



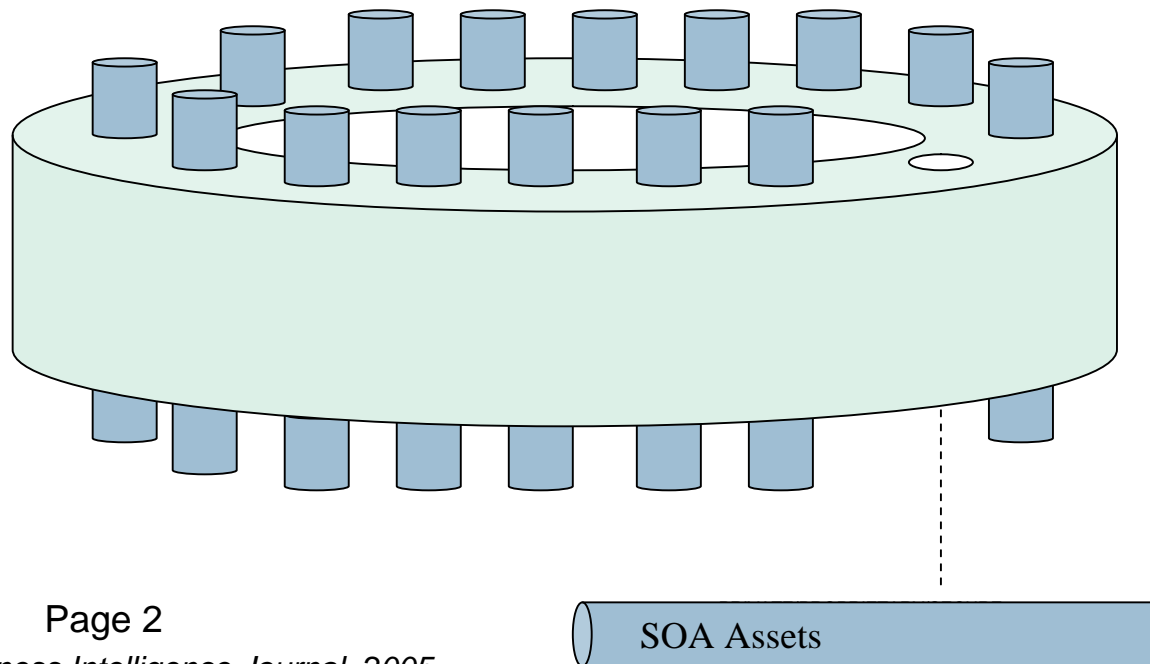
June 20, 2006

Collaborative Technologies Conference: Boston, MA

>> 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.

