

**Mid Tier XML Market Opportunities, Strategies, and
Forecasts, 2004 to 2009**

Mid Tier XML



Picture by Susie Eustis

MOUNTAINS OF OPPORTUNITY

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

www.wintergreenresearch.com

CHECK OUT THESE KEY TOPICS

DATABASE MARKET SHARES
XML MID TIER DATA AGGREGATION MARKET FORECASTS
XML AGGREGATION MARKET GROWTH FACTORS

XML Data Management Server

Linking Internal Operations

Rigorous Data Structure

PERSISTENCE METHODS

METADATA

XML STORAGE

DATA-ORIENTED XML vs DOCUMENT-ORIENTED XML

MESSAGING SOFTWARE

RDBMS FOR XML

MID TIER XML DATA SCALABILITY AND ROI

XML FOR AGGREGATED CUSTOMER ACCOUNT MANAGEMENT

XML MARKET EXPANSION

MID MARKET APPLICATION INTEGRATION (EAI)(SMB) INDUSTRY

OPPORTUNITY ABOUNDS

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Mid Tier XML Market Opportunities, Strategies, and Forecasts, 2004 to 2009

Relational databases are not built to handle transient, high-volume flows of irregularly shaped data. These are the transaction currency of a service-oriented network. There are going to be astronomical numbers of messages. While the messages are in flight, new kinds of dynamic message stores are needed to index, search, monitor, and correlate them.

When mapping an XML document into a relational database, some information about the document will be lost. XML storage databases do not have this shortcoming. If data must retain its original structure, into and out of storage, then XML based storage is the best solution. Enterprise integration maintenance of logs of messages exchanged between systems is one example of when XML storage needs to be maintained.

XML imposes structure on data without the rigid field record configuration that is not appropriate for many situations. Storing XML with a schema of a fixed structure can be done in a relational database.

This is the better solution for structured data. A telephone book has entries of a name, an address, and a telephone number. Relational databases are generally a good way to store highly structured data.

At some point after the end of the forecast period all databases will be XML enabled. Databases are for handling highly structured data, information arranged in records and fields as subsets of those records. To the extent that this structured information is contained in XML format, databases need to be able to store it in that manner. Markets that start at \$13.2 million in 2004 are expected to reach \$1.4 billion by 2009.

XML data aggregation is used for handling unstructured data in XML format. All the tags and descriptive information that come with XML make the formats flexible and useful as XML. Information arranged in the flexible format. To the extent that the unstructured information and combinations of structured and unstructured information are contained in XML format, mid tier aggregation is need to be able to store information while it is in transition. Markets that start at \$44.7 million in 2004 are expected to reach \$1.8 billion by 2009.

Companies Profiled

Market Leaders

IBM Corporation
Oracle
Microsoft
NCR
Sybase

Other Market Participants

BEA	Kabira Technologies
Cast Iron Systems	MQSoftware
Data Power Technology	Raining Data
Fiorano Software	Sarvega
Francisco Partners/Global eXchange Services (GXS)	See Beyond
Fujitsu	Sopra/Viewlocity
Interwoven	Software AG
Information Builders/iWay Software	Tibco
IONA Technologies	Vitria
ItemField	WebMethods

Mid Tier XML Market Strategies and Forecasts, 2004-2009

REPORT METHODOLOGY

THIS IS THE *TWO-HUNDRED AND FOURTH* REPORT IN A SERIES OF MARKET RESEARCH REPORTS THAT PROVIDE FORECASTS IN COMMUNICATIONS, TELECOMMUNICATIONS, THE INTERNET, COMPUTER, SOFTWARE, AND TELEPHONE EQUIPMENT. 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.

YOU MUST HAVE THIS STUDY

Mid Tier XML Market Opportunities, Strategies, and Forecasts, 2004 to 2009

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ELLEN T. CURTISS, TECHNICAL DIRECTOR, CO-FOUNDER OF WINTERGREEN RESEARCH, CONDUCTS STRATEGIC AND MARKET ASSESSMENTS IN TECHNOLOGY-BASED INDUSTRIES. PREVIOUSLY SHE WAS A MEMBER OF THE STAFF OF ARTHUR D. LITTLE, INC., FOR 23 YEARS, MOST RECENTLY AS VICE PRESIDENT OF ARTHUR D. LITTLE DECISION RESOURCES, SPECIALIZING IN STRATEGIC PLANNING AND MARKET DEVELOPMENT SERVICES. SHE IS A GRADUATE OF BOSTON UNIVERSITY AND THE PROGRAM FOR MANAGEMENT DEVELOPMENT AT HARVARD GRADUATE SCHOOL OF BUSINESS ADMINISTRATION. SHE IS THE AUTHOR OF RECENT STUDIES ON WORLDWIDE TELECOMMUNICATIONS MARKETS, THE TOP TEN INTERNET EQUIPMENT COMPANIES, THE TOP TEN CONTRACT MANUFACTURING COMPANIES, AND THE TOP TEN TELECOMMUNICATIONS MARKET ANALYSIS AND FORECASTS.

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