Application Servers -- Markets Reach $15.2 Billion By 2015

LEXINGTON, Massachusetts (August 13, 2011) – WinterGreen Research announces that it has a new study on application servers. The 2011 study has 886 pages, 268 tables and figures. Worldwide markets are poised to achieve significant growth as application servers continue to benefit from the enterprise need to build out e-commerce sites that support a brand.

The smarter planet initiative elucidates the ubiquitous computing environment where a microprocessor touches everything, information systems, agriculture, transportation, and hospitals. Things no one would recognize as computers have a processor: home appliances, cars, roads, clothes, even rivers and cornfields. . Electronic shopping, electronic trading, Internet banking, Internet brokers, music and video delivery, Internet auction and other systems have become widespread and taken for granted in the society, all leveraging computing components many of which feed information to application servers.

IBM is the dominant player in application server market, it sets a defacto industry standard for complex web offerings. IBM has achieved significant market advantage by positioning with a broad middleware product offering. IBM has been able to grow its market share steadily. The IBM WebSphere has robust functionality. It provides integration at every level of the IT systems.

IBM is able to leverage application servers, broker integration technology, business process management, mission critical messaging, and portals with a broad offering. Built in intelligence frequently leverages application servers that are used to create a web presence and manage the flow of information from sensors to systems.

Application servers are used to build a Web page and shopping cart for e-commerce. Application servers offer e-mail, chat, and phone for personalized web reach of product displays and shopping carts. Retailers can use application servers to manage e-commerce and service interactions over the Web using tools that support one continuous relationship. This expansion of application server capability vastly improves the reach of e-commerce sites.

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Application servers are used for blogs and Internet communications around e-commerce. Developers use efficient automated process to drive new advertising and shopping cart capabilities. Cloud computing application servers to be used for e-commerce. Application servers are used for achieving a capability whereby applications can be built without programming, forcing a dramatic change in application servers.

By automating internal processes and relationships with suppliers significant productivity gains are achieved. As J2EE application server architecture has been adopted, IBM has achieved significant market advantage. By positioning with a broad middleware product offering IBM has been able to grow its market share steadily. The IBM WebSphere has robust functionality. It provides integration at every level of the IT systems.

IBM is able to leverage application servers, broker integration technology, business process management, mission critical messaging, and portals with a broad offering. Oracle has portions of the product set, competing head to head in markets. IBM market leadership position is secure, based on leveraging existing customer bases and training the sales forces, these are the dominant forces in the segment.

The aim of e-commerce is to achieve an ever increasing customer base, customer retention, improved customer services, and cross selling. These new application server features facilitate that. Manufacturers need the same features to improve the functioning of the supply chain. Service interactions over the Web use features that facilitate the design, inventory management, distribution, and shipment processes.

A move towards application server signals a fundamental shift in how information is handled. The prospect of digitizing much of the world's information and making it searchable poses the prospect of a quantum increase in the quantity of information available; an increase by a factor of 1,000. At the most basic level, application servers work on the cloud scale contemplated to change the world.

Application Server Key Benefits

- Increase in channel productivity
- Automation of transaction processing systems
- Implementation of SOA
- Quick response to changing market conditions

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- Elimination of manual processes
- 100% payback within one year
- Significant decreases in materials purchasing
- Significant decreases in inventory costs

Manufacturers need the same features to improve the functioning of the supply chain. Service interactions over the Web, e-mail, chat, and phone facilitate the design, inventory management, distribution, and shipment processes.

When banks and very large retail organizations are managing thousands of transactions per second from a globally integrated enterprise trying to protect a brand, the commercial grade systems from IBM, Oracle, Fujitsu, and Adobe among others are needed. For the millions, soon to be billions of Web sites that support blogs and more simple transaction systems, a simpler system is preferable such as those from Microsoft, Novell, and Red Hat.

Knowledge workers use application servers to help focus energies on high-value activities, driving new efficiencies, spending as little time as possible seeking and wading through information. The systems are used to automate the processes responsive to Internet channel transactions.

An enterprise-wide application server is useful for displaying html pages dynamically and conducting business on the Internet. Suppliers improve sensing, analytic and workflow capabilities by radically streamlined the way customers access and act on information.

Balancing growing online channels with slowing growth in traditional channels is an universal marketing issue in the age of the Internet. Making all customer channels work better together, gaining market share and reducing costs are central concerns. The bulk of online sales growth is derived from existing online shopper customers spending more online.

Companies are charged with keeping existing customers loyal and learning to upsell. Sales and coupons work online as well as in traditional marketing. Increasingly savvy and demanding online consumers are keeping competition high. Platform-neutral e-commerce optimization services are able to deliver a unified, personalized, and satisfying customer experience.

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Interactions are conducted over the Web presentations and shopping carts supplemented by phone calls, chat, mobile devices. Systems connect to stores using application servers to one continuous, ongoing relationship, rather than disconnected conversations.

Real time analysis of information is being used to position companies to achieve competitive advantage. Application servers are a central aspect of the BPM initiative, providing up to date information in a usable format. Companies are implementing BPM solutions in the context of application server that provides syntax to business users.

According to Susan Eustis, lead author of the study, "innovation drives application server market growth in every industry, and innovation depends on implementation of automated business process in every instance. Application servers represent a way to give enterprises a significant market presence. E-commerce is at the center of a globally integrated enterprise."

Application server markets at $5.5 billion in 2010 are expected to reach $15.2 billion by 2017. The banking and finance industry use application servers. Retailers can manage e-commerce and service interactions over the Web, e-mail, chat, and phone as one continuous, personalized relationship. This expansion of application server capability vastly improves the reach of e-commerce sites. The aim of e-commerce is to achieve an ever increasing customer base, customer retention, improved customer services, and cross selling. These new features facilitate that.

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 37 distributors worldwide, including Global Information Info Shop, Market Research.com, Research and Markets, Bloomberg, and Thompson Financial.

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Key words: Application Server, Web Services, E-Commerce, Cloud Technology, Application Server Blogging, Web 2.0, Wiki-Style Collaboration, Social Networking, Business Process Management, Virtualized Systems, Open Source Application Server, WinterGreen Research, Web Assets, JBOSS, SOA Reusable Software Components, Virtualization, Server Hosting Centers, Web Properties, Web Application Gallery, Web PI, Collaboration, Mashups, Salesforce.com, Web services, Web Analytics / Frameworks, Java, Linux, http://wintergreenresearch.com/reports/appliction%20server.html

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