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Worldwide Mission Critical Middleware Messaging Market Shares Strategies, and Forecasts 2009 to 2015

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Abstracts

WinterGreen Research announces that it has a new study on Worldwide Mission Critical Middleware Messaging. The 2009 study has 596 pages, 180 Tables and Figures. Worldwide mission critical middleware messaging is poised to achieve significant growth as this software is used to achieve transport of information between applications. The markets start to expand to provide productivity improvements for Internet transactions.

IBM WebSphereMQ is the defacto message transport standard. WebSphereMQ becomes a significant aspect of SOA because it is so good at managing decoupled messages. WebSphere MQ is at the center of the IBM middleware offerings because it provides the structure for the bus. SOA depends on web services message transport. SOA is an API with data going into and out of a particular reusable code component. This implies the existence of reliable message transport.

WebSphereMQ is the base for SOA, outperforming the competition from the moment it was developed. WebSphereMQ is installed worldwide, and the MQ nodes are the launch points for SOA because they provide access to APIs. MQ works as advertised, the maintenance fees are not very high, and IBM keeps leveraging the large installed base to develop new functionality, spreading the costs of code improvements across the entire product installed base.

IBM continues to have an entrenched middleware market position secured by a product that does what it says it does and is affordable at every level of the enterprise. The ability to create more functionality supported by a large customer base has provided competitive advantage to IBM.

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Mission critical messaging represents a major aspect of IT as it moves away from a stack and into an SOA ESB services computing environment that relies on transport. The value of mission critical messaging for SOA is that it leverages a services bus ESB computing environment. The ESB relies on message transport to move information.

Decoupled message transport is a significant aspect of SOA and the base for all modern IT. WebSphere MQ illustrates the value of mission critical messaging as it is used quadrillions of times per day worldwide to transport messages between applications. MQ messaging is used as wrappers for other HTTPS, JMS, and SOAP application messaging. Business process management BPM is supporting enterprise response to business change by leveraging services oriented architecture (SOA).

Messaging is the fundamental aspect of flexible business process implementation because it is dealing with decoupled components that can be rearranged as needed to form new process. Worldwide backbone connectivity messaging services market forecast analysis indicates that markets are characterized by a lot of variety. Many different message types exist, but not all are equal.

The mission critical messaging markets are a subset of mission critical connectivity markets that include database messaging, SOAP, JMS, and SCADA. Markets are anticipated to continue to be strong because messaging is such a fundamental part of networking.

Mission critical messaging robust functionality protects transactions as systems go down, servers are not available, and routers divert information to obscure locations. Containers continue to be a defacto industry standard, serving to provide wrappers to SOA SOAP, JMS, SCADA, and HTTPS messages.

Worldwide mission critical messaging license and maintenance market forecasts are based on the assumption growth that comes from use of networks. Networks are able to transport information. Steady growth of mission critical messaging is anticipated as the Internet emerges as a distribution, supply chain and retail channel par excellence and decoupled messages need to be delivered with accuracy.

Network computing does not just stay within the core enterprise; it is a way to move information between partners, colleagues, distributors, and branch offices. With Web services, Java message services, SOAP, .Net, and a range of competing messaging systems, SOA has achieved significant growth leveraging information transport between

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applications. Competitive challenges in messaging markets relate to SOA.

According to Susan Eustis lead author of the study, “Message delivery that occurs once and only once is efficient. Modules communicate information. Reliability is a central aspect of services oriented architecture because transport is a central part of APIs. SOA leverages the decoupled ESB message structure.” SOA uses decoupled messages to create logic that is flexible and supports recombination of components to create applications that are responsive to changing market conditions.

SOA process components support enterprise change. Software forms the basis of change. Messaging is the fundamental aspect of flexible business process implementation because it is dealing with decoupled components that can be rearranged as needed to form new process.

Worldwide backbone connectivity messaging services market forecast analysis indicates that markets are characterized by a lot of variety. Many different message types exist, but not all are equal. Steady growth is anticipated as the Internet emerges as a distribution, supply chain and retail channel par excellence and decoupled messages need to be delivered with accuracy. Network computing does not just stay within the core enterprise; it is a way to move information between partners, colleagues, distributors, and branch offices.

Worldwide mission critical messaging markets at $913 million in 2008 are anticipated to reach $2.8 billion in 2015, indicating growth based on implementation of SOA. SOA process components support enterprise change. Software forms the basis of change.

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