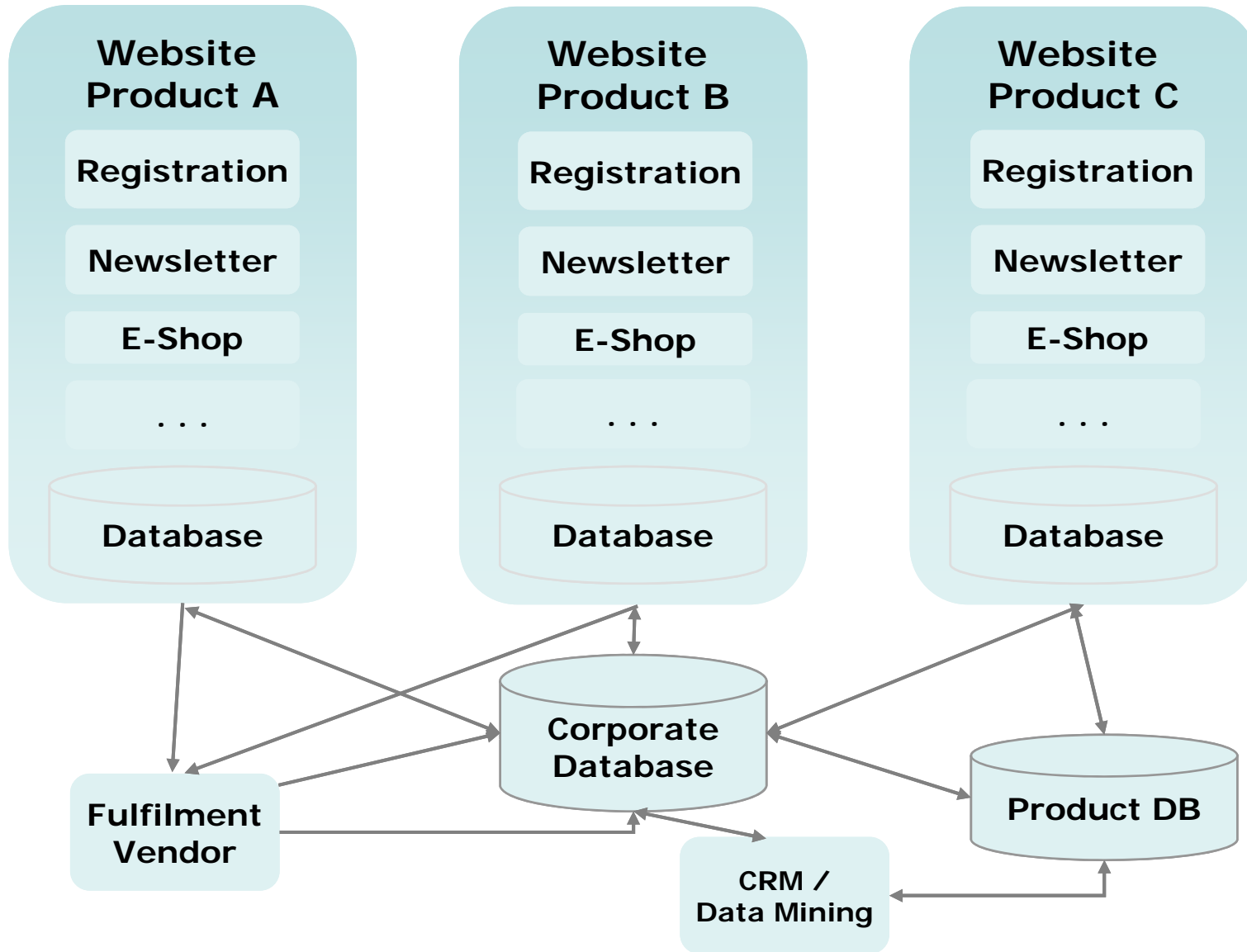


