

**Web 2.0 Server and Push Technology Market Shares,  
Strategies, and Forecasts, 2008 to 2014**

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**Web 2.0 Implements PushTechnology**

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*Picture by Susie Eustis*

**MOUNTAINS OF OPPORTUNITY**

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

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REPORT # SH29821664

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## CHECK OUT THESE KEY TOPICS

**WEB 2.0 SERVER MARKET SHARES**

**Web 2.0 Server Market Forecasts**

**Web 2.0 Push Technology**

**Web 2.0 Social Networking**

**Ability To Transform Business**

**Web 2.0**

**Web 2.0 Collaboration**

**Web 2.0 Workflow**

**WEB 2.0 DEVELOPMENT**

**WEB 2.0 METHODOLOGY**

**WEB 2.0 INTEGRATION FOUNDATION SYSTEMS**

**WEB 2.0 TECHNOLOGY ISSUES**

**WEB 2.0 SERVICES**

**WEB 2.0 BENEFITS**

**WEB 2.0 EVENTS**

**WEB 2.0 ARCHITECTURE**

**ADVANCED WEB 2.0 INFRASTRUCTURE**

**WEB SERVICES**

**WEB 2.0 ARCHITECTURE**

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**WinterGreen Research, Inc.**

**Lexington, Massachusetts**

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## **Web 2.0 Server Market Strategies, Market Shares, and Market Forecasts, 2008-2014**

Advertising budgets have not been directly connected to the computer and technology before the Web 2.0 companies started attracting advertising dollars. The massive reach of Google has attracted to advertising dollars into the computer industry. Even though the proportion of total advertising spending on Internet advertising is relatively low, the impact on the computer industry is large.

It promises to get larger. The Internet advertising can be highly targeted and get to consumers when they are about to make a purchase decision. The advertiser has very granular control over the advertising spend. If the aim is to fill up hotel rooms, the advertiser can pull the ad as soon as the rooms are full. The advertising budgets are large and as automated process and the Internet begin to attract advertising, this represents significant opportunity for the computer industry.

Web 2.0 vendors include Google who built their own server machines and this market activity is noted in the context of discussing the major server vendors and significant Web 2.0 companies. Web 2.0 accounts for in the other category for revenue and noted directly in the unit analysis.

Web 2.0 implements push technology. Part of what makes Web 2.0 interesting is push technology. Push technology is the essence of services oriented architecture. SOA is interesting because it decouples functionality and permits enterprises to implement code in flexible ways. Push technology is useful for both consumer social networking applications and enterprise applications because it provides an efficient way to implement services.

Web 2.0 is a technology that is used to collect revenue from the Internet. But it goes beyond that. Web 2.0 companies have been able to add value to existing data by indexing data according to demand and packing data in new ways adding value to the data that goes beyond what the original creators intended. Services are a significant aspect of SOA and of Web 2.0.

SOA benefits relate to achieving reuse of code and flexible response to changing market conditions. Extending the benefits of SOA beyond the enterprise relates to providing the ability to exchange data between partners, suppliers, distributors, and customers. SOA facilitates integration beyond the enterprise—between a company and its partners and customers. A business-to-business (B2B) infrastructure based on a SOA approach lowers development costs. It delivers value chain economies and reduces project risks.

**IBM is the defacto industry standard market leader in SOA. IBM dominates SOA with 64% of the market, the rest of market is divided between 12 other participants with measurable market share, none of whom have even been able to garner as much as 8% of the market. IBM dominates the SOA infrastructure markets with more than half of the market because it has the infrastructure offering that can be used to achieve integration in a heterogeneous IT environment and solid services support to permit the large enterprises to change their business model.**

**The markets for Web 2.0 servers show steady growth due to the increased need for social networking, intelligent presentation of data, and video sharing. Web 2.0 promises to support collaboration on a personal and enterprise level. This provides an advantage to IBM with its new product cycle and its highly evolved collaborative software initiatives.**

**Web 2.0 server markets forecasts relate to the development of advertising on-line and collaboration tools. Markets at \$2.4 billion in 2007 are expected to be at \$6.1 billion2014.**

## Companies Profiled

### Market Leader

**Google**  
**Hewlett Packard**  
**Dell**  
**IBM**  
**Sun Microsystems**

### Market Participants

<b>DoubleClick</b>	<b>Overture</b>
<b>AdSense</b>	<b>Facebook</b>
<b>FortiusOne</b>	<b>Yahoo</b>
<b>Fujitsu Network Communications</b>	<b>Fujitsu</b>
<b>MySpace</b>	<b>Postful</b>
<b>Reunion</b>	<b>SearchForce</b>

# Web 2.0 Server Market Shares, Strategies, and Forecasts, 2008-2014

## REPORT METHODOLOGY

THIS IS THE 353RD 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.

## **Mission Statement:**

WinterGreen Research is an independent business research organization funded by sale of market research, competitive analysis, and return on investment studies all over the world. Research is conducted with integrity and independence that is supported by the revenue from the sale of studies by a distribution network. The company seeks to support its distribution network. The company is dedicated to its customers, to helping those customers grow and understand markets as the markets change and evolve. Automation of process is a central focus for the WinterGreen Research company.

