

WINTERGREEN RESEARCH, INC.

**Enterprise Application Integration (EAI) License and
Services Market Opportunities, Strategies, and Forecasts,
2004 to 2009**

**Enterprise Application Integration (EAI) License and
Services**



Picture by Susie Eustis

MOUNTAINS OF OPPORTUNITY

**WinterGreen Research, Inc.
Lexington, Massachusetts**

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CHECK OUT THESE KEY TOPICS

ENTERPRISE APPLICATION INTEGRATION (EAI) SERVICES MARKET SHARES

ENTERPRISE APPLICATION INTEGRATION (EAI) SERVICES MARKET

FORECASTS

EAI SOFTWARE MARKET SHARES

EAI Services Driving Forces

Application Integration Challenges

Services Oriented Architecture (SOA)

ENTERPRISE IT ORGANIZATIONS

EDI SERVICES

ROLE OF MISSION CRITICAL EAI

WEB SERVICES

JAVA

ENTERPRISE SERVICE-ORIENTED ARCHITECTURE (ESOA)

EAI REAL TIME PROCESSING

VALUE OF INTEGRATION

CONTINUED DEMAND FOR BUSINESS INTEGRATION SOFTWARE

INTEGRATION TECHNOLOGY SOLUTIONS

OPPORTUNITY ABOUNDS

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Enterprise Application Integration (EAI) License and Services Market Opportunities, Strategies, and Forecasts, 2004 to 2009

Key challenges for application integration (EAI) projects relate to developing point solutions that will scale. Fast systems operation is a significant aspect of project implementation. Point solutions implemented in a departmental environment may not scale to the entire enterprise. Speed is a significant factor in system evaluation.

Accommodation of the continuing shortage of IT skills is solved by EAI, because packaged interface logic is substituted for the need to use programmers to build custom interface logic. Many EAI systems need services that cost ten times as much as the packaged software to implement the system. This situation is changing as new EAI software is easier to install and to use.

The direction of EAI markets is for growth to continue. Proprietary broker systems are needed to implement systems that have an architecture that can be controlled. to change that face of business as it enables the management of change.

Real time exchange of information is continuing to replace batch processing. Network computing depends on systems that can be interconnected with a broker to manage the flow of information. EAI is useful because it implements real time network electronic processing in the context of a hub that replaces point to point connections. EAI delivers on the promise of electronic data transfer, creating the paperless office.

As EAI systems become easier to implement and less expensive, they will be utilized more. EAI permits distributors to interface electronically to large enterprises. EAI is extending to small and medium size markets.

The need for enterprises to work together is the B2B and exchange aspect of EAI. The ability to exchange information efficiently and automatically with other organizations represents a strategic initiative for every enterprise. Integration systems linked to the business applications arise in the context of supply chain, value chain, distribution, channel strategy, and strategic partnering considerations.

Enterprise application integration (EAI) combined license and services market forecasts analysis indicates that revenue of \$2.5 billion in 2003 is expected to go to \$5.9 billion by 2009.

Companies Profiled

Market Leaders

IBM Corporation
Tibco Software
BEA
WebMethods

Market Participants

Ascential
Global eXchange Services
Hewlett-Packard
MQSoftware
Vitria

BMC Software
Green Hat Consulting
Microsoft
SeeBeyond Technology
ZettaWorks

Enterprise Application Integration (EAI) License and Services Strategies and Forecasts, 2004-2009

REPORT METHODOLOGY

THIS IS THE *TWO-HUNDRED AND EIGHTEENTH* REPORT IN A SERIES OF MARKET RESEARCH REPORTS THAT PROVIDE FORECASTS IN COMMUNICATIONS, TELECOMMUNICATIONS, THE INTERNET, COMPUTER, SOFTWARE, TELEPHONE 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.

YOU MUST HAVE THIS STUDY

Enterprise Application Integration (EAI) License and Services Market Opportunities, Strategies, and Forecasts, 2004 to 2009

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