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Cloud Office and Collaboration Productivity Applications Market Shares, Strategies, and Forecasts, Worldwide, 2012 to 2018

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Abstracts

WinterGreen Research announces that it has published a new study on Cloud Office and Collaboration Productivity Applications. The 2012 study has 690 pages, 177 tables and figures. Worldwide markets are poised to achieve steady growth as mobile devices become the standard for client computing.

Cloud office productivity suites feature systems that are online and intuitive to use. They are part of social networking; they represent personalized use of computing. People can start a project without help from anyone, can ask for help if they need it, and can produce a result, a document, analysis, or presentation. Productivity software is becoming easier to use, increasingly inclusive of media, pictures, and video materials.

Collaboration is a big part of cloud based productivity applications. On the cloud, people can get access to integrated information data sources. People are increasingly bringing their own devices to work. Wireless devices promise to take over everything. People can leverage what they know to communicate to a group. Team collaboration changes everything. As a sales manager builds a power point presentation that is customized to a particular customer, he or she may wish to adapt content used by a different member of the team for a different client. The manager may need the slides to be changed by a third team member who specializes in design. In this manner, cloud connectivity is becoming adopted and proving its usefulness.

Cloud is positioned to be a disruptive technology that allows companies to achieve cost flexibility, business scalability, market adaptability, masking complexity, context driven initiatives, and provide ecosystem connectivity.

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The competitive pressures on companies are driving business modeling of innovation. There is business commitment to pulling forward participation in cloud business transformation roadmaps. Cloud computing supports business engagement in developing models that support innovation. Industry solutions need to be integrated back into the lines of business. Cloud computing is helpful in achieving transformation that improves agility of the business. Services oriented architecture SOA is the base for cloud strategy.

Eco systems connectivity is able to maximize value in business use of cloud based client productivity applications.

It is the versatility of the cloud office productivity application suites that makes them valuable. Depth of syntax control over documents and spreadsheets is achieved. Information can be moved and shared between multiple devices seamlessly.

Collaboration across multiple regions and time zones is made possible. That gives office software its ability to provide personal productivity. People can work both online and offline. A sales manager can build a power point presentation that is customized to a particular customer, being responsive to what is new in the product suite. An office suite is comprehensive. Software licenses provide the most advanced productivity suites available.

Cloud office and collaboration productivity applications markets at $3.9 billion in 2011 are anticipated to reach $21.6 billion by 2018. The market growth comes as enterprises notice that there is a less expensive way to get productivity tools to users than through server licensing of Microsoft Office and Microsoft Exchange. Cloud delivery of systems in a shared workload environment is part of the cloud computing business model.

WinterGreen Research is an independent research organization funded by the sale of market research studies all over the world and by the implementation of ROI models that are used to calculate the total cost of ownership of equipment, services, and software. The company takes a team approach to writing market research with expert members of the team providing valuable insight into the preparation of the overall study. Ellen Curtiss, the senior technical researcher has a CFA. The company has 35 distributors worldwide, including Global Information Info Shop, Market Research.com, Research and Markets, Bloomberg, and Thompson Financial.

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Contents

SERVICES ORIENTED ARCHITECTURE (SOA) EXECUTIVE SUMMARY

Services Oriented Architecture (SOA) Market Driving Forces
SOA As A Foundation For Cloud Computing
Advantages Offered By SOA Services Oriented Architecture SOA Market Shares
IBM SOA Dominates the Industry
SOA Market Forecasts

1. SOA MARKET DESCRIPTION AND DYNAMICS

1.1 Service-Oriented Architecture (SOA) Infrastructure
  1.1.1 SOA Consists Of Reusable Modules
  1.1.2 Java A Base Language For SOA 1.2 Change Engineering
  1.2.1 SOA Integration Developer
1.3 SOA Part Of A Continuum
  1.3.1 Alignment Of IT To Business
  1.3.2 Organizations Positioning SOA To Close The Gap Between IT And Business
  1.3.3 Model-Driven SOA 1.4 Enterprise Cloud Computing Environments
  1.4.1 Service-Oriented Architecture (SOA) Interconnects Siloed Applications
  1.4.2 Service-Oriented Architecture (SOA) Improves IT Efficiency
1.5 Benefits of SOA 1.5.1 SOA Facilitates Integration Beyond The Enterprise Network
1.6 SOA Data Integration
  1.6.1 Encapsulating Business Logic As Services
  1.6.2 Composite Applications
  1.6.3 SOA Return on Investment (ROI)
1.7 SOA Management Systems
  1.7.1 SOA Management and Security
  1.7.2 SOA Management
  1.7.3 Monitor And Manage SOA Application Service Levels
1.8 SOA Security
1.9 Mission Critical Massaging and SOAP
1.10 SOA Automatic Service Failover Protection
1.11 Service-Oriented Architecture (SOA) Layers
  1.11.1 Service-Oriented Architecture Business Benefits
  1.11.2 IBM WebSphere Integration Workflow Support
1.12 Business Benefits of Service-Oriented Architecture
  1.12.1 Service-Oriented Architecture IT Benefits

+44 20 8123 2220
info@marketpublishers.com

1.12.2 SOA Self-Assessment
1.12.3 Service Infrastructure
1.12.4 Infrastructure Implementations Using SOA Products
1.12.5 SOA Technology Principles
1.12.6 Decoupled Services Value
1.12.7 Security
1.13 Service-Oriented Architecture (SOA) Automates Key Business Processes
1.13.1 SOA Virtual Experience
1.13.2 SOA Building a Channel
1.13.3 SOA Integration Platform
1.13.4 SOA Infrastructure Supports Delivery of Information As A Service
1.14 Services Oriented Applications (SOA) Unlock Business Value
1.14.1 Aligning Business Process And Technology
1.14.2 Business Process Challenges
1.14.3 Business Environment
1.15 Services Oriented Architecture (SOA) Ability To Transform Business
1.15.1 Services Oriented Architecture Works By Abstracting Business Processes
1.15.2 Dynamically Building Application Portfolios
1.15.3 Flexible Application Framework
1.16 Services Oriented Architecture (SOA) Workflow
1.16.1 Infrastructure for Services Oriented Architectures Services-Oriented Architecture (SOA)
1.17 Web Services Standards
1.18 SOA Development Methodology
1.19 SOA Creates Transformation Requirements For Document Interchanges
1.19.1 Information Is Mapped From Nodes In A Source Schema To Nodes In The Destination Schema