Research is centered on new markets, evolving markets, and change in markets. Markets for new products depend on successful trials. Initial trials create a sounding board for a new product direction. Market growth for new products and services depends on completion of 100 successful trials with real paying customers. WinterGreen Research tracks those trials in various industries and the impact of the trials by talking to people.

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## ABOUT THE COMPANY

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**WINTERGREEN RESEARCH**, IS AN INDEPENDENT RESEARCH COMPANY FOCUSING ON DETERMINATION OF MARKET SHARES AND MARKET FORECASTS OF SEGMENTS WORLDWIDE. THE COMPANY IS FUNDED BY THE DIRECT SALE OF STUDIES AND THROUGH A WORLDWIDE NETWORK OF DISTRIBUTORS THAT INCLUDES THOMPSON FINANCIAL, GLOBAL INFORMATION, MARKET RESEARCH.COM, AND RESEARCH AND MARKETS.COM. THE COMPANY HAS A RETURN ON INVESTMENT ANALYSIS TOOL BASED ON MODELS THAT REFLECT THE FEATURES AND BENEFITS OF A PARTICULAR PRODUCT OR SERVICES SET.

BUSINESS ROI MODELS ARE EVOLVED FOR A PARTICULAR PRODUCT SET. THESE WILL ARTICULATE THE COMPETITIVE MESSAGE IN ROI TERMS FOR THE PARTICULAR PRODUCT SETS AND SHOW THE FUNCTIONAL AND TCO ADVANTAGE OF PRODUCTS VS. COMPETITORS. THE MODELS ARE VERY USEFUL FOR COMMUNICATING THE PARTNER MESSAGE. A COMBINED SOFTWARE AND PARTNER SOFTWARE AND SERVICES SOLUTION CAN BE ARTICULATED AS A MARKETING MESSAGE IN THE MODELS. THE MODELS ARE A VERY SIGNIFICANT ASPECT OF THE OVERALL PARTNER PRESENTATION, PROVIDING THE CAPABILITY OF USING THE MODELS IN COMBINATION WITH A POWER POINT MARKETING MESSAGE TO BE USED FOR CLOSING THE SALE.

PARTNERS CAN USE A POWER POINT THAT REFERENCES THE ONLINE ROI TOOL SO THAT CUSTOMERS GET THE MARKETING MESSAGE IN A CLEAR AND CRISP MANNER ABLE TO BE PRESENTED WITHIN 10 MINUTES, AND YET HAVE THE GRANULARITY OF THE ROI TOOL SO THAT A POTENTIAL CUSTOMER CAN DIG INTO THE ROI NUMBERS IF THEY WISH BY BUYING A USER NAME FROM WINTERGREEN RESEARCH AND GOING TO THE WGR SITE TO GET THE NUMBERS INDEPENDENTLY OF IBM.

THE ROI MODELS ARE GOOD AS A BASIS FOR THE POWER POINT PRESENTATION AND SO ALSO, IT IS GOOD THAT THE NUMBERS EXIST AND COME FROM A CREDIBLE INDEPENDENT SOURCE.

**WINTERGREEN RESEARCH**, FOUNDED IN 1985, PROVIDES STRATEGIC MARKET ASSESSMENTS IN TELECOMMUNICATIONS, COMMUNICATIONS EQUIPMENT, HEALTH CARE, INTERNET AND ADVANCED COMPUTER TECHNOLOGY. INDUSTRY REPORTS FOCUS ON OPPORTUNITIES THAT EXPAND EXISTING MARKETS OR DEVELOP MAJOR NEW MARKETS. THE REPORTS ASSESS NEW PRODUCT AND SERVICE POSITIONING STRATEGIES, NEW AND EVOLVING TECHNOLOGIES, AND TECHNOLOGICAL IMPACT ON PRODUCTS, SERVICES, AND MARKETS. MARKET SHARES ARE PROVIDED. LEADING MARKET PARTICIPANTS ARE PROFILED, AND THEIR MARKETING STRATEGIES, ACQUISITIONS, AND STRATEGIC ALLIANCES ARE DISCUSSED. THE PRINCIPALS OF WINTERGREEN RESEARCH HAVE BEEN INVOLVED IN ANALYSIS AND FORECASTING OF INTERNATIONAL BUSINESS OPPORTUNITIES IN TELECOMMUNICATIONS AND ADVANCED COMPUTER TECHNOLOGY MARKETS FOR OVER 30 YEARS.

### **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

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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 SERVICES ORIENTED ARCHITECTURE MARKETING STRATEGIES, INTERNET EQUIPMENT, BIOMETRICS, HEALTHCARE ROBOTICS EQUIPMENT, CLEANING ROBOTICS, EDUCATIONAL AND LEISURE ROBOTS, WORLDWIDE TELECOMMUNICATIONS EQUIPMENT, TOP TEN TELECOMMUNICATIONS, DIGITAL LOOP CARRIER, WEB HOSTING, WEB CAMS, WEB SERVICES, AND APPLICATION INTEGRATION MARKETS. MS. EUSTIS IS A GRADUATE OF BARNARD COLLEGE.

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