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**Transaction Tracking Market Opportunities, Strategies,  
and Forecasts, 2005 to 2011**

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**Transaction Tracking**

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*Picture by Susie Eustis*

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63 TABLES AND FIGURES

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**CHECK OUT THESE KEY TOPICS**

*TRANSACTION TRACKING MARKET FORECASTS*  
*BUSINESS DEMANDS FOR FLEXIBLE IT INFRASTRUCTURE*  
**Leading Transaction Tracking Vendors**

**Why Monitor Business Transactions**

Real-Time View of Business Transactions Flow  
Tracking Transactions Through A Defined Business Process

*TRANSACTION FLOW SOLUTIONS*

*WEB TRANSACTION INDICES*

*TRANSACTION TRACKING REPORT*

*AUTOMATED EXCEPTIONS FOR SUPPLY CHAINS*

*TRANSACTION TRACKING ARCHITECTURE*

*RAPID LOST TRANSACTION PROBLEM IDENTIFICATION*

*TRANSACTION TRACKING WEB SERVICES*

*DECOUPLING THE ANALYSIS TOOLS FROM THE SIMULATOR*

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## **Transaction Tracking Market Opportunities, Market Forecasts, and Market Strategies, 2005-2011**

**Bristol Technology tracks customer transactions as they move through a variety of heterogeneous environments, between web front-ends and back-office applications. The critical service issue relates to the difficulty that IT has when someone gets a call that a transaction did not complete, and it takes hours to figure out why.**

**Transaction tracking systems pinpoint exactly where a transaction failed, resolving problems can quickly turn into an unproductive finger-pointing exercise, ultimately resulting in poor customer service. Table ES-1 illustrates transaction tracking technology features.**

**There is a difference between transaction tracking systems. Some are hard to install, some do simulations but do not work with real systems. The companies positioned to achieve measurable market share within two years are the ones with robust, non-intrusive capability that works at every network node and do not slow network traffic.**

**The issue with transaction tracking systems is one of mapping models. The business integration model depends on having a full set of capabilities that work around business optimization and practical deployment of transaction messaging systems that work.**

**Transaction tracking market forecasts indicate that markets are anticipated to grow rapidly as all enterprise IT departments realize that they need to be able to track transactions at a granular node level. The ability to anticipate or know the source of a network dysfunction is fundamental to the process of real time transmission of transactions.**

**Transaction tracking market forecasts show that markets at \$25 million in 2004 are anticipated to reach \$1.76 billion by 2011.**

## Companies Profiled

### Market Leader

IBM  
MQSoftware  
Bristol Technology  
Nastel Technologies  
KeyNote  
Computer Associates (CA)

### Market Participants

International Paper  
Microsoft  
webMethods

Mercury Interactive  
Tibco Software

# Transaction Tracking Strategies and Forecasts, 2005-2011

## REPORT METHODOLOGY

THIS IS THE *TWO-HUNDRED AND FORTY SIXTH* 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**

# Transaction Tracking Market Opportunities, Strategies, and Forecasts, 2005 to 2011

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## **ABOUT THE COMPANY**

**WINTERGREEN RESEARCH**, HAS A UNIQUE RESEARCH STRATEGY THAT RELATES TO IDENTIFYING MARKET TRENDS THROUGH READING AND INTERVIEWING OPINION LEADERS. BY READING THE ELECTRONIC EQUIVALENT OF 40 FEET OF PAPER, WINTERGREEN RESEARCH SENIOR ANALYSTS CAN LEARN A LOT MORE ABOUT MARKETS, A LOT FASTER THAN CAN BE LEARNED THROUGH EXPENSIVE SURVEYS AND FOCUS GROUPS. THINKING ABOUT MARKET TRENDS IS A HIGH PRIORITY AT WINTERGREEN RESEARCH. AS WITH ALL RESEARCH, THE VALUE PROPOSITION FOR COMPETITIVE ANALYSIS COMES FROM INTELLECTUAL INPUT.

IT IS A LUXURY REALLY, AVAILABLE TO ONLY A VERY FEW PEOPLE, TO BE ABLE TO GATHER INFORMATION, LOTS OF INFORMATION FROM READING MASSIVE AMOUNTS OF CONTENT, AND THEN TRYING TO MAKE SENSE OF THAT CONTENT. THE ABILITY TO THINK ABOUT MARKET TRENDS IS ENHANCED BY DOING IT OVER AND OVER FOR MANY DIFFERENT MARKETS. THAT IS WHAT WINTERGREEN RESEARCH IS ALL ABOUT: READING AND THINKING IS AN ESSENTIAL ASPECT OF COMPETITIVE ANALYSIS. TALKING TO OPINION LEADERS IS THE THIRD ESSENTIAL ASPECT OF PRODUCING GOOD, RELIABLE DATA.

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**ABOUT THE PRINCIPAL AUTHORS**

**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.

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