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Worldwide Mission Critical Middleware Messaging Market Shares Strategies, and Forecasts 2009 to 2015

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Abstracts

WinterGreen Research announces that it has a new study on Worldwide Mission Critical Middleware Messaging. The 2009 study has 596 pages, 180 Tables and Figures. Worldwide mission critical middleware messaging is poised to achieve significant growth as this software is used to achieve transport of information between applications. The markets start to expand to provide productivity improvements for Internet transactions.

IBM WebSphereMQ is the defacto message transport standard. WebSphereMQ becomes a significant aspect of SOA because it is so good at managing decoupled messages. WebSphere MQ is at the center of the IBM middleware offerings because it provides the structure for the bus. SOA depends on web services message transport. SOA is an API with data going into and out of a particular reusable code component. This implies the existence of reliable message transport.

WebSphereMQ is the base for SOA, outperforming the competition from the moment it was developed. WebSphereMQ is installed worldwide, and the MQ nodes are the launch points for SOA because they provide access to APIs. MQ works as advertised, the maintenance fees are not very high, and IBM keeps leveraging the large installed base to develop new functionality, spreading the costs of code improvements across the entire product installed base.

IBM continues to have an entrenched middleware market position secured by a product that does what it says it does and is affordable at every level of the enterprise. The ability to create more functionality supported by a large customer base has provided competitive advantage to IBM.

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Mission critical messaging represents a major aspect of IT as it moves away from a stack and into an SOA ESB services computing environment that relies on transport. The value of mission critical messaging for SOA is that it leverages a services bus ESB computing environment. The ESB relies on message transport to move information.

Decoupled message transport is a significant aspect of SOA and the base for all modern IT. WebSphere MQ illustrates the value of mission critical messaging as it is used quadrillions of times per day worldwide to transport messages between applications. MQ messaging is used as wrappers for other HTTPS, JMS, and SOAP application messaging. Business process management BPM is supporting enterprise response to business change by leveraging services oriented architecture (SOA).

Messaging is the fundamental aspect of flexible business process implementation because it is dealing with decoupled components that can be rearranged as needed to form new process. Worldwide backbone connectivity messaging services market forecast analysis indicates that markets are characterized by a lot of variety. Many different message types exist, but not all are equal.

The mission critical messaging markets are a subset of mission critical connectivity markets that include database messaging, SOAP, JMS, and SCADA. Markets are anticipated to continue to be strong because messaging is such a fundamental part of networking.

Mission critical messaging robust functionality protects transactions as systems go down, servers are not available, and routers divert information to obscure locations. Containers continue to be a defacto industry standard, serving to provide wrappers to SOA SOAP, JMS, SCADA, and HTTPS messages.

Worldwide mission critical messaging license and maintenance market forecasts are based on the assumption growth that comes from use of networks. Networks are able to transport information. Steady growth of mission critical messaging is anticipated as the Internet emerges as a distribution, supply chain and retail channel par excellence and decoupled messages need to be delivered with accuracy.

Network computing does not just stay within the core enterprise; it is a way to move information between partners, colleagues, distributors, and branch offices. With Web services, Java message services, SOAP, .Net, and a range of competing messaging systems, SOA has achieved significant growth leveraging information transport between

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applications. Competitive challenges in messaging markets relate to SOA.

According to Susan Eustis lead author of the study, “Message delivery that occurs once and only once is efficient. Modules communicate information. Reliability is a central aspect of services oriented architecture because transport is a central part of APIs. SOA leverages the decoupled ESB message structure.” SOA uses decoupled messages to create logic that is flexible and supports recombination of components to create applications that are responsive to changing market conditions.

SOA process components support enterprise change. Software forms the basis of change. Messaging is the fundamental aspect of flexible business process implementation because it is dealing with decoupled components that can be rearranged as needed to form new process.

Worldwide backbone connectivity messaging services market forecast analysis indicates that markets are characterized by a lot of variety. Many different message types exist, but not all are equal. Steady growth is anticipated as the Internet emerges as a distribution, supply chain and retail channel par excellence and decoupled messages need to be delivered with accuracy. Network computing does not just stay within the core enterprise; it is a way to move information between partners, colleagues, distributors, and branch offices.

Worldwide mission critical messaging markets at $913 million in 2008 are anticipated to reach $2.8 billion in 2015, indicating growth based on implementation of SOA. SOA process components support enterprise change. Software forms the basis of change.

