

# Services Oriented Architecture (SOA): Market Shares, Strategies, and Forecasts, Worldwide, 2014 to 2020

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## Abstracts

Oriented Architecture (SOA): Market Shares, Strategy, and Forecasts, Worldwide, 2014 to 2020. The 2014 study has 679 pages, 250 tables and figures. Worldwide markets are poised to achieve significant growth as the cloud computing for utility infrastructure and the smart phone communications systems for apps are put in place.

IBM Leads Foundation for Cloud Computing: Services Oriented Architecture (SOA) IBM SOA is used to implement cloud systems that stretch the boundaries of the enterprise to user end points, permitting marketing departments to target smartphones, implementing management decentralization and supporting user empowerment. SOA forms the base for business intelligence (BI) and analytics systems. It enables organizational ability to perform diagnostic analytics.

IBM is the leader in SOA overall. IBM is the leader because it has invested in integration and analytics technology needed to achieve comprehensive IT systems implementation that achieves support for collaborative systems. The implementation of SOA depends on a broad set of technology frameworks that interact seamlessly to achieve the end point integration needed to manage complexity of modern IT systems. IBM stands alone in the IT industry with that capability of managing complexity.

Service Oriented Architecture (SOA) is the foundation for modern transactional systems. As the Internet extends transaction systems to real time, SOA has been invented to extend the transaction systems appropriately. SOA supports the evolution of Internet based real time e-business and end-to-end business process integration.

In the next decade, the same SOA principles will be at the core of a new era of business engagements that transact at Internet scale across locations, devices, people,

processes and information. IBM is able to manage scale and security. It has built a set of systems that have been criticized over the years for being too complex and too large, but now that the Internet and real time computing have evolved, IBM stands alone in its ability to scale reliably and securely.

IBM SOA is first and foremost tuned to supporting mobile application development, big data, and cloud computing. The SOA enterprise architecture supports mobile development by providing transparent seamless API support for all the different mobile smart phones. Infrastructure tools with business-user-friendly data integration, coupled with embedded storage and computing layers (typically in-memory/columnar) and unfettered drilling — accelerates the trend toward decentralization and user empowerment of BI and analytics, and greatly enables organizations' ability to perform diagnostic analytics.

Cloud And Mobile Computing Redefine SOA, giving new thrust to well defined technology that has been widely implemented, but now will be leveraged and added to give it new functionality appropriate to cloud computing.

Cloud and mobile computing redefine SOA, providing ways for companies to implement analytics and mine social media data to create information that is usable for decision making. These initiatives depend on a solid integration foundation, permitting IBM to increase its already large market SOA share because IBM has such comprehensive SOA platforms that hide complexity from users, supporting efficient systems implementation. SOA, mobile development, big data, API, cloud computing, framework architecture, enterprise architecture, mobile, and infrastructure tools are used to implement business-user-friendly data integration. Coupled with embedded storage and computing layers (typically in-memory/columnar) and unfettered drilling — accelerates the trend toward decentralization and user empowerment of BI and analytics, and greatly enables organizations' ability to perform diagnostic analytics.

According to Susan Eustis, principal author of the market research study, “Unstructured data accounts for 90% of the data in organizations. Unstructured data generated by machines, or as part of social media drive the need for SOA. Smart phones create information on a massive scale, driving needs to manage records of transaction activity, system behavior, application performance, user actions, security threats and fraudulent activity. SOA is used to handle the complexity or scale of massive volumes of unstructured machine data. SOA allows implementation of systems flexibility, it implements real time computing.”

SOA supports providing a platform for use by IT in a market marked by big data that sits on widely dispersed resources that are heterogeneous. IT resources are heterogeneous because each business seeks to utilize technology that is best of breed for solving the particular set of competitive situations they address. This creates a variety of solutions in each business.”

Services Oriented Architecture (SOA) market size at \$5.7 billion in 2013 is anticipated to reach \$16.4 billion by 2020. Significant growth is driven by the smart phone and social media in attrition to cloud computing market penetration. with smart phones beginning to get significant uptake all over the world.