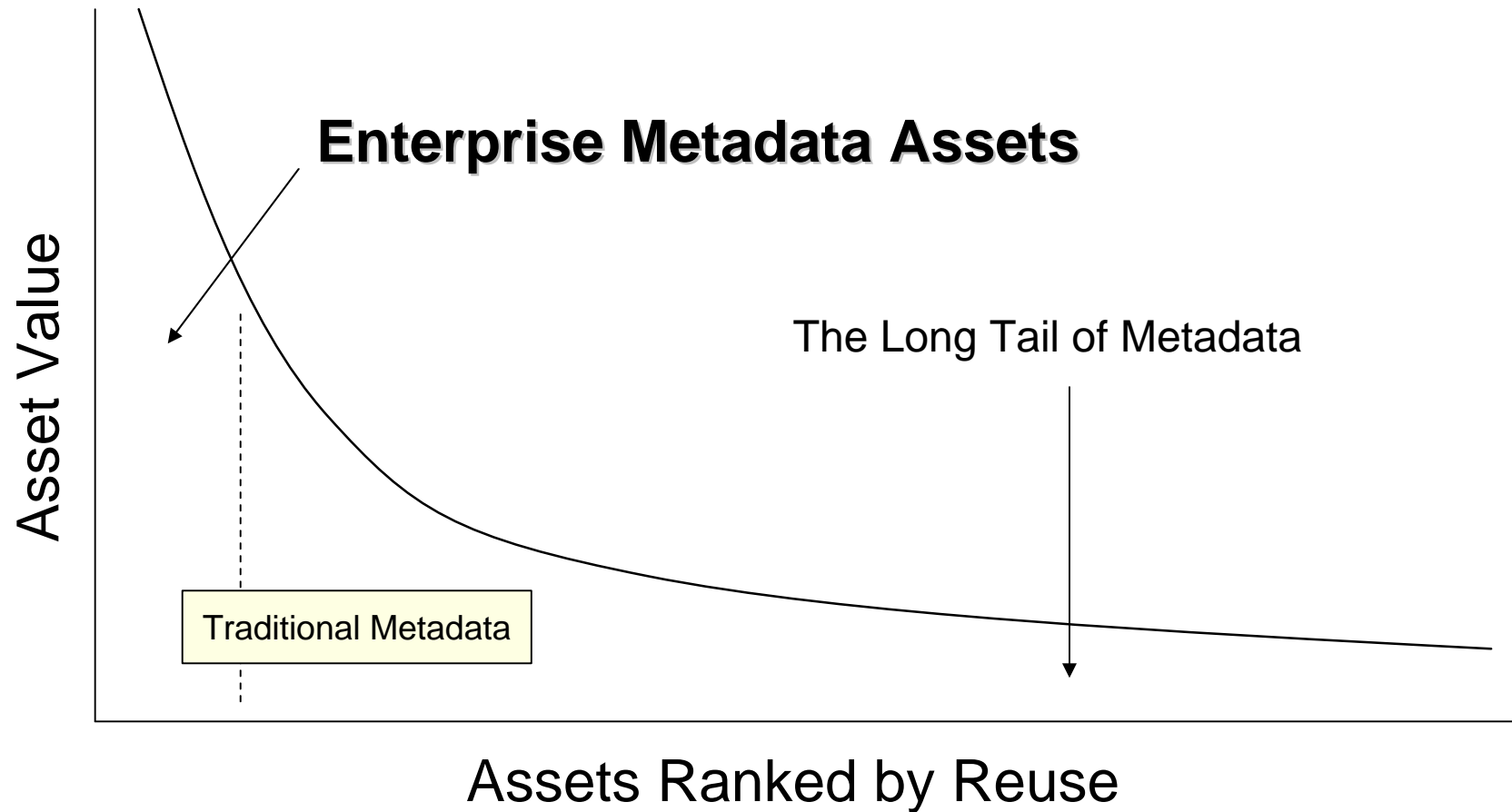
Michael Blechar



>> 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



>> **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.

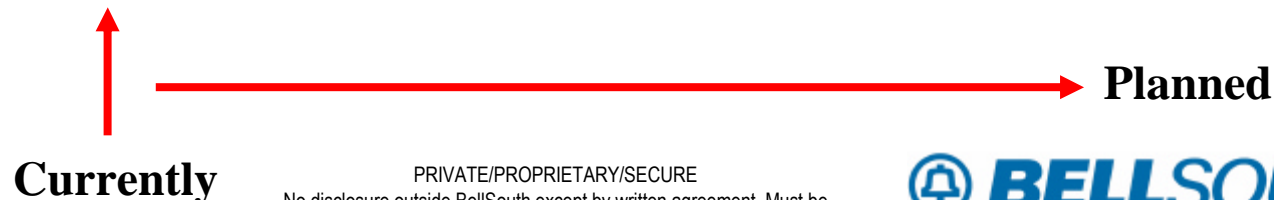
It's No Longer Buy vs. Build

Buy For Reuse vs. Build for Reuse

>> 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