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Contents

MISSION CRITICAL MESSAGING EXECUTIVE SUMMARY

SOA Leverages Decoupled Message Transport
  SOA Integration Of E-Business
Mission Critical Messaging Market Shares
  IBM Offers Full Range Of Backbone Connectivity Across
  All Platforms with Open Systems
Worldwide Mission Critical Messaging License and
Maintenance Market Forecasts

1. MISSION CRITICAL MESSAGING MIDDLEWARE MARKET DEFINITION

1.1 Mission Critical Messaging Products
  1.1.1 Mission Critical Middleware Messaging
1.2 Mission Critical Messaging As A Base For Services Oriented Architecture (SOA)
1.3 Mission Critical Messaging As A Base For Application Integration
  1.3.1 IBM WebSphere MQ
1.4 OASIS Secure, Reliable Transaction Web Services Messaging Architecture
  1.4.1 Reliable Message-Based Web Services Communication
1.5 Mission Critical Middleware Messaging
  1.5.1 Messaging Solutions
1.6 MQ Message Trends
1.7 Mission Critical Messaging Market Dynamics
  1.7.1 Mission-Critical Functionality
  1.7.2 Mission Critical MQ Messaging
1.8 Messaging Software
  1.8.1 Linking Internal Operations
  1.8.2 Distributing Information
1.9 Information Technology Environments Increasingly Complex
  1.9.1 Heterogeneous Computing Environments
  1.9.2 Technology Challenges
1.10 Types of Mission Critical Messaging
  1.10.1 Middleware Messaging
  1.10.2 Event-Driven Applications
  1.10.3 Publish-Subscribe
  1.10.4 Subject-Based Addressing
  1.10.5 Location Transparency

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1.10.6 Self-Describing Data
1.10.7 IP Multicast
1.10.8 Transaction Delivery Networks
1.10.9 Multicast
1.10.10 Multicast Adapters
1.10.11 SOA Web Services
1.11 Support For Network Computing
1.11.1 Growth of Organization-Wide Networks
1.11.2 Network Computing
1.11.3 Network Utilization
1.11.4 Moving Transactions
1.11.5 Interconnecting E-Mail Systems
1.11.6 Open Middleware Systems
1.12 Mission Critical Messaging Provides the Base Application Integration
1.12.1 Application Server and Application Integration Depend on Mission Critical Messaging
1.13 Businesses Process Engineering
1.13.1 Key Component of Business Process Management
1.13.2 Difference between Business Process Management (BPM) and Workflow
1.14 High Performance
1.14.1 Scalability
1.14.2 Automatic Configuration
1.14.3 Reliable, Robust Systems
1.15 MQ Message Trends
1.16 Mission Critical Messaging Market Dynamics

2. MISSION CRITICAL MESSAGING MARKET SHARES AND FORECASTS

2.1 SOA Leverages Decoupled Message Transport
2.1.1 SOA Integration Of E-Business
2.2 Mission Critical Messaging Market Shares
2.2.1 IBM Offers Full Range Of Backbone Connectivity Across All Platforms with Open Systems
2.3 Worldwide Mission Critical Messaging License and Maintenance Market Forecasts
2.3.1 Worldwide Mission Critical Messaging Unit Shipments
2.3.2 Mission Critical Messaging Market Forecasts
2.4 Worldwide Backbone Connectivity Messaging Market Forecasts
2.5 Distributed Messaging Markets
2.5.1 Mission Critical Messaging Applications

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info@marketpublishers.com

2.5.2 Database Messaging Market Forecasts
2.5.3 .NET Microsoft Web Services Strategy Integrated Across The Microsoft Platform
2.5.4 Publish Subscribe Messaging Forecasts
2.5.5 JMS Messaging Market Forecasts
2.5.6 SCADA Messaging Market Forecasts
2.5.1 Open Systems Backbone Connectivity Across Platforms / Messaging Integrated Across Microsoft
2.6 Mission Critical Messaging Regional Analysis

