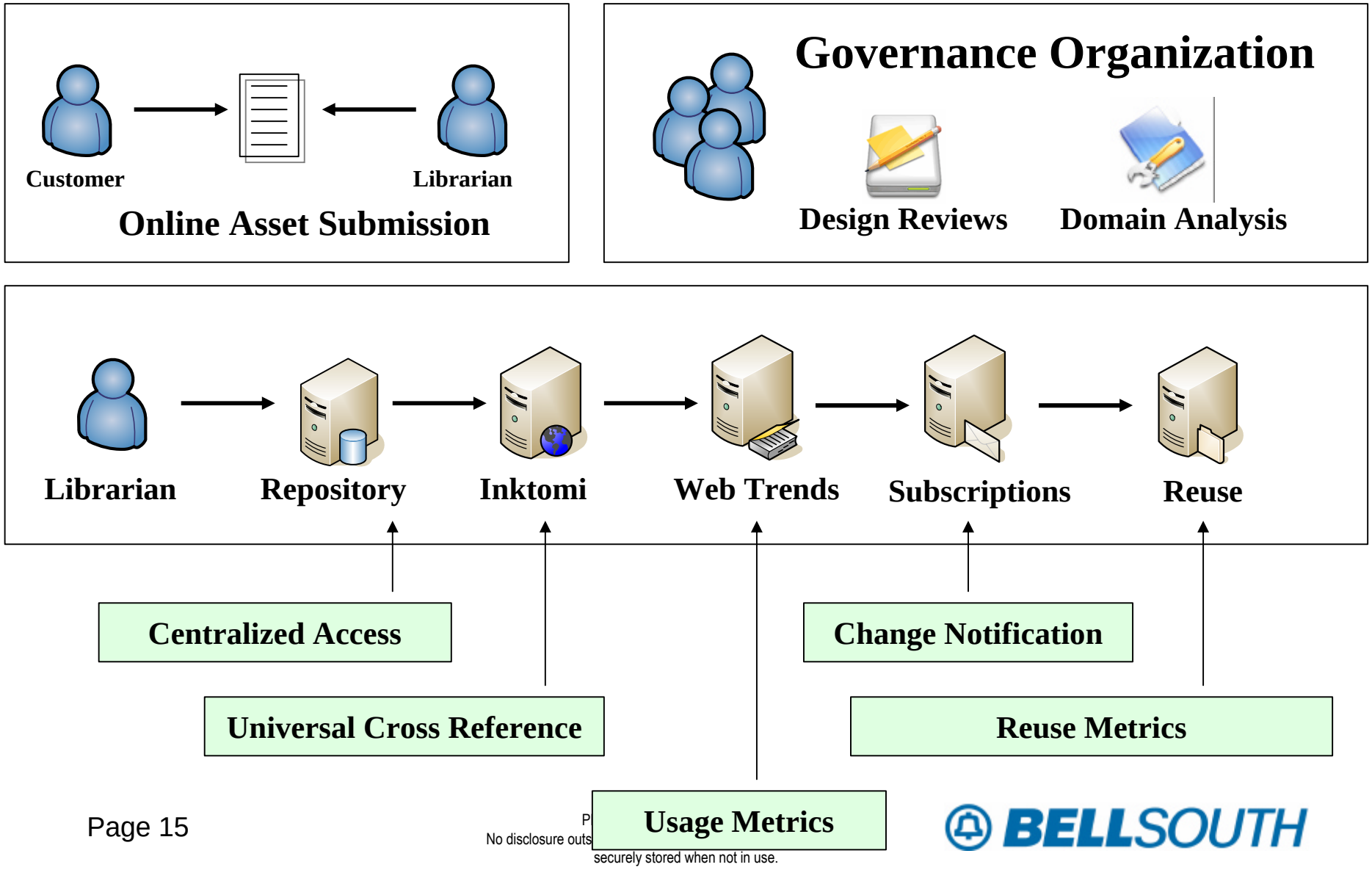
>> Reuse Repository

- Asset Name
- Release
- Contacts
- Description
- Keywords
- Technical Dependencies
- Type, Source, Usage
- Artifacts
  - User Guides
  - Change Logs
  - DDS Package
  - Requirements



