



## REGIONAL HR UPDATE: LATIN AMERICA

### CARNIVAL FOR SOFTWARE

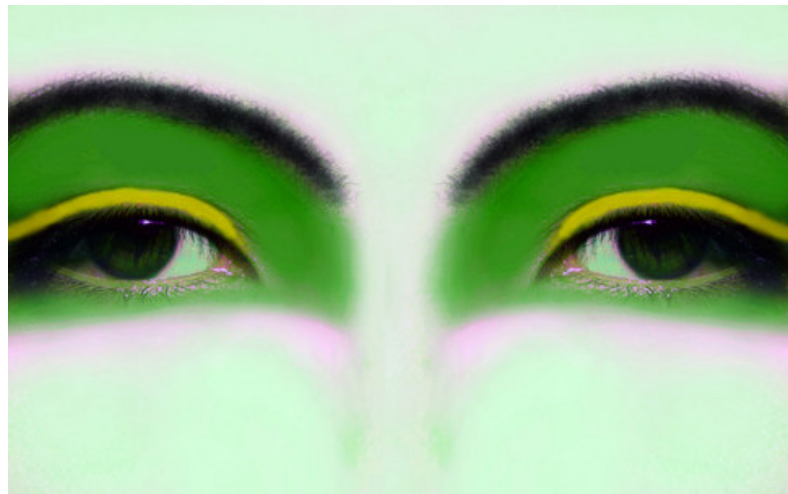
| LUIZ HENRIQUE DE OLIVEIRA

If you die in Brazil you will be buried within 24 hours. It's the law. But that's not the case during Carnival, when people say "I am going to die this Carnival." Rather, they are trying to say they will devote huge efforts in this celebration of indulgences.

The origins of Carnival date back to the ancient Greek spring festival in honor of Dionysus, the god of wine. The Romans adopted the celebration with Bacchanalia [feast in honor of Bacchus, the Roman equivalent to Dionysus], and Saturnalia, where slaves and their masters would exchange clothes in a day of drunken revelry. Saturnalia was later modified by the Roman Catholic Church into a festival leading up to Ash Wednesday. It quickly evolved into a massive celebration of indulgences – one last gasp of music, food, alcohol and sex before Lent – before the 40 days of personal reflection, abstinence and fasting until Easter. Forty days of purging sins preceded by a week filled with virtually every known sin. The word itself comes from Latin "carne vale" or "farewell to the flesh".

So you can see why Carnival might be an explanation as to why business does not kick off in Brazil before March. And this particular year, with the global recession everywhere, business seems to be kicking off even slower than usual.

Oracle Open World Latin America 2009 was held on March 10 to



12 in São Paulo, and it was all about service-oriented architecture. SOA provides methods for systems development and integration where systems group functionality around business processes and package these as interoperable services. A SOA infrastructure allows different applications to exchange data with one another as they participate in business processes. Service-orientation aims at a loose coupling of services with operating systems, programming languages and other technologies that underlie applications. SOA separates functions into distinct units, or services, which developers make accessible over a network so that users can combine and reuse them in creating business applications. These services communicate with each other by passing data from one to another or by coordinating an activity between two or more services.

Does this new architecture mean “Carne vale” for traditional software packages? Or will current software vendors be able to evolve to participate in the new “feast”? Brazil is watching and eager to indulge! 🍷

**About the Author:** *Luiz Henrique de Oliveira is a Senior Global Advisor and Vice President of Latin America for Jeitosa Group International. He has over 20 years of experience in building and executing strategic plans for the global human resources function. He can be reached at [luiz.deoliveira@jeitosa.com](mailto:luiz.deoliveira@jeitosa.com).*