3. MIDDLEWARE MESSAGING PRODUCT DESCRIPTION

3.1 IBM WebSphere MQ
3.1.1 IBM WebSphere MQ Publish-And-Subscribe Service Structure
3.1.2 WebSphere® MQ File Transfer
3.1.3 WebSphere MQ File Transfer Managed Solution
3.1.4 IBM WebSphere MQ family
3.1.5 IBM Tivoli® Large-Scale WebSphere MQ Portfolio
3.1.6 IBM WebSphere MQ Assured Delivery
3.1.7 IBM WebSphere MQ Secure Sockets Layer (SSL)
3.1.8 IBM WebSphere MQ Web services
3.1.9 IBM WebSphere MQ Reliable File Transfer
3.1.10 IBM WebSphere MQ Clustering
3.1.11 IBM WebSphere MQ Time-Independent Processing
3.1.12 IBM Mission Critical Middleware Spreads Out The Cost Of Development And Feature Function Ugrades Across Entire Installed Base
3.1.13 IBM Mission Critical Middleware Messaging
3.1.14 Message Store-And-Forward Capability
3.1.15 Mission Critical Messaging Supports Internet Computing
3.1.16 IBM WebSphere MQ Middleware Messaging De Facto Industry Standard
3.2 IBM WebSphere MQ SOA
3.2.1 IBM Web Sphere MQ Security
3.2.2 IBM WebSphere MQ JMS and SSL Capability
3.2.3 IBM WebSphere® MQ Operating Systems Supported
3.2.4 IBM WebSphere MQ Features
3.2.5 IBM WebSphere MQ Mission Critical Functions
3.2.6 IBM WebSphere® MQ Mission Critical Messaging Features
3.2.7 IBM WebSphere MQ Transport
3.2.8 IBM WebSphere Software
3.2.9 IBM Software Services for WebSphere

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info@marketpublishers.com

3.2.10 IBM SOA Infrastructure
3.2.11 IBM Partner SOA Offerings
3.2.12 IBM SOA Federated Service / Asset Registries / Repositories
3.2.13 IBM Midmarket Service-Oriented Architecture (SOA) and Middleware
3.3 Tibco
3.3.1 Tibco Rendezvous
3.3.2 Tibco Enterprise Message Service
3.3.3 Tibco SOA Characteristics:
3.3.4 Tibco Rendezvous Distributed Message Bus Multi-Protocol Support for Java Message Service (JMS)
3.3.5 Tibco Rendezvous Low Latency Messaging Product For Real-Time High Throughput
3.3.6 Tibco Messaging Appliance P-7500
3.3.7 Tibco Ajax Message Service
3.4 Progress Software SonicMQ
3.4.1 Progress Enterprise Service Bus
3.4.2 Progress Sonic ESB Product Family
3.4.3 Progress SonicMQ Mission Critical Messaging
3.4.4 Progress SonicMQ® Messaging Backbone
3.5 Microsoft BizTalk Legacy Systems Implementation
3.5.1 Microsoft BizTalk Server
3.5.2 Microsoft BizTalk Server and Enterprise Service Bus
3.5.3 Microsoft BizTalk Services Visual Studio Team System
3.5.4 Microsoft BizTalk Server Write Services
3.5.5 Microsoft BizTalk Legacy Systems Implementation
3.5.6 Microsoft BizTalk Server
3.5.7 Microsoft BizTalk Server and Enterprise Service Bus
3.5.8 Microsoft Visual Studio Team System
3.5.9 Microsoft .Net
3.5.10 Microsoft .Net SP1 Data-Driven Programming
3.5.11 Microsoft.Net Framework
3.5.12 Microsoft Main Components And Features Of The .NET Framework
3.5.13 Microsoft.Net Advances In Application Development
3.5.14 Microsoft.Net Data-Driven Programming
3.5.15 MSMQ Basis of .Net and Biz Talk
3.5.16 Microsoft Security of a Subqueue
3.6 Oracle SOA Asset Management Life-Cycle Workflow Capability
3.6.1 Oracle Fusion Middleware
3.6.2 Oracle SOA Application Integration Architecture

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info@marketpublishers.com

3.7 Software AG
3.7.1 Software AG webMethods SOA Governance Using CentraSite™
3.7.2 Software AG webMethods SOA Governance
3.8 Cisco
3.9 Digi International
3.10 Fine Point Technologies Mission Critical Messenger
3.11 SAP Service-Oriented Architecture (SOA)
3.11.1 SAP End-to-End Services Meet SOA Project Requirements
3.11.2 SAP Discovery System for SOA
3.12 Sun Java™ Composite Application Platform Suite
3.13 Amberpoint SOA Mesaging Security Features
3.14 Workday / Cape Clear
3.14.1 Cape Clear SOA Services Co-existence
3.14.2 Cape Clear SOA Services Message Routing
3.14.3 Cape Clear SOA Services Message Migration Strategy
3.14.4 Cape Clear SOA Services Message Performance Testing
3.15 Envoy Technologies SOA Messaging
3.15.1 Envoy Connect SOA Architecture
3.16 Fiorano
3.16.1 FioranoMQ®
3.16.2 Fiorano SOA Platform®
3.16.3 Fiorano SOA Platform® Components
3.16.4 Fiorano® Business Components & Adapters
3.17 Amberpoint
3.18 Primeur
3.18.1 Primeur SOA Reference Architecture
3.18.2 Primeur SPAZIO File Services Governance Enterprise Functionalities
3.18.3 Primeur Monitor
3.19 iWAY
3.19.1 iWay SOA Middleware
3.19.2 iWay Runtime Engine
3.20 Amazon Simple Queue Service (Amazon SQS) 3-187

