Software plus Services: New IT- and Business Opportunities by Uniting SaaS, SOA and Web 2.0

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ABSTRACT:
Service-orientation is the core of three industry phenomena we are currently experiencing in enterprise IT: SaaS with the idea of providing applications composed of services hosted in “the cloud”, reducing cost and time to run; SOA with the orchestration of loosely coupled services, increasing flexibility and agility of enterprise IT; and Web 2.0 focusing on services consumption and user experience, originating in the consumer space and now entering the arena of enterprise IT. This session describes how Microsoft’s Software-plus-Services-approach unites these concepts by extending its platform into “the cloud” allowing combination of local and Internet-based services with multiple-device client and server software enabling more compelling IT and business opportunities and solutions.