

WINTERGREEN RESEARCH, INC.

**Enterprise Application Integration (EAI) Market
Opportunities, Strategies, and Forecasts, 2006 to 2012**

Enterprise Application Integration (EAI)



Picture by Susie Eustis

MOUNTAINS OF OPPORTUNITY

**WinterGreen Research, Inc.
Lexington, Massachusetts**

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CHECK OUT THESE KEY TOPICS

**ENTERPRISE APPLICATION INTEGRATION MARKET FORECASTS
AND SHARES**

**ENTERPRISE APPLICATION INTEGRATION DRIVING FORCES
Business Integration Industry Trends**

Issues Relating to Implementing An EAI Solution

Coordinating Activities Via EAI

Need For Integration Software

SERVICE ORIENTED ARCHITECTURE AND WEB SERVICES

EAI REAL TIME PROCESSING

BUSINESS INTELLIGENCE

BUSINESS ACTIVITY INTEGRATION

EAI INTEGRATION OF ERP AND DISTRIBUTED INFORMATION

APPLICATION INTEGRATION TECHNICAL ADVANTAGES

SERVICE ORIENTED ARCHITECTURE (SOA)

WEB SERVICES

ENTERPRISE INTEGRATION ANALYSIS

APPLICATION INTEGRATION FUNCTIONALITY

OPPORTUNITY ABOUNDS

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Enterprise Application Integration (EAI) Market Opportunities, Market Forecasts, and Market Strategies, 2006-2012

Application and business integration is used to form business systems that are flexible. The changing business climate is a central concern for IT departments. The ability to create products that allow for efficient and quick response to changing business conditions is the basis for EAI vendor strategy.

Data integration is the means by which organizations understand the data scattered throughout or external to their organization, access it and deliver it, adapted for its intended use, to enterprise applications. Organizations accomplish integration through internal hand-coded programs that extract data from one or more sources and deliver it to a target system.

Businesses today face a serious and widening information "Integration Gap" between system integration demands and their ability to meet these demands. Hand coding is less expensive than packaged integrations software in the short term.

EAI is the base technology for services oriented architecture (SOA) the SOA broker components are industry specific scripts that implement specific functionality and create an on demand flexible IT infrastructure. The components are controlled by the SOA engine, which manages the directory and the flexible infrastructure that make the architecture work. SOA is middleware. Middleware works by leaving information in place and achieving business process IT through integration infrastructure.

Application integration software package requirements have evolved from hand coded functionality to encompass additional functionality, such as expanded connectivity, data profiling, data quality enhancement, bi-directional meta data (data about data) management, data transformation and routing and highly scalable parallel processing technology.

Key factors and trends driving demand for packaged application integration solutions include engines, brokers, adapters, and components.

The improved systems capability and proven return on investment for application integration markets represent the most compelling market driving forces. Companies that achieve faster time to market receive significant competitive advantage. The example of Apple achieving competitive advantage over Sony in the electronic music markets is a central and compelling issue driving every enterprise to look at the advantages of enterprise application integration.

EAI software license markets at \$1.4 billion in 2005 are expected to reach \$4.9 billion by 2012. (See Figure 2-14 and Table 2-15.) Markets are growing as the Internet dominates e-commerce channel adoption. Supply chain automation is a market driving force. Integration of applications by the financial services industry has not been dented. Most integration is still achieved with custom coding. EAI licenses impact the banking and insurance industries. Companies in every industry are achieving competitive advantage from the use of EAI technology. It is used to replace batch processing with real time exchange of information. This is a significant market driver.

Companies Profiled

Market Leaders

IBM
Tibco

Market Participants

BEA	Cape Systems Group
EMC / Documentum	Envoy Technologies
Filenet	Fujitsu
Fiorano	Fuego
GXS	Hewlett-Packard (HP)
i2	Kabria
Microsoft	Oracle
Pegasystems	Progress Software
SAP	Savvion
Synergy	Sun Microsystems
Vitria	webMethods
Zebra Technologies	

Enterprise Application Integration (EAI) Strategies and Forecasts, 2006-2012

REPORT METHODOLOGY

THIS IS THE 280TH REPORT IN A SERIES OF MARKET RESEARCH REPORTS THAT PROVIDE FORECASTS IN COMMUNICATIONS, TELECOMMUNICATIONS, THE INTERNET, COMPUTER, SOFTWARE, TELEPHONE EQUIPMENT, HEALTH EQUIPMENT, AND ENERGY. THE PROJECT LEADERS TAKE DIRECT RESPONSIBILITY FOR WRITING AND PREPARING EACH REPORT. THEY HAVE SIGNIFICANT EXPERIENCE PREPARING INDUSTRY STUDIES. FORECASTS ARE BASED ON PRIMARY RESEARCH AND PROPRIETARY DATA BASES. FORECASTS REFLECT ANALYSIS OF THE MARKET TRENDS IN THE SEGMENT AND RELATED SEGMENTS. UNIT AND DOLLAR SHIPMENTS ARE ANALYZED THROUGH CONSIDERATION OF DOLLAR VOLUME OF EACH MARKET PARTICIPATION IN THE SEGMENT. INSTALLED BASE ANALYSIS AND UNIT ANALYSIS IS BASED ON INTERVIEWS AND AN INFORMATION SEARCH. MARKET SHARE ANALYSIS INCLUDES CONVERSATIONS WITH KEY CUSTOMERS OF PRODUCTS, INDUSTRY SEGMENT LEADERS, MARKETING DIRECTORS, DISTRIBUTORS, LEADING MARKET PARTICIPANTS, OPINION LEADERS, AND COMPANIES SEEKING TO DEVELOP MEASURABLE MARKET SHARE. OVER 200 IN DEPTH INTERVIEWS ARE CONDUCTED FOR EACH REPORT WITH A BROAD RANGE OF KEY PARTICIPANTS AND INDUSTRY LEADERS IN THE MARKET SEGMENT. WE ESTABLISH ACCURATE MARKET FORECASTS BASED ON ECONOMIC AND MARKET CONDITIONS AS A BASE. USE INPUT/OUTPUT RATIOS, FLOW CHARTS, AND OTHER ECONOMIC METHODS TO QUANTIFY DATA. USE IN-HOUSE ANALYSTS WHO MEET STRINGENT QUALITY STANDARDS. INTERVIEWING KEY INDUSTRY PARTICIPANTS, EXPERTS AND END-USERS. OUR RESEARCH INCLUDES ACCESS TO LARGE PROPRIETARY DATABASES. LITERATURE SEARCH INCLUDES ANALYSIS OF TRADE PUBLICATIONS, GOVERNMENT REPORTS, AND CORPORATE LITERATURE.

YOU MUST HAVE THIS STUDY

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