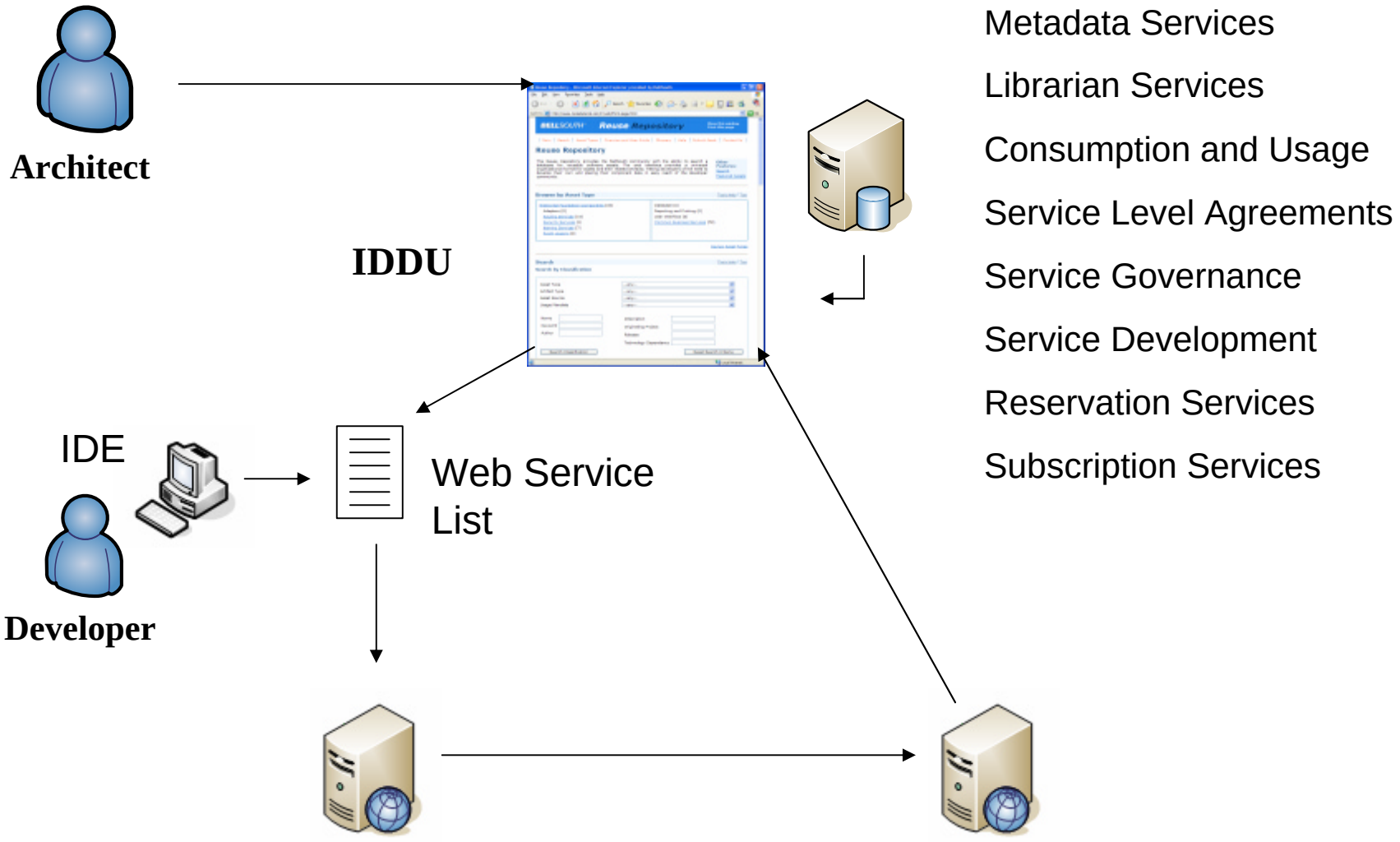
BELLSOUTH

>> The Producer Process



BELLSOUTH

>> The Consumer Process



BELLSOUTH

Metrics will Answer the Following Questions

Producer

- How Many Services
- Whose Using the Services
- What is the Cost of those Services
- What is the Transaction Volume
- How Big are the Services (FP)

Broker

- How Many Subscribers
- What are the Repository Views
- What are the Search Metrics
- What is the Percentage of Domain
- What Resources were Accessed

Consumer

- Reuse Percentage
- Relative Cost of Reuse
- Development Cost Avoidance
- Service Cost Avoidance
- Integration Costs
- ROI

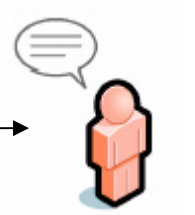
Service Reuse Maturity Model				
No Planned Reuse	Project to Project Reuse	Company Wide Reuse Strategy	Enterprise Managed	Optimized Reuse

>> The Future of Reuse 2.0

Few Resources

Channels

Email, IM, Phone



Few Resources

Few Resources

Platform

Intranet, Portal

Many Resources

Many Resources

Collaboration

Wiki, Blog, Collaborative Solutions

Many Resources

BELLSOUTH

>> Asset Communication Layers

Collaboration Layer

Communities
Collaboration
Education
Communication

Contextual Layer

Taxonomy
Search
Programs and Projects
Relationships

Content Layer

Static and State Content
Documentation
Content Processes
Business Processes

Infrastructure Layer

BELLSOUTH

>>Questions or Comments?

>> Thank You for your Time

R. Todd Stephens (are todd Ste'ven z)
(action verb) 1. Husband, father[2]
2. Resident of Atlanta, GA
3. Director of Metadata Services Group within BellSouth

Thank You

http://www.rtodd.com **todd@rtodd.com**

BELLSOUTH