

WINTERGREEN RESEARCH, INC.

**Mid Market Application Integration (EAI) Market
Opportunities, Strategies, and Forecasts, 2005 to 2011**

Mid Market Application Integration (EAI)



Picture by Susie Eustis

MOUNTAINS OF OPPORTUNITY

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

www.wintergreenresearch.com

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CHECK OUT THESE KEY TOPICS

MID MARKET APPLICATION INTEGRATION MARKET FORECASTS AND SHARES

MID MARKET APPLICATION INTEGRATION DRIVING FORCES

Guaranteed Service Levels

Role Of Mission Critical Middleware Messaging

Advanced E-Business Infrastructure

XML Standards

SMB EAI LINKING INTERNAL OPERATIONS

INFORMATION OVERLOAD AND DECISION LATENCY

MID MARKET COMPUTING SOLUTIONS

WORLD WIDE WEB CONSORTIUM

EMBEDDED SYSTEMS

RELIABLE MESSAGING

OPEN SERVICE ACCESS (OSA)

MID MARKET EDGE COMPUTING SOLUTIONS

CONFIGURABLE SYSTEMS

RAPID, RELIABLE, SCALABLE INTEGRATION SOLUTIONS

OPPORTUNITY ABOUND

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Mid Market Application Integration (EAI) Market Opportunities, Market Forecasts, and Market Strategies, 2005-2011

The improved systems capability and proven return on investment for application integration markets represent the most compelling market driving forces. Companies that achieve faster time to market receive significant competitive advantage. The example of Apple achieving competitive advantage over Sony in the electronic music markets is a central and compelling issue driving every enterprise to look at the advantages of enterprise application integration.

Enterprise networks represent the core business capability. Enterprise application connectivity is significant for internal IT departments and to connect to distributors, suppliers, partners, and customers. The ability to send information between disparate applications is relevant to every aspect of network computing.

EAI refers to integration projects inside the enterprise network with employees and over the Internet with partners. Application integration is the base for business process integration, the integration of information relevant to projects inside and beyond the borders of the enterprise.

Integration products are broad initiatives able to integrate heterogeneous IT departments as well as target point solutions. Integration products are becoming more highly developed and less expensive.

The integration demands of e-Business present major technical challenges. In an attempt to address business challenges, organizations have implemented various ERP enterprise applications to handle the core processes.

The common strategy is to combine mid size company local presence with expertise and technology from the enterprise to leverage the strength of each partner. The theme of trust and common interest is paramount. Competitive issues depend on a local presence combined with enough resource to address solutions to technical problems.

Markets at \$1 billion in 2004 are anticipated to become \$4.1 billion by 2011. Automation of structured transaction data, automation of unstructured information, and integration of information across platforms and across applications demands the use of middleware. Integration tools are used to make networks work. Middleware implementation depends on groups of people defining goals together to achieve a common goal. That goal is sometimes elusive.

Companies Profiled

Market Leaders

IBM
GXS
Microsoft

Market Participants

BEA
EMC / Documentum
Filenet
Fiorano
Hewlett-Packard (HP)
Kabria
Pegasystems
SAP
Synergy
Tibco Software
WebMethods

Cape Systems Group
Envoy Technologies
Fujitsu
Fuego
i2
Oracle
Progress Software
Savvion
Sun Microsystems
Vitria
Zebra Technologies

Mid Market Application Integration (EAI) Strategies and Forecasts, 2005-2011

REPORT METHODOLOGY

THIS IS THE 251ST REPORT IN A SERIES OF MARKET RESEARCH REPORTS THAT PROVIDE FORECASTS IN COMMUNICATIONS, TELECOMMUNICATIONS, THE INTERNET, COMPUTER, SOFTWARE, TELEPHONE EQUIPMENT, HEALTH 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. WE ESTABLISH ACCURATE MARKET FORECASTS BASED ON ECONOMIC AND MARKET CONDITIONS AS A BASE. USE INPUT/OUTPUT RATIOS, FLOW CHARTS, AND OTHER ECONOMIC METHODS TO QUANTIFY DATA. USE IN-HOUSE ANALYSTS WHO MEET STRINGENT QUALITY STANDARDS. INTERVIEWING KEY INDUSTRY PARTICIPANTS, EXPERTS AND END-USERS. OUR RESEARCH INCLUDES ACCESS TO LARGE PROPRIETARY DATABASES. LITERATURE SEARCH INCLUDES ANALYSIS OF TRADE PUBLICATIONS, GOVERNMENT REPORTS, AND CORPORATE LITERATURE.

YOU MUST HAVE THIS STUDY

Mid Market Application Integration (EAI) Market Opportunities, Strategies, and Forecasts, 2005 to 2011

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ELLEN T. CURTISS, TECHNICAL DIRECTOR, CO-FOUNDER OF WINTERGREEN RESEARCH, CONDUCTS STRATEGIC AND MARKET ASSESSMENTS IN TECHNOLOGY-BASED INDUSTRIES. PREVIOUSLY SHE WAS A MEMBER OF THE STAFF OF ARTHUR D. LITTLE, INC., FOR 23 YEARS, MOST RECENTLY AS VICE PRESIDENT OF ARTHUR D. LITTLE DECISION RESOURCES, SPECIALIZING IN STRATEGIC PLANNING AND MARKET DEVELOPMENT SERVICES. SHE IS A GRADUATE OF BOSTON UNIVERSITY AND THE PROGRAM FOR MANAGEMENT DEVELOPMENT AT HARVARD GRADUATE SCHOOL OF BUSINESS ADMINISTRATION. SHE IS THE AUTHOR OF RECENT STUDIES ON WORLDWIDE TELECOMMUNICATIONS MARKETS, THE TOP TEN INTERNET EQUIPMENT COMPANIES, THE TOP TEN CONTRACT MANUFACTURING COMPANIES, AND THE TOP TEN TELECOMMUNICATIONS MARKET ANALYSIS AND FORECASTS.

SUSAN EUSTIS, PRESIDENT, CO-FOUNDER OF WINTERGREEN RESEARCH, HAS DONE RESEARCH IN COMMUNICATIONS AND COMPUTER MARKETS AND APPLICATIONS. SHE HOLDS SEVERAL PATENTS IN MICROCOMPUTING AND PARALLEL PROCESSING. SHE HAS THE ORIGINAL PATENTS IN ELECTRONIC VOTING MACHINES. SHE HAS NEW PATENT APPLICATIONS IN FORMAT VARYING, MULTIPROCESSING, AND ELECTRONIC VOTING. SHE IS THE AUTHOR OF RECENT STUDIES OF THE REGIONAL BELL OPERATING COMPANIES' MARKETING STRATEGIES, INTERNET EQUIPMENT, BIOMETRICS, A STUDY OF INTERNET EQUIPMENT, WORLDWIDE TELECOMMUNICATIONS EQUIPMENT, TOP TEN TELECOMMUNICATIONS, DIGITAL LOOP CARRIER, WEB HOSTING, WEB SERVICES, AND APPLICATION INTEGRATION MARKETS. MS. EUSTIS IS A GRADUATE OF BARNARD COLLEGE.

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