

Middleware and e-Commerce Markets Continue Rapid Expansion: Strategies and Forecasts to 2002

Middleware supports application integration. Middleware provides Internet commerce implementation products and network transport infrastructure packaged products. Products provide infrastructure, secure enterprise application integration (EAI), and systems management. Growth of Internet markets and demand for supply-chain connectivity are primary middleware and EAI market drivers. Significant market opportunity exists as \$500 million markets in 1997 are growing at rates that will permit markets to reach \$13.7 billion by 2002.

Middleware connects the sales force, customer service centers, engineering design, production centers, suppliers, and strategic partners. Middleware secures past investments and allows smooth, cost efficient integration of an IT infrastructure. Message queuing systems support the cross platform exchange of information between applications. Message queuing assures message delivery even when programs or networks fail or the target system is temporarily unavailable. Middleware facilitates dealing with the complexities of the operating system and the network.

Middleware supports applications development. Middleware interconnects front office applications and back office systems and extends them to distributed and Internet environments. Developers use interfaces and connectors to design applications. Realizing the opportunity to provide enterprise application integration is central to middleware market positioning.

Middleware is expanding beyond infrastructure. It has become a business sale to business analysts that need access to information contained in several applications on several platforms. Combined message queuing and message broker markets at \$544 million in 1997 are expected to reach \$13.7 billion by 2002. The Internet and network computing promise to be big market drivers, creating a need for Internet and e-commerce enabled middleware products.

Middleware infrastructure links platforms. Client devices, PCs and servers are linked together or to mainframes with a systems approach. The defacto messaging standard set by IBM MQSeries 55% market share creates a basis for development and evolution of enterprise applications integration markets. Rules, transformation, routing, and formatting engines integrated with mission critical messaging systems create applications useful to business analysts. Traditional load balancing, quality of service, and fault tolerance are being extended by end to end application development environments.

Report No. A 8031098301	210 + Pages	75 Tables and Figures	1998
	\$2,800		

6 Raymond Street Lexington MA 02421

Tel (781) 863-5078

Fax (781) 863-1235

www.wintergreenresearch.com

e-mail: ellentc@tiac.net

Application integration throughout the enterprise is enabled by use of a simple, high-level application programming interface that shields developers from operating systems and network complexities. It enables users to concentrate on application design. A new study from WinterGreen Research **Middleware and e-Commerce Markets Continue Rapid Expansion: Strategies and Forecasts to 2002** provides a presentation of the diverse middleware and e-commerce market opportunities.

Susan Eustis

Report No. A 8031098301	210 + Pages	75 Tables and Figures	1998
	\$2,800		

6 Raymond Street Lexington MA 02421

Tel (781) 863-5078

Fax (781) 863-1235

www.wintergreenresearch.com

e-mail: ellentc@tiac.net