4. MISSION CRITICAL MESSAGING MIDDLEWARE TECHNOLOGY

4.1 Mission Critical Messaging As A Base For Services Oriented Architecture (SOA)
4.2 Mission Critical Messaging As A Base For Application Integration
4.2.1 IBM WebSphere MQ
4.3 OASIS Secure, Reliable Transaction Web Services Messaging Architecture

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info@marketpublishers.com

4.3.1 Reliable Message-Based Web Services Communication
4.3.2 WS-RM to OASIS Completed
4.4 Streams For Messaging and Data Access
4.5 Message Queuing
4.5.1 Database Message Queuing
4.5.2 Data and Message Transformation
4.6 Componentization
4.7 Speed, Flexibility, and Scalability
4.8 Mission Critical Message Throughput
4.8.1 Message Persistence
4.8.2 Message Size
4.8.3 Data Format
4.8.4 Message Flow Complexity
4.9 Message Input To Output Ratio
4.10 Required Message Rate
4.11 Parallel Message Processing
4.11.1 Serial Message Processing
4.11.2 Recovery Requirements
4.12 Typical Message Patterns
4.13 Processors Manage Specified Message Flows
4.14 Middleware Messaging Technology Issues
4.14.1 Report Messages Functions
4.14.2 Real-Time Technology Issues
4.14.3 MCA Exit Chaining
4.14.4 Remove Channel Process Definition
4.14.5 Improved Stop Channel Command
4.14.6 AMI Objects From LDAP
4.15 Secure Sockets Layer (SSL)
4.16 Dynamic Systems
4.17 Robust, Enterprise-quality Fault Tolerance
4.17.1 Cache / Queue
4.18 Multicast
4.19 Performance Optimization
4.19.1 Fault Tolerance
4.19.2 Gateways

5. MESSAGING MIDDLEWARE COMPANY PROFILES

5.1 AmberPoint

+44 20 8123 2220
info@marketpublishers.com

5.1.1 AmberPoint / SAP Ventures
5.1.2 AmberPoint SOA JBoss Advanced Partner
5.2 BMC
5.2.1 BMC And Cisco Unified Computing Platform For Virtualized Environments
5.2.2 BMC Customers
5.2.3 BMC Customer Profile
5.2.4 BMC Software Revenue
5.3 Cisco
5.3.1 Cisco / PostPath
5.3.2 Cisco / Jabber
5.3.3 Cisco Next-Gen Unified Communications
5.3.4 Cisco Focus On Development Of Conferencing And Collaboration, Leveraging Expertise In The Network
5.3.5 Cisco Revenue
5.3.6 Cisco Acquisitions and Investments
5.3.7 Cisco Innovation
5.3.8 Cisco Customers
5.3.9 Cisco Networking Transforms How People Connect
5.4 EMC
5.4.1 EMC Acquisitions
5.4.2 EMC Symmetrix Virtual
5.4.3 EMC's V-Max Symmetrix Solutions
5.4.4 Selected EMC Partners
5.4.5 Selected EMC Customers
5.4.6 EMC Revenue
5.4.7 EMC Segment Information
5.4.8 EMC Segment Information
5.4.9 EMC VMware Virtual Infrastructure
5.4.10 EMC / Unisys and Expand Relationship in Enterprise Content Management
5.5 Envoy Technologies
5.6 Fineos Corporation
5.7 Fine Point solutions
5.8 Fiorano
5.8.1 Fiorano Worldwide Market Presence
5.9 Fujitsu
5.9.1 Fujitsu OSS/NOS
5.9.2 Fujitsu SOA
5.9.3 Fujitsu CentraSite SOA Governance
5.10 GXS

