



June 16, 2007

## Seven SOA Experts Co-author Practical “How-To” Book, “An Implementor’s Guide to SOA: Getting it Right”

**SAN MATEO, CALIF.--June 16, 2008**—“An Implementors' Guide to SOA: Getting it Right” is now available for sale at amazon.com. Seven contributing SOA expert authors share their collective wisdom in the 100-page book that covers the practical issues facing technologists when implementing a service-oriented architecture (SOA).

“This book provides the needed clarity to the confusion over when, where, why and how SOA efforts should begin,” observed independent analyst Joe McKendrick.

The author/experts participating include:

Paul Butterworth Chief Technology Officer <b>AmberPoint</b>	Hemant Ramachandra Managing Director, Business Systems Integration <b>BearingPoint</b>
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David Besemer Chief Technology Officer <b>Composite Software</b>	Jim Green CEO <b>Composite Software</b>
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Hub Vandervoort Chief Technology Officer <b>Progress Software</b>	Jeff Schneider Chief Executive Officer <b>MomentumSI</b>
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Luc Clément  
Senior Director Product Management  
**Active Endpoints**  
and Co-Chairman  
**OASIS UDDI Specification Technical Committee**

The book provides practical advice to those planning an SOA implementation as well as those in the midst of implementing one. Readers will learn how to avoid the most common pitfalls of SOA implementations including designing for reuse and error handling, understanding registry governance over services lifecycle, evaluating different ESBs and their impact on the SOA infrastructure, managing effective run-time governance, positively influencing the organizational impacts of multiple technology teams creating different modules/components that must work together, training internal SOA teams for optimal effectiveness, and setting and measuring progress during every stage of the SOA implementation.

To view a summary of each chapter, please use the following links:

- | » [Getting It Right](#)
- | » [Designing Services](#)
- | » [Registries and Repositories](#)
- | » [Enterprise Service Buses](#)
- | » [Runtime Management](#)
- | » [Organizing For Success](#)
- | » [Capability Development](#)
- | » [Pulling It Together](#)

A free web conference featuring the seven authors will be held on June 18 at 2 p.m. EDT. Joe McKendrick, independent analyst and expert author, will open the web event with an overview of the current SOA landscape, and then introduce each author, who will summarize his chapter's highlights. A Q&A session follows. For those unable to attend, the conference will be recorded and made available for downloading from [soaguidebook.com](http://soaguidebook.com).

For more information about the book and its authors, or to download the web conference featuring the authors, visit: <http://soaguidebook.com>

The book may be purchased for US\$19.75 plus tax from Amazon.com, using the following link:

[http://www.amazon.com/Implementor-Guide-Service-Oriented-Architecture/dp/0979930405/ref=sr\\_1\\_1?ie=UTF8&s=books&qid=1212173815&sr=1-1](http://www.amazon.com/Implementor-Guide-Service-Oriented-Architecture/dp/0979930405/ref=sr_1_1?ie=UTF8&s=books&qid=1212173815&sr=1-1)