

**Mid Market Enterprise (SMB) Middleware Market
Opportunities, Strategies, and Forecasts, 2007 to 2013**

Mid Market Enterprise (SMB) Middleware



Picture by Susie Eustis

MOUNTAINS OF OPPORTUNITY

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

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CHECK OUT THESE KEY TOPICS

*MID MARKET ENTERPRISE APPLICATION INTEGRATION MARKET
FORECASTS*
Mid Market Enterprise Application Integration Market Shares
Mid Market Enterprise Application Integration Market Driving Forces
Implementing Efficiency in Mid Market Business Operations
Guaranteed Service Levels
XML Standards
SMB EAI LINKING INTERNAL OPERATION
INFORMATION OVERLOAD AND DECISION LATENCY
MEDIUM SIZE BUSINESS BY REGION
CHALLENGES FACING SMALL TO MEDIUM BUSINESS
(SMB'S)
SMB RESEARCH AND ANALYSIS HIGHLIGHTS
MID MARKET SMB-FOCUSED CHANNEL
MID MARKET EDGE COMPUTING SOLUTIONS
WORLD WIDE WEB CONSORTIUM (W3C)
OPEN SERVICE ACCESS (OSA)
RELIABLE MESSAGING

OPPORTUNITY ABOUNDS

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2007-2013**

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.

Enterprise networks represent the core business capability. Enterprise application connectivity is significant for internal IT departments and to connect to distributors, suppliers, partners, and customers. The ability to send information between disparate applications is relevant to every aspect of network computing.

EAI refers to integration projects inside the enterprise network with employees and over the Internet with partners. Application integration is the base for business process integration, the integration of information relevant to projects inside and beyond the borders of the enterprise.

Integration products are broad initiatives able to integrate heterogeneous IT departments as well as target point solutions. Integration products are becoming more highly developed and less expensive.

The integration demands of e-Business present major technical challenges. In an attempt to address business challenges, organizations have implemented various ERP enterprise applications to handle the core processes.

The common strategy is to combine mid size company local presence with expertise and technology from the enterprise to leverage the strength of each partner. The theme of trust and common interest is paramount. Competitive issues depend on a local presence combined with enough resource to address solutions to technical problems.

Markets at \$1 billion in 2004 are anticipated to become \$4.1 billion by 2011. Automation of structured transaction data, automation of unstructured information, and integration of information across platforms and across applications demands the use of middleware. Integration tools are used to make networks work. Middleware implementation depends on groups of people defining goals together to achieve a common goal. That goal is sometimes elusive.

Companies Profiled

Market Leaders

IBM
Microsoft

Market Participants

Applied Technology
Fiorano
IONA
Polarlake
SOA Software
webMethods

Cape Clear
Fusionware
Oracle
Progress Software
TIBCO

Mid Market Enterprise (SMB) Middleware Strategies and Forecasts, 2007-2013

REPORT METHODOLOGY

THIS IS THE 294TH 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

Mid market Enterprise (SMB) Middleware Market Opportunities, Strategies, and Forecasts, 2007 to 2013

Table of Contents

MID MARKET APPLICATION INTEGRATION MIDDLEWARE MARKET EXECUTIVE SUMMARY

MID MARKET APPLICATION INTEGRATION MIDDLEWARE MARKET EXECUTIVE SUMMARY	ES-1
Mid Market Application Integration Market Driving Forces	ES-1
Enterprise Application Integration (EAI) Integration Demands Of E-Business	ES-2
Mid Market Enterprise Application Integration EAI Market Shares	ES-5
Mid Market Application Integration (EAI) Software Licenses Market Shares	ES-6
Mid Market Enterprise Application Integration (EAI) Market Forecasts	ES-8

