

WINTERGREEN RESEARCH, INC.

**SOA Applications Middleware Market Shares, Strategies,
and Forecasts, 2010 to 2016**

**SOA Applications Middleware Makes IT Flexible, Responsive to The Line of
Business, and Able to Grow the Business**



Picture by Susie Eustis

MOUNTAINS OF OPPORTUNITY

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

www.wintergreenresearch.com

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CHECK OUT THESE KEY TOPICS

SERVICES ORIENTED ARCHITECTURE

SOA APPLICATION MIDDLEWARE

SOA FORECASTS

SOA MARKET SHARES

WEB SERVICES

SOA GOVERNANCE

SOA ESB

SOA REPOSITORY

SOA Directory

SOA Advances In Technology

**Services Oriented Architecture (SOA) Flexible Applications
Middleware SOA Management and Security**

SOA Management

Monitor SOA

Manage SOA

Application Service Levels

SOA Business Process

SOA IT

SOA Flexible Response To Changing Market Conditions

Innovation For The Very Large Enterprises

SOA Innovation

OPPORTUNITY ABOUNDS

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SOA Applications Middleware Market Shares, Strategies, Forecasts, Worldwide, 2010-2016

LEXINGTON, Massachusetts (April 9, 2010) – WinterGreen Research announces that it has a new study on: SOA Applications Middleware Market Shares and Forecasts, Worldwide, 2010-2016. Applications and Applications Middleware markets come together to make information technology delivery a utility using SOA to transport code modules from one application to another. IBM is the market leader in SOA application middleware with 75% market share.

SOA supports on demand systems providing scale to meet the needs of users. As cloud markets evolve and users only pay for the capacity they use., SOA becomes a significant aspect of all markets going forward. SOA strategies relate to providing a middleware to manage different application access in ways that position software with a more flexible capability. The 2010 SOA study has 650 pages, 206 tables and figures.

SOA is positioned to provide application middleware. Services can be launched from applications as web services or internal enterprise network services to provide middleware for applications. SOA governance and repositories are the fundamental features and functions provided by SOA software.

Software middleware accesses APIs which are the mechanisms for extracting data from applications, typically used originally for printing information from an application, but in the Internet era, for electronic communications of data from an application.

SOA middleware provides access to applications. The transport layer used by the Internet HTTP, HTTPS, and Java message service JMS is being upgraded in many cases to message services that are MQ based from several vendors, offering mission critical transport.

SOA can leverage the Internet and Internet-based standards. A business-to-business Applications Middleware based on a SOA approach has the potential to dramatically increase automated process between partners. SOA can simplify the way companies communicate with partners and customers. Benefits of SOA relate to more effective integration with business partners, better supply chain collaboration, increased global sourcing and more effective use of external service providers.

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The popularity of the on-demand deployment model has increased significantly. Systems provide security, response time, and service availability. SaaS software as a service application is widely known by the salesforce.com computing model illustrates. Business applications and computing models have matured and adoption has become an issue for every IT department. Platform as a service (PaaS) and Applications Middleware as a service (IaaS) have joined SaaS as compelling aspects of cloud computing applications and Applications Middleware services.

An organization's application development team and the application portfolio need to be managed using SOA. IT is generally managed on an application by application basis. SOA is a major component of that application management piece. Applications represent a major source of IT value and are a large IT cost component.

SOA markets at \$3.5 billion in 2009 are anticipated to reach 8.2 billion by 2016. Market growth is a result of demand for automated business process that permits flexibility in response to changing business conditions. SOA provides this as application middleware that permits IT to manage change.