+44 20 8123 2220
info@marketpublishers.com

5.10.1 GXS Acquired by Francisco Partners Operates As An Independent Firm
5.10.2 GXS Customers
5.11 Hewlett Packard (HP)
5.11.1 Hewlett Packard (HP) SOA
5.11.2 Hewlett Packard (HP) SOA Solutions
5.11.3 Hewlett Packard (HP) SOA Systinet Governance
5.11.4 HP Products and Services Segments
5.11.5 Hewlett-Packard Technology Solutions Group
5.11.6 Hewlett-Packard Enterprise Storage and Servers
5.11.7 Hewlett-Packard Industry Standard Servers
5.11.8 Hewlett-Packard Business Critical Systems
5.11.9 Hewlett Packard Halo Telepresence Customers
5.11.10 HP and Marriott
5.11.11 HP and Tandberg
5.11.12 Hewlett Packard Computer Industry Market Participant
5.11.13 Hewlett Packard Global Provider Of Products
5.11.14 HP Products and Services: Segment Information
5.11.15 Hewlett Packard Technology Solutions Group
5.11.16 Hewlett Packard Enterprise Storage and Servers
5.11.17 HP and Tower Software
5.11.18 Hewlett Packard Tower Software TRIM Context
5.12 IBM
5.12.1 IBM Business Partnering Strategy
5.12.2 IBM Strategic Priorities
5.12.3 IBM Delivers Integration and Innovation to Clients
5.12.4 IBM Business Model
5.12.5 IBM Unified Communications In The Cloud Architecture
5.12.6 IBM LotusLive Cloud-Based Portfolio Of Social Networking And Collaboration Services
5.12.7 IBM Revenue
5.12.8 IBM Software Capabilities
5.12.9 IBM Systems and Technology Capabilities
5.12.10 IBM Worldwide Organizations
5.12.11 IBM Security
5.13 InfoTollgate
5.14 Information Builders
5.14.1 Information Builders Services and Support
5.14.2 Information Builders iWay Software
5.14.3 iWay Software

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info@marketpublishers.com

5.14.4 Genesis of iWay Software
5.15 Microsoft
5.15.1 Microsoft Revenue
5.15.2 Microsoft Segment Revenue
5.15.3 Microsoft Server and Tools Revenue
5.15.4 Microsoft Online Services Business Revenue
5.15.5 Microsoft Business Division Revenue
5.15.6 Microsoft Entertainment and Devices Division
5.15.7 Microsoft Competition
5.15.8 Microsoft Security Vulnerabilities
5.15.9 Microsoft Client Segment
5.15.10 Microsoft Segments
5.15.11 Open Text Livelink ECM Integration Microsoft Office SharePoint Server
5.15.12 Microsoft Multinational Computer Technology
5.15.13 Selected Microsoft Partners
5.15.14 Microsoft Financials
5.15.15 Microsoft Software Products
5.16 MQSoftware
5.16.1 MQSoftware Q Nami!
5.16.2 MQSoftware Customers
5.16.3 MQSoftware Services
5.16.4 Partnerships
5.17 Oracle
5.17.1 Oracle Software Strategy
5.17.2 Oracle Software Business
5.17.3 Oracle Competition In The Software Business
5.17.4 Oracle Software License Updates and Product Support
5.17.5 Oracle Software Description
5.17.6 Oracle / BEA Systems
5.17.7 Oracle Software Revenue by Region
5.17.8 Oracle Corporate Strategy Active Acquisition Program
5.18 Primeur
5.19 Progress Software
5.19.1 Progress Software Services Oriented Architecture Products
5.19.2 Progress Application Platform Products
5.19.3 Progress Software Data Infrastructure Products
5.19.4 Progress Software Customers
5.19.5 Progress Software / DataDirect Technologies
5.19.6 Progress Software Regional Revenue

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info@marketpublishers.com

5.20 Red Hat JBoss Enterprise SOA Platform
5.20.1 JBoss Enterprise SOA Platform Partners
5.21 SeeWhy
5.22 SOA Software
5.23 Software AG
5.23.1 Software AG Respected Customers in Key Industries
5.23.2 Software AG Technologies Offered
5.23.3 Software AG webMethods Business Division
5.23.4 Software AG Geographical Expansion
5.23.5 Software AG Customers
5.23.6 Software AG Corporate Social Responsibility
5.23.7 Software AG Customers
5.23.8 Software AG Revenue
5.23.9 Software AG Highlights in 2008
5.24 Tibco
5.24.1 Tibco SOA
5.24.2 Tibco Business optimization
5.24.3 Tibco BPM
5.24.4 Tibco Professional Services
5.24.5 Tibco Competition
5.24.6 Tibco Revenue
5.25 Vitria Technology
5.26 Workday
5.26.1 Workday Customers

