

Services Oriented Architecture (SOA) -- Markets Reach \$ 8.9 Billion By 2017

LEXINGTON, Massachusetts (April 8, 2011) – WinterGreen Research announces that it has a new study on Services Oriented Architecture (SOA) Software Market Shares and Forecasts, Worldwide, 2011-2017. The 2011 study has 775 pages, 266 tables and figures. Services Oriented Architecture (SOA) is evolving more sophisticated software that works in cloud computing environments, allowing users at every level to achieve self-provisioning.

IBM is the market leader in SOA providing a best practice solution that is the de-facto industry standard. The software that comprises IBM SOA foundation has been carefully selected from the IBM software portfolio to support each stage of the SOA life cycle, which includes four stages: IBM software portfolio's ability to support each stage of the SOA life cycle -- model, assemble, deploy, and manage -- is built out with component software that matches the defined stages.

The hybrid computing systems provide dramatic improvement in cost structures, creating the ability to use Services Oriented Architecture (SOA) in a wide variety of situations. The line of business can launch applications into the cloud without having to worry about the underlying hardware platform.

Software lets a SOA user move from defining a problem, creating a model that describes the solution, assembling code components to address the solution, deploying the solution, and managing the results as the solution is implemented over time. In this manner SOA software represents a complete middleware solution to rapidly respond to changing market conditions.

One of the remarkable aspects of the SOA solutions are that they permit users to work across software segments to achieve significant insight into their IT automated process.

Thus, while most software fits into a neat category of software, information management, data base, applications, application server, system management, SOA embraces a large number of categories to provide a solution. The SOA solution is robust.



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SOA is a services oriented architecture. The name implies something more than a single piece of software working in a single category of capability. Architecture implies a solution that encompasses a range of aspects of solving a problem. Many analysts took the word architecture to mean that SOA did not have any products associated with it. There are products for sure; IBM has been able to build out a significant number of products that work together to define an architecture. Those products are encompassed in many categories including information management, application server, mission critical messaging, application development, systems management, specialized security systems, global services and hardware appliances..

The vendor product sets for SOA provide for each stage of the SOA life cycle, but the most significant products used to implement these stages are those that make the SOA work. When thinking about SOA a group of web services, it is clear that the most significant SOA products are those that are used to store and access the components, thus the IBM SOA registries and repositories are described first.

Next in significance are the tools used to build the Web services, those known as application servers, and the tools needed to send messages cross application, cross platform, the mission critical messaging.

Easy-to-install software and limited up-front investment is a business requirement. SOA has been widely adopted by the 15,000 large enterprise organizations worldwide. Significant new SOA implementations are anticipated in the very large customer base as enterprises work to achieve 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.

The enterprise information technology business is highly competitive and is marked by rapid technological change, the steady emergence of new companies and products, evolving industry standards and changing customer needs. Vendors compete with many established companies in the markets served.



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Hybrid computing is a natural evolution of IT that is aimed at addressing the various challenges encountered in scaled out distributed computing implementations. Tougher LOB SLAs have spurred techniques to improve performance and economics of Java- and web services-based composite network-enabled applications.

HP leads in the distributed server hardware environments. Dell provides many data center servers that are used for SOA implementations. Virtualization software is being implemented on these data center distributed servers.

IBM zEnterprise server platform supports scale out virtualization based on use of zVM, a systems that has been in use for years and is a well-designed virtualization platform. zVM can be used to implement SOA in combination with middleware. New hybrid computing systems facilitate best fit computing. New SOA implementations depend on as scale up capabilities. The IBM middleware components and vendor SOA components run on any platform. System and application design can be done before the platform is chosen. Best fit decisions relate to IT deployment. In this manner SOA is a time based system, able to be used to build out applications in a timely manner, with the hardware platform chosen after the application is built out, dependent on the attributes of the workload.

According to Susan Eustis, principal author of the study, "SOA component based software architectures are significant. Because the component architecture supports software modules that can be put together in a variety of different ways, the line of business architects achieve competitive advantage while lowering costs. Code reuse is facilitated, benefitting the businesses that implement SOA."

SOA markets at \$ 4 billion in 2010 are anticipated to reach \$ 8.9 billion by 2017. Market growth is a result of demand for automated business process that permits flexibility in response to changing business conditions. New systems are appropriate for the line of business to use to launch functionality in a cloud in a manner that is self-provisioned. Hybrid computing systems are positioned to support cloud computing. SOA provides this as application middleware that permits IT to manage change.



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