Growth is a result of IT department efforts to reduce spending on run time, gaining the effect of more hires by decreasing operating costs. SOA delivers more efficient automated process. SOA enables IT to spend a higher proportion of the budgets on growing the business. SOA stacks of decoupled services are purpose built for the enterprise environment that is continuously shifting because of mergers and acquisitions. With decoupled software solutions, the web services and the SOA components can be portable.

## **Companies Profiled**

### **Market Leaders**

IBM

Oracle

Tibco

Fujitsu

Microsoft

SAP

Software AG

### **Market Participants**

360logica Software

Actuate

CA Technologies

Crosscheck Networks

Fiorano

Hewlett Packard

Informatica

iWay Software

Layer 7

Managed Methods

Nastel Technologies

Oracle

Perficient

Rally Software

Red Hat

SAP

SOA Software

WSO2

## **Check Out These Key Topics**

SOA Products

SOA Analytics

WEB Services

SOA

Services Oriented Architecture

SOA Cloud Architecture

SOA Mobile Architecture

SOA

Cloud Computing

SOA Application Middleware

SOA Forecasts

SOA Market Shares

Web Services

SOA Governance

SOA ESB

SOA Repository

SOA Directory

SOA Advances In Technology

Services Oriented Architecture (SOA)

Flexible Applications

Middleware

SOA Management

SOA Security

SOA Management

Monitor SOA

Manage SOA

Application Service Levels

SOA Business Process

SOA IT

SOA Flexible Response To Changing Market Conditions

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SOA Innovation

Software Localization

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## About

This is the 597th report in a series of primary market research reports that provide forecasts in communications, telecommunications, the Internet, computer, software, telephone equipment, health equipment, and energy. Automated process and significant growth potential are priorities in topic selection.

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.

This services oriented architecture (SOA) study is based on tracking integration software and dynamic processing that provides significant insight into the technology of SOA. Experience implementing cloud computing and mobile systems for different OS using the SOA has been evaluated in many different contexts.

Evaluation of the changes brought to the supply chain and transaction processing by the Internet are among factors that contribute to development of triangulation regarding market forecasts for the sector.

The primary research is conducted by talking to customers, distributors and companies. The survey data is not enough to make accurate assessment of market size, so WinterGreen Research looks at the value of shipments and the average price to achieve market assessments. Our track record in achieving accuracy is unsurpassed in the industry. We are known for being able to develop accurate market shares and projections.

The analyst process is concentrated on getting good market numbers. This process involves looking at the markets from several different perspectives, including vendor shipments. The interview process is an essential aspect as well. We do have a lot of granular analysis of the different shipments by vendor in the study and addenda prepared after the study was published if that is appropriate.

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 participant 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 is a central part of the study. Our research includes access to large proprietary databases. Literature search includes analysis of trade publications, government reports, and corporate literature.

Findings and conclusions of this report are based on information gathered from industry sources, including manufacturers, distributors, partners, opinion leaders, and users. Interview data was combined with information gathered through an extensive review of internet and printed sources such as trade publications, trade associations, company literature, and online databases. The projections contained in this report are checked from top down and bottom up analysis to be sure there is congruence from that perspective.

The base year for analysis and projection is 2010. With 2010 and several years prior to that as a baseline, market projections were developed for 2011 through 2017. These projections are based on a combination of a consensus among the opinion leader contacts interviewed combined with understanding of the key market drivers and their impact from a historical and analytical perspective. The analytical methodologies used to generate the market estimates are based on penetration analyses, similar market analyses, and delta calculations to supplement independent and dependent variable analysis. All analyses are displaying selected descriptions of products and services.

This research includes reference to an ROI model that is part of a series that provides IT systems financial planners access to information that supports analysis of all the numbers that impact management of a product launch or large and complex data center. The methodology used in the models relates to having a sophisticated analytical technique for understanding the impact of workload on processor consumption and cost.

WinterGreen Research has looked at the metrics and independent research to develop

assumptions that reflect the actual anticipated usage and cost of systems. Comparative analyses reflect the input of these values into models.

The variables and assumptions provided in the market research study and the ROI models are based on extensive experience in providing research to large enterprise organizations and data centers. The ROI models have lists of servers from different manufacturers, Systems z models from IBM, and labor costs by category around the world.



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