2. SERVICES ORIENTED ARCHITECTURE (SOA) MIDDLEWARE MARKET SHARES AND FORECASTS

2.1 Services Oriented Architecture (SOA) Market Driving Forces
2.1.1 SOA As A Foundation For Cloud Computing
2.1.2 Advantages Offered By SOA 2.1.3 SOA As An Architecture
2.1.4 Enterprise SOA Used To Master Changing Market Conditions
2.1.5 Building a Robust Data Integration Layer
2.1.6 SOA Shared Workoad
2.2 Services Oriented Architecture SOA Market Shares
2.2.1 IBM SOA Dominates the Industry

+44 20 8123 2220
info@marketpublishers.com

2.2.2 IBM SOA Composite Applications
2.2.3 IBM SOA Foundation
2.2.4 Tibco SOA iProcess Suite and ActiveMatrix BusinessWorks SOA
2.1.1 Tibco Business Process Management on SOA Foundation
2.2.5 Oracle SOA 2.2.6 Software AG SOA Systems
2.2.7 Progress Software SOA 2.2.8 Microsoft Cloud-Ready SOA SQL Server 2012 Information Platform
2.2.9 Microsoft SQL Server 2012 Enables A Cloud-Ready Information Platform
2.2.10 Oracle/Sun/BEA SOA Platforms Positioning
2.2.11 Microsoft SOA Positioned To Support Building A Web Service
2.2.12 Fujitsu CentraSite SOA Governance
2.2.13 Firoano
2.2.14 SOA Competitive Analysis
2.3 SOA Market Forecasts
2.1.2 SOA Market Segment
2.1.3 SOA Delivered By Workflow And Application Server
2.3.1 Multi-Lingual Service Creation
2.3.2 Services Oriented Architecture (SOA) Infrastructure Core Frameworks Processes
2.3.3 Services Oriented Architecture (SOA) Enterprise Market Forecasts
2.1.1 zEnterprise Implements Hybrid Modernized Computing with Improved ROI
2.3.4 Services Oriented Architecture (SOA) Mid-Market Forecasts
2.3.5 Services Oriented Architecture (SOA) Framework and Repository Market Forecasts
2.3.6 SOA Application Middleware Governance Market Forecasts
2.3.7 SOA Application Middleware Business Process Management (BPM) Market Forecasts
2.3.8 SOA Application Middleware Development Market Forecasts
2.3.9 Services Oriented Architecture (SOA) Segment Market Totals, Business Process, Repository, Development, Governance Market Forecasts
2.3.10 Enterprise Modernization
2.4 IBM Leadership In SOA 2.4.1 Value of IBM WebSphereMQ, DataPower, and WebSphereMQ Broker to SOA 2.4.2 IBM SOA Model
2.4.3 SOA Components Use IBM WebSphereMQ
2.4.4 IBM WebSphere Application Server Leverages Java Technology as a Stack
2.4.5 IBM SOA Fabric Across The Enterprise To Reuse IT Assets
2.4.6 IBM WebSphere Adapters
2.5 SOA Applications Middleware Market Segment Analysis
2.6 Competitive Factors Affecting The SOA Market

+44 20 8123 2220
info@marketpublishers.com

2.6.1 Services Oriented Architecture Market Trends
2.6.2 Internet Impact
2.6.3 IT Department Need For zEnterprise and SOA 2.6.4 SOA Represents The Implementation Of Process From The Desktop
2.6.5 Stack Based vs. Decoupled WebSphereMQ Mission Critical Messaging Approaches to SOA Solutions
2.6.6 Cost, Time And Resources Required To Create And Maintain Integration In A Rapidly Changing Environment
2.6.7 Application Connectivity Infrastructure Enhances E-Business
2.6.8 SOA Service Oriented Architecture Markets
2.6.9 E-Business
2.7 SOA Regional Analysis

3. SERVICES ORIENTED ARCHITECTURE (SOA) MIDDLEWARE PRODUCT DESCRIPTION

3.1 SOA Foundation Technology for Cloud Office and Collaboration Applications
3.2 IBM WebSphere SOA Open Systems Foundation for Cloud Computing
3.2.1 IBM SOA Foundation
3.2.2 IBM SOA Components Provide Self-Contained Modules Of Basic Functionality
3.2.3 IBM SOA Foundation
3.2.4 IBM SOA As Mechanism For Defining Business Services
3.2.5 IBM SOA Governance Lifecycle
3.2.6 IBM Patterns For E-Business
3.2.7 IBM WebSphere SOA and Enterprise Service Bus V6.0.2 Foundation Platform For Cloud Computing
3.2.8 IBM WebSphere Enterprise Service Bus
3.2.9 IBM WebSphere Integration Developer (WID)
3.2.10 IBM SOA Composite Applications
3.2.11 IBM SOA Components
3.2.12 IBM SOA the Foundation for Cloud Computing
3.2.13 IBM SOA Approach For Building A Business Solution
3.2.14 IBM SOA Adoption
3.3 Tibco
3.3.1 Tibco ActiveMatrix BusinessWorks
3.3.2 Tibco SOA iProcess Suite
3.3.3 Tibco iProcess Suite
3.3.4 Tibco SOA iProcess Suite Deployment and Execution
3.3.5 Tibco iProcess Modeler