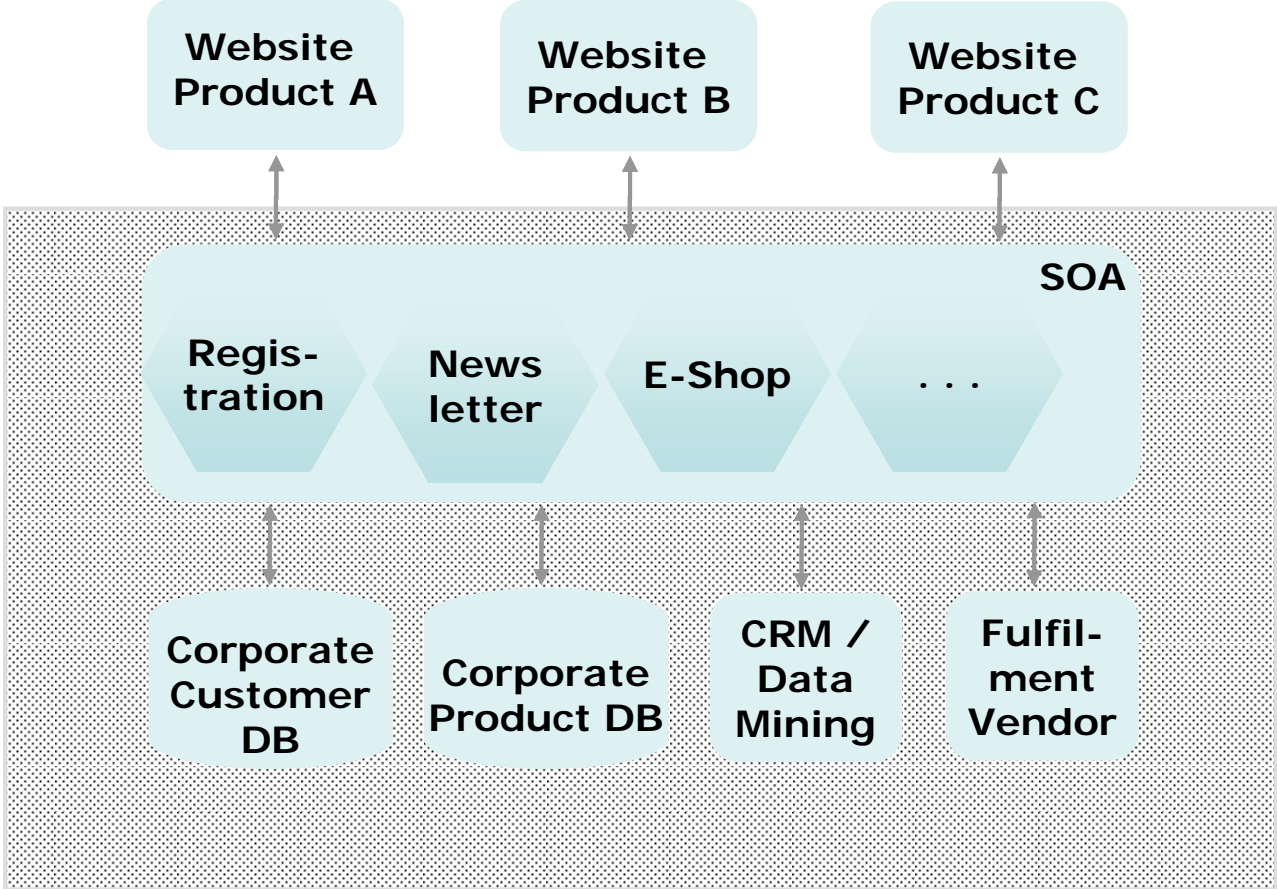
White Paper Presentation (abbreviated)

