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Global 1000 End-user and Vendor Organizations Form SOA Consortium to Promote Adoption of Service Oriented Architecture

Needham, MA, USA – February 12, 2007 – The SOA Consortium™ is announcing the formation of a new advocacy group of end users, service providers and technology vendors committed to helping the Global 1000 successfully adopt Service Oriented Architecture (SOA) by 2010. Participants include Avis Budget Car Rental, Bank of America, CellExchange, Inc., HP, Integration Consortium, Object Management Group, WebEx Communications and founding sponsors BEA Systems, Inc., Cisco, IBM Corporation, and SAP AG.

The SOA Consortium mission, strategies and tactics center on the following premises:

- Service-oriented architecture adoption is a key enabler for the 21st century enterprise
- Achieving the benefits of service-oriented architecture requires significant changes for both IT and business executives
- Service-oriented architecture is perceived by business executives as an IT integration and productivity story, rather than a business agility story
- Enterprise SOA practitioners would greatly benefit from a vibrant practitioner community to drive local, business-driven, SOA success, and to spur broader enterprise, and industry-wide, SOA adoption.

A series of SOA Consortium CIO Summits is planned for February 27th in New York City, New York, February 28th in Dallas, Texas and March 1st in San Francisco, California. The Summits are by invitation only, and will include CIOs and senior-level IT executives. The Summits will include a presentation on the vision, mission and goals of the new SOA Consortium, to be followed by a highly interactive session to validate that mission.

Results of these discussions will be incorporated into a detailed report, which will validate and direct the charter of the SOA Consortium. A webcast and online question and answer session will be held after the Summits to report the findings to the general public.

For more information on the SOA Consortium, and to receive information about the forthcoming webcast and report, please visit <http://www.soa-consortium.org/pr>.

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About The SOA Consortium

SOA Consortium founding enterprise members include Fortune 200 companies in Financial Services, Travel, Manufacturing, Retail and Telecommunications. Founding sponsors are BEA Systems, Inc., Cisco, IBM Corporation, and SAP AG. Participants in the consortium to date include: Avis Budget Car Rental, Bank of America, CellExchange, Inc., Integration Consortium, HP, Object Management Group, and WebEx Communications. Any organization may join the SOA Consortium. The SOA Consortium is managed by the Object Management Group.

For more information, please visit <http://www.soa-consortium.org/pr> or email info@soa-consortium.org.

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