 - Scalable and Robust
 - Application Supported and Documented
 - Contains All sub components – Web Services, Common, DB

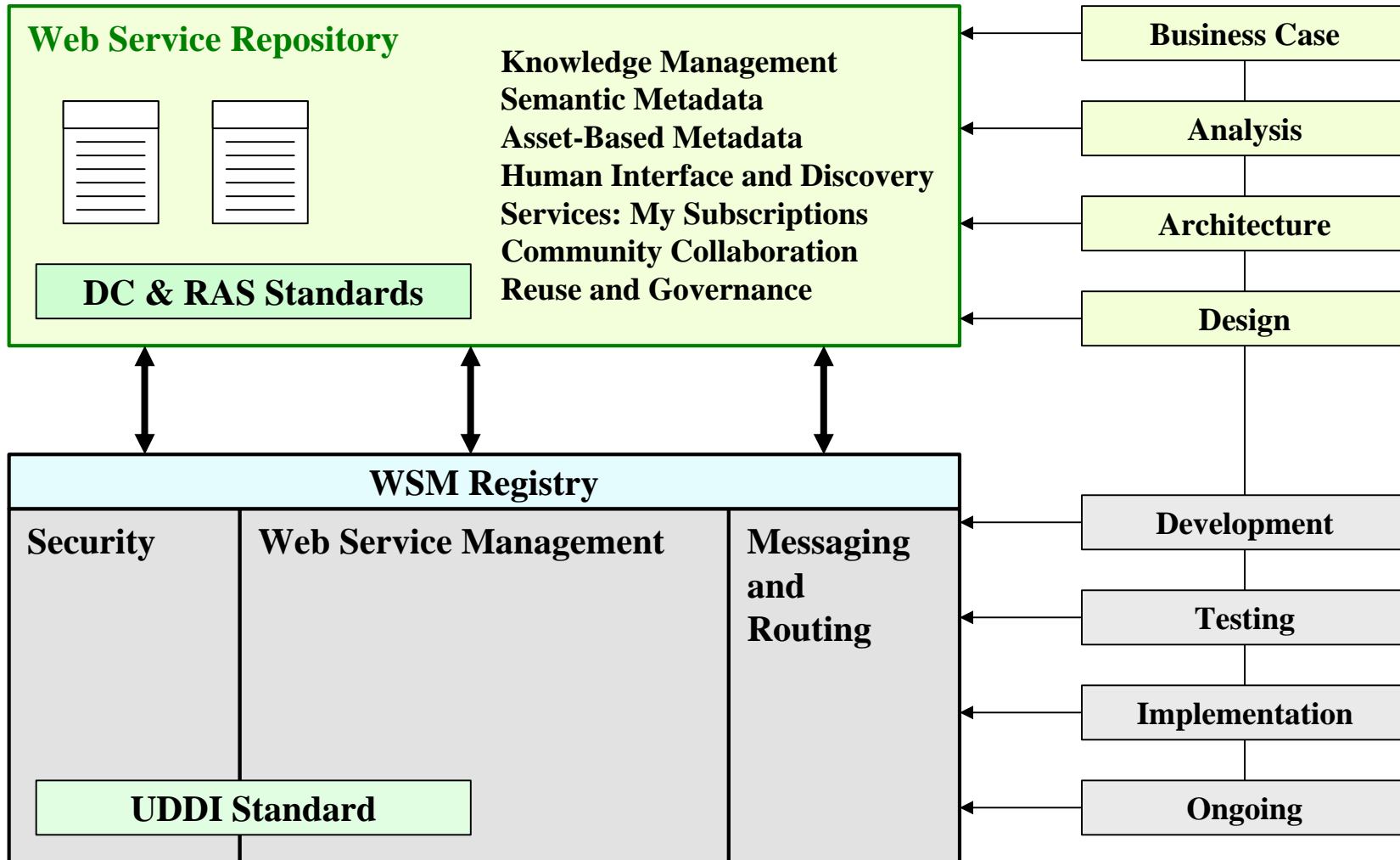
Service Reuse Maturity Model				
No Planned Reuse	Project to Project Reuse	Company Wide Reuse Strategy	Enterprise Managed	Optimized Reuse



