

Services Oriented Architecture (SOA): Market Shares, Strategies, and Forecasts, Worldwide, 2014 to 2020

Mountains of Opportunity



Picture by Susan Eustis

Lexington, Massachusetts



CHECK OUT THESE KEY TOPICS

Services Oriented Architecture (SOA): Used In Every Aspect Of Software Systems Integration to Support Cloud and Mobile Buildout

<ul style="list-style-type: none">SOA ProductsSOA AnalyticsWEB ServicesSOAServices Oriented ArchitectureSOA Cloud ArchitectureSOA Mobile ArchitectureSOACloud ComputingSOA Application MiddlewareSOA ForecastsSOA Market SharesWeb Services	<ul style="list-style-type: none">SOA GovernanceSOA ESBSOA RepositorySOA DirectorySOA Advances In TechnologyServices Oriented Architecture (SOA)Flexible ApplicationsMiddlewareSOA ManagementSOA SecuritySOA ManagementMonitor SOA	<ul style="list-style-type: none">Manage SOAApplication Service LevelsSOA Business ProcessSOA ITSOA Flexible Response To Changing Market ConditionsInnovation For The Very Large EnterprisesSOA InnovationSoftware Localization
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Services Oriented Architecture (SOA): Economies of Scale and Shift to Smart Phones and Cloud Computing Drive Markets

Services Oriented Architecture (SOA): Market Shares, Strategies, and Forecasts, Worldwide, 2014-2020

LEXINGTON, Massachusetts (April 28, 2014) – WinterGreen Research announces that it has published a new study Services Oriented Architecture (SOA): Market Shares, Strategy, and Forecasts, Worldwide, 2014 to 2020. The 2014 study has 679 pages, 250 tables and figures. Worldwide markets are poised to achieve significant growth as the cloud computing for utility infrastructure and the smart phone communications systems for apps are put in place.

IBM Leads Foundation for Cloud Computing: Services Oriented: Architecture (SOA)

IBM SOA is used to implement cloud systems that stretch the boundaries of the enterprise to user end points, permitting marketing departments to target smartphones, implementing management decentralization and supporting user empowerment. SOA forms the base for business intelligence (BI) and analytics systems. It enables organizational ability to perform diagnostic analytics.

IBM is the leader in SOA overall. IBM is the leader because it has invested in integration and analytics technology needed to achieve comprehensive IT systems implementation that achieves support for collaborative systems. The

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implementation of SOA depends on a broad set of technology frameworks that interact seamlessly to achieve the end point integration needed to manage complexity of modern IT systems. IBM stands alone in the IT industry with that capability of managing complexity.

Service Oriented Architecture (SOA) is the foundation for modern transactional systems. As the Internet extends transaction systems to real time, SOA has been invented to extend the transaction systems appropriately. SOA supports the evolution of Internet based real time e-business and end-to-end business process integration.

In the next decade, the same SOA principles will be at the core of a new era of business engagements that transact at Internet scale across locations, devices, people, processes and information. IBM is able to manage scale and security. It has built a set of systems that have been criticized over the years for being too complex and too large, but now that the Internet and real time computing have evolved, IBM stands alone in its ability to scale reliably and securely.

IBM SOA is first and foremost tuned to supporting mobile application development, big data, and cloud computing. The SOA enterprise architecture supports mobile development by providing transparent seamless API support for all the different mobile smart phones. Infrastructure tools with business-user-friendly data integration, coupled with embedded storage and computing layers (typically in-memory/columnar) and unfettered drilling — accelerates the trend toward decentralization and user empowerment of BI and analytics, and greatly enables organizations' ability to perform diagnostic analytics.

Cloud And Mobile Computing Redefine SOA, giving new thrust to well defined technology that has been widely implemented, but now will be leveraged and added to give it new functionality appropriate to cloud computing.

Cloud and mobile computing redefine SOA, providing ways for companies to implement analytics and mine social media data to create information that is usable for decision making. These initiatives depend on a solid integration foundation, permitting IBM to increase its already large market SOA share because IBM has such comprehensive SOA platforms that hide complexity from users, supporting efficient systems implementation.

SOA, mobile development, big data, API, cloud computing, framework architecture, enterprise architecture, mobile, and infrastructure tools are used to implement business-user-friendly data integration. Coupled with embedded storage and computing layers (typically in-memory/columnar) and unfettered drilling — accelerates the trend toward decentralization and user empowerment of BI and analytics, and greatly enables organizations' ability to perform diagnostic analytics.

According to Susan Eustis, principal author of the market research study, “Unstructured data accounts for 90% of the data in organizations. Unstructured data generated by machines, or as part of social media drive the need for SOA. Smart phones create information on a massive scale, driving needs to manage records of transaction activity, system behavior, application performance, user actions, security threats and fraudulent activity. SOA is used to handle the complexity or scale of massive volumes of unstructured machine data. SOA allows implementation of systems flexibility, it implements real time computing.”

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SOA supports providing a platform for use by IT in a market marked by big data that sits on widely dispersed resources that are heterogeneous. IT resources are heterogeneous because each business seeks to utilize technology that is best of breed for solving the particular set of competitive situations they address. This creates a variety of solutions in each business.”

Services Oriented Architecture (SOA) market size at \$5.7 billion in 2013 is anticipated to reach \$16.4 billion by 2020. Significant growth is driven by the smart phone and social media in attrition to cloud computing market penetration. with smart phones beginning to get significant uptake all over the world.

Growth is a result of IT department efforts to reduce spending on run time, gaining the effect of more hires by decreasing operating costs. SOA delivers more efficient automated process. SOA enables IT to spend a higher proportion of the budgets on growing the business. SOA stacks of decoupled services are purpose built for the enterprise environment that is continuously shifting because of mergers and acquisitions. With decoupled software solutions, the web services and the SOA components can be portable.