+44 20 8123 2220
info@marketpublishers.com

3.3.6 Tibco Spotfire Analytics Platform
3.3.7 Tibco Partners With Leading Solution Providers
3.4 Progress Software SOA 3.4.1 Progress Software SOA Portfolio
3.4.2 Progress Software Enhances Value of SOA with Smart SOA Infrastructure
3.4.3 Progress Software Delivering the Business Agility via SOA Infrastructure
3.4.4 Progress Software Clusters and Transparency
3.4.5 Progress SOA Foundation Cloud Computing Systems
3.5 Oracle SOA 3.5.1 Oracle WebLogic Server Functions
3.5.2 Oracle WebLogic Server Foundation for Cloud Applications and Application Infrastructure Consolidation
3.5.3 Oracle WebLogic SOA Benefits
3.6 Microsoft SOA 3.6.1 Microsoft Model-Driven SOA 3.6.2 Microsoft Web Service
3.6.3 Microsoft Web Service-Oriented Architecture Phase 1 Expose
3.6.4 Microsoft Web Service-Oriented Architecture Phase 2: Compose
3.6.5 Microsoft Web Service Phase 3: Consume
3.6.6 Microsoft Web Service for Government
3.6.7 Microsoft Web Services on Amazon
3.6.8 Microsoft SOA Definition
3.6.9 Microsoft SOA Basics
3.6.10 Microsoft SOA Extensions
3.6.11 Microsoft SQL Server 2012 Enables A Cloud-Ready Information Platform
3.6.12 Microsoft Data-Tier Application Package
3.7 Software AG SOA Systems
3.7.1 Software AG webMethods SOA Integration
3.7.2 Software AG Service-Oriented Platform
3.7.3 Software AG Comprehensive Service Enablement
3.7.4 Software AG Multi-Lingual Service Creation
3.7.5 Software AG Adapters Disconnect How The Service Is Implemented From How It Is Invoked
3.7.6 Software AG Integration Of Non-SAP Apps And Trading Partners with SAP environment
3.8 Fujitsu
3.8.1 Fujitsu Interstage Products & Solutions
3.8.2 Fujitsu Interstage Application Development Cycle Manager
3.8.3 Fujitsu CentraSite SOA Governance
3.9 Pegasystems
3.10 SAP
3.10.1 SAP SOA Applications
3.11 Lockheed Martin SOA 3.11.1 Lockheed Martin Uses SOA To Achieve A

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Leadership Position In Global Surveillance
3.11.2 Lockheed Martin SOA Systems Optimized For Agility, Effectiveness, And Evolutionary Growth
3.11.3 Lockheed Martin SOA Whole Systems Thinking
3.12 Managed Methods
3.12.1 Managed Methods Cloud and SOA Systems Governance
3.12.2 Managed Methods Cloud and SOA 3.13 SOA Software
3.13.1 SOA Software Repository Manager
3.13.2 SOA Software Service Manager
3.13.3 SOA Software Policy Manager
3.13.4 SOA Software SOLA 3.14 WSO2
3.15 Layer
3.15.1 Layer 7 SecureSpan
3.15.2 Layer 7 Adapt Services
3.16 Intel
3.16.1 Intel SOA Expressway for Healthcare
3.17 Crosscheck Network
3.17.1 Crosscheck Network Service Testing Product Specifications
3.17.2 Crosscheck Network Service and ESB Testing Available in Software, VMWare, and Cloud Image
3.17.3 Crosscheck Network Functional Testing
3.17.4 Crosscheck Network Performance Testing
3.17.5 Crosscheck Network Compliance Testing
3.17.6 Crosscheck Network Security Testing
3.18 Fiorano
3.18.1 Fiorano SOA Platform
3.19 SOA Integration Engines Leverage ESB
3.20 IBM Software Enterprise Service Bus
3.20.1 IBM ESB and SOA 3.20.2 IBM WebSphere DataPower Integration Appliance
3.21 Web Services Adapters
3.22 IBM Cloud Services Focused on Reliability and Enhanced Security
3.22.1 IBM WebSphere Message Broker
3.23 HP CloudSystem Matrix
3.24 Software AG webMethods Adapters
3.25 Mission Critical Messaging
3.26 IBM WebSPhereMQ
3.26.1 IBM WebSphere MQ Hardware Cluster May Be Set Up In An Active-Passive Mode Or An Active-Active Mode
3.27 Tibco Messaging

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info@marketpublishers.com

3.28 FioranoMQ
3.29 Software AG webMethods Broker
3.30 Progress Software Sonic MQ
3.30.1 Progress Software Continuous Enterprise Messaging
3.30.2 Progress SonicMQ

4. SERVICES ORIENTED ARCHITECTURE (SOA) TECHNOLOGY

4.1 Service Oriented Architecture (SOA) Technology Foundation for Cloud Computing
4.1.1 Asynchronous And Synchronous Messaging
4.1.2 Synchronous Calls
4.1.3 Asynchronous Calls
4.1.4 Enterprise Service Bus (ESB) Technology
4.1.5 SOA Validation System
4.1.6 SOA Exception Management
4.2 Web Services
4.2.1 Web Services Software Components
4.2.2 SOA Web Services Technology
4.2.3 Installing the PHP Web Services Extension
4.2.4 Creating a SOAP Web Service
4.2.5 Creating a SOAP Server
4.2.6 Creating an XML-RPC Web Service
4.2.7 IBM Rational Tester for SOA Quality
4.2.8 IBM Rational Quality Manager
4.2.9 IBM Rational Policy Tester
4.2.10 IBM WebSphere Datapower SOA Appliance
4.2.11 IBM Rational Appscan
4.2.12 Translation Software and Data Mapping
4.2.13 Promise Of Web Services
4.2.14 Java
4.2.15 Java Technology
4.2.16 J2EE
4.2.17 Soap
4.2.18 Apache Soap
4.2.19 Load Balancer With SSL Support
4.2.20 Points Of Failure
4.2.21 Soap Limitations
4.2.22 WSDL
4.2.23 WSDL Service Descriptions

