



Blue Cross Blue Shield of Florida to Share Details of its 'SOA Journey' at April 24 SOA Forum Webinar

Health care organization describes business, organizational and technical challenges in developing a SOA Architecture

CAMBRIDGE, Mass. – Apr. 21, 2008 - The SOA Forum, the world's largest SOA organization for IT executives, announced today that Dave Lindley, Senior Architect of Blue Cross Blue Shield of Florida, will present at the organization's next webinar, on April 24, 2008 at 2pm Eastern. Part of a series of ongoing educational webinars organized by the SOA Forum, this event is intended to help promote the exchange of information and ideas among its 1,600 members.

Blue Cross Blue Shield of Florida decided to move to a Service Oriented Architecture (SOA) in order to improve its ability to change and respond to market and customer needs. Greater business and IT agility would enable the organization to get new products and services to market faster, and serve its customers better, at a lower cost.

Lindley's presentation will cover Blue Cross Blue Shield Florida's SOA journey, including:

- Organizational challenges such as how to organize the SOA Core Team and build an SOA Center of Excellence;
- The critical aspects of building a solid foundation; and
- Technical aspects of the project such as defining and managing policies, ensuring security and automating SOA governance.

"We found that implementing an SOA is not just a process, but a journey – and a terrific opportunity to better align the Business and IT" said Lindley. "I'll walk through each step we took, and provide some perspective on where we've been and where we're going. I'm really looking forward to sharing our story with my peers in the SOA Forum, and hope to learn more about how others solved the challenges they faced in their own SOA journeys."

After the presentation, Gregg Bjork of WebLayers will moderate Q&A and an open roundtable discussion for all attendees.

This event is complimentary, but open only to SOA Forum members. To become a member and register for the event, visit http://www.weblayers.com/theSOAforum/soa_join.htm.

