

WINTERGREEN RESEARCH, INC.

**Mission Critical Messaging Middleware Market  
Opportunities, Strategies, and Forecasts, 2005 to 2011**

**Mission Critical Messaging Middleware**



*Picture by Susie Eustis*

**MOUNTAINS OF OPPORTUNITY**

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

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**CHECK OUT THESE KEY TOPICS**

*MISSION CRITICAL MESSAGING MIDDLEWARE MARKET SHARES*  
*MISSION CRITICAL MESSAGING MIDDLEWARE MARKET FORECASTS*  
**Mission Critical Messaging Middleware Growth Factors**  
**Role Of Mission Critical Middle ware Messaging**

Messaging Software  
Types Of Mission Critical Messaging  
*NETWORK COMPUTING*  
***BUSINESS PROCESS ENGINEERING***  
***MESSAGE QUEUING***  
***MISSION CRITICAL MESSAGE THROUGHPUT***  
***MESSAGE INPUT TO OUTPUT RATIO***  
***PARALLEL MESSAGE PROCESSING***  
***MIDDLEWARE MESSAGING TECHNOLOGY ISSUES***  
***PERFORMANCE OPTIMIZATION***  
***SUPPORT FOR DISTRIBUTED COMPUTING***  
***MISSION CRITICAL MESSAGING MARKET DYNAMICS***

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## **Mission Critical Messaging Middleware Market Opportunities, Market Forecasts, and Market Strategies, 2005-2011**

The mission critical messaging market relates to messages as differentiated from packets. Packets have a header that is descriptive of the source and destination.

Messaging is complex to implement and carries a significant services component. The advantage of messaging is that once it is implemented the nodes are resilient and carry the ability to respond to change in a flexible manner.

Vendors are developing and enhancing messaging product sets by adding rules. The market for enterprise application integration, Web services, messaging products and other Internet business-to-business products is evolving to use packaged integration solutions in place of using programmers.

Reliable message-based communication can be a vital element of enterprise mission-critical applications. Reliable messaging includes the ability to ensure that a message exchange has been completed correctly with no messages lost or duplicated.

IBM WebSphere MQ is the industry defacto standard for moving information between applications in a mission critical manner. The product has new life, as RFID and intelligent routers become essential aspects of network infrastructure. The sheer quantities of information created by RFID mean that messages have to be reliable and delivered asynchronously in a manner that prevents duplication.

WebSphere MQ transports quadrillions of transaction messages per day. This provides the base for significant growth. Cross platform, cross operating system secure message transport is always needed in network environments. The issue is to figure out how to expand markets. Forecast analysis indicates mission critical message license markets at \$488.9 million in 2004 are anticipated to reach \$867.3 million in shipments by 2011.

The messaging is the core of real time computing. The ability to transmit securely over networks depends on messages. Routers have handled information as packets, but this is shifting. Mission critical messaging markets at \$2.1 billion in 2004 are anticipated to reach \$3.3 billion by 2011.

## Companies Profiled

### Market Leader

IBM

### Market Participants

BEA  
Envoy Technologies  
Fiorano  
GoAhead Software  
Hewlett-Packard (HP)  
Kabria  
Oracle  
Progressive Software  
Savvion  
Sun Microsystems  
Vitria  
Zebra Technologies

Cape Systems Group  
Fujitsu  
Fuego  
GXS  
i2  
Microsoft  
Pegasystems  
SAP  
Synergy  
Tibco Software  
webMethods

## Mission Critical Messaging Middleware Strategies and Forecasts, 2005-2011

### REPORT METHODOLOGY

THIS IS THE 257TH 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**

# Mission Critical Messaging Middleware Market Opportunities, Strategies, and Forecasts, 2005 to 2011

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**MISSION CRITICAL MESSAGING MIDDLEWARE MARKET DEFINITION**

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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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