Keywords:, Services Oriented Architecture, Soa Application Middleware, Soa Forecasts, Soa Market Shares, Web Services, Soa Governance, Soa Esb, Soa Repository, Soa Directory, Soa Advances In Technology, Services Oriented Architecture (Soa) Flexible Applications Middleware Soa Management And Security, Soa Management, Monitor Soa , Manage Soa , Application Service Levels, Soa Business Process , Soa It, Soa Flexible Response To Changing Market Conditions, Innovation For The Very Large Enterprises, Soa Innovation

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SOA Applications Middleware Companies Profiled

Services Oriented Architecture (SOA) Applications Middleware Market Leaders

IBM
Software AG
Tibco
Progress Software
Microsoft
Oracle / BEA Systems / Sun
Hewlett Packard (HP)

SOA Applications Middleware Market Participants

SERVICES ORIENTED ARCHITECTURE (SOA) COMPANY PROFILES

BMC
CA
Fujitsu
Google / YouTube
IFS
Novell
RedHat
BMC
Fiorano
Fujitsu
SOA Software
Vitria Technology

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SOA Applications Middleware Market Strategies, Shares, And Forecasts, Worldwide, 2010 to 2016

Report Methodology

This is the 440th report in a series of primary market research reports that provide forecasts in solar energy, robots, communications, telecommunications, the Internet, computer, software, telephone equipment, health equipment, and batteries to store energy. Automated process and significant growth potential are a priorities in topic selection. 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.

The primary research is conducted by talking to customers, distributors and companies. The survey data is not enough to make accurate assessment of market size, so WinterGreen Research looks at the value of shipments and the average price to achieve market assessments. Our track record in achieving accuracy is unsurpassed in the industry. We are known for being able to develop accurate market shares and projections. This is our specialty.

The analyst process is concentrated on getting good market numbers. This process involves looking at the markets from several different perspectives, including vendor shipments. The interview process is an essential aspect as well. We do have a lot of granular analysis of the different shipments by vendor in the study and addenda prepared after the study was published if that is appropriate.

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 participant 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.

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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 is a central part of the study. Our research includes access to large proprietary databases. Literature search includes analysis of trade publications, government reports, and corporate literature.

Findings and conclusions of this report are based on information gathered from industry sources, including manufacturers, distributors, partners, opinion leaders, and users. Interview data was combined with information gathered through an extensive review of internet and printed sources such as trade publications, trade associations, company literature, and online databases. The projections contained in this report are checked from top down and bottom up analysis to be sure there is congruence from that perspective.

The base year for analysis and projection is 2009. With 2009 and several years prior to that as a baseline, market projections were developed for 2010 through 2016. These projections are based on a combination of a consensus among the opinion leader contacts interviewed combined with understanding of the key market drivers and their impact from a historical and analytical perspective. The analytical methodologies used to generate the market estimates are based on penetration analyses, similar market analyses, and delta calculations to supplement independent and dependent variable analysis. All analyses are displaying selected descriptions of products and services.

This research includes referencde to an ROI model that is part of a series that provides IT systems financial planners access to information that supports analysis of all the numbers that impact management of a product launch or large and complex data center. The methodology used in the models relates to having a sophisticated analytical technique for understanding the impact of workload on processor consumption and cost.

WinterGreen Research has looked at the metrics and independent research to develop assumptions that reflect the actual anticipated usage and cost of systems. Comparative analyses reflect the input of these values into models.

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The variables and assumptions provided in the market research study and the ROI models are based on extensive experience in providing research to large enterprise organizations and data centers. The ROI models have lists of servers from different manufacturers, Systems z models from IBM, and labor costs by category around the world. This information has been developed from WinterGreen research proprietary data bases constructed as a result of preparing market research studies that address the software, energy, healthcare, telecommunications, and hardware businesses.

YOU MUST HAVE THIS STUDY

**SOA Applications Middleware Market
Shares Strategies, and Forecasts, Worldwide,
2010-2016**

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SOA Application Middleware Technology

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ABOUT THE COMPANY

WINTERGREEN RESEARCH, RESEARCH STRATEGY IDENTIFIES MARKET TRENDS THROUGH READING MARKET MATERIALS AND INTERVIEWING OPINION LEADERS. **WINTERGREEN RESEARCH TEAM** WORKS TO GATHER PRIMARY INFORMATION FROM COMPANY INTERVIEWS, INDUSTRY MATERIALS, AND COMPANY DOCUMENTS TO WRITE MARKET RESEARCH STUDIES FROM AN INDEPENDENT PERSPECTIVE. THE ABILITY, TO THINK ABOUT MARKET TRENDS IS ENHANCED BY DOING IT OVER AND OVER FOR MANY DIFFERENT MARKETS. THAT IS WHAT **WINTERGREEN RESEARCH** IS ALL ABOUT: READING AND THINKING IS AN ESSENTIAL ASPECT OF COMPETITIVE ANALYSIS. TALKING TO OPINION LEADERS IS AN ESSENTIAL ASPECT OF PRODUCING GOOD, RELIABLE, INDEPENDENT DATA.