+44 20 8123 2220
info@marketpublishers.com

List Of Tables

LIST OF TABLES AND FIGURES

Table ES-1 Middleware Messaging Market Driving Forces
Table ES-1 (Continued) Middleware Messaging Market Driving Forces
Figure ES-2 Worldwide Mission Critical Messaging Middleware License, Maintenance, and Services Market Shares, Dollars, 2008
Figure ES-3 Worldwide Mission Critical Messaging Market Forecasts, License, Maintenance, and Services. Dollars, 2009-2015
Table 1-1 Mission Critical Messaging As A Base For SOA Software Used to Implement Process Flexibility
Table 1-2 Mission Critical Messaging ESB Functions
Table 1-3 Mission Critical Messaging As A Base For Integration Software Provides A Base For Application Connectivity
Table 1-4 Mission Critical Messaging Integration Functions
Table 1-5 MQ Middleware Messaging Trends
Table 1-6 Mission Critical Messaging Market Dynamics
Table 1-7 Enterprise Messaging Integration Functions
Table 1-8 Internal Enterprise Application Integration Tasks
Table 1-9 Advantages Of Real-Time Communication Of Information
Table 1-10 Messaging Middleware Functionality
Table 1-11 Middleware Messaging Trends
Table 1-11 (Continued) Middleware Messaging Trends
Table 1-12 Mission Critical Messaging Market Dynamics
Table 2-1 Middleware Messaging Market Driving Forces
Table 2-1 (Continued) Middleware Messaging Market Driving Forces
Table 2-2 Market Driving Forces For SOA Real Time Computing
Table 2-2 (Continued) Market Driving Forces For SOA Real Time Computing
Table 2-3 Mission Critical Messaging Growth Factors
Table 2-3 (Continued) Mission Critical Messaging Growth Factors
Table 2-4 Messaging Middleware Market Driving Forces
Figure 2-5 Worldwide Mission Critical Messaging Middleware License, Maintenance, and Services Market Shares, Dollars, 2008
Table 2-6 Worldwide Mission Critical Messaging Middleware License, Maintenance, and Services Market Shares, Dollars, 2008
Figure 2-7 Worldwide Mission Critical Messaging Market Forecasts, License, Maintenance, and Services. Dollars, 2009-2015
Figure 2-8 Worldwide Mission Critical Messaging License and Maintenance Market

+44 20 8123 2220
info@marketpublishers.com

Forecasts, Units, 2009-2015
Table 2-9 Worldwide Mission Critical Messaging Market Forecasts, 2009-2015
Figure 2-10 Worldwide Backbone Connectivity Messaging Market Forecasts, License, Maintenance, and Services, Dollars, 2009-2015
Figure 2-11 Worldwide Messaging License and Maintenance Market Forecasts, Units, 2009-2015 (ff)
Table 2-12 Mission Critical Messaging Financial Services Applications
Table 2-12 (Continued) Mission Critical Messaging Financial Services Applications
Table 2-13 Mission Critical Telecommunications Messaging Applications
Table 2-14 Mission Critical Government Messaging Applications
Figure 2-15 Worldwide Database Messaging Market Forecasts, License, Maintenance, and Services, Dollars, 2009-2015
Figure 2-16 Worldwide .Net / MSMQ Messaging Market Forecasts, License, Maintenance, and Services, Dollars, 2009-2015
Figure 2-17 Worldwide Publish Subscribe Messaging Market Forecasts, License, Maintenance, and Services, Dollars, 2009-2015
Figure 2-18 Worldwide JMS Messaging Market Forecasts, License, Maintenance, and Services, Dollars, 2009-2015
Figure 2-19 Worldwide SCADA Messaging Market Forecasts, License, Maintenance, and Services, Dollars, 2009-2015
Figure 2-20 Worldwide SOAP Messaging Market Forecasts, License, Maintenance, and Services, Dollars, 2009-2015
Figure 2-21 Mission Critical Messaging Regional Market Segments Dollars, 2008
Figure 2-22 Mission Critical Messaging Regional Market Segments, Dollars, 2008
Figure 3-1 IBM WebSphereMQ Universal Messaging Backbone
Table 3-2 IBM WebSphere MQ Software Positioning
Table 3-3 IBM WebSphere MQ Software Features
Table 3-4 IBM WebSphere MQ Publish/Subscribe Functions
Table 3-5 WebSphere® MQ File Transfer Solution
Table 3-6 WebSphere® MQ File Transfer Features
Table 3-7 WebSphere MQ File Transfer Managed Solution Functions
Table 3-8 IBM WebSphere MQ family
Table 3-9 IBM WebSphere MQ Core Messaging Functionality
Table 3-10 WebSphere MQ File Transfer
Table 3-11 IBM WebSphere Message Broker
Table 3-11 (Continued) IBM WebSphere Message Broker
Table 3-12 IBM WebSphere MQ Software Functions
Figure 3-13 IBM WebSphere MQ Bridge for HTTP
Table 3-14 Messaging Middleware Integration Functions