# Making SOA work

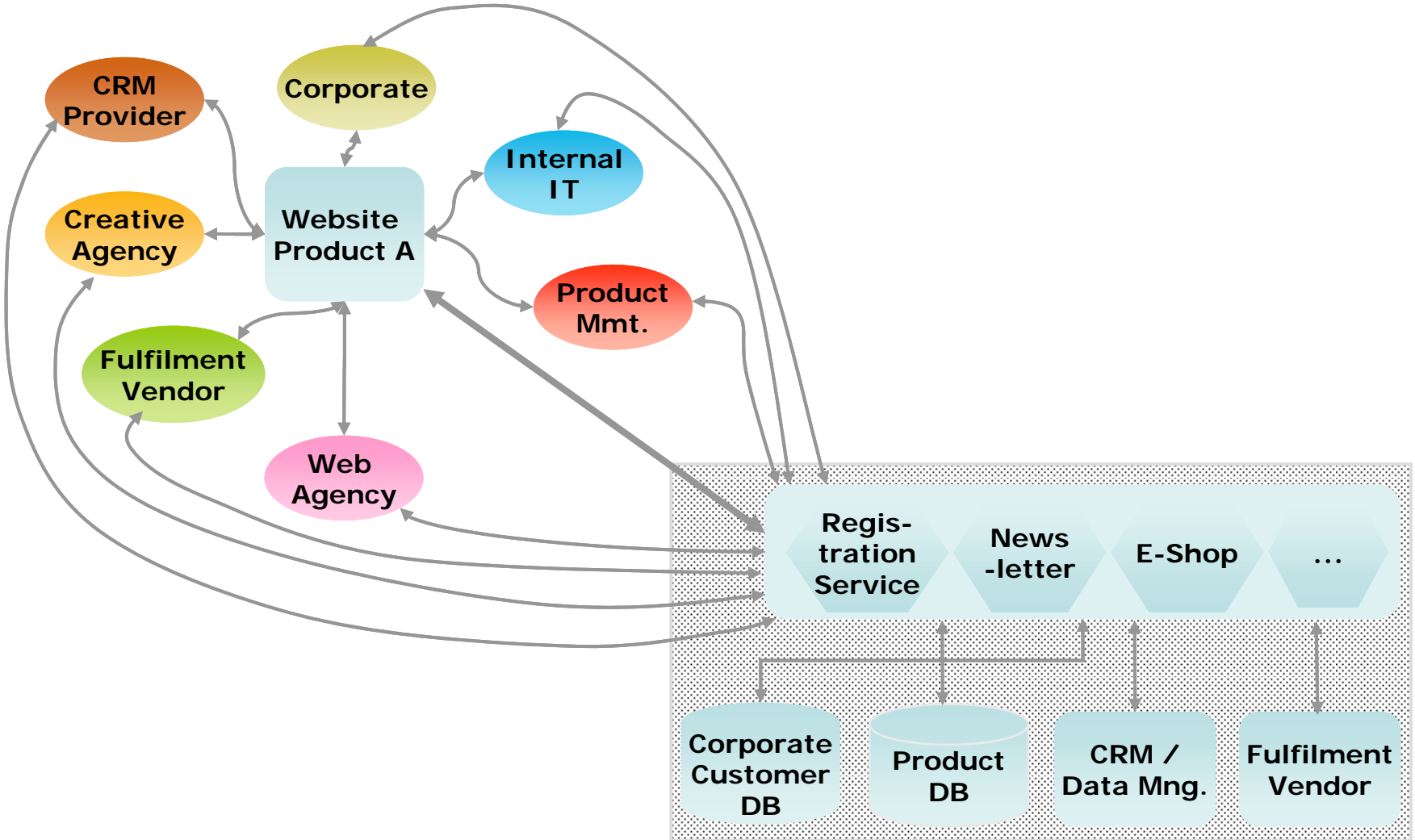
# Phase I: Silos & redundancies



# Phase II: Introducing SOA

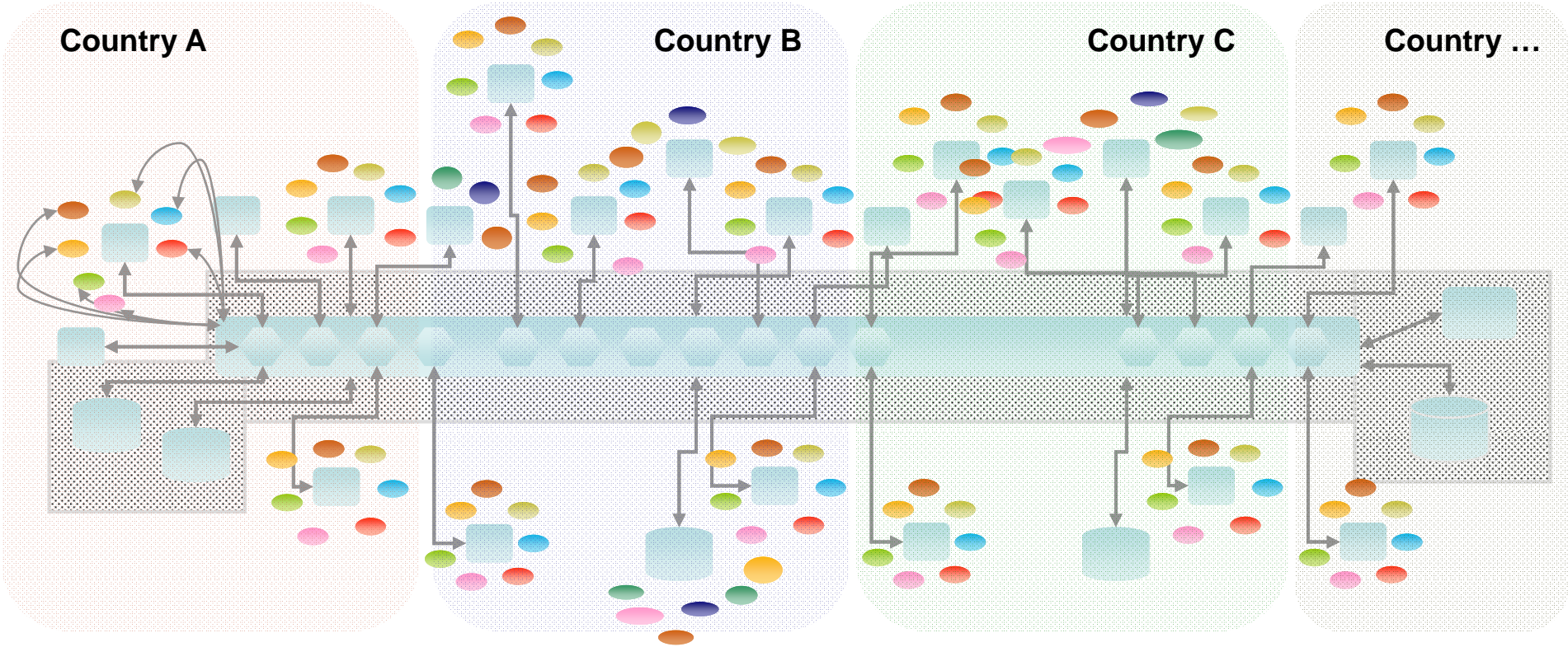


