# Experiences with Service Computing—A View from the Business World

**Moderator:** Ephraim Feig, Kintera Inc., USA

**Panelists (alphabetical order):**
Ali Arsanjani (IBM Global Services)
Cesar A Gonzales (IBM Fellow, IBM Research)
Zhiwei Xu (Institute of Computing Technology, CAS)

**Panel Theme:**

Services now account for more than half of the U.S. economy. "Services Computing has become a cross-discipline that covers the science and technology of Services Innovation Research, which leverages IT and computing technology to model, create, and manage business solutions, scientific applications, as well as modernized services. The underneath technology suite includes Web services and service-oriented architecture (SOA), business consulting methodology and utilities, business process modeling, transformation and integration." (http://tab.computer.org/tcsc)

The goal of Services Computing is to enable IT services and computing technology to perform business services more efficiently and effectively. In this panel, we would like to share our experiences with Services Computing from the business perspective.

**Biographies**

*Moderator*

Ephraim Feig, Ph.D., Ephraim Feig, Ph.D., is Chief Technology Officer and Chief Marketing Officer of Kintera, Inc. Prior to joining Kintera, Dr. Feig was employed at IBM from 1980 until 2000, where he most recently held the positions of Program Director of Emerging Technologies in the Research Division and Program Director of Media Platforms in the Internet Division. Dr. Feig was elected Fellow of the Institute of Electrical and Electronics Engineers for his technical contributions in the field of signal processing and has been issued 22 patents and has more than 20 patent applications pending. Dr. Feig has published more than 100 technical articles in journals and conference proceedings. Dr. Feig has served as an adjunct professor at several universities, including Columbia University, The City College of New York and New York Polytechnic Institute. He is an executive committee member of the IEEE Computer Society Technical Committee on Services Computing.

*Panelists*

Ali Arsanjani is a Senior Consulting I/T Architect and Chief Architect in the SOA and Web service Center of Excellence in IBM Global Services, USA. He has 22 years of experience in software development and architecture . He holds a PhD in Computer Science from DeMontefort University and his areas of expertise include patterns, component-based and service-oriented software architecture and methods. He has written extensively on patterns, service-oriented architecture,

component-based development and integration, business rules and dynamically re-configurable software architecture.

Zhiwei Xu is a Deputy Director of Institute of Computing Technology, Chinese Academy of Science. He led the development of China's first national computational grid, and was chief architect of Dawning superservers, which, as reported in the journal Science, were instrumental in helping bio-scientists to discover the draft sequence of rice genome. Prof. Dr. Xu is the editor-in-chief of the Journal of Computer Research and Development and an associate editor of the Journal of Grid Computing.

Cesar Gonzales is an IBM Fellow and the research electronics industry executive, responsible for all interactions between IBM's worldwide research labs and our electronics industry executives and clients. He is an expert in image and video processing and compression; his experience spans the development of algorithms, chip and system architectures, and multimedia applications. He is a co-inventor of various patented still-frame and motion video compression techniques that IBM contributed to the JPEG and MPEG international standards and the DVD patent pool. Cesar has received multiple external and internal awards, including a corporate-level award for his leadership in developing IBM's MPEG-based encoders and system-on-a-chip set top box products. In June of 1998, Cesar was named an IBM Fellow. He is also a Fellow of the Institute of Electrical and Electronics Engineers (IEEE). He has served as editor of IEEE Transactions for Circuits and Systems for Video Technology and is currently on the editorial board of ACM's Computers in Entertainment. He also served as the US head of delegation to the ISO MPEG standards and has received an Outstanding Technical Achievement awards from the Hispanic Engineers Technical Achievements Awards conference.