

## **Investments in SOA Governance Set to Rise Sharply in Asia Pacific, Says Springboard Research**

**Singapore/New Delhi, August 22, 2008** – Corporate investments in Service-Oriented Architecture (SOA) governance are expected to rise sharply across the Asia Pacific region, particularly among organizations with one or more SOA project deployments, according to the latest report from Springboard Research, a leading innovator in the IT market research industry. Per Springboard’s report “*SOA Governance in Asia Pacific*,” awareness of the importance of SOA governance is increasing sharply across Asia Pacific, as most companies in the region that have implemented SOA have also instituted governance mechanisms at some point during the SOA project.

“We believe that without investments in SOA governance, 60-90% of SOA-related projects will fail to deliver a positive return on investment,” said **Michael Barnes, Vice President for Software Research at Springboard Research**. “It is not possible to benefit from SOA as an approach unless you can effectively leverage and manage SOA artifacts; not just services themselves, but also SOA-related policies, processes and metadata,” Mr. Barnes added.

The report also showed that early adopters in the region have learned from SOA deployments in advanced IT markets, and have made SOA governance an imperative from the beginning of SOA project planning. While savvy implementers have a formalized structure for SOA governance, the research also finds that there are many organizations in the region with loosely comprised groups to supervise architectural issues and broadly define policies.

According to a survey of 354 CIOs and IT managers across the region, 40% of SOA implementers had incorporated governance mechanisms from the beginning of their SOA projects. “Our research finds that APAC’s public sector shows a greater tendency to adopt SOA and tools to help manage deployments, particularly in the government-to-citizen (G2C) space. These projects typically extend across different agencies and departments, making SOA governance critical to successfully delivering improved service to citizens,” said **Balaka Baruah Aggarwal, Senior Manager of Emerging Software for Springboard Research**.

### **Vendor-side Implications**

According to Springboard’s report, the rising demand for SOA governance technologies, products and approaches has forced IT vendors to increase governance-related investments and improve governance support within their SOA product portfolios. At the same time, IT vendors focused specifically on SOA governance will likely either be acquired by larger, existing SOA product or services solution providers or will survive only in niche markets where they have a defensible differentiation.

“We do not expect SOA governance to remain a distinct market from other SOA-enabling solutions. Instead, like Enterprise Service Bus (ESB) solutions before them, we expect SOA

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governance capabilities to ultimately be part of broader SOA-enablement offerings delivered by the larger "platform" vendors," Mr. Barnes said.

Despite inevitable consolidation and convergence however, Springboard expects most organizations to continue choosing best of breed (or at least task-specific) SOA governance technologies and solutions over the next 2-3 years.

The SOA governance market remains highly fragmented, with a dynamic mix of software infrastructure and middleware vendors (IBM, Microsoft, Oracle, Software AG), management vendors (HP) and specialists (Amberpoint, SOA Software) all seeking to flesh out their capabilities while vying to create strong market leadership positions.

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## About This Study

The Springboard Research bulletin "*SOA Governance in Asia Pacific*" analyzes dominant SOA governance trends and directions in the Asia Pacific (APAC) region, excluding Japan. In addition, the bulletin outlines dominant trends in the global marketplace. The insights in this document were gained from Springboard's survey of 354 CIOs and IT managers of large and SMB enterprises in China, India, Singapore, and Australia. Furthermore, the methodology leveraged for this report included extensive secondary research and interviews with leading SOA providers in the market. To put its analysis in context, the bulletin also provides a brief overview of the dynamics of the SOA market in Asia Pacific.

## About Springboard Research

Springboard Research is a next-generation IT market research and advisory firm. Springboard leverages its pioneering research model to deliver greater agility and flexibility in IT market research and help its clients lead rather than follow market trends. Springboard works with the leading IT companies in the world in the software, services, telecom, and hardware sectors. Founded in 2004, Springboard has a worldwide presence with offices in the United States, Australia, Singapore and Japan, as well as global research centers in India, Pakistan, and Morocco. Springboard has been acknowledged as an emerging leader and was recently named "Rising Star" in the global IT market research industry by Outsell, the leading research and advisory firm for the information industry. For more information, please visit [www.springboardresearch.com](http://www.springboardresearch.com)

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