# The challenge that remains: Coping with complex business structures



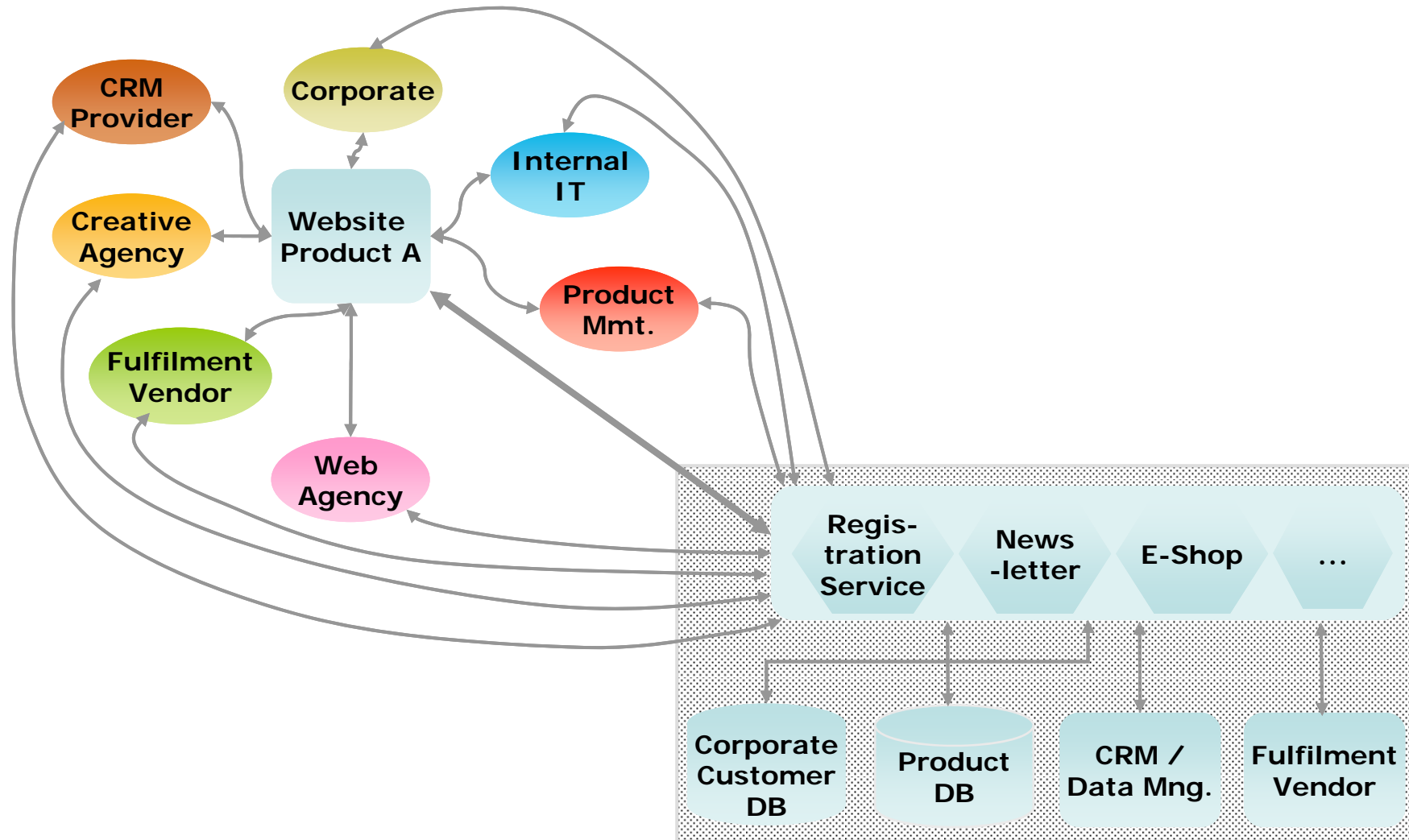
For a single product A in one country