+44 20 8123 2220
info@marketpublishers.com

Table 3-14 (Continued) Messaging Middleware Integration Functions
Figure 3-15 IBM WebSphere MQ Services Creatiion
Table 3-16 IBM WebSphere Business Integration Back-End System Connectivity Functions
Table 3-16 (Continued) IBM WebSphere Business Integration Back-End System Connectivity Functions
Table 3-17 IBM WebSphere MQ Harmonized Features
Table 3-18 IBM WebSphere® MQ Operating Systems Supported
Table 3-18 (Continued) IBM WebSphere® MQ Operating Systems Supported
Table 3-19 IBM WebSphere® MQ Platforms Supported
Table 3-20 IBM WebSphere MQ Once, And Once Only, Message Features
Table 3-21 WebSphere® MQ Any-To-Any Connectivity Features
Table 3-21 (Continued) WebSphere® MQ Any-To-Any Connectivity Features
Table 3-22 WebSphere MQ Mission Critical Messaging Features
Table 3-23 WebSphere MQ Data Functions
Table 3-24 IBM WebSphere® MQ Enhancements
Figure 3-25 IBM SMB Business Partner Positioning
Figure 3-26 IBM Application Integration Toolkit
Figure 3-27 IBM Wizards, Instrumentation, and APIs
Table 3-28 IBM Partner SOA Federated Service / Asset Registries / Repositories Functions
Figure 3-29 Federated Search And Publish Services
Federated Service / Asset Registries / Repositories
Figure 3-30 Federated Search And Publish Services Definition
Table 3-31 IBM Reusable Asset Repository Functions
Figure 3-32 IBM Smart SOA RAM – WSRR Publish Scenario
Table 3-33 Tibco Messaging
Table 3-34 Tibco Rendezvous Functions
Table 3-35 Tibco Rendezvous Key Features
Table 3-36 Tibco Enterprise Message SOA Platform Features
Figure 3-37 Tibco Enterprise Message SOA Platform Architecture
Table 3-38 Tibco Enterprise Message SOA Platform Key Functions
Table 3-39 Tibco SOA `Functions
Table 3-40 Tibco Rendezvous Low Latency Messaging Functions
Table 3-41 Tibco Rendezvous Low Latency Messaging Key Features
Figure 3-42 Tibco Messaging Appliance P-7500
Table 3-43 Tibco Messaging Appliance™ P-7500 Features
Table 3-44 Tibco Ajax Message Service™ Software Features
Figure 3-45 Tibco Ajax Message Service Architecture

+44 20 8123 2220
info@marketpublishers.com

Table 3-46 Tibco Ajax Message Key Features
Table 3-46 (Continued) Tibco Ajax Message Key Features
Figure 3-47 Progress Software SOA Portfolio
Table 3-47 Progress Sonic ESB Product Family
Table 3-48 Progress SonicMQ® Messaging Backbone Features
Table 3-49 Progress® Sonic MQ Standards Benefits
Table 3-50 Progress Software Sonic MQ Functions
Table 3-51 Progress Software Sonic MQ Features
Table 3-52 Progress Software Sonic MQ Benefits
Table 3-53 Progress Software Sonic MQ Aspects
Table 3-54 Progress Software Sonic MQ Positioning
Table 3-55 Progress Software SonicMQ Message Broker
Table 3-56 Progress Software Sonic Enterprise Service Bus (ESB) Product Family Key Capabilities
Table 3-57 Progress Software Sonic Enterprise Service Bus (ESB) Key Benefits
Table 3-58 Microsoft BizTalk Server and Enterprise Service Bus
Table 3-59 Microsoft BizTalk Services Visual Studio Team
Figure 3-60 Microsoft ESB Interconnectivity Architecture
Table 3-61 Microsoft ESB BizTalk Server
Figure 3-62 Schematic View Of The Core Microsoft BizTalk System Components (ff)
Table 3-63 .NET Framework Optimized Client Runtime Features
Table 3-64 Microsoft NET Framework components Functions
Figure 3-65 Microsoft .NET Framework Context
Table 3-66 Microsoft Main Components And Features Of The .NET Framework
Table 3-67 Oracle Fusion Middleware Core Design Principles
Table 3-68 Oracle / BEA SOA Application Integration Architecture Functions
Figure 3-69 Software AG webMethods SOA Suite Enterprise Service Bus
Table 3-70 Software AG webMethods Enterprise Service Bus (ESB) Key Features
Table 3-71 Software AG webMethods SOA Governance CentraSite Key Benefits
Figure 3-72 Software AG webMethods Single Governance SOA
Figure 3-73 Software AG webMethods CentraSite SOA Governance Positioning
Table 3-74 Cisco Channel Partner Specialization Benefits
Table 3-75 Fine Point Technologies Mission Critical Messenger Key Benefits
Table 3-76 SAP End-to-End SOA Planning Services
Table 3-77 SAP SOA Evaluation Services
Table 3-78 SAP SOA Implementation Services
Table 3-78 (Continued) SAP SOA Implementation Services
Table 3-79 SAP SOA Implementation Services
Table 3-80 SAP SOA Governance Services