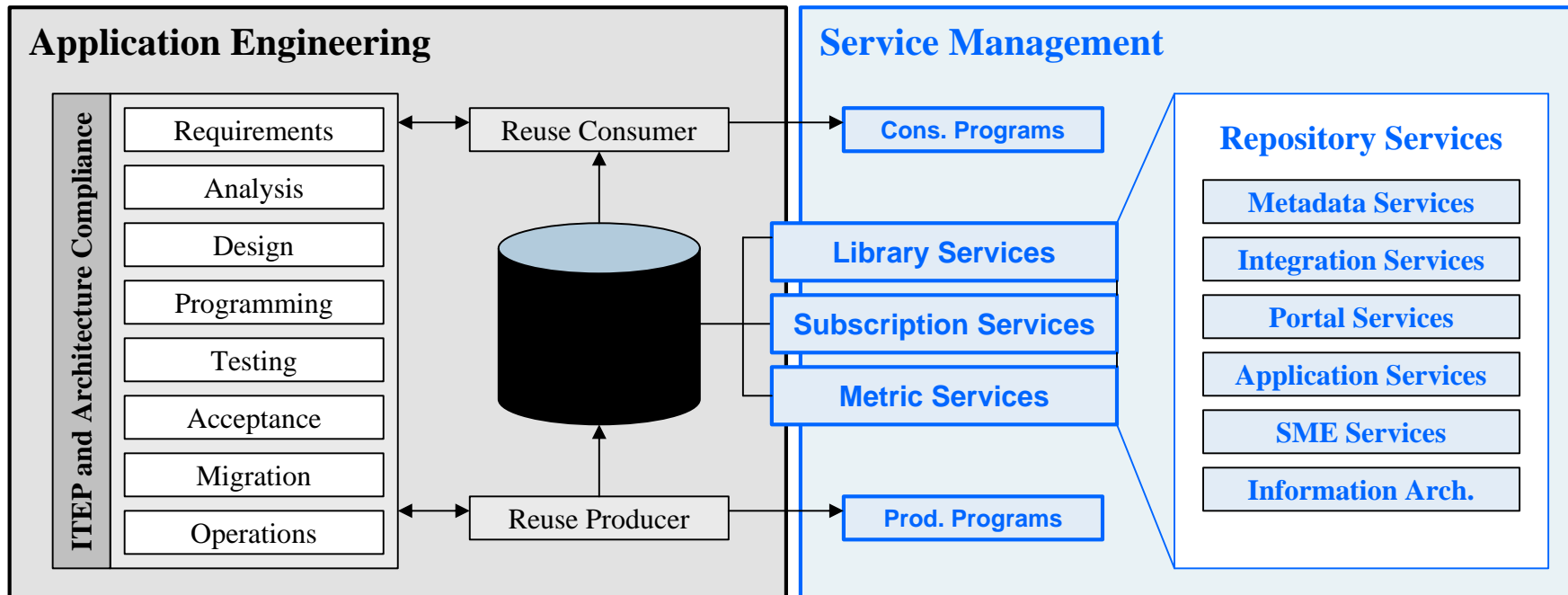
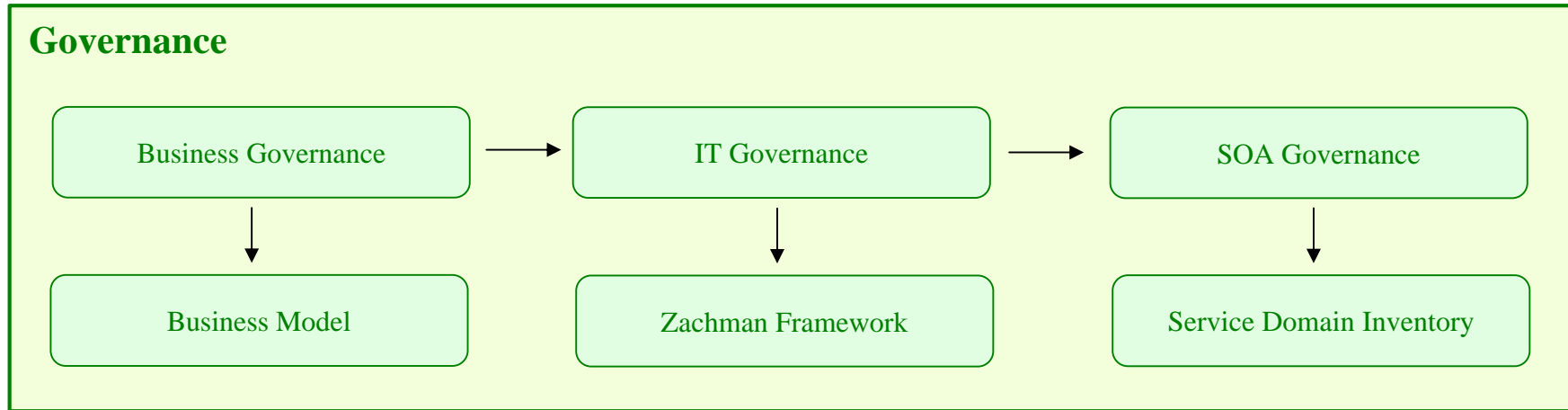
>> Evolution of Knowledge Stores

