

Web 2.0 Server and Push Technology Market Shares Strategies, and Forecasts, 2008 to 2014

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Abstracts

It promises to get larger. The Internet advertising can be highly targeted and get to consumers when they are about to make a purchase decision. The advertiser has very granular control over the advertising spend. If the aim is to fill up hotel rooms, the advertiser can pull the ad as soon as the rooms are full. The advertising budgets are large and as automated process and the Internet begin to attract advertising, this represents significant opportunity for the computer industry.

Web 2.0 vendors include Google who built their own server machines and this market activity is noted in the context of discussing the major server vendors and significant Web 2.0 companies. Web 2.0 accounts for in the other category for revenue and noted directly in the unit analysis.

Web 2.0 implements push technology. Part of what makes Web 2.0 interesting is push technology. Push technology is the essence of services oriented architecture. SOA is interesting because it decouples functionality and permits enterprises to implement code in flexible ways. Push technology is useful for both consumer social networking applications and enterprise applications because it provides an efficient way to implement services.

Web 2.0 is a technology that is used to collect revenue from the Internet. But it goes beyond that. Web 2.0 companies have been able to add value to existing data by indexing data according to demand and packing data in new ways adding value to the data that goes beyond what the original creators intended. Services are a significant aspect of SOA and of Web 2.0.

SOA benefits relate to achieving reuse of code and flexible response to changing

market conditions. Extending the benefits of SOA beyond the enterprise relates to providing the ability to exchange data between partners, suppliers, distributors, and customers. SOA facilitates integration beyond the enterprise—between a company and its partners and customers. A business-to-business (B2B) infrastructure based on a SOA approach lowers development costs. It delivers value chain economies and reduces project risks.

IBM is the defacto industry standard market leader in SOA. IBM dominates SOA with 64% of the market, the rest of market is divided between 12 other participants with measurable market share, none of whom have even been able to garner as much as 8% of the market. IBM dominates the SOA infrastructure markets with more than half of the market because it has the infrastructure offering that can be used to achieve integration in a heterogeneous IT environment and solid services support to permit the large enterprises to change their business model.

The markets for Web 2.0 servers show steady growth due to the increased need for social networking, intelligent presentation of data, and video sharing. Web 2.0 promises to support collaboration on a personal and enterprise level. This provides an advantage to IBM with its new product cycle and its highly evolved collaborative software initiatives.

Web 2.0 server markets forecasts relate to the development of advertising on-line and collaboration tools. Markets at \$2.4 billion in 2007 are expected to be at \$6.1 billion2014.

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FortiusOne
Fujitsu Network Communications
MySpace
Reunion
IBM
Sun Microsystems
Overture
Facebook
Yahoo
Fujitsu
Postful
SearchForce

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