MID MARKET (SMB) MIDDLEWARE MARKET DYNAMICS AND MARKET DESCRIPTION

1. MID MARKET (SMB) MIDDLEWARE MARKET DYNAMICS AND MARKET DESCRIPTION	1-1
1.1 Implementing Efficiency In Mid Market Business Operations	1-1
1.1.1 Mid Size Business Use of EAI for Flexibility and Preparedness	1-3
1.1.2 Integration Systems	1-6
1.2 Guaranteed Service Levels	1-7
1.2.1 E-Business Engine	1-7
1.3 Advanced E-Business Infrastructure	1-8
1.3.1 Application Integration Technical Advantages	1-9
1.4 Integration System Architecture	1-10
1.5 Open Systems	1-11
1.6 XML Standards	1-12
1.6.1 E-Services Approach	1-13
1.6.2 E-Services Challenge	1-15
1.6.3 E-Services Partnering	1-17
1.6.4 Retail Portal Channels	1-19
1.6.5 E-Services Is The Business Model	1-19
1.6.6 Mid Market Business Process Management (BPM) Capabilities	1-28
1.6.7 Business Process Execution Engine	1-31
1.6.8 Need For Automating Internal And External Processes	1-31
1.7 Rapid, Reliable, Scalable Integration Solutions	1-32
1.8 Role Of Mission Critical Middleware Messaging	1-37
1.8.1 Messaging Solutions	1-38
1.9 SMB EAI Linking Internal Operations	1-40
1.9.1 Business Process Management, BPM	1-42
1.9.2 Business-to-Business Integration, B2Bi	1-42
1.9.3 Enterprise Application Integration, EAI	1-42
1.9.4 Business Process Intelligence, BPI	1-43
1.10 Information Overload And Decision Latency	1-43
1.10.1 SMB Market Competitive Analysis	1-49
1.10.2 Context and Teams	1-51
1.10.3 Efficiencies In Specific Silos	1-55

1.10.4	Model Activities	1-56
1.10.5	Contextual User Interface	1-56

WORLDWIDE MID MARKET (SMB) MIDDLEWARE FORECASTS

2. WORLDWIDE MID MARKET (SMB) MIDDLEWARE FORECASTS	2-1
2.1 Global Digital Environment Depends on Leadership and Partnering	2-1
2.1.1 Sam Palmisano at IBM Leads with Global Innovation Outlook	2-2
2.1.2 John Chambers at Cisco Leads with On Line Technology Message	2-4
2.1.3 John Chambers Vision of Intelligent Information Networks to Leverage Technology Innovation and the Internet	2-5
2.1.4 Microsoft, Intel, and Hewlett-Packard Have A Small And Medium Enterprise (SME) Consortium	2-6
2.2 Enabling Mid Size Business Environment	2-6
2.3 Growth Potential Of Small Businesses Becoming Mid Size Businesses	2-7
2.4 U.S. Mid Market Size and Growth	2-8
2.5 Worldwide SMB Market Size and Growth	2-11
2.6 SMB As Percent Of Country / Region / World GDP	2-16
2.7 U.S. Small And Medium Size Businesses By Market Size	2-19
2.8 U.S. Small And Medium Size Businesses By Market Segment	2-24
2.9 Gross Domestic Product	2-27
2.9.1 U.S. SMB IT	2-28
2.9.2 Businesses in British Columbia	2-28
2.10 Medium Size Businesses By Region	2-31
2.10.1 European SMB	2-32
2.10.2 Asian Pacific SMBs Adopting IT at High Rate	2-35
2.11 Challenges Facing Small To Medium Businesses (SMBs)	2-38
2.11.1 Exporting	2-39
2.11.2 Mid Size Business Global Opportunity	2-39
2.11.3 Critical to the World Economy	2-40
2.11.4 Internet As An Integral Part Of The Global Economy	2-41
2.11.5 Internet-Based Businesses	2-43
2.11.6 Digital Inclusion	2-43
2.12 SMB Research And Analysis Highlights	2-44
2.12.1 What Constitutes A Small Business?	2-44
2.12.2 USA	2-45
2.12.3 Germany	2-45
2.12.4 Economic Growth In Europe	2-46
2.12.5 Hong Kong	2-49
2.12.6 Australia	2-49
2.12.7 South Korea	2-49
2.12.8 Japan	2-49
2.12.9 Russia	2-50
2.12.10 Exports	2-52
2.12.11 SME Requirements And How A Smart Marketing And Sales Executive Addresses Them	2-52
2.12.12 India	2-53
2.12.13 Pakistan	2-56
2.13 Mid Market Application Integration Market Driving Forces	2-57
2.13.1 Enterprise Application Integration (EAI) Integration Demands Of E-Business	2-58
2.13.2 Market Driving Forces For Real Time Exchange of Information	2-62
2.13.3 EAI Business Environment Market Drivers	2-65
2.14 Enterprise Application Integration EAI Company Market Segment Analysis	2-66
2.14.1 Typical EAI Integration Projects	2-69