+44 20 8123 2220
info@marketpublishers.com

4.2.24 UDDI
4.2.25 UDDI Test Registries
4.2.26 UDDI Distributed Web Service Discovery
4.2.27 UDDI Consortium
4.2.28 UDDI Registry
4.2.29 WS-Inspection Document Extensibility
4.2.30 WS-Reliable Messaging
4.2.31 WS-Addressing
4.2.32 WS-Transaction and BPEL4WS Specifications
4.2.33 XML
4.2.34 Metadata Repository
4.2.35 Metadata Describes Location, Format, Relationships, Transformation, Rules, Cross-Reference
4.2.36 Metadata Drives Creation Of Data Integration Services
4.2.37 Wrappering
4.2.38 Web Services Input And Output Formats
4.2.39 Web Services Coupling Versus Cohesion
4.2.40 Web Services Coupling
4.2.41 Web Services Cohesion
4.2.42 Architecture for Reliable Messaging Delivery
4.2.43 Universal Description, Discovery, and Integration (UDDI)
4.2.44 SOAP
4.2.45 SOAP Framework
4.2.46 SOAP Framework For Developing Web Services
4.2.47 Apache SOAP
4.2.48 Load balancer with SSL support
4.2.49 Points Of Failure
4.2.50 SOAP Limitations
4.2.51 SOAP Protocol Uses Multi-Step Process
4.2.52 SOAP Framework for Cloud Benefits
4.2.53 SOAP Test Strategies
4.2.54 SOAP Solutions
4.3 SOA Infrastructure Technology
4.3.1 Building a Robust Data Integration Layer
4.3.2 SOA Data Integration Layer Supports Developer Access To Metadata To Build Services
4.4 State Machine
4.4.1 SOA Network Strategy
4.4.2 SOA Representational State Transfer Is A Mode Of Communication Accessible

+44 20 8123 2220
info@marketpublishers.com

To Programs And Humans
4.4.3 Registry SOA Engine
4.5 SOA Dynamic Architecture
4.5.1 Google Search Engine Dynamic Architecture
4.5.2 BigFiles
4.5.3 Repository
4.5.4 Microsoft .Net Defines Reusable Modules Dynamically
4.5.5 Microsoft Combines Managed Modules into Assemblies
4.5.6 Microsoft Architecture Dynamic Modular Processing
4.5.7 IBM SOA Architecture is Dynamic for the Transport Layer
4.6 Business Benefits of Service-Oriented Architecture
4.6.1 SOA Technology Issues
4.6.2 Technology Platforms
4.6.3 Existing Enterprise Asset Automated Virtualization
4.6.4 Complexity Of The Underlying IT Technologies
4.6.5 Impact of Platforms
4.6.6 Platforms and Disparate Technologies
4.6.7 SOA Business Benefits
4.6.8 Business Events
4.6.9 Event Transmission
4.6.10 Business Process Automation
4.7 Process Oriented Architecture
4.7.1 Business Process Automation
4.7.2 Business Process Management Modular Architecture
4.7.3 Business Components
4.8 Advanced E-Business Infrastructure
4.8.1 Application Integration Technical Advantages
4.8.2 Integration System Architecture
4.9 Development Toolset
4.9.1 Infrastructure And System Management
4.10 Service Level Challenges
4.10.1 Quality Of Service (QoS) Functions
4.10.2 Network Efficiency
4.11 Business Need
4.11.1 Business Process Management Packaged Solutions for Rapid Deployment
4.11.2 Quality Of Service Control
4.11.3 XML Standards
4.12 Oasis
4.13 Services Oriented Architecture (SOA)

+44 20 8123 2220
info@marketpublishers.com

4.13.1 IBM Service Oriented Architecture (SOA)
4.13.2 SOA Business Challenge IT Imperative
4.13.3 Services Oriented Architecture And Relevant Standards
4.13.4 XML Family Of Standards
4.13.5 Integration Engines Leverage XML Processing
4.13.6 XML Standards
4.13.7 XML Role In Application Topology
4.13.8 XML Meets The Integration Challenge
4.13.9 XML Standard Communication Language
4.13.10 Open Systems
4.13.11 Java
4.13.12 Java Application Server
4.13.13 Enterprise JavaBeans (EJBs)
4.13.14 AI Vendor Commitment To Java
4.13.15 Advantages Of Java In Context Of Application Integration
4.14 OASIS
4.15 IP Addressing And Directory Management
4.15.1 Web Services Security Specification
4.15.2 Components for Secure Web Services
4.15.3 Autonomic Computing Technologies
4.15.4 Grid Protocol Topology
4.15.5 Open Grid Services Architecture (OGSA)
4.15.6 Eclipse Open-Source Tools Framework
4.15.7 Asynchronous Communications
4.16 Stateless Session Bean
4.17 Cluster
4.18 Location Transparency
4.19 Smart Proxy
4.20 Process-Entity Design Pattern
4.21 Command Objects/Control Flow
4.22 Authorization Checks
4.23 Delegation
4.24 Collaborative Filtering
4.25 Site Analysis
4.26 Portals
4.26.1 Real-Time Processing