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

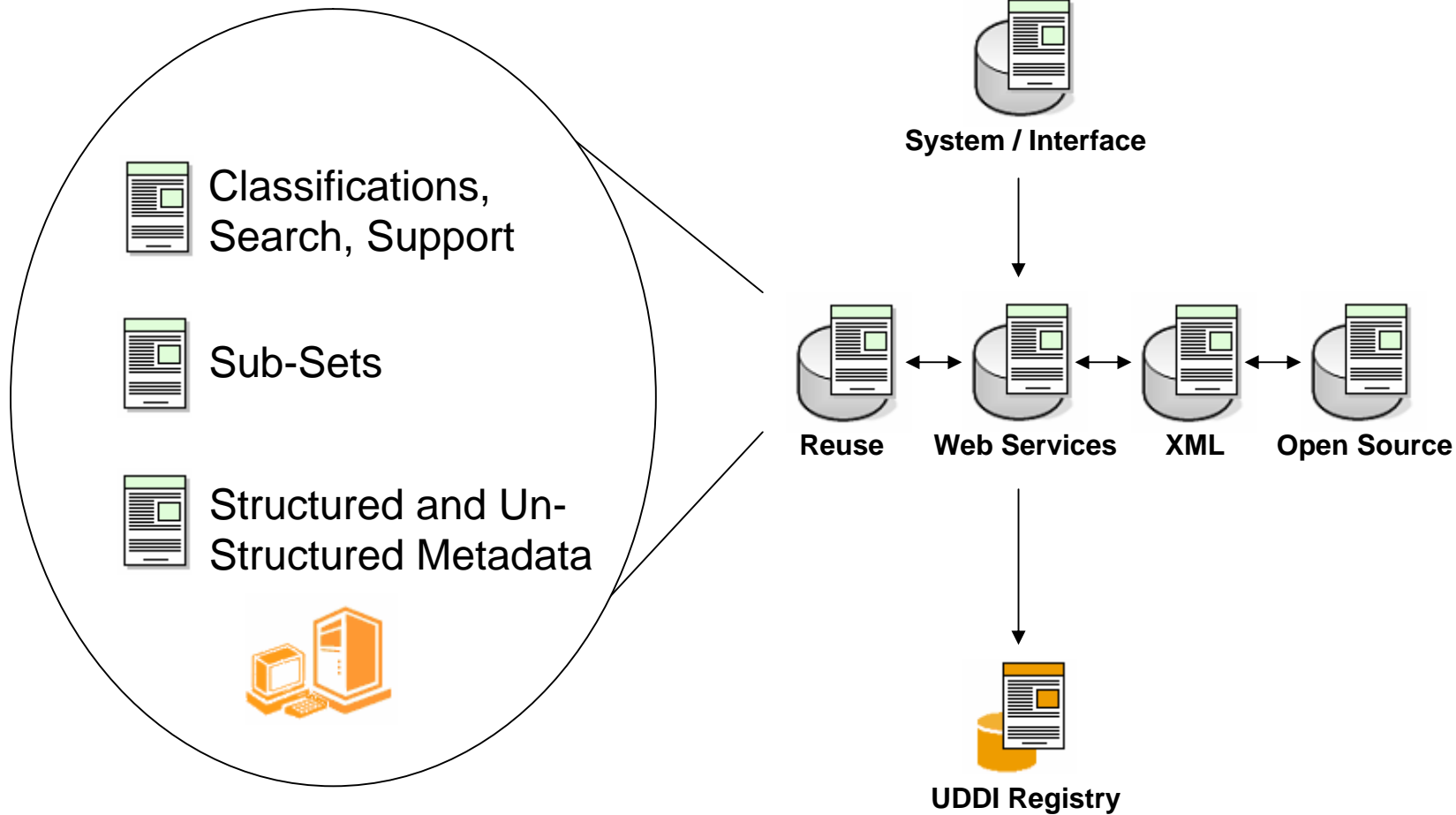
>> Repository vs. Registry



>> Governance Model

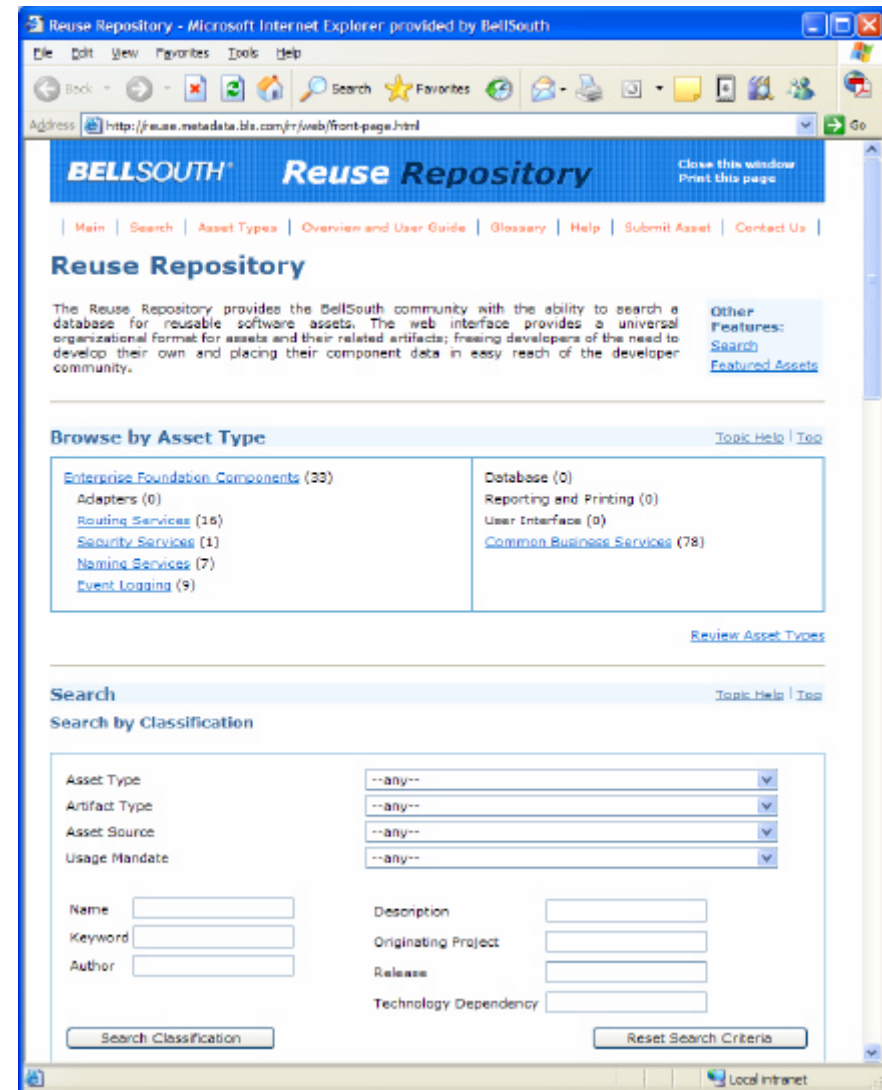


>> Entire Metadata Landscape



>> Reuse Repository

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



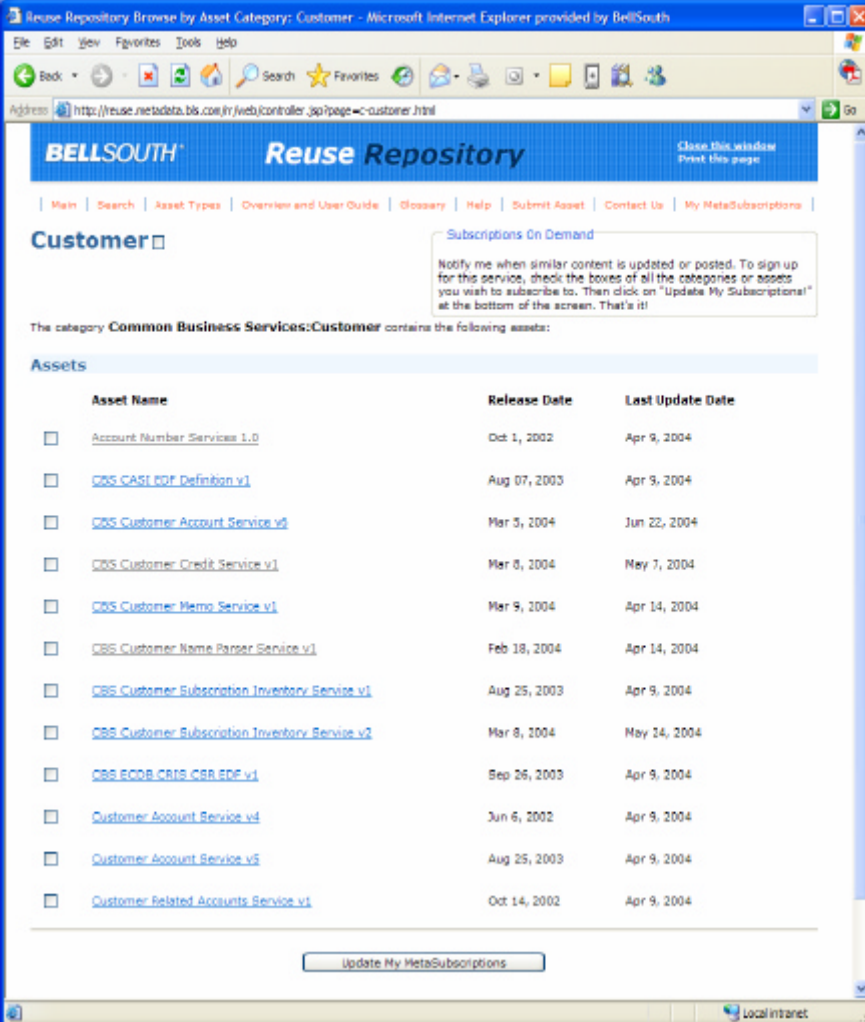
>> Hierarchal Structure and Object Counts

Enterprise Foundation Components	Common Business Services	Database
Adapters Routing Services Security Services Naming Services Event Logging	Customer Product Order Methodology Other	User Interface
		File Transfer
		Reporting
		Frameworks
		Patterns

Browse by Asset Type		Topic Help Top
Enterprise Foundation Components (34) Adapters (0) Routing Services (17) Security Services (1) Naming Services (7) Event Logging (9)	Database (0) Reporting and Printing (0) File Transfer (1) User Interface (0) Common Business Services (93) Customer (14) Product (34) Order (21) Methodology (12) Other (12)	
		Review Asset Types

>> Search Results or Categorization

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



The screenshot shows a web browser window displaying the BellSouth Reuse Repository. The page title is "Reuse Repository Browse by Asset Category: Customer". The URL is "http://reuse.netdata.bls.com/ry/webj/controller.jsp?page=c-customer.html". The page features a