

# Application Server: Market Shares, Strategies, and Forecasts, Worldwide, 2014-2020

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## Abstracts

The study is designed to give a comprehensive overview of the Application Server equipment market segment. Research represents a selection from the mountains of data available of the most relevant and cogent market materials, with selections made by the most senior analysts. Commentary on every aspect of the market from independent analysts creates an independent perspective in the evaluation of the market. In this manner the study presents a comprehensive overview of what is going on in this market, assisting managers with designing market strategies likely to succeed.

## Application Server Executive Summary

Proven, High-Performance Distributed Server Transaction Engines

Internet Business Systems Social Infrastructure

Application Server Embraces Enterprise Mobile Apps Development

Application Server Market Shares

Application Server Market Forecasts

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## About

WinterGreenResearch announces that it has published a new study Application Servers: Market Shares, Strategy, and Forecasts, Worldwide, 2013 to 2019: Next Generation Mission Critical Application Servers for the Cloud, Apps, Tablets, and Mobile Devices. The 2013 study has 532 pages, 144 tables and figures. Worldwide Application Server markets are poised to achieve significant growth as Internet of things and the mobile Internet further evolve, driving the market for apps into the trillions in the next few years.

WinterGreen Research predicts that the app market will be \$36 trillion by 2019, new markets evolved because of the value that apps provide to smart phones, mobile devices, tablets, and the Internet of things.

According to Susan Eustis, lead author of the study, "Application servers are being used to create apps that run on mobile devices and that tie together the Internet of things. Infrastructure for the Internet and for smart mobile devices creates demand for more sophisticated web development and web applications. Everything is going mobile. This evolution is driven by mobile smart phones and tablets that provide universal connectivity. Application servers represent a significant aspect of Internet market evolution."

IBM is moving toward domination of the application server market, going from 55% share in 2011 to 60% share in 2012, buttressed in part by its dominance in supporting development of mobile apps. This achievement of 60% share of the application server market provides IBM with a defacto standard status in the market.

Mission critical application servers are needed in the enterprise to support scalability, reliability, and security. More light weight open source application servers have a place in the market for web presence software, but for a solution that involves transactions intensively and has the downside of losing significant revenue if the site is down the mission critical servers are needed.

IBM WebSphere application server is a proven, high-performance transaction engine that can help build, run, integrate, and manage dynamic web applications. The IBM WebSphere application server Liberty profile option and development tool options extend the mission critical aspects of the system. Intelligent management capabilities minimize end-user outages and maximize operations monitoring and control of the

production environment.

IBM WebSphere application server features robust capabilities.

Key features relate to configuration. IBM ability to support development of mobile apps is unparalleled in the industry. The app server is able to provide the flexibility needed to create tags and URLs that support search engines. Search engine optimization is a key strength of the IBM WebSphere application server. Companies with a web presence need to be seen across all devices that a user may have in use on any given day. WebSphere permits users to choose the application server configuration that best fits a current business strategy.

IBM WebSphere application server is far and away the best product on the market for growing solutions as needs evolve. As market conditions change, applications need to be changed and adjusted rapidly. The modular construction and the solid front end and back end integration of the IBM WebSphere application server give IBM significant advantage in the market.

The J2EE application server software market is defined by the ability to build mission critical web sites that support a globally integrated enterprise. Strong growth is anticipated as tablets, smart phones, and mobile devices replace PCs. Mobile devices proliferate with 6.9 billion smart phones anticipated to be installed in 2019.

There are now 6.9 billion cell phone registered, paying users. Portable, mobile systems will expand the Internet at a pace not yet achieved. It is anticipated that the apps market will expand from \$24 billion in 2013 to \$35 trillion by 2019. This expansion of mobile computing at the device level is nothing compared to what is happening at the machine to machine (m to m) communications, with sensors being located everywhere, and monitoring of those sensors proliferating.

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