5 SERVICE ORIENTED ARCHITECTURE (SOA) COMPANY PROFILES

+44 20 8123 2220
info@marketpublishers.com

5.1 BMC
5.1.1 BMC Software Control-M
5.2 CA Technologies
5.2.1 CA Technologies Cloud-Enables Networks
5.2.2 CA/3Tera
5.2.3 CA Acquires 3Tera Cloud Computing Solution Provider
5.2.4 CA Rapid, Simplified Cloud Enablement
5.2.5 CA Integration with Virtual and Physical Management Technologies
5.2.6 CA Revenue
5.2.7 CA 5.2.8 CA Acquisitions
5.2.9 CA Business Strategy
5.2.10 CA Mainframe Products
5.2.11 CA Secure
5.2.12 CA Enables the Adoption of New Technologies
5.2.13 CA Cloud Computing
5.2.14 CA SaaS Offerings Appeal To Emerging Enterprises
5.2.15 CA Strategic Positioning For Growth
5.2.16 Analysis Of CA Strategy
5.2.17 CA Subscription and Maintenance Revenue
5.3 Crosscheck Network
5.4 Fiorano
5.5 Fujitsu Global Cloud Platform Service Powered by Microsoft Windows Azure
5.5.1 Fujitsu FGCP/A5 Cloud Service Provides Reliability, Control, And Compliance
5.5.2 Fujitsu FGCP/A5 Cloud Service Sales Target
5.5.3 Fujitsu Cloud Opportunities
5.5.4 Fujitsu Cloud Challenges
5.5.5 Fujitsu IT-Based Business Solutions
5.5.6 Fujitsu OSS/NOS
5.5.7 Fujitsu SOA 5.5.8 Fujitsu CentraSite SOA Governance
5.6 Hewlett Packard
5.6.1 Polycom Buys Hewlett Packard Halo/HVEN Network
5.6.2 Hewlett Packard Positioning
5.6.3 HP Products and Services; Segment Information
5.6.4 Hewlett Packard Segment Revenue
5.6.5 Hewlett Packard Personal Systems and Solutions Groups
5.6.6 Hewlett-Packard Revenue
5.6.7 Software AG Cloud Ready For HP Platform
5.7 IBM
5.7.1 IBM Smarter Planet

+44 20 8123 2220
info@marketpublishers.com

5.7.2 IBM Growth Markets
5.7.3 IBM Business Analytics and Optimization
5.7.4 IBM Cloud Computing
5.7.5 IBM Business Model
5.7.6 IBM Business Segments And Capabilities
5.7.7 IBM Software Capabilities
5.7.8 IBM WebSphere
5.7.9 IBM Systems and Technology
5.7.10 IBM Global Financing
5.7.11 IBM Information as a Service Strategy
5.7.12 IBM Business Partnering Strategy
5.7.13 IBM Strategic Priorities
5.7.14 IBM BPM Powered By Smart SOA 5.7.15 IBM Delivers Integration and Innovation to Clients
5.7.16 IBM Unified Communications In The Cloud Architecture
5.7.17 IBM LotusLive Cloud-Based Portfolio Of Social Networking And Collaboration Services
5.7.18 IBM Revenue
5.7.19 IBM Software Capabilities
5.7.20 IBM Systems and Technology Capabilities
5.7.21 IBM Worldwide Organizations
5.7.22 IBM Integrated Supply Chain
5.7.23 IBM Security
5.7.24 IBM Cloud Computing
5.7.25 IBM Business Model
5.7.26 IBM Business Segments And Capabilities
5.7.27 IBM GTS Strategic Outsourcing Services Capabilities
5.7.28 IBM Global Process Services.
5.7.29 IBM Integrated Technology Services.
5.7.30 IBM GTS Services Delivery
5.7.31 IBM Application Management Service
5.7.32 IBM Premier Globally Integrated Enterprise
5.7.33 IBM Integrated Supply Chain
5.8 Layer
5.8.1 Layer 7 Technologies Revenue 2011
5.8.2 Layer 7 Security Certifications:
5.8.3 Layer 7 Customer Base
5.9 Managed Methods
5.10 Microsoft

+44 20 8123 2220
info@marketpublishers.com

5.10.1 Microsoft Key Opportunities and Investments
5.10.2 Microsoft Smart Connected Devices
5.10.3 Microsoft: Cloud Computing Transforming The Data Center And Information Technology
5.10.4 Microsoft Entertainment
5.10.5 Microsoft Search
5.10.6 Microsoft Communications And Productivity
5.10.7 Microsoft Sales
5.10.8 Microsoft/Skype
5.10.9 Skype Viral Marketing
5.10.10 Skype Strategic Relationships and Partners
5.10.11 Skype Peer-To-Peer Software Architecture
5.10.12 Skype Revenue
5.10.13 Skype Users And Financial Performance
5.10.14 Microsoft
5.10.15 Microsoft Smart Connected Devices
5.10.16 Microsoft: Cloud Computing Transforming The Data Center And Information Technology
5.11 Oracle
5.11.1 Oracle Revenues:
5.11.2 Oracle Acquisitions/Sun, BEA, AmberPoint
5.11.3 Oracle Fiscal 2011 Acquisitions Including Art Technology Group, Inc. (ATG)
5.11.4 Oracle Fiscal 2010 Acquisitions
5.11.5 Oracle Software Business
5.11.6 Oracle SOA 5.11.7 Oracle/Amberpoint
5.11.8 Oracle SOA Suite
5.11.9 Oracle JDeveloper
5.11.10 Oracle/Stellent
5.12 Pega Systems
5.13 Progress Software
5.13.1 Progress Software and FastFill Partner to Deliver First Low-latency Hosted FX Aggregation and Algo Trading Solution
5.13.2 Progress Software
5.13.3 Progress Software Revenue by Segment
5.13.4 Progress Software Delivering Operational Responsiveness
5.14 Salesforce.com
5.14.1 Salesforce Rypple Enables Aligning People Across The Employee Social Network
5.15 SOA Software