BY READING THE ELECTRONIC EQUIVALENT OF 40 FEET OF PAPER FOR EACH STUDY, **WINTERGREEN RESEARCH SENIOR ANALYSTS** CAN LEARN A LOT MORE ABOUT MARKETS. IDENTIFICATION OF MARKET TRENDS IS A HIGH PRIORITY AT **WINTERGREEN RESEARCH**. AS WITH THE VALUE PROPOSITION FOR COMPETITIVE ANALYSIS COMING FROM GETTING PRIMARY INPUT FROM A RANGE OF INDUSTRY PARTICIPANTS AND OBSERVERS.

WINTERGREEN RESEARCH, FOUNDED IN 1985, PROVIDES STRATEGIC MARKET ASSESSMENTS IN TELECOMMUNICATIONS, COMMUNICATIONS EQUIPMENT, HEALTH CARE, INTERNET AND ADVANCED COMPUTER TECHNOLOGY. INDUSTRY REPORTS FOCUS ON OPPORTUNITIES THAT EXPAND EXISTING MARKETS OR DEVELOP MAJOR NEW MARKETS. THE REPORTS ASSESS NEW PRODUCT AND SERVICE POSITIONING STRATEGIES, NEW AND EVOLVING TECHNOLOGIES, AND TECHNOLOGICAL IMPACT ON PRODUCTS, SERVICES, AND MARKETS. MARKET SHARES ARE PROVIDED. LEADING MARKET PARTICIPANTS ARE PROFILED, AND THEIR MARKETING STRATEGIES, ACQUISITIONS, AND STRATEGIC ALLIANCES ARE DISCUSSED. THE PRINCIPALS OF **WINTERGREEN RESEARCH** HAVE BEEN INVOLVED IN ANALYSIS AND FORECASTING OF INTERNATIONAL BUSINESS OPPORTUNITIES IN TELECOMMUNICATIONS AND ADVANCED COMPUTER TECHNOLOGY MARKETS FOR OVER 30 YEARS.

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SUSAN EUSTIS, PRESIDENT, CO-FOUNDER OF WINTERGREEN RESEARCH, HAS DONE RESEARCH IN COMMUNICATIONS AND COMPUTER MARKETS AND APPLICATIONS. SHE HOLDS SEVERAL PATENTS IN MICROCOMPUTING AND PARALLEL PROCESSING. SHE HAS THE ORIGINAL PATENTS IN ELECTRONIC VOTING MACHINES. SHE HAS NEW PATENT APPLICATIONS IN FORMAT VARYING, MULTIPROCESSING, AND ELECTRONIC VOTING. SHE IS THE AUTHOR OF RECENT STUDIES OF THE SERVICES ORIENTED ARCHITECTURE, CONTENT MANAGEMENT, MID SIZE BUSINESS MIDDLEWARE, WORLDWIDE ENERGY MARKETS, SOLAR UTILITY MARKETS, SOLAR TECHNOLOGY MARKETS, THIN FILM BATTERY MARKETS, WEBCAM MARKETS, REGIONAL BELL OPERATING COMPANIES' MARKETING STRATEGIES, INTERNET EQUIPMENT, BIOMETRICS, A STUDY OF INTERNET EQUIPMENT, WORLDWIDE TELECOMMUNICATIONS EQUIPMENT, TOP TEN TELECOMMUNICATIONS, DIGITAL LOOP CARRIER, WEB HOSTING, WEB SERVICES, NANOTECHNOLOGY, AND APPLICATION INTEGRATION MARKETS. MS. EUSTIS IS A GRADUATE OF BARNARD COLLEGE.

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