# The challenge that remains: Coping with complex business structures



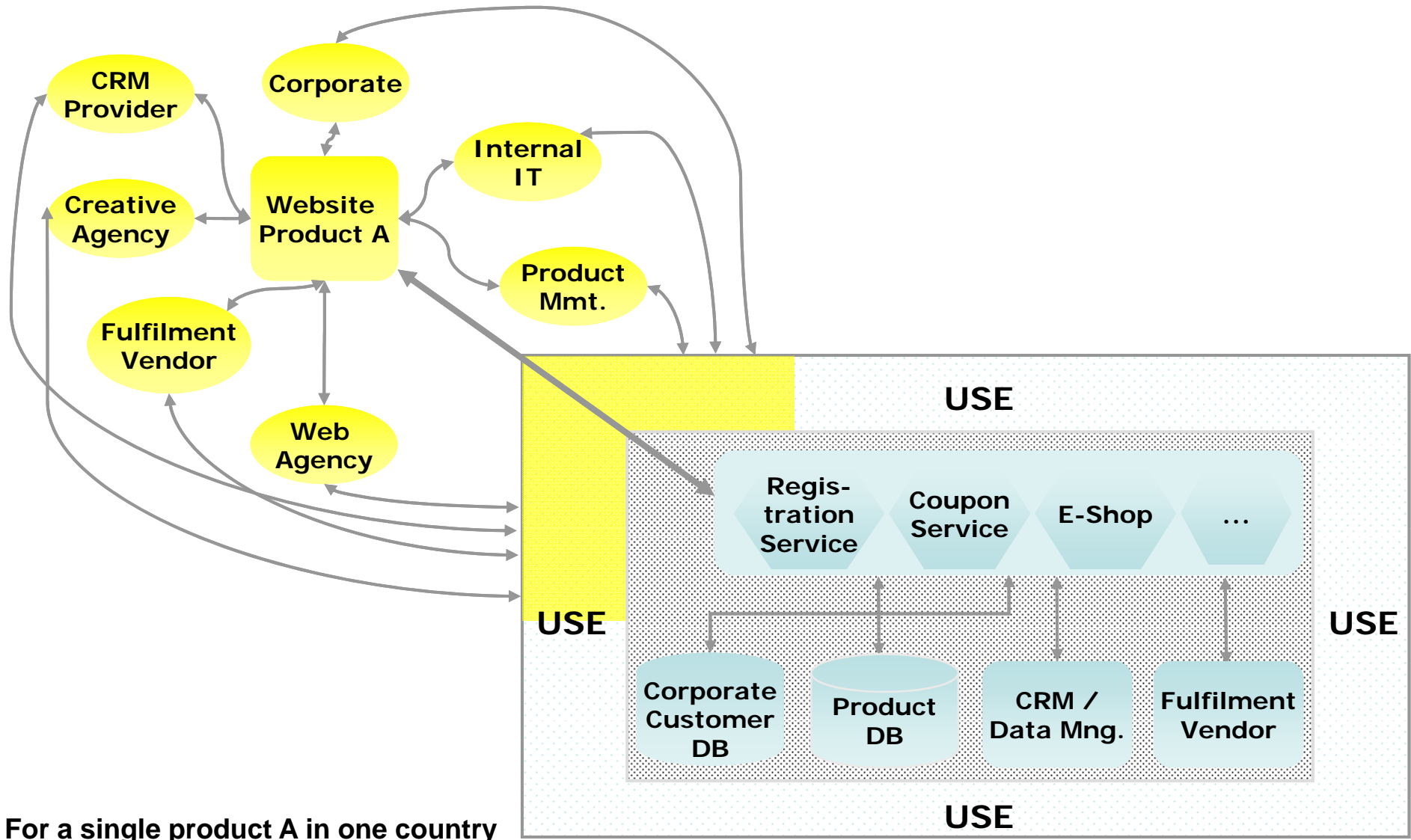
For products A, B, C, ... in countries A, B, C, ...