2.15	Midmarket Enterprise Application Integration EAI Market Shares	2-70
2.15.1	Mid Market Application Integration (EAI) Software Licenses Market Shares	2-71
2.15.2	Mid Market Application Integration (EAI) Services Market Shares	2-74
2.15.3	Mid Market Application Integration (EAI) Total Market Shares	2-77
2.16	Mid Market Enterprise Application Integration (EAI) Market Forecasts	2-78
2.16.1	The Wise Use of Corporate Culture	2-78
2.16.2	Positioning the Team as a Partnership of Team Members Based on Trust	2-79
2.16.3	Mid Market Enterprise Application Integration (EAI) Market Forecasts	2-81
2.16.4	Mid Market Application Integration (EAI) Market Forecast Analysis	2-85
2.16.5	IBM Leverages Java Technology	2-88
2.16.6	Microsoft Adapters	2-89
2.16.7	Tibco	2-90
2.16.8	webMethods	2-91
2.16.9	Sun / SeeBeyond	2-92
2.16.10	GXS Transformation Engine	2-92
2.16.11	BEA	2-92
2.16.12	Vitria	2-93
2.16.13	Sun / SeeBeyond	2-93
2.16.14	Sybase	2-93
2.16.15	FioranoMQ	2-93
2.16.16	Kabira	2-94
2.16.17	Enterprise Application Integration (EAI) Market Share Analysis	2-94
2.16.18	Competitive Factors Affecting The EAI Market	2-94
2.17	Enterprise Application Integration (EAI) Market Forecasts	2-96
2.17.1	Application Integration Market Trends	2-97
2.17.2	Co-existence of Mainframe and Distributed Computing Environments	2-99
2.17.3	Internet Impact	2-100
2.17.4	IT Department Need For EAI	2-102
2.17.5	Inadequacy of Standards Based Approaches to EAI Solutions	2-104
2.17.6	Cost, Time And Resources Required To Create And Maintain Integration In A Rapidly Changing Environment	2-104
2.17.7	Application Connectivity Infrastructure Enhances E-Business	2-105
2.18	Enterprise Application Integration Segment Analysis	2-108
2.18.1	EAI Industry Segments	2-112
2.18.2	EAI Process Component Segments By Vendor	2-114
2.18.3	EAI Process Component Segments	2-116
2.19	EAI Regional Analysis	2-119
2.19.1	Enterprise Application Integration (EAI) For Back End Systems	2-121
2.19.2	Enterprise Application Integration (EAI) For Front End Systems	2-123
2.19.3	Customer Service	2-124
2.19.4	Partner Business Drivers	2-125
2.19.5	Business Process Integration	2-126
2.19.6	Integration Of Business Processes	2-128
2.19.7	Impact Of Mergers And Acquisitions	2-128
2.19.8	Expand Strategic Partnerships	2-130
2.19.9	Electronic Commerce	2-131
2.19.10	Vendors With A Broad Suite Of Products	2-135
2.19.11	Total Segments By Vendor	2-135
2.19.12	EAI Integration Broker Segment Market Analysis	2-136

