

MESSAGING MIDDLEWARE:

ENTERPRISE COMMUNICATION PLATFORMS --
STRATEGIC POSITIONING/FORECASTS TO 2001

June 1997

Memo to: Director of Strategic Marketing

The value of middleware messaging is in its simplicity. The need to protect that simplicity is the greatest challenge facing the existing vendor group. The enticement is always to offer additional functionality to existing programs, make them more complex, and to thereby reduce the simplicity and value of a sleek well functioning program.

IBM MQSeries has achieved the status of a defacto industry standard with 45% of the \$100 middleware messaging market. significant growth is anticipated to over \$1 billion by 2001. Messaging middleware will hatch entirely new market segments as well, potentially much larger. As message brokers and push computing implement entirely new network computing functionality. In addition

Middleware messaging is positioned to support rapid applications development for network computing. As business rules change in response to shortening product development cycles and business process reengineering, new ways of developing applications rapidly are needed. messaging middleware provides that platform. messaging middleware market growth will be stimulated by use of the Internet to gather and transport transaction data to centralize enterprise systems. The asynchronous queued message engine will be needed to provide data transport.

A new study from WinterGreen Research addresses the issues and clarifies alternatives available to provider companies wishing to participate in intranet market growth. Enclosed is a brochure describing the study: **MESSAGING MIDDLEWARE: ENTERPRISE COMMUNICATION PLATFORMS -- STRATEGIC POSITIONING/FORECASTS TO 2001**

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