# The challenge that remains: Coping with complex business structures



For a single product A in one country

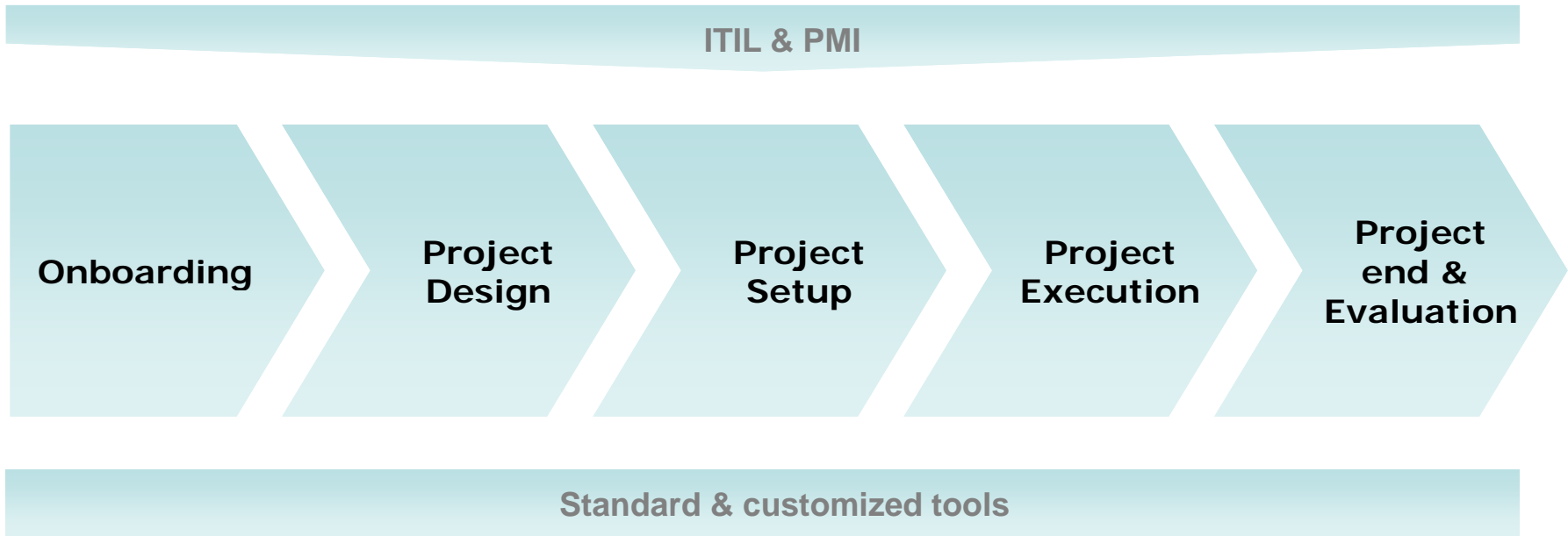
# Phase III: Making SOA work USE - Unified SOA Execution



For a single product A in one country

# Phase III: Making SOA work

## USE by Cocomore: Defined process and established tools



Thank you