MID MARKET MIDDLEWARE SOFTWARE DESCRIPTION

3. MID MARKET MIDDLEWARE SOFTWARE DESCRIPTION	3-1
3.1 Mid Market and Departmental Computing Solutions	3-1
3.1.1 Open Standards Mid Market (SMB) Middleware	3-2
3.2 IBM Business Partner Solutions	3-2
3.2.1 IBM Portfolio Of Small and Medium Business (SMB) Software	3-5
3.2.2 IBM Express Positioning	3-7
3.2.3 IBM Express Middleware	3-10
3.2.4 IBM WebSphere - Express	3-11
3.2.5 IBM Business Partner Solutions	3-13
3.2.6 IBM Express Runtime	3-14
3.2.7 IBM Express Runtime	3-16
3.2.8 IBM DB2® Universal Database	3-18
3.2.9 IBM Web Server	3-18
3.2.10 IBM Express Runtime Console	3-18
3.2.11 Solution Assembly Toolkit	3-19
3.2.12 Education Components	3-19
3.2.13 IBM Express Runtime Pre-built solutions	3-20
3.2.14 IBM WebSphere® Commerce Express	3-20
3.2.15 IBM WebSphere Commerce - Express	3-20
3.2.16 IBM WebSphere Commerce - Express Streamlined Starter Stores	3-22
3.2.17 IBM WebSphere Commerce - Express Catalog Import Utility	3-22
3.2.18 IBM WebSphere Commerce - Express Product Management Tools	3-23
3.2.19 WebSphere Partner Gateway Advanced Edition	3-28
3.2.20 IBM Tivoli Identity Manager Express	3-30
3.2.21 IBM Tivoli Identity Manager Express:	3-32
3.2.22 IBM Tivoli Storage Manager Express	3-44
3.2.23 IBM Lotus Domino Express	3-47
3.2.24 IBM DB2 Everyplace Express Edition	3-48
3.2.25 IBM DB2 Everyplace Database	3-49
3.3 Microsoft SOA—Underlying Technologies	3-53
3.3.1 Microsoft Web Services	3-56
3.3.2 Microsoft BizTalk Server—SOA Implementation	3-57
3.3.3 Microsoft BizTalk Integration Core Architecture	3-60
3.3.4 Microsoft BizTalk Capabilities	3-60
3.3.5 Microsoft BizTalk Application Integration	3-62
3.3.6 Microsoft BizTalk Connecting Systems	3-66
3.3.7 Microsoft BizTalk Adapters For Sending and Receiving Messages	3-66
3.3.8 Microsoft BizTalk Web Services Adapter	3-67
3.3.9 Microsoft BizTalk Server Broker for Managing Applications	3-71
3.3.10 Microsoft BizTalk Server 2006	3-73
3.3.11 Microsoft Biztalk 2006 Adapters	3-75
3.3.12 Creating Schemas: The BizTalk Editor	3-78
3.3.13 Mapping Between Schemas: The BizTalk Mapper	3-78
3.3.14 .NET	3-79
3.3.15 Microsoft Web Services	3-79
3.4 Tibco BusinessConnect	3-80
3.4.1 Tibco Small And Medium Business Integration Positioning	3-83
3.4.2 Tibco BusinessPartner™ Software	3-83
3.4.3 TIBCO PartnerExpress	3-84
3.5 Sun One EAI Integration Server	3-86
3.5.1 Sun / SeeBeyond ICAN Suite5	3-88

3.5.2	eGATE INTEGRATOR 5	3-88
3.5.3	Sun eINSIGHT Business Process Manager	3-88
3.5.4	Sun eINSIGHT Enterprise Service Bus Adapters	3-89
3.5.5	Sun Evision Studio5	3-89
3.5.6	Sun ePortal Composer	3-89
3.5.7	eTL Integrator 5	3-90
3.5.8	Exchange Integrator 5	3-90
3.5.9	eVIEW STUDIO 5	3-90
3.5.10	SeeBeyond@ eINDEX Global Identifier 5	3-91
3.5.11	eBAM Studio 5	3-91
3.5.12	eWAY Intelligent Adapters 5	3-92
3.5.13	Sun / SeeBeyond ICAN Suite	3-94
3.6	Cisco SMB	3-95

MID MARKET (SMB) APPLICATION INTEGRATION (EAI) TECHNOLOGY

4. MID MARKET (SMB) APPLICATION INTEGRATION (EAI) TECHNOLOGY	4-1
4.1 Mid Market SMB-Focused Channel	4-1
4.1.1 Adoption Of Technologies By SMBs	4-3
4.2 Mid Market Edge Computing Solutions	4-4
4.2.1 Lifecycle of SMB EAI Integration: Design, Deployment, and Management	4-4
4.2.2 Dynamic Visual Representations	4-5
4.2.3 Applications Of SMB And Departmental EAI	4-7
4.2.4 Point Applications	4-9
4.2.5 Fault Tolerance and Redundancy Solutions	4-10
4.2.6 Small and Mid Size Business EAI Systems Architecture	4-11
4.2.7 Role Of Messaging	4-16
4.2.8 Role Of Routing	4-17
4.2.9 Role Of Transformation Engines	4-17
4.2.10 Role Of Point Solutions	4-18
4.2.11 Role Of Distributed Computing Brokers And Publish / Subscribe	4-18
4.2.12 Metadata Management	4-19
4.2.13 User Environment	4-20
4.2.14 Data Integration Capabilities	4-20
4.3 Open Service Access (OSA)	4-21
4.4 World Wide Web Consortium (W3C):	4-22
4.4.1 Web Services Interoperability Organization (WS-I):	4-23
4.5 Open Source	4-23
4.6 Embedded Systems	4-24
4.6.1 Requirements of Embedded Systems	4-24
4.7 Reliable Messaging	4-25
4.7.1 Architecture for Reliable Messaging Delivery	4-26
4.7.2 Solution Architectures	4-27
4.7.3 Validation / Pilot Project	4-27
4.7.4 Quantify Real-World Revenue Recovery	4-28
4.8 Configurable Systems	4-28