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Table 3-81 SAP SOA Education Offerings
Table 3-82 SAP SOA Discovery System Benefits
Table 3-83 Amberpoint SOA Message Security
Table 3-84 Cape Clear SOA Services Message Compatibility Issues
Table 3-85 Fiorano Adapters High Level Categories :
Table 3-86 Fiorano Adapters
Table 3-87 Amberpoint SOA Security Features
Table 3-88 Amberpoint SOA Content and Context Awareness
Table 3-89 Primeur SOA Reference Architecture Functions Key Features and Benefits
Table 3-90 Primeur SOA products for System Integration
Table 3-91 Primeur SOA SPAZIO MFT/S Enterprise Suite Solutions Basis
Table 3-92 Primeur SOA Reference Architecture Functions Key Features and Benefits
Table 3-93 Primeur Competitive Advantage
Table 3-94 Primeur SOA Reference Architecture Management
Table 3-95 Primeur SOA Performance
Table 3-96 Primeur SOA Auditing & Security
Table 3-97 Primeur SOA Reference Architecture Functionalities
Table 3-98 Primeur SOA Reference Architecture Supported Platforms
Table 3-99 Primeur SPAZIO Analysis Of The Flows Of Files
Table 3-100 Primeur Branch Office Application Monitoring Functions
Figure 3-101 iWay Service Manager Architecture
Table 4-1 Mission Critical Messaging As A Base For SOA Software Used to Implement Process Flexibility
Table 4-2 Mission Critical Messaging ESB Functions
Table 4-3 Mission Critical Messaging As A Base For Integration Software Provides A Base For Application Connectivity
Table 4-4 Mission Critical Messaging Integration Functions
Table 4-5 Aspects Of Data Streaming Management
Table 4-6 Mission Critical Message Throughput Variables
Table 4-7 Typical Message Flow Characteristics
Table 4-8 Middleware Messaging Technology Issues
Table 4-9 Automatic Detection And Recovery From Network And System Failure
Table 4-10 High Performance And Real-Time Message Throughput
Table 4-11 Fault Tolerance Features
Table 5-1 AmberPoint Partnerships With SOA Platform Vendors
Table 5-2 BMC Software and Cisco Computing Platform Functions
Table 5-3 EMC VMWare Virtual Infrastructure Business Revenue Growth Positioning
Table 5-4 Envoy Connect Functions
Table 5-5 Fujitsu CentraSite SOA product suite Features

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Table 5-6 Fujitsu CentraSite SOA Management Information
Table 5-7 GXS Range Of Outsourced EDI And Supply Chain Management Solutions Functions
Table 5-8 Hewlett Packard Product and Services Positioning
Table 5-9 Hewlett Packard Global Positioning
Table 5-10 Hewlett Packard Tower Software Global, Vertical Markets
Table 5-11 Hewlett Packard Tower Software Global, Reducing Risk During Litigation
Table 5-12 Hewlett Packard Tower Software Microsoft Office® Documents
Table 5-13 Hewlett Packard Tower TRIM Context Features Overview
Figure 5-14 IBM SMB Partner Go to Market Approach
Table 5-15 IBM Strategic Priorities
Table 5-16 Information Builders Positioning
Figure 5-17 Information Builders Worldwide Offices
Table 5-18 Microsoft Response to Security Vulnerabilities
Table 5-19 Progress Software Services Oriented Architecture Features
Table 5-19 (Continued) Progress Software Services Oriented Architecture Features
Table 5-20 Progress Software Application Platform Product Features
Table 5-20 (Continued) Progress Software Application Platform Product Features
Table 5-21 Progress Software DataXtend Data Infrastructure Products
Table 5-22 Progress Software DataDirect Data Infrastructure Products
Table 5-23 JBoss Enterprise SOA Platform Functions
Table 5-24 Red Hat's JBoss Enterprise SOA Platform Positioning
Table 5-25 Workday Enterprise Business Services
Table 5-26 Workday Enterprise Business Services Functions
Table 5-27 Workday Software-as-a-Service (SaaS) Enterprise Business Services Positioning
Table 5-28 Workday Integration On Demand Functions
Table 5-28 (Continued) Workday Integration On Demand Functions

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