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 Global Information Info Shop, Market Research.com, Research and Markets, Electronics.CA, Bloomberg, and Thompson Financial.

WinterGreen Research is positioned to help customers face challenges that define the modern enterprises. The increasingly global nature of science, technology and engineering is a reflection of the implementation of the globally integrated enterprise. Customers trust WinterGreen Research to work alongside them to ensure the success of the participation in a particular market segment.

WinterGreen Research supports various market segment programs; provides trusted technical services to the marketing departments. It carries out accurate market share and forecast analysis services for a range of commercial and government customers globally. These are all vital market research support solutions requiring trust and integrity.

Key words: SOA Products, SOA Analytics, WEB Services , SOA, Services Oriented Architecture, SOA, Cloud Computing, Cloud frameworks, cloud infrastructure, 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, SOA 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, Software Localization, ,<http://wintergreenresearch.com/reports/SOA%20Engines.html>,

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Companies Profiled

Market Leaders

**IBM
Oracle
Tibco
Fujitsu**

**Microsoft
SAP
Software AG**

Market Participants

**360logica Software
Actuate
CA Technologies
Crosscheck Networks
Fiorano
Hewlett Packard
Informatica
iWay Software**

**Layer 7
Managed Methods
Nastel Technologies
Oracle
Perficient
Rally Software
Red Hat
SAP**

**SOA Software
WSO2**

**Services Oriented Architecture (SOA): Market Shares, Strategies,
and Forecasts, Worldwide, 2014 to 2020**

Report Methodology

This is the 597th report in a series of primary market research reports that provide forecasts in communications, telecommunications, the Internet, computer, software, telephone equipment, health equipment, and energy. Automated process and significant growth potential are 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.

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This services oriented architecture (SOA) study is based on tracking integration software and dynamic processing that provides significant insight into the technology of SOA. Experience implementing cloud computing and mobile systems for different OS using the SOA has been evaluated in many different contexts. Evaluation of the changes brought to the supply chain and transaction processing by the Internet are among factors that contribute to development of triangulation regarding market forecasts for the sector.

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.

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.

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The base year for analysis and projection is 2010. With 2010 and several years prior to that as a baseline, market projections were developed for 2011 through 2017. 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 reference 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.

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

Services Oriented Architecture (SOA): Market Shares, Strategies, and Forecasts, Worldwide, 2014-2020

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Services Oriented Architecture (SOA) infrastructure creates efficiency for data centers and developers seeking to modernize systems for cloud computing. The ability to interconnect APIs using automated process without point to point solutions is a compelling competitive advantage for data center managers seeking to achieve the ability to provide flexible response to changing market conditions.

Services Oriented Architecture (SOA): Executive Summary

The study is designed to give a comprehensive overview of the Services Oriented Architecture (SOA): equipment market segment. Research represents a selection from the mountains of data available of the most relevant and cogent market materials, with selections made by the most senior analysts. Commentary on every aspect of the market from independent analysts creates an independent perspective in the evaluation of the market. In this manner the study presents a comprehensive overview of what is going on in this market, assisting managers with designing market strategies likely to succeed.

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This section describes selected companies and selected products. Products for this market segment are described with attention to the most significant aspect of features and functions in this category of product. The juxtaposition of a range of different product descriptions from a single market category provides a really good way to access market directions and achieve market competitive analysis. This section is arranged in three pieces: immersive products, conference room products, and end point products.

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This section selectively describes company strategies, partners, acquisitions, and revenue by segment and regional revenue when available. Companies are described by looking at what is most interesting about that company. The descriptions collectively give a sense of market directions within the industry segment. The alphabetical listing of company thumbnail sketches provides an accessible way to find out what is going on in any particular company.

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ABOUT THE COMPANY

WinterGreen Research, research strategy relates to identifying market trends through reading and interviewing opinion leaders. By using analysis of published materials, interview material, private research, detailed research, social network materials, blogs, and electronic analytics, the market size, shares, and trends are identified. Analysis of the published materials and interviews permits WinterGreen Research senior analysts to learn a lot more about markets. Discovering, tracking, and thinking about market trends is a high priority at WinterGreen Research. As with all research, the value proposition for competitive analysis comes from intellectual input.

WinterGreen Research, founded in 1985, provides strategic market assessments in telecommunications, communications equipment, health care, Software, Internet, Energy Generation, Energy Storage, Renewable energy, and advanced computer technology.

Industry reports focus on opportunities that expand existing markets or develop major new markets. The reports access new product and service positioning strategies, new and evolving technologies, and technological impact on products, services, and markets. Innovation that drives markets is explored. 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.

The studies provide primary analytical insight about the market participants. By publishing material relevant to the positioning of each company, readers can look at the basis for analysis. By providing descriptions of each major participant in the market, the reader is not dependent on analyst assumptions, the information backing the assumptions is provided, permitting readers to examine the basis for the conclusions.

About The Principal Authors

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.

Susan Eustis, President, co-founder of WinterGreen Research is a senior analyst. She 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 where she was featured in People Magazine in 1976. She has new patent applications in format varying, multiprocessing, and electronic voting. She is the author of recent studies of the Solar Renewable Energy, Wind Energy, Thin Film Batteries, Business Process Management marketing strategies, Internet equipment, biometrics, a study of Internet Equipment, Worldwide Telecommunications Equipment, Top Ten Telecommunications, Digital Loop Carrier, Web Hosting, Web Services, and Application Integration markets. Ms. Eustis is a graduate of Barnard College. Susan Eustis was named as top female executive of the year by Who's Who Worldwide in 2012. She was named page one of the top 100 Industry leaders in Who's Who Worldwide in 2013.

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