MID MARKET (SMB) MIDDLEWARE COMPANY PROFILES

5. MID MARKET (SMB) MIDDLEWARE COMPANY PROFILES	5-1
5.1 Applied Technology	5-1
5.2 Cape Clear	5-1
5.2.1 Cape Clear Products	5-2

5.2.2	Cape Clear Customers	5-3
5.2.3	Cape Clear Partners	5-5
5.2.4	Cape Clear Solutions	5-5
5.2.5	Cape Clear Positioning	5-6
5.3	Fiorano	5-6
5.3.1	FioranoMQ	5-6
5.3.2	Fiorano ESB	5-7
5.3.3	Fiorano Customers	5-7
5.3.4	Fiorano Partners	5-8
5.3.5	Fiorano / Improvisive Technologies	5-8
5.3.6	Fiorano / IntegraSolv	5-9
5.3.7	Fiorano / Asidua	5-10
5.4	Fusionware	5-11
5.5	IBM	5-12
5.5.1	Description of Business	5-15
5.5.2	IBM's Strategy	5-16
5.5.3	Products and Services	5-17
5.5.4	IBM WebSphere	5-17
5.5.5	IBM and SAP	5-19
5.5.6	IBM / DataPower	5-20
5.5.7	DataPower	5-20
5.5.8	IBM DataPower's strategy	5-21
5.5.9	DataPower XG3 Product Family	5-21
5.5.10	IBM Acquires Ascential Software	5-22
5.5.11	IBM / Ascential ESB Platform	5-23
5.5.12	IBM / Micromuse Inc.	5-24
5.5.13	IBM Acquires Bowstreet, Inc.	5-25
5.5.14	IBM 2006 Revenue	5-26
5.5.15	IBM Full-Year 2006 Revenue	5-28
5.6	IONA	5-30
5.6.1	Iona Artix Products	5-30
5.6.2	Iona Partnerships	5-31
5.6.3	Iona Artix Universal Service Platform	5-31
5.6.4	Iona Products	5-32
5.6.5	Iona Partners	5-33
5.6.6	Iona And Industria Form Strategic Partnership	5-33
5.6.7	Iona and Wipro Technologies Partner for SOA	5-33
5.6.8	Iona And Amberpoint Announce Integrated SOA Infrastructure Capabilities	5-34
5.6.9	Iona Fourth Quarter 2006 Revenue	5-34
5.6.10	IONA First Quarter 2006 Revenue	5-35
5.6.11	IONA 2005 Revenue	5-35
5.7	Oracle	5-36
5.7.1	Oracle Business	5-37
5.7.2	Recent Acquisitions	5-37
5.7.3	Oracle Middleware Products and Services	5-38
5.7.4	Oracle Acquires Oblix	5-40
5.7.5	Oblix Identity Management Products and Services	5-40
5.7.6	Oracle Buys Open Source Software Company Sleepycat	5-41
5.7.7	Oracle Revenue 2006	5-41
5.7.8	Oracle Corporation Q2 Fiscal 2007 Quarter Revenue	5-42
5.7.9	Oracle Buys Open Source Software Company Sleepycat	5-43
5.8	Polarlake	5-43

