

Mission Critical Messaging Middleware -- Worldwide Markets Reach \$20.2 Billion By 2017

LEXINGTON, Massachusetts (September 1, 2011) – WinterGreen Research announces that it has a new study on Worldwide Mission Critical Middleware Messaging. The 2011 study has 717 pages, 258 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 business platforms and applications. The markets are expanding in response to demand for real time computing providing productivity improvements across the board and improvements in efficiency of Internet transactions.

Mission critical messaging represents a major aspect of IT as data processing moves away from a stack and into an SOA ESB services cloud computing environment that relies on transport. The value of mission critical messaging for SOA is that it leverages a services bus ESB computing environment. Cloud computing is new in this regard. Data centers are moving away from siloed applications and batch processing to real time systems.

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. WebSphere MQ is the wrapper for SOAP and JMS messages even when it is not the most visible transport messaging system. All mission critical messaging form all vendors implement SOA.

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 that supports persistent messages. SOA capability is embedded in the middleware. Business process management BPM is supporting enterprise response to business change. By leveraging services oriented architecture (SOA) mission critical messaging . Decoupled message transport is a significant aspect of modernized IT. It is the base for SOA and virtualized IT.



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An application server stack is not as flexible as the decoupled mission critical message structure. As SOA takes hold, the value of the robust highly evolved de-facto industry standard WebSphereMQ becomes apparent.

Messaging Middleware Key Benefits

- Increase in channel productivity
- Automation of transaction processing systems
- Implementation of SOA
- Quick response to changing market conditions
- Elimination of manual processes
- 100% payback within one year
- Significant decreases in materials purchasing
- Significant decreases in inventory costs

Open systems products and competitive products do not have the market penetration of WebSphere MQ and SOAP, JMS, MSMQ, and Sonic MQ. Vendor messaging systems are among products that are managed with IBM WebSphere MQ wrappers. Messaging systems have decoupling functions evolved for application to application message transfer. Vendors and open systems are positioned to compete effectively in the mission critical messaging market by leveraging once and only once delivery using wrapper technology.

Architecture and workflow integration enterprise mission critical messaging software is used for replacing internal hand coded solutions. The large vendor customer base spreads the cost of product improvement out over a many, many enterprises, supporting rapid improvement in the overall feature function package.

Supply chain solutions go across corporate boundaries. These solutions relate to providing software that supports the technical capabilities needed to help clients to integrate different back-end distributed systems with a web-enabled front-end.



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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 using mission critical messages.

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. The mission critical messaging markets are a subset of mission critical connectivity markets that include

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 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 innovation and 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 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.



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Worldwide mission critical messaging markets at \$6.9 billion in 2010 are anticipated to reach \$20.2 billion in 2017, indicating growth based on implementation of SOA. SOA process components support enterprise innovation and change. Software forms the basis of change. Software development tools drive innovation. Mission critical messaging is a key aspect of both of those.

Market growth is anticipated to be based on implementation of SOA. SOA process components support enterprise change. Software forms the basis of change.

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 Thompson Financial and Global Information GII Info-Shop.

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Key words: Middleware messaging, Web Services Messaging, OASIS Secure, Reliable Transaction, Event-Driven Applications, Publish-Subscribe, Subject-Based Addressing, Location Transparency, Self-Describing Data, IP Multicast, Transaction Delivery Networks, Multicast, Multicast Adapters, SOA Web Services, Middleware Messaging Basic FTP Client, Network Computing, Business Process Management, Transport Layer, Application Server, Web Services, E-Commerce, Cloud Technology, Application Server Blogging, Web 2.0, Wiki-Style Collaboration, Social Networking, Business Process Management, Virtualized Systems, Open Source Application Server, WinterGreen Research, Web Assets, JBOSS, SOA Reusable Software Components, Virtualization, Server Hosting Centers, Web Properties, Web Application Gallery, Web PI, Collaboration, Mashups, Salesforce.com, Web services, Web Analytics / Frameworks, Java, Linux, Middleware Messaging, Web Services, E-Commerce, Cloud Technology, Middleware Messaging Drives Web Services and , SOA,Middleware Messaging Provides Cross Application, Cross Platform Data Exchange, Provides Once and Only Once Asynchronous Message Delivery – Message Delivery even If the Server is Down, Application Server, Web 2.0 ,Wiki-Style Collaboration, Social Networking, Business Process Management , Virtualized Systems, Open Source Application Server, WinterGreen Research, Web Assets, JBOSS, SOA Reusable Software Components, Virtualization, Server Hosting Centers, Web Properties, Web Application Gallery, Web PI, Collaboration, Mashups, Salesforce.com, Web services, Web Analytics / Frameworks, Java, Linux<http://wintergreenresearch.com/reports/middleware%20messaging.html>





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