

WINTERGREEN RESEARCH, INC.

**Services Oriented Architecture (SOA) Market
Opportunities, Strategies, and Forecasts, 2006 to 2012**

Services Oriented Architecture (SOA)



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) MARKET SHARES
SERVICES ORIENTED ARCHITECTURE (SOA) MARKET FORECASTS
Services Oriented Architecture (SOA) Market Driving Forces

Services Oriented Applications Unlock Business Value

SOA Ability to Transform Business
Events

SERVICES ORIENTED ARCHITECTURE (SOA) WORKFLOW

PROCESS ORIENTED ARCHITECTURE

SOA TECHNOLOGY ISSUES

ADVANCED E-BUSINESS INFRASTRUCTURE

SERVICES ORIENTED ARCHITECTURE (SOA) SERVICES

BPM SOFTWARE PROCESS DESIGN

WEB SERVICES

SERVICE LEVEL CHALLENGES

BUSINESS NEED

WEB SERVICES TECHNOLOGY

OPPORTUNITY ABOUNDS

WinterGreen Research, Inc.

Lexington, Massachusetts

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Services Oriented Architecture (SOA) Market Opportunities, Market Forecasts, and Market Strategies, 2006-2012

Service oriented architecture (SOA) components help corporations integrate their existing data and applications into new business systems. SOA software components allow customers to more quickly react to changing market conditions by using process models to design and build more flexible applications.

SOA provides a flexible application framework for managing changing business needs. Services oriented applications are positioned to unlock the business portfolio by providing adapters that connect to output nodes and an engine to manage the adapters. Adapters are reusable pieces of code that implement Web services (SOA) to achieve automated information access. Benefits are achieved by accessing applications in a portfolio with discrete services.

The aim is to streamline IT infrastructure. Services oriented architecture (SOA) is designed to achieve an alignment of IT investments with business goals. Adapters are used to achieve more flexible business response to market changes by providing bits of application functionality that implement business rules in the context of achieving implementation of automated retrieval on designated information.

SOA is comprised of engines and components. Engines are at lower levels of the integration stack providing brokering, integration, business process management, mission critical messaging, and transformation capability. Components are adapters or automated processes that are messages with rules imbedded in them.

SOAs are easy to use because the rules are imbedded in the message using a graphical user interface instead of a programmer. The services oriented architecture is the foundation for higher-level capabilities such as business process management and business activity monitoring. It enables the assembly of composite applications that combine functionality from existing applications to more effectively address the needs of business users.

Major changes in the software industry go beyond technical issues. Customer service, supply chain, IT governance, and procurement innovation is occurring across every industry. A major benefit of these changes is that software comes closer to meeting the agility demands of business environments. Continuing change in tools, technologies, skills, processes, products, and vendor relations pose significant challenges. Strategic positioning is driving adoption of service-oriented architecture (SOA).

Service oriented architecture (SOA) markets at \$450 million in 2005 are expected to reach \$18.4 billion by 2012. Market growth comes because SOA enables the flexible IT architecture that is needed to respond to market shifts brought by speeded product cycles and competitive challenges.

Companies Profiled

Market Leader

IBM

Market Participants

Microsoft
SAP
Sun Microsystems
AttachmateWRQ
Cape Clear
EMC Documentum
FileNet
Fujitsu
GXS
i2
Inovis
IONA
Kabria
Open Text
Progress Software
SOA Software
Synergy Financial Systems
Vitria
Zebra Technologies

Oracle
BEA
AmberPoint
BMC Software
CAPE Systems
Envoy Technologies
Fiorano
GoAhead
HP
Infravio
Interwoven
ItemField
MQ Software
Pegasystems
Savvion
Sybase
TIBCO
webMethods

Services Oriented Architecture (SOA) Strategies and Forecasts, 2006-2012

REPORT METHODOLOGY

THIS IS THE 279TH 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

Services Oriented Architecture (SOA) Market Opportunities, Strategies, and Forecasts, 2006 to 2012

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