5.9	Progress Software	5-45
5.9.1	Progress Software Products	5-46
5.9.2	Progress Software Partners and Customers	5-47
5.9.3	Progress Software / NEON Systems	5-48
5.9.4	Progress Software Reports First Quarter Financial Results	5-48
5.9.5	Progress Software 2005 Revenue	5-49
5.10	SOA Software	5-50
5.10.1	Customers	5-51
5.10.2	Partners	5-51
5.10.3	Products	5-51
5.10.4	Solutions	5-52
5.10.5	SOA Software Acquires Blue Titan	5-52
5.10.6	Blue Titan Products	5-52
5.10.7	Blue Titan Customers	5-53
5.10.8	Blue Titan Partners	5-53
5.10.9	SOA Software 2005 Revenue	5-53
5.11	Tibco	5-53
5.11.1	Tibco Products	5-55
5.11.2	Tibco SOA	5-55
5.11.3	Tibco BPM	5-55
5.11.4	Tibco Business Optimization	5-56
5.11.5	Tibco Professional Services	5-56
5.11.6	Tibco Partners	5-56
5.11.7	HP / Tibco	5-56
5.11.8	Tibco / IDS Scheer	5-57
5.11.9	Tibco Financial Data	5-57
5.11.10	Tibco Software 2006 Fourth Quarter Revenue	5-58
5.12	webMethods	5-61
5.12.1	webMethods Fabric	5-62
5.12.2	webMethods Enterprise Services Platform	5-64
5.12.3	webMethods Business Process Management	5-66
5.12.4	webMethods is Business Activity Monitoring	5-66
5.12.5	webMethods Composite Application Framework	5-67
5.12.6	webMethods is Business Process Productivity Solutions	5-68
5.12.7	webMethods for Financial Services	5-69
5.12.8	webMethods for the Demand-Driven Enterprise	5-70
5.12.9	webMethods Second Quarter Fiscal 2007 Revenue	5-71
5.12.10	webMethods / Infravio	5-71
5.12.11	Professional Services Revenue	5-74

List of Tables and Figures**MID MARKET APPLICATION INTEGRATION MIDDLEWARE MARKET EXECUTIVE SUMMARY**

Table ES-1	ES-4
Midmarket Enterprise Application Integration Market Driving Forces	
Figure ES-2	ES-7
Worldwide Mid Market Middleware License Shipments Market Shares, Dollars, 2006	
Table ES-3	ES-9
Worldwide Mid Market Middleware Forecasts, License Shipments, Dollars, 2007-2013	

MID MARKET (SMB) MIDDLEWARE MARKET DYNAMICS AND MARKET DESCRIPTION

Table 1-1	1-4
Mid Size Businesses Use Of Middleware	
Table 1-2	1-11
Design Concerns For Integration System Architecture	
Table 1-3	1-14
E-Services Positioning For Delivering It-Based Benefits	
Table 1-4	1-15
Principles Of Application Integration	
Table 1-5	1-17
E-Services Challenge	
Table 1-6	1-21
E-Services Partnering Strategy	
Table 1-7	1-22
E-Services Systems Strategy	
Table 1-8	1-23
E-Services Positioning	
Table 1-9	1-24
E-Services	
Table 1-10	1-25
E-Services Marketing Directions	
Table 1-11	1-26
SMB E-Services Market Positioning	
Table 1-12	1-27
E-Services Modular Strategy	
Table 1-13	1-28
E-Services Component Strategy	
Table 1-14	1-29
Business Process Complexity	
Table 1-15	1-33
Integration Platform Functions	
Table 1-16	1-36
Application Integration Software Functions	
Table 1-17	1-37
BPM Software Industries Targeted	
Table 1-18	1-39
Enterprise Messaging Integration Functions	
Table 1-19	1-41
Internal Enterprise Application Integration Tasks	

Table 1-20	1-45
Demand Drivers for SMB EAI Solutions	
Table 1-21	1-46
SMB Business Intelligence Solutions	
Table 1-22	1-47
SMB Business Analyst Intelligence Solutions	
Table 1-23	1-48
SMB Business Managerial Intelligence Solutions	
Table 1-25	1-52
Team Role Responsibilities	

WORLDWIDE MID MARKET (SMB) MIDDLEWARE FORECASTS

Figure 2-1	2-8
U.S. Medium Size Business Revenue Forecasts, Dollars, 2007-2013	
Figure 2-2	2-9
U.S. Medium Size Business IT Spending Forecasts, Dollars, 2007-2013	
Figure 2-3	2-10
U.S. Medium Size Business IT Infrastructure & Middleware Market Forecasts, Dollars, 2007-2013	
Table 2-4	2-11
U.S. Medium Size Business Revenue, IT Spending, and IT Infrastructure Optimization Systems Spending Market Forecasts, Shipments, Dollars, 2007-2013	
Figure 2-5	2-12
Worldwide Small and Medium Businesses by Region, 2006	
Table 2-6	2-13
Worldwide Small and Medium Businesses by Region, Number, 2002-2006	
Table 2-7	2-14
Worldwide Small and Medium Businesses by Region, Percent, 2006	
Figure 2-8	2-15
Worldwide Revenue of Small and Medium Businesses by Region, Dollars, 2006	
Table 2-9	2-16
Worldwide Revenue of Small and Medium Businesses by Region, Dollars, 2006	
Table 2-10	2-17
Worldwide Small and Medium Businesses As A Percent of GNP, 2006	
Table 2-11	2-18
Worldwide Small and Medium Businesses As A Percent of Regional GNP, 2006	
Table 2-12	2-20
U.S. Small and Medium Business Analysis, 2002-2004	
Table 2-13	2-21
U.S. Top Ten States With Small Businesses by Number of Firms, Percent	
Table 2-14	2-22
Top Ten States Small and Medium Businesses By Number of Firms	
Figure 2-15	2-23
U.S. Top Ten States With Medium Size Businesses by Number of Firms, Percent	
Table 2-16	2-24
U.S. Top Ten States With Medium Size Businesses by Number of Firms, Percent	
Figure 2-17	2-25
U.S. Small and Medium Size Businesses by Market Segment, Percent, 2006	
Figure 2-18	2-26
U.S. Small and Medium Size Businesses by Market Segment, Percent, 2006	
Figure 2-19	2-29
Total Number Of Business In BC, 2002	