navigation menu with links for Main, Search, Asset Types, Overview and User Guide, Glossary, Help, Submit Asset, Contact Us, and My MetaSubscriptions. A "Subscriptions On Demand" section is visible, along with a notification box. The main content area displays a table of assets for the "Common Business Services:Customer" category.

Asset Name	Release Date	Last Update Date
<input type="checkbox"/> Account Number Services 1.0	Oct 1, 2002	Apr 9, 2004
<input type="checkbox"/> CBS CASE PDF Definition v1	Aug 07, 2003	Apr 9, 2004
<input type="checkbox"/> CBS Customer Account Service v1	Mar 5, 2004	Jun 22, 2004
<input type="checkbox"/> CBS Customer Credit Service v1	Mar 8, 2004	May 7, 2004
<input type="checkbox"/> CBS Customer Memo Service v1	Mar 9, 2004	Apr 14, 2004
<input type="checkbox"/> CBS Customer Name Parser Service v1	Feb 18, 2004	Apr 14, 2004
<input type="checkbox"/> CBS Customer Subscription Inventory Service v1	Aug 25, 2003	Apr 9, 2004
<input type="checkbox"/> CBS Customer Subscription Inventory Service v2	Mar 8, 2004	May 14, 2004
<input type="checkbox"/> CBS ECDB CBS CBS PDF v1	Sep 26, 2003	Apr 9, 2004
<input type="checkbox"/> Customer Account Service v4	Jun 6, 2002	Apr 9, 2004
<input type="checkbox"/> Customer Account Service v5	Aug 25, 2003	Apr 9, 2004
<input type="checkbox"/> Customer Related Accounts Service v1	Oct 14, 2002	Apr 9, 2004

