Picture by Susie Eustis

Middleware Messaging:

E-commerce Growth
Internet Growth

Mission Critical Functionality

Defacto Industry Standard

Strategies

Middleware

Market Forecasts 1998 to 2003

Market Strategies:

> **Support**
> **Software**
> **Configuration**
> **Management**
> **Alliances**
> **Partnering**

Messaging Middleware:

Open System
Cross Platform
Transaction Support
Stable Operating Framework

The Study Addresses These Questions:

➢ *What is driving Middleware Messaging markets?*

➢ *What are trends in Messaging Middleware ?*

➢ *How do companies position?*

➢ *Which partner strategies work?*

➢ *How do partnerships work?*

➢ *What strategic alliances work?*

➢ *What are Messaging Middleware directions?*

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COMPANIES PROFILED

BEA Systems	**IBM `**	**Software AG**
BMC	**Landmark**	**Saga Software**
Candle	**Level 8 Systems**	**STC**
CommerceQuest	**MQ Software**	**Tibco**
Integrasolv	**New Era of Networks**	
	SAP	

Report Outline

EXECUTIVE SUMMARY

1 .MESSAGING MIDDLEWARE MARKET DEFINITION

Network Computing	Benefits Of:	Telecommunications
Open Middleware Systems	Mainframe Computing	Multicasting
Businesses Engineering	Distributed Computing	Integration Business Info
Proprietary Middleware	Web Infrastructure	Business Process Management
Hide Complexity	Network Computing	Internet-Business Models
Applications Programming	Switched, Multicast	Message Architecture Models
EAI Market Opportunity	Cloud Network Architecture	Message Queuing Value
De Facto Industry Standard	Component Architectures	Enterprise App Integration
Protocols	Server Architectures	

2. MISSION CRITICAL MESSAGING MARKET FORECASTS

Market Opportunity	Messaging Services Market	Internet Purchases
Market Driving Forces	Market Driving Forces	EAI
Vendor Strategy	System Management	Business Analyst Management
Competitive Factors	Application Development Tools	Platform Analysis
Market Analysis	Transaction Server Markets	Regional Analysis
Market Participants	Internet Markets	Small And Mid Size Businesses
Mission Critical Messaging	Internet	
Publish Subscribe Forecasts	Internet Users	

3. MIDDLEWARE MESSAGING PRODUCTS AND SERVICES

IBM MQSeries	Application Interfaces (APIs)	Information Transformation
Business Integration Issues	Business Partner Support	Flow
Message Handling	MQSeries Direction	Microsoft Message Queue
MQSeries Architecture	BEA / Tuxedo / Platforms	Microsoft Transaction Server
EAI / MQSeries Integrator	TIBco Active Enterprise	MSMQ Performance
MQSeries Workflow	TIB / Active Enterprise	Microsoft COM / DCOM
Tivoli	Product	STC COM/DCOM
Platforms For MQSeries	Tib Active Enterprise Benefits	TIBCO Publish / Subscribe
MQSeries For OS/390	Real-Time Information	Solution For Microsoft COM+
MQSeries For AS/400	Personalized Information	Software AG Integration
MQSeries For Linux	Modular And Flexible	EntireX With COM / DCOM
MQSeries For Solaris	Efficient Network Capacity	SAP Messaging
Personal Digital And Mobile	Industry Specific Solutions	SAGA Systems Messaging
Pervasive Computing	Messaging Adapters	Blue Lobster
Industry Positioning		Integrasolv

Level 8 Products	BMC Patrol For MQ	Commercequest
Oracle	BMC Storage Management	Cisco / Network Associates
Candle Roma / MQSecure	Messaging Services	
Platform Coverage Strategy	IBM / Candle / BMC	
Management Systems	Software AG / Level 8	
Candle / BMC	VPN Protocols	

4. MIDDLEWARE MESSAGING SYSTEMS TECHNOLOGY

Pager Messaging Systems	Application Programming	Distributed Transactions
Distributed Internet	Java Message Compliance	Standards Council
Windows DNA Architecture	XML Performance Issues	Open Applications Group

5. MIDDLEWARE MESSAGING COMPANY PROFILES

List of Tables and Figures

Market Shares / Forecasts, 1998-2003

REPORT METHODOLOGY

This is the thirty second in a series of market forecasts of communications, telecommunications, Internet, and computer and telephone equipment. Middleware messaging productsform an integral part of voice and data market convergence. The project leaders have significant experience preparing industry studies, having written over 300. Forecasts are based on primary research and proprietary data bases. In-depth interviews are conducted with a broad range of key vendor and user participants in the market. Opinion leaders and users are interviewed to determine market directions and new product features needed.

ABOUT THE COMPANY

WinterGreen Research, founded in 1985, provides strategic market assessments in telecommunications, communications equipment, health care and advanced computer technology. Industry reports focus on opportunities that will expand existing markets or develop major new markets. The reports assess new product and service positioning strategies, new and evolving technologies, and technological impact on products, services, and markets. Market shares are provided. Leading market participants are profiled, and their marketing strategies, acquisitions, and strategic alliances are discussed. The principals of WinterGreen Research have been involved in analysis and forecasting of international business opportunities in telecommunications and advanced computer technology markets for over 30 years.

ABOUT THE PRINCIPAL AUTHORS

Ellen T. Curtiss, Technical Director, co-founder of WinterGreen Research, conducts strategic and market assessments in technology-based industries. Previously she was a member of the staff of Arthur D. Little, Inc., for 23 years, most recently as Vice President of Arthur D. Little Decision Resources, specializing in strategic planning and market development services. She is a graduate of Boston University and the Program for Management Development at Harvard Graduate School of Business Administration. She is the author of recent studies on worldwide telecommunications markets and the Top Ten Telecommunications market analysis and forecasts.

Susan Eustis, President, co-founder of WinterGreen Research, has done research in communications and computer markets and applications. She holds several patents in microcomputing and parallel processing. She is the author of recent studies of the Regional Bell Operating Companies' marketing strategies, Internet equipment, and of a study of Internet and Intranet markets. Ms. Eustis is a graduate of Barnard College.

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