Figure 2-20: Small Businesses With 1-49 Employees	2-30
Figure 2-21 Small Businesses With No Paid Help	2-31
Table 2-22 Worldwide Small and Medium Businesses by Region, Number, 2002-2006	2-32
Table 2-23 Employees At Small Businesses In Russia, Number, 1994-1999	2-51
Table 2-24 GDP Analysis of the Indian Economy to highlight the important of SME's	2-55
Table 2-25 Midmarket Enterprise Application Integration Market Driving Forces	2-60
Table 2-26 EAI Market Driving Forces For Real Time Computing	2-64
Table 2-27 Worldwide Application Integration Vendor Segments, 2005	2-67
Table 2-28 Worldwide Application Integration Vendor Segments, 2005	2-68
Table 2-29 Typical EAI Integration Projects	2-69
Figure 2-30 Worldwide Mid Market Middleware License Shipments Market Shares, Dollars, 2006	2-72
Table 2-30 Worldwide Mid Market Middleware License Shipments Market Shares, Dollars, 2005 and 2006	2-73
Table 2-31 Worldwide Business and Application Integration Mid Market Middleware License Shipments and Services Market Shares, Dollars, 2005 and 2006	2-75
Table 2-32 Worldwide Mid Size Company Software Maintenance, and Services Middleware Market Shares, 2006 and 2005	2-77
Table 2-33 Worldwide Mid Market Middleware Forecasts, License Shipments, Dollars, 2007-2013	2-82
Table 2-34 Worldwide Mid Market Middleware Forecasts, License Shipments, Dollars, 2007-2013	2-83
Table 2-35 Worldwide Mid Market Middleware Forecasts, License Shipments and Services, Dollars, 2007-2013	2-84
Table 2-36 Worldwide Mid Market Application Integration Broker, Adapter, Business Process Management, Services Oriented Architecture (SOA), and Transformation Engine Market Segment Forecasts, Dollars, 2007-2013	2-85
Table 2-37 EAI Competitive Market Factors	2-95
Table 2-38 Network Business Integration (BI)	2-98
Table 2-39 Internet Impact On EAI	2-101
Table 2-40 Impact of Application Connectivity On E-Business	2-106
Table 2-41 Types of Integration Capabilities	2-109
Table 2-42 Types of Integration Broker Capabilities	2-110

Table 2-43	2-111
Aims of EAI	
Table 2-44	2-112
Worldwide Mid Market Middleware Forecasts, License Shipments, Dollars, 2005	
Figure 2-45	2-113
Worldwide Mid Market Application Integration Market Segments, 2011	
Table 2-46	2-114
Worldwide Mid Market Business and Application Integration (EAI) Revenue Segments, Percent and Dollars, 2011	
Table 2-47	2-115
Worldwide Analysis of Market Segments Application Integration (EAI) Software License and Maintenance Revenue Segments, Dollars, 2006	
Figure 2-48	2-117
Worldwide Application Integration Market Segments, 2011	
Table 2-49	2-118
Worldwide Application Integration Market Segments, 2004-2011	
Figure 2-50	2-120
Worldwide Application Integration (EAI) Regional Market Segments, 2005	
Table 2-51	2-121
Worldwide Application Integration (EAI) Regional Market Segments, 2005	
Table 2-52	2-122
Business Benefits Of EAI	
Table 2-53	2-123
Enterprise Back End System Advantages From EAI	
Table 2-54	2-124
Enterprise Market Advantages From EAI	
Table 2-55	2-125
Integration Targeted To B2B And Exchanges	
Table 2-56	2-127
Business Process Integration Advantages	
Table 2-57	2-130
Enterprise Application Integration (EAI) Processes	
Table 2-58	2-132
E-Business Objectives	
Table 2-59	2-132
Electronic Commerce Infrastructure Requirements	
Table 2-60	2-133
EAI Functions Enable E-commerce	
Table 2- 61	2-134
EAI Support For Internet Commerce And EDI	