+44 20 8123 2220
info@marketpublishers.com

5.15.1 SOA Software Customers
5.15.2 SOA Software Products
5.15.3 SOA Software Partners
5.16 Software AG
5.16.1 Software AG Reports Stable Revenue For Fiscal Year 2011
5.16.2 Software AG Business Line Development
5.16.3 Software AG Helps Build “Hospital Of The Future” For Nemours
5.17 Tibco
5.17.1 Tibco Challenge: Big Data & Meeting the Demands of Digital Consumers
5.17.2 Harness the Power of TIBCO's Event-Enabled Enterprise Platform
5.17.3 Tibco Software Middleware And Infrastructure Software
5.17.4 Tibco Software Products
5.17.5 Tibco SOA and Core Infrastructure
5.17.6 Tibco Business Optimization
5.17.7 Tibco Process Automation And Collaboration
5.17.8 Tibco BPM Business Process Management, Software
5.17.9 Tibco Services
5.17.10 Tibco Revenue
5.17.11 TIBCO Platform
5.17.12 Tibco AcquireS LogLogic
5.17.13 Tibco/LogLogic Customer Base
5.17.14 Tibco/LogLogic
5.17.15 Tibco Infrastructure Software
5.17.16 Siemens Smart Grid Division and Tibco Software
5.18 WSO2
5.18.1 WSO2 Governance Software and Services
5.18.2 WSO2 Solutions Open Source Released Under the Apache License
5.18.3 WSO2 Products
5.18.4 WSO2 Open Source and Standards

+44 20 8123 2220
info@marketpublishers.com

List Of Tables

LIST OF TABLES AND FIGURES

Table ES-1 Service-Oriented Architecture (SOA) Functions
Table ES-2 Advantages Offered by SOA Table ES-3 Services Oriented Architecture SOA Market Shares, Dollars, Worldwide, 2011
Figure ES-4 Services Oriented Architecture (SOA) Market Forecasts, Dollars Worldwide, 201ES-2018
Table 1-1 Change Engineering
Table 1-2 SOA Primary Elements Part Of A Continuum
Table 1-3 SOA As A Fundamental Building Block
Table 1-4 Typical Problems Encountered By Enterprises Implementing SOA Table 1-5 SOA Facilitates Integration Beyond The Enterprise
Table 1-6 SOA Agile Business Functions
Table 1-7 SOA Agile Business Benefits
Table 1-8 Key SOA Data and Metadata Components
Table 1-9 SOA Return on Investment (ROI)
Table 1-10 SOA Management Issues
Table 1-11 SOA User- Focused Security Layer
Table 1-12 SOA Services Process
Table 1-13 Process Of SOA Implementation Depends On N-Dimensional Interaction Of Layers That Can Be Modeled by Business Analyst
Table 1-14 IBM SOA Business Services Layers
Figure 1-15 IBM Smart SOA Continuum
Table 1-16 IBM SOA Foundation Reference Architecture
Table 1-17 Business Benefits of Service-Oriented Architecture
Table 1-18 IT Benefits of Service-Oriented Architecture
Table 1-19 Dramatic Increase in Business Activity Speed Drives SOA Table 1-20 Business Aspects of Change Response Creating Need for SOA Table 1-20 (Continued) Business Aspects of Change Response Creating Need for SOA Table 1-21 SOA Engine Manages Information Access To Create A Service
Table 1-22 Services Oriented Architecture Achieves Flexible Infrastructure
Table 1-23 Services Oriented Architecture Line Of Business Positioning
Table 1-24 Services Oriented Architecture Business Process Efficiency
Table 1-25 Services Oriented Architecture Business Process Challenges
Table 1-25 (Continued) Services Oriented Architecture Business Process Challenges
Table 1-26 Services Oriented Architecture Business Process Risk Management
Table 1-27 Services Oriented Architecture Business Process Improvements

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Table 2-1 Service-Oriented Architecture (SOA) Functions
Table 2-2 Advantages Offered by SOA Table 2-3 Services Oriented Architecture (SOA) Benefits
Table 2-4 Services Oriented Architecture SOA Market Driving Forces
Table 2-5 Services Oriented Architecture SOA Market Shares, Dollars, Worldwide, 2011
Table 2-6 Services Oriented Architecture SOA Application Market Shares, Dollars, Worldwide, 2010
Table 2-7 SOA Market Product Competitive Differentiators
Figure 2-8 Services Oriented Architecture (SOA) Market Forecasts, Dollars Worldwide, 2012-2018
Figure 2-10 Services Oriented Architecture (SOA) Market Forecasts, Units, Worldwide, 2012-2018
Table 2-11 Services Oriented Architecture (SOA) Market Forecasts, Units, Worldwide, 2011-2017
Table 2-12 Services Oriented Architecture (SOA) Segment Market Totals, Dollars, Worldwide, 2012-2018
Figure 2-13 Services Oriented Architecture (SOA) Enterprise Market Forecasts, Dollars, Worldwide, 2012-2018
Table 2-14 Services Oriented Architecture (SOA) Enterprise Market Forecasts, Units, Worldwide, 2012-2018
Table 2-15 Services Oriented Architecture (SOA) Mid-Market Forecasts, Dollars, Worldwide, 2012-2018
Figure 2-16 Services Oriented Architecture (SOA) Mid-Market Forecasts, Units, Worldwide, 2012-2018
Figure 2-17 Services Oriented Architecture (SOA) Framework and Repository Market Forecasts, Dollars, Worldwide, 2012-2018
Figure 2-18 Services Oriented Architecture (SOA) Governance Market Forecasts, Dollars, Worldwide, 2012-2018
Figure 2-19 Services Oriented Architecture (SOA) Business Process Management (BPM) Market Forecasts, Dollars, Worldwide, 2012-2018
Figure 2-20 Services Oriented Architecture (SOA) Development Market Forecasts, Dollars, Worldwide, 2012-2018
Figure 2-21 SOA Market Segments, Dollars, Worldwide, 2011
Figure 2-22 SOA Market Segments, Dollars, Worldwide, 2018
Table 2-23 Services Oriented Architecture (SOA) Segment Market Totals, Business Process, Repository, Development, Governance Market Forecasts, Dollars, Worldwide, 2012-2018
Table 2-24 Services Oriented Architecture (SOA) Segment Market Totals, Business Process, Repository, Development, Governance Percent, Market Forecasts, Worldwide,