>> Reuse Repository

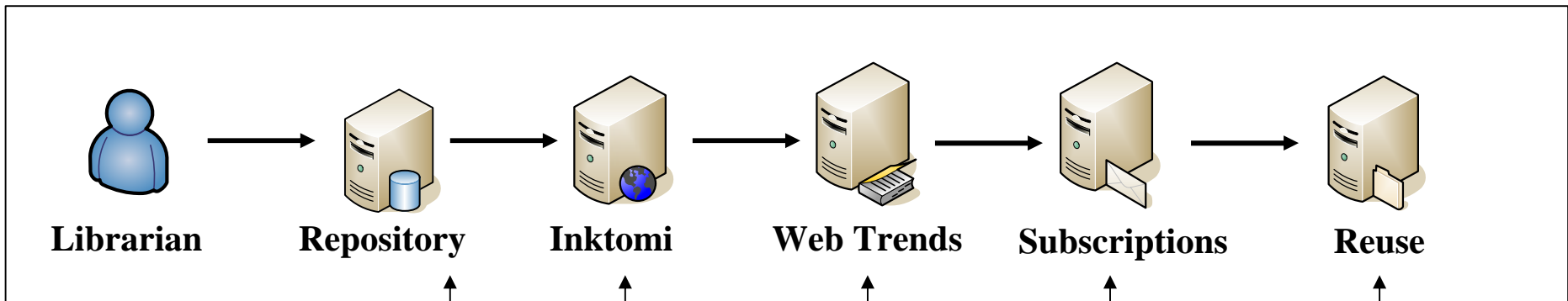
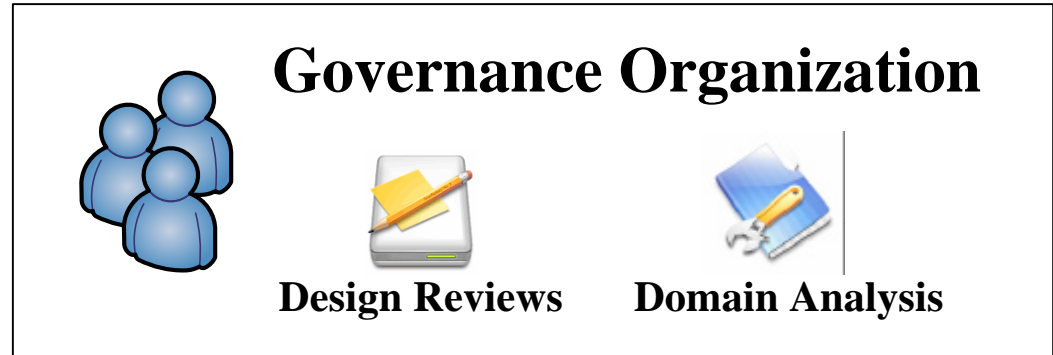
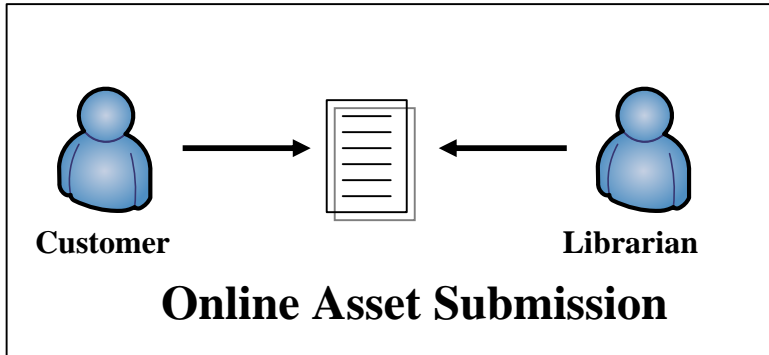
- Asset Name
- Release
- Contacts
- Description
- Keywords
- Technical Dependencies
- Type, Source, Usage
- Artifacts
 - User Guides
 - Change Logs
 - DDS Package
 - Requirements

The screenshot displays the 'Reuse Repository' web application in a Microsoft Internet Explorer browser. The page title is 'Reuse Repository Asset Overview: CBS Customer Account Service - Microsoft Internet Explorer provided by BellSouth'. The URL is 'http://reuse.metadatas.bls.com/jr/web/controller.jsp?page=customer-account-service-v6.html'. The page features a blue header with the 'Bellsouth Reuse Repository' logo and navigation links: 'Main', 'Search', 'Asset Types', 'Overview and User Guide', 'Glossary', 'Help', 'Submit Asset', 'Contact Us', and 'My MetaSubscriptions'. The main content area is titled 'Asset Information' and shows details for 'CBS Customer Account Service' (Release v6). It includes a 'Classifications' table with fields like Audience, Originating Project, Contacts, Keywords, and Technology Dependencies. A 'Description' section provides a brief overview of the service. A 'General' table lists artifacts such as 'customer-account-service-v6-readme.txt', 'customer-account-service-v6-changelog.doc', and 'customer-account-service-v6-apidefinition.doc'. The page also includes a 'Realization' section and a 'Local intranet' status indicator at the bottom.

