

High-Tech Tuesday Webinar: The AIM Market — Preparing for the Digital Industrial Revolution

Summary

The AIM software market in 2013 generated more than \$21 billion in spending. Traditional offerings are holding their ground, but emerging technologies, such as in-memory data grids, are gaining mainstream adoption, driven by their versatility, including support of cloud architectures.

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Overview

Application infrastructure and middleware (AIM) is undergoing an evolution that affects business

analysts, architects, application developers, middleware technologists, and users and vendors. Its role as an enabler for service-oriented architecture (SOA) is well-established, but increasingly, it is emerging as foundational for business process management (BPM), analytics, in-memory computing and cloud computing initiatives.

Solutions within the AIM software market are evolving as offerings within one market segment take on the attributes of products in related market segments. Vendors are increasingly bundling software products together, and products positioned within one market segment increasingly have functionality that overlaps with adjacent market segments. On top of that, SOA, BPM, event processing, in-memory and cloud (in particular) are shaping the demand from end users.

The promise of digital business is to usher in an unprecedented convergence of people, business and things to blur the boundaries between the digital world and the physical world, creating new revenue opportunities in its wake. The combination of people, business and things introduces a disruptive element into strategic planning for AIM providers. Event processing, in-memory computing, cloud and pervasive integration will be the key forces reshaping the AIM market, while vendors continue to bundle software products and look at cloud-based delivery models to meet new and more articulated market demands.

This webinar discusses the most-significant supply- and demand-side trends impacting current and upcoming dynamics in the AIM software market.

The webinar addresses the following key issues:

- How AIM projects are becoming the cornerstone of the digital business
- How spending is starting to shift from traditional AIM products toward newer offerings, such as platform as a service, low-latency messaging, complex-event processing and in-memory data grids
- How the idea of "integrated business" — in which not only applications or processes are interconnected, but also sensors and things — is changing the AIM market

Gartner Recommended Reading

Some documents may not be available as part of your current Gartner subscription.

"Market Trends: Platform as a Service, Worldwide, 2013-2018, 2Q14 Update"

"Application Infrastructure and Middleware Market and Vendor Guide Cross-Reference Tool, 2013"

"Market Share Analysis: Application Infrastructure and Middleware Software, Worldwide, 2013"

"Predicts 2014: Nexus of Forces Drives Evolution of Integration Strategy"

"Adopt an Adaptive Approach to Effectively Support Rapid Integration Requirements"

"Why There's a Move Toward Hybrid Integration Platforms"

"Don't Ignore the Effects of Pace Layering on Your Application Integration Strategy"

Acronym Key and Glossary Terms

AD application development

AIM application infrastructure and middleware

BPM business process management

BPMS business process management suite

BRE business rule engine

CAGR compound annual growth rate

DCC digital content creation
ECM enterprise content management
ESB enterprise service bus
ICC integration competency center
iPaaS integration platform as a service
ITOM IT operations management
LOB line of business
MFT managed file transfer
MOM message-oriented middleware
OBI operational business intelligence
PaaS platform as a service
PPM project and portfolio management
SaaS software as a service
SCM supply chain management
TPM transaction processing monitor
VMI vendor-managed inventory