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2012-2018
Table 2-25 SOA Modernization Solutions
Table 2-26 SOA Modernization Key Benefits
Table 2-27 IBM SOA Functions to Streamline IT Processes
Figure 2-28 SOA Software Market Industry Segments, Dollars, Worldwide, 2011
Table 2-29 Services Oriented Architecture (SOA) Software Market Industry Segments, Dollars, Worldwide, 2011
Table 2-30 Services Oriented Architecture SOA Competitive Market Factors
Table 2-31 SOA Network Business Integration (BI)
Table 2-31 (Continued) SOA Network Business Integration (BI)
Table 2-32 Internet Impact On SOA Table 2-33 Impact of Application Connectivity On E-Business
Table 2-33 (Continued) Impact of Application Connectivity On E-Business
Table 2-34 SOA Business Environment Market Drivers
Figure 2-35 Services Oriented Architecture (SOA) Regional Market Segments, Dollars, 2011
Table 2-36 Services Oriented Architecture Regional Market Segments, 2011
Table 2-37 SOA Business Process Management Market Driving Forces
Figure 2-38 Comparative Value of Innovation
Figure 3-1 IBM SOA Foundation Business, Infrastructure, and Data Information Architecture
Figure 3-2 IBM SOA Services Foundation
Figure 3-3 IBM SOA Foundation
Table 3-4 IBM Software Service Oriented Architecture (SOA)
Figure 3-5 IBM SOA Governance Lifecycle
Figure 3-6 IBM Insurance Business Ecosystem
Table 3-7 IBM Service-Oriented Architecture SOA Key Issues Regarding ESBs
Table 3-8 IBM Services Oriented Architecture (SOA) Software Modules
Table 3-9 IBM WebSphere Enterprise Service Bus Features:
Table 3-10 IBM WebSphere SOA Enterprise Service Bus Integration Logic Functions
Figure 3-11 IBM SOA Components Implement Repeatable Business Tasks and Can be used Together to Provide A Composite Application
Table 3-12 IBM SOA Components
Figure 3-13 IBM SOA Component Operations
Table 3-14 IBM SOA Alignment of IT with Business Goals
Table 3-15 IBM SOA Adoption IT Modernization Trends
Figure 3-16 IBM Service-Oriented SOA Approach For Building A Business Solution
Figure 3-17 IBM SOA Adoption Path
Table 3-18 IBM SOA Systems for Connecting People, Processes, And Information

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Table 3-19 IBM SOA Systems Choice of IT-Centric Entry Points
Table 3-20 Tibco ActiveMatrix Functions
Figure 3-21 Tiboc SOA Product Suite
Tabe 3-22 TIBCO ActiveMatrix SOA Key Features
Table 3-23 Tibco SOA Integrated Services Environment
Table 3-24 Tibco Standards-Based Heterogeneous SOA Figure 3-25 Tibco SOA iProcess Suite
Figure 3-26 Tibco iProcess Suite Built on SOA Foundation
Figure 3-27 Tibco SOA Systems Updates
Figure 3-28 Tibco iProcess Modeler
Figure 3-29 Progress Software SOA Portfolio
Table 3-30 Progress Software SOA Segments Addressed
Table 3-31 Progress Software SOA Positioning
Table 3-32 Progress Actional Business Transaction Management Solution Functions
Table 3-33 Progress Software Actional Positioning
Table 3-34 Progress Software Enhances Value of SOA with Smart SOA Infrastructure
Table 3-34 (Continued) Progress Software Enhances Value of SOA with Smart SOA Infrastructure
Table 3-35 Progress Cloud Enablement Functions
Table 3-36 Oracle WebLogic Server Benefits
Table 3-37 Oracle WebLogic Server Functions
Table 3-38 Oracle WebLogic SOA Benefits
Figure 3-39 Microsoft Architecture of SOA Runtimes
Table 3-40 Microsoft SOA SQL Server Main Pillars
Table 3-41 Microsoft SQL Server 2012 Cloud-Ready Information Platform
Figure 3-42 Microsoft Domain SOA Table 3-43 Software AG/Progress Software SOA Positioning
Table 3-44 Software AG webMethods Integration Server Service Functions
Table 3-45 The webMethods Integration Server key standards Supported
Table 3-46 Software AG The webMethods Integration Server Services Problems Addressed
Table 3-47 Software AG The webMethods Integration Server Service Positioning
Table 3-48 Software AG webMethods Integration Server Next Generation Data Management Success Factors
Table 3-49 Software AGs Innovation/Business Solutions
Table 3-50 Key benefits of Software AG Business Process Management (BPM):
Table 5-51 Fujitsu CentraSite SOA Product Suite Features
Table 3-52 Fujitsu Cloud-Based Software Related to BPM.
Table 5-53 Fujitsu CentraSite SOA Management Information