Classifications	
Audience:	The audience for the CBS Customer Account V6 Service API Definition document includes the Project Sponsors and the Analysis and Development teams. The Project Sponsors and Analysis and Development teams use this document to understand and develop code.
Originating Project:	Common Business Services
Contacts:	CBS Front Door
Keywords:	Account CBS Customer
Technology Dependencies:	JDK 1.2.2 or higher Drbox 2000 or Drbox 3.2

General				
Artifact Name	Type	Rel.	Date	Dependencies
customer-account-service-v6-readme.txt	Readme file	1.0	Apr 14, 2004	
customer-account-service-v6-changelog.doc	Change Log	1.0	May 7, 2004	
customer-account-service-v6-apidefinition.doc	Documentation	1.4	May 7, 2004	

>> The Producer Process



Centralized Access

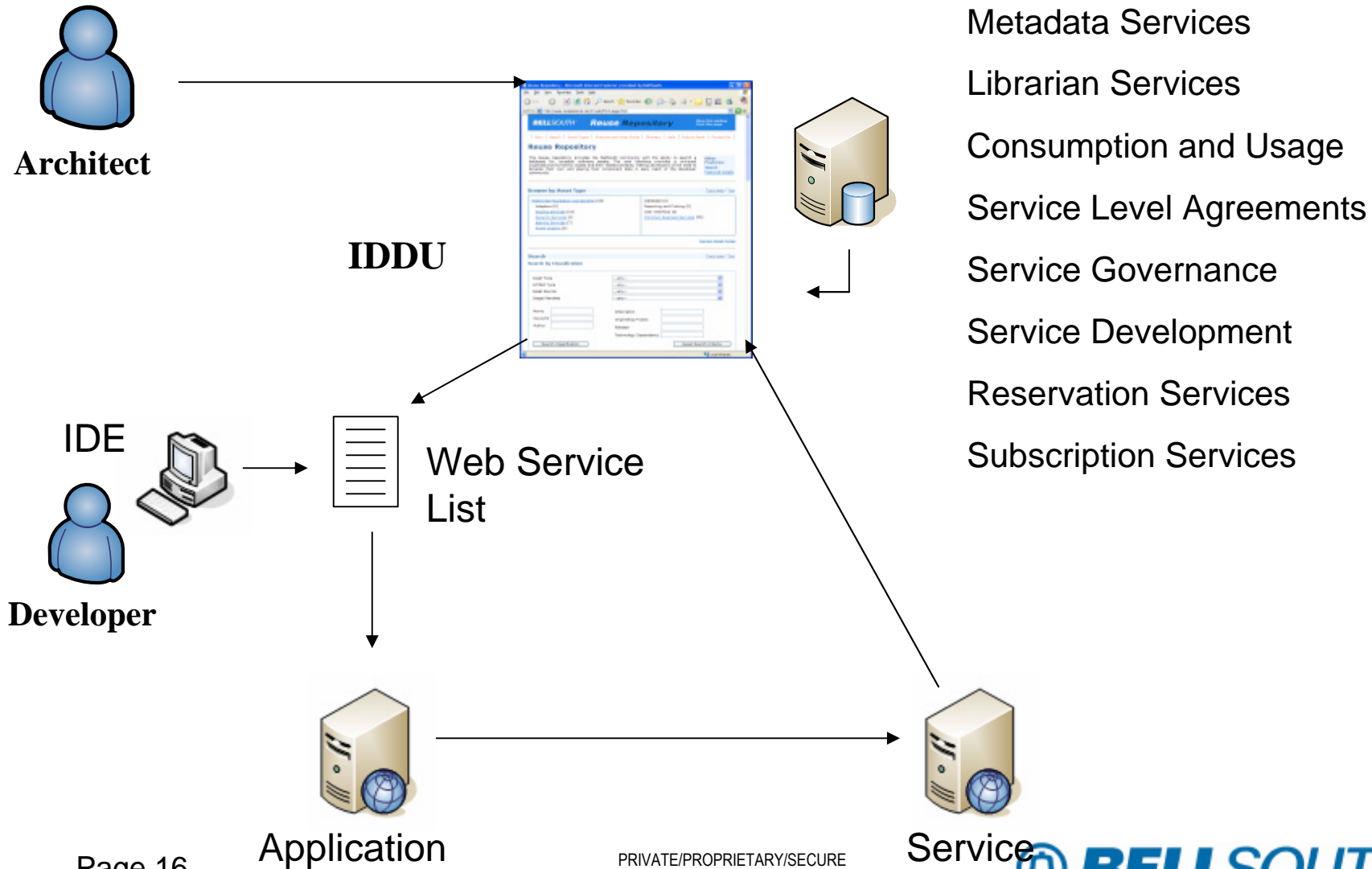
Universal Cross Reference

Change Notification

Reuse Metrics

Usage Metrics

>> The Consumer Process



>> 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



>> Asset Communication Layers

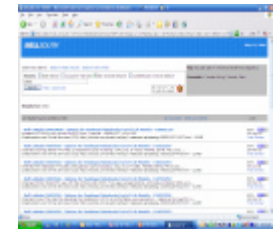
Collaboration Layer

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



No c



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destroyed when not in use.



>> Questions or Comments?



>> Thank You for your Time

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within BellSouth

Thank You

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