

Worldwide Mid Market Business SOA -- Markets Reach \$2.9 Billion By 2015

LEXINGTON, Massachusetts (June 22, 2009) – WinterGreen Research announces that it has a new study on Worldwide Midmarket SOA middleware. The 2009 study has 796 pages, 233 Tables and Figures. Worldwide are poised to achieve significant growth as mid market software become less expensive to buy and operate. The markets start to expand to provide productivity improvements for mid size businesses.

According to Susan Eustis, lead author of the study, “innovation is what drives market growth in every industry. IBM and the major SOA vendors are finding new ways to support innovation, providing software that supports flexible response to changing market conditions. SOA reaches into every industry and every segment of the economy. SOA drives innovation for the very large enterprises, now the mid range size companies and very small organizations are adopting technologies similar to what the enterprise use, creating automated process to replace manual process.”

Breakthrough technology in mid market business applications brings advancements that provide customers with personal transportation choices never before available. Mid market business applications software acquisitions have centered on critical middleware business applications. Middleware is the integration software that brings the database and the application layers together. SOA delivers and deploys information in the context necessary to make good decisions.

Business intelligence serves up information on dashboards. Content and document management is used to store and find information in any format. Process management of workflow provides automated process that delivers business efficiency.

IBM is the leader in mid market infrastructure SOA markets with 66% share. Oracle / BEA / Sun participates in the mid market SOA infrastructure markets with 18% share in 2008.

SOA mid market infrastructure driving forces depend on model driven architectures. The IBM infrastructure for xml data management is useful as SOA in the mid market. The broad IBM SOA product set is tuned for business automation of process and workflow. Automated process that is flexible is poised to achieve significant innovation support in response to changing market conditions.



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SOA infrastructure and component services provide flexibility because they permit reuse of code modules, breaking ungainly monolithic applications into modules that can be accessed in different ways at different times. SOA distributed components enable IT to nimbly respond to the needs of business. Organizations harness the flexibility provided by services to create a sustainable competitive advantage.

IBM is the leader in SOA infrastructure markets with 70% share. No other vendor has above 11% market share and software vendors are merging and making acquisitions at a rapid pace seeking to achieve SOA product sets that are credible. IBM dominates the SOA Web services markets because of its broad set of software and hardware product lines in combination with a strong global services team.

Go-to-market strategy is positioned to address the channel that reaches mid markets. The ability to access network intelligence can really enhance business applications. By utilizing open APIs SOA architecture is used to provide model driven management of applications. Flexible response to changing market conditions is achieved. Mobility services are supported.

The SOA engine technology partners are making network intelligence actionable. Unique solutions are enhanced by adding contextual information like location to applications.

Go-to-market strategy focuses on who to sell to, what to sell, and how to sell. Customer bases form a target market. This explains the value of a customer base that comes through an acquisition. Customer partnerships are a central aspect of go-to-market strategy.

Go-to-market strategy is a new sales model. Global portfolio management is part of the go-to-market strategy process. Dedicated innovation functions align offerings proactively with demand generated market activity. Partner management is used to extend geographical coverage and complement offer portfolios.

Business mid market services oriented architecture (SOA) infrastructure market forecasts indicates strong growth. The ability to implement flexible automated process in the mid market depends on vendor channel motivation. The channel is set for significant growth as mid size companies seek to embrace innovation and improve productivity, providing competitive advantage.

Markets at \$895.6 in 2008 are set to grow to \$2.9 billion by 2015. Growth is a result of an integrated product set that leverages best of breed technologies, improving business process with automation.



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Markets are growing in response to demand for SOA powered systems that delivers integration in the form of component software. Reusable software lowers the total cost of ownership by a significant amount.

WinterGreen Research is an independent research organization funded by the sale of market research studies all over the world and by the implementation of ROI models that are used to calculate the total cost of ownership of equipment, services, and software. The company has 35 distributors worldwide, including Thompson Financial and Global Information GII Info-Shop.

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