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Table 3-54 Pegasystems Support for Better Business Outcomes
Table 3-55 Pegasystems SOA Key Capabilities
Table 3-56 SAP NetWeaver Components
Table 3-57 SAP NetWeaver SOA Tools
Table 3-58 SAP SOA Applications
Table 3-59 Lockheed Martin Core C4ISR Competencies
Table 3-60 Managed Methods Cloud and SOA Systems Functions
Table 3-61 Managed Methods Cloud and SOA Security Management Systems
Table 3-62 Managed Methods Cloud and SOA Component Functions
Table 3-63 Managed Methods SOA Functions
Figure 3-64 Managed Methods Message Summary Purchase Orders Performance and Usage Rate
Table 3-65 WSO2 SOA Table 3-66 Layer 7 SecureSpan SOA Gateway Functions
Table 3-67 The Layer 7 SecureSpan SOA Gateway Features
Table 3-68 Intel SOA Expressway for Healthcare Key Features
Table 3-69 Crosscheck Network Functional Aspects
Figure 3-70 Fiorano SOA Platform
Table 3-71 ESB Support For Concepts of SOA Implementation
Table 3-72 Key Aspects of SOA Decoupling
Figure 3-73 IBM Patterns For E-Business ESB
Figure 3-74 IBM ESB Pattern
Figure 3-75 IBM ESB and SOA Table 3-76 IBM WebSphere DataPower Functions
Table 3-77 TIBCO Enterprise Message Functions
Figure 3-78 Fiorano MQ Server Components
Table 3-79 Progress Sonic Architecture Benefits
Table 3-80 Progress SonicMQ Solutions
Table 3-81 Progress SonicMQ Key Benefits:
Table 3-82 Progress SonicMQ Continuous Availability Architecture Functions
Table 4-1 SOA Validation Capabilities
Table 4-2 Web Service Components
Figure 4-3 Stack view of Web services technology
Table 4-4 SOAP Functions
Table 4-5 WSDL elements
Table 4-6 IBM Rational SOA Quality Tester Functions
Table 4-7 IBM Rational SOA Performance And Scalability Quality Tester Functions
Table 4-8 IBM Rational SOA Life CycleTester Functions
Table 4-9 Soap-Based Web Service Production Environment Testing
Table 4-10 Companies Driving Web Services
Table 4-11 Metadata Repository

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Table 4-12 SOA Metadata Functions
Table 4-13 Web Services Input Formats
Table 4-14 Web Services Output Formats
Table 4-15 Web Services Protocols
Table 4-16 SOAP-Based Web Service Production Environment Testing
Table 4-17 SOA Metadata Comprises Data Integration Layer
Table 4-18 SOA Metadata Data Integration Layer Functions
Table 4-18 (Continued) SOA Metadata Data Integration Layer Functions
Table 4-19 Software AG WebMethods SOA Registry Engine
Table 4-20 Google Dynamic Architecture
Figure 4-21 Microsoft .Net Dynamic Definition of Reusable Modules
Figure 4-22 Microsoft .NET Compiling Source Code into Managed Assemblies
Figure 4-23 Microsoft Architecture Dynamic Modular Processing
Table 4-24 Process Of SOA Implementation Depends On N-Dimensional Interaction Of Layers That Can Be Modeled by Business Analyst
Table 4-25 IBM SOA Business I Services Layers
Figure 4-26 IBM Smart SOA Continuum
Table 4-27 SOA Foundation Reference Architecture
Table 4-28 Cloud Office Productivity Application Suite Market Driving Forces
Table 4-29 Type Of Event Information
Table 4-30 Event Management Definition
Table 4-31 Integration Services
Table 4-31 (Continued) Integration Services
Table 4-32 Business Components Chained Together To Comprise A Business Service
Table 4-33 Integration Services
Table 4-33 (Continued) Integration Services
Table 4-34 Design Concerns For Integration System Architecture
Table 4-35 Service Oriented Architecture (SOA) Functions
Table 4-35 (Continued) Service Oriented Architecture (SOA) Functions
Table 4-36 Integration Engine XML Processing Functions That Drive Business Process Electronically End-To-End
Table 4-36 (Continued) Integration Engine XML Processing Functions That Drive Business Process Electronically End-To-End
Table 4-37 Application Server Underlying Infrastructure Services
Table 4-38 Major Types Of Enterprise Beans
Table 4-38 (Continued) Major Types Of Enterprise Beans
Table 4-39 Functions Of An IP Addressing Device
Table 4-40 Benefits Of an IP Addressing Device
Table 4-41 Autonomic Features

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Table 4-41 (Continued) Autonomic Features
Table 4-42 Autonomic Functions
Table 4-42 (Continued) Autonomic Functions
Table 4-43 Distributed Transaction Functions
Table 4-44 Portal Functions
Table 4-45 B2B Application Server Quantifiable Business Benefit
Table 4-46 Trading Exchange Positioning
Table 4-47 Integrated e-Market Benefits
Table 5-1 CA Technologies Network Automation
Table 5-2 CA Strategic Positioning For Growth
Table 5-3 Analysis Of CA Strategy
Table 5-4 Facebook Platform Metrics
Table 5-5 Fujitsu CentraSite SOA Product Suite Features
Table 5-6 Fujitsu CentraSite SOA Management Information
Table 5-7 Hewlett Packard HP Product Set
Table 5-7 (Continued) Hewlett Packard HP Product Set
Figure 5-8 IBM SMB Partner Go to Market Approach
Table 5-9 IBM Strategic Priorities
Table 5-10 Managed Methods Focus
Table 5-11 Oracle SOA Positioning
Table 5-12 Oracle’s Open, Integrated SOA Stack
Table 5-13 Oracle: Amberpoint SOA Advantages
Table 5-14 Oracle SOA Suite Features
Table 5-15 Oracle SOA Product Suite:
Table 5-16 Oracle/Stellent Enterprise Content Management (ECM) Software Solutions
Figure 5-17 Progress Software Product Set
Figure 5-18 Progress Software Revenue by Segment
Figure 5-19 Progress Software Delivering Operational Responsiveness
Table 5-20 Software AG Capabilities
Figure 5-21 Tibco Software Middleware And Infrastructure Software
Table 5-22 TIBCO Software Platform Major Groups

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