MID MARKET MIDDLEWARE SOFTWARE DESCRIPTION

Table 3-1	3-4
IBM Business Partner Solutions Aspects	
Table 3-2	3-6
IBM Infrastructure Software For Small And Medium Businesses Functions	
Table 3-3	3-8
IBM Express System Characteristics	
Table 3-4	3-10
IBM Express Middleware Positioning	

Table 3-5	3-11
IBM WebSphere - Express Products	
Table 3-6	3-14
IBM Express Runtime Benefits	
Figure 3-7	3-17
IBM Express Runtime Development and Deployment Scenario	
Table 3-8	3-25
IBM WebSphere Commerce - Express Product Management Tools	
Table 3-9	3-28
IBM WebSphere® Partner Gateway Features	
Table 3-10	3-31
IBM Tivoli® Identity Manager Express Product Benefits:	
Table 3-10	3-32
IBM Tivoli® Identity Manager Express Product Benefits:	
Table 3-11	3-34
IBM QuickStart Services for Tivoli Identity Manager Express Features	
Table 3-12	3-38
IBM Tivoli Identity Manager Express Supported platforms	
Table 3-13	3-39
IBM Tivoli Monitoring Express Features and Benefits	
Table 3-14	3-42
Tivoli Provisioning Manager Express for Inventory Features and Benefits	
Table 3-15	3-44
Tivoli Storage Manager Express Benefits	
Table 3-16	3-48
IBM Lotus Notes and Domino Express Benefits	
Table 3-17	3-49
DB2 Everyplace Express Edition Features	
Table 3-18	3-53
Microsoft Functionality	
Table 3-19	3-55
Microsoft SOA Benefits	
Table 3-20	3-61
Microsoft BizTalk functions	
Table 3-21	3-61
Microsoft BizTalk Core Benefits	
Table 3-22	3-64
Microsoft BizTalk Application Integration Orchestrations	
Table 3-23	3-65
Microsoft BizTalk Application Integration Technology	
Table 3-24	3-67
Microsoft BizTalk Web Services Adapters	
Table 3-25	3-68
Microsoft BizTalk Web Services HTTP	
Table 3-26	3-69
Microsoft BizTalk Web Services MQ	
Table 3-27	3-70
Microsoft BizTalk Web Services Adapters For Commonly-Used Business Software	
Table 3-28	3-71
Microsoft BizTalk Server Broker for Managing Applications	
Figure 3-29	3-73
Microsoft BizTalk Server 2006	

Table 3-30	3-81
TIBCO BusinessConnect Benefits	
Table 3- 31	3-82
TIBCO PartnerExpress™	
Table 3-32	3-84
TIBCO BusinessPartner™ Benefits	
Table 3-33	3-85
Tibco PartnerExpress™Benefits	
Table 3-34	3-87
Sun ONE Integration Server EAI Features	
Table 3-35	3-93
Sun SeeBeyond eWay Adapters	
Adapter types include:	3-93
Table 3-36	
Cisco SMB Positioning	3-96

MID MARKET (SMB) APPLICATION INTEGRATION (EAI) TECHNOLOGY

Table 4-1	4-6
Dynamic SMB EAI Visual Representation System Uses	
Table 4-2	4-7
Applications of SMB and Departmental EAI	
Table 4-3	4-8
Functions of SMB and Departmental EAI	
Table 4-4	4-12
Design Concerns For Integration System Architecture	
Table 4-5	4-14
Application Integration Engines	

MID MARKET (SMB) MIDDLEWARE COMPANY PROFILES

Table 5-1	5-3
Cape Clear Product	
Table 5-2	5-4
Cape Clear Customers	
Table 5-3	5-8
Fiorano Partner Categories	
Table 5-4	5-18
IBM WebSphere Product Categories	
Table 5-5	5-46
Progress Software's Product Categories	

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