

THREE DAYS. ONE WHITEBOARD. AND ALL THE IDEAS YOU CAN SWALLOW.

Day 1

Primordial Web services consultants and key members of your team review your business model, your enterprise IT structure, and your top strategic technology objectives.

Day 2

Primordial leads the team through a series of exercises designed to identify the top Web services strategic opportunities and competitive threats.

Day 3

Primordial leads the creation of an action plan, which includes strategy sell-through, partner and tool identification and selection, and headcount and budget allocation. The end product is a well-formulated proposal you can take to your management or bid out to suppliers.

The thirst for learning.

The Web services marketplace is a raging river. There is a torrent of information, but true understanding is shallow. Should your company swim with the sharks and embrace this new set of protocols? Migrate to a service-oriented architecture? Which business processes should be exposed via a SOAP interface? Which applications should be integrated? Which suppliers should be disintermediated? Which products should be disaggregated? What tools should you be using? How should you deploy, manage and secure Web services inside your enterprise? How should you calculate ROI?

These questions go to the heart of how your business operates, and how it will remain competitive. Are you drinking in the information? Or drowning in data?

The font of knowledge.

Primordial—a Web services consultancy and enterprise software provider—has been surfing the Web services curve since early 2001. We've helped clients such as Avis Rent-A-Car Systems and Mirror Image Internet answer precisely these same questions in developing their own Web services implementation strategies. And we'd like to float a few ideas by you.

Ideas that hold water.

Not a brainstorm. Not a blue-sky session. If you're going on a treasure hunt, hire another captain. But if you're ready for a focused discussion of your company's Web services implementation strategy, we have the experience, the methodology, and the people resources to go deep. By the time we're done, we'll have wrung out every actionable idea your company needs to catch the Web services wave and ride it farther and faster than your competition. Our Web Services Archetypes™ provide a tight framework for identifying how your company can profit from Web services today—and build a bridge to the service-oriented architecture of the future. The final deliverable is a crisply written implementation strategy and action plan, complete with timetable and budget, ready for management review. Not bad for three days of work.

Oh, yes—drinks are on us.