

Services Oriented Architecture (SOA) Middleware Market Shares, Strategies, and Forecasts, Worldwide, 2012 to 2018

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Abstracts

WinterGreen Research announces that it has published a new study Services Oriented Architecture (SOA) middleware. The 2012 study has 671 pages, 220 tables and figures. Worldwide markets are poised to achieve significant growth as the SOA systems provide the base for cloud computing. SOA is useful for addressing the need for flexible systems, the need for adaptation to mobile handset presentation of information, and the need for marketing analytics.

SOA supports cloud computing solutions with a platform. IBM is the market leader, setting the defacto industry standard in SOA systems implementation. IBM WebSphere is the defacto SOA standard by virtue of providing a way to interconnect disparate siloed web applications within a large data center.

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The IBM WebSphere SOA enterprise service bus (ESB) is at the core of data center

modernization. The SOA infrastructure is not static. It grows and changes in complexity and coverage over time. It is a combination of application server, messaging, database, development, management, and collaboration technology.

Service-Oriented Architecture (SOA) is a set of products that support methodologies for designing and developing software. From this perspective, SOA is useful in a range of business environments. Service-Oriented Architecture (SOA) is implemented in the form of interoperable services, comprising an infrastructure that includes repositories, application servers, messaging, and development tools as well as a range of other software tools. SOA is much more than API like web services. SOA services are well-defined business functionalities. SOA consists of module systems management capabilities that together comprise an infrastructure.

SOA modules are built as software components so robust that they are called services. SOA components are discrete pieces of code and data structures that can be reused for different purposes, thereby introducing flexibility into the software systems. SOA has design principles used during the various phases of systems development and integration. SOA infrastructure provides a framework for a broad set of automated processes that occur in a data center, providing integration of applications at a fundamental level.

SOA is the foundation for cloud services. It is a fundamental infrastructure integration set of products that create application integration. As emerging cloud services require a framework, the reach of SOA has expanded, encompassing more of the software that IBM and other vendors offer than it did when the concept of SOA first emerged.

SOA markets are \$5.518 billion in 2011. This represents significant growth. In 2010, WinterGreen Research had SOA markets at \$3.987 billion, forecast to reach \$4.436 billion by 2011. Instead significant growth was achieved because more frameworks are needed to build cloud computing and more infrastructure is needed in the data center to interconnect applications using middleware. Systems that were not classified as SOA are now reclassified as SOA.

Easy-to-install software and limited up-front investment is a business requirement driving the move to cloud computing where resource is paid for as needed. SOA has been widely adopted by the 17,000 large enterprise organizations worldwide because it meets these criteria. Significant SOA implementations are expected to be upgraded in the very large enterprise customer base as enterprises work to achieve data center elasticity that provides flexible response to changing market conditions. There are

another 14,000 emerging enterprises, companies with annual revenue between \$300 million and \$2 billion, all expected to build out SOA implementations. SOA provides modules of code that can be reused in different ways as market conditions change.

Exponential growth is driven by innovative new, mostly web based application deployments. The SOA systems are positioned to help IT departments address the challenges of harnessing scale up and scale out. SOA is a system that capitalizes on infrastructure build up to implement web services more economically.

SOA is positioned to deliver unprecedented volumes of data and application IT capabilities. It is used to implement lower cost platforms. A vast array of graphical user-oriented browser-based devices is coming on the market. Vendors are going to need flexible software infrastructure to build-out and deliver applications for those cloud based systems.

Services Oriented Architecture (SOA) middleware markets at \$5.5 billion in 2011 are anticipated to reach \$8.8 billion by 2018. Growth is driven by the need to provide flexible response to changing market conditions.

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 has 35 distributors worldwide, including Global Information Info Shop, Market Research.com, Research and Markets, Bloomberg, and Thompson Financial.

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