



**Linthicum Group, LLC, Announces General Availability of the SOA Technology Validation and Verification Program...Providing Evidence that your product is fit for SOA duty.**

Reston Va., January 16, 2007, David Linthicum, the CEO of the Linthicum Group, LLC ([www.linthicumgroup.com](http://www.linthicumgroup.com)), and an internationally known application integration and service oriented architecture (SOA) guru, announced this week the availability of:

***The SOA Technology Validation and Verification Program***

The purpose of this program is to provide SOA technology vendors with an opportunity to validate their SOA solution through an independent organization, and thus the opportunity to prove to the SOA technology consumer that the SOA product lives up to expectations set by the SOA technology vendor.

“The validation process will consider the core purpose of the SOA technology for use in the context of SOA, and then how well the product lives up to those expectations,” says David Linthicum, CEO of the Linthicum Group, LLC. “We will then roll up our sleeves and work with the vendor to validate and verify the claims made as to purpose and fit for a SOA. If they pass the tests, then they will receive validation by the group as well as a detailed report. If they don’t pass, they will receive a complete report so they can go back and correct the issues.”

“All of our work is confidential, and the SOA technology vendor can provide the validation and verification report to customers, analysts, and press, at their discretion. Moreover, they may display the “Linthicum Group Verified SOA Ready” logo on their Web site. ”

Key portions of the validation process will include:

- The core purpose of the product, and the role it plays within a SOA. Examples include governance, security, process orchestration, development, etc., and consideration that some vendors provide more comprehensive solutions.
- The core claims made by the vendor, such as performance, functionality, quality, and technological fit within the accepted notion of a SOA.
- Validation and verification testing custom design for the technology.

- Customer use case analysis, including validation that the technology is working at one or many customer sites.
- Review of findings with SOA technology vendors, including a plan of action to improve the product, and ideas for product marketing.
- A complete written report of the validation and verification findings.
- Ongoing support, including calls with customers and analysts to explain the validation and verification process, and the results.

This program is available now. For further information, please contact David Linthicum at [david@linthicumgroup.com](mailto:david@linthicumgroup.com), or call (703) 531-8714.

### About David Linthicum

David Linthicum is an internationally known application integration and service oriented architecture (SOA) expert. In his career, David has formed many of the ideas for modern distributed computing including EAI (Enterprise Application Integration) and B2B application integration, and Service Oriented Architecture (SOA), approaches and technology in wide use today.

David began the Linthicum Group ([www.linthicumgroup.com](http://www.linthicumgroup.com)) to provide world class SOA consulting to major corporations and government agencies, as well as select SOA product companies. David is the former CEO of BRIDGEWERX, and has held key technology management roles with a number of organizations including CTO of Mercator Software, CTO of SAGA Software, Mobil Oil, EDS, AT&T, and Ernst and Young. In addition, he was an associate professor of computer science for eight years, and continues to lecture at major technical colleges and universities. David keynotes at many leading technology conferences.

David is also the host of InfoWorld's SOA Report Podcast, and writes the InfoWorld's Real World SOA Blog, and has columns in both Web Services Journal and Business Integration Journal.