

The Network is the Computer: Applications Integration, Message Broker, and Infrastructure Strategic Positioning and Market Forecasts to 2001

Making the network the computer positions the enterprise as flexible and able to adapt to acquisitions, strategic alliances, competitive market forces, and changing market conditions. Message broker markets are poised for growth as new products make the network the computer.

The data communications network is gaining intelligence. A message broker layer provides data transformation, data formatting, business rules implementation, network configuration, and message gateways. A message vehicle layer provides file transfer, work flow managers, directories, network security, and queuing system management. An infrastructure layer provides network security, network system management, communications servers, and computer telephony integration.

Applications integration is evolving as the operating system of the network. In the same way that an operating system manages the computer, applications integration locates devices and moves data selectively. Middleware message queuing engines make this possible by providing decoupled data transport. Once messages can be transmitted reliably, hiding the complexity of the network from the application, many new opportunities are available to vendors. New applications development tools work on decoupled data without compilers.

Message brokers represent a new, evolving type of middleware. Message broker and applications integration markets are poised for rapid growth, 60% per year. Markets will grow from \$500 million in 1996 to \$7.3 billion in 2001. The infrastructure layer will grow 27% per year from \$23 billion in 1996 to \$79.3 billion by 2001. A new study from WinterGreen Research defines market strategy and sizes the market opportunity by looking at over 40 separate market segments.

Broadband networks and improved price performance ratios for computing systems are driving the use of network computing. Queued connections of computers from different manufacturers, with different operating systems are creating major new market opportunity. Modular systems implemented as message brokers and interface engines are making the enterprise more adaptable to change. The Internet is providing explosive market growth.

**The Network is the Computer: Applications Integration And
Message Brokers -- Strategic Options And Forecasts to 2001** documents
market shifts and points out opportunities.

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