



## Asia Suffering from an Acute Lack of Awareness of Service Oriented Architecture

*Many IT Decision Makers are still in the dark regarding SOA and its benefits*

**Singapore – August 31, 2006**

Springboard Research, a leading innovator in the IT Market Research industry, today released preliminary results from its research focused on Service Oriented Architecture (SOA) in Asia. A key finding from the research is that within the Asian region, there is an overall lack of awareness of SOA which is the key factor holding back wider adoption.

Springboard surveyed 2,615 CIOs and IT Decision Makers in Australia, China, India, and Singapore and found that only 21% were aware of the concept of SOA. From the survey results, IBM also had a commanding lead in mindshare with 50% of survey respondents planning on implementing SOA naming IBM as the vendor most suited to help them.

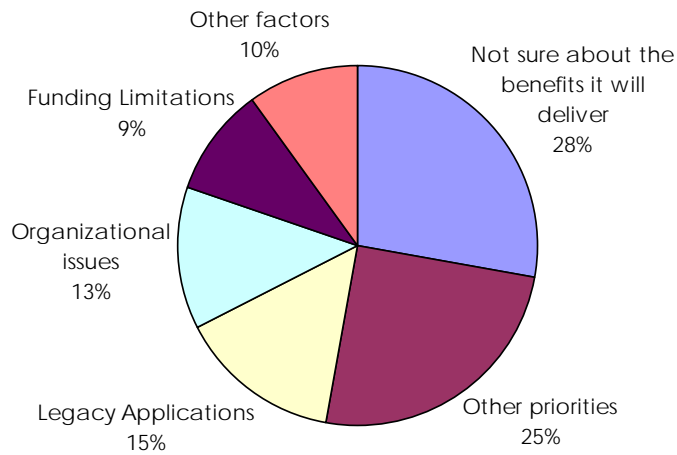
“While many major IT Vendors are banking on SOA as part of their growth strategy, it is clear that more needs to be done in educating the market on SOA and the benefits that it can provide” said Dane Anderson, Vice President of Research at Springboard Research. “While there has been considerable hype about SOA in the market, adequate awareness is not filtering down to the enterprise level which will be an adoption roadblock unless more education and market awareness takes place”.

Springboard found that of organizations that have deployed SOA, the majority (54%) were using it to achieve application integration. The second highest category at 27% was utilizing SOA to deliver Web Services and Web Applications, followed by organizations using SOA to achieve data integration across the enterprise (9%) and making services shareable across the enterprise (9%).

This survey also provided details regarding the factors prohibiting organizations from deploying SOA. As previously noted, the most common factor cited by organizations was that they were not sure of the benefits SOA would deliver (30% of organizations). Following this, several factors arose including other priorities (24%), legacy applications (17%), organizational issues (14%), funding limitations (10%), and a lack of IT skills (5%).

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**Q. What factor prohibits / has been prohibiting your organization from deploying SOA?**



N: 148 (Respondents from Australia, China, India, and Singapore)

Looking more specifically at vendor perceptions, IBM had a massive lead over other IT vendors with 50% of organizations planning to implement SOA saying that IBM was the best suited to help them migrate to a service oriented architecture. After IBM, the next closest vendor had half the level of recognition.

“It is obvious that there is still a long way to go in Asia regarding SOA awareness and vendors’ efforts to break through to end-users” added Ravi Shekhar Pandey, Senior Market Analyst for Springboard Research. “SOA is not only an IT solution, it is a business solution and it is key that IT vendors also educate the market on the business benefits that SOA can provide.”

### About this Study

This Springboard Research report – *The Service Oriented Architecture Market in Asia, 2005 to 2009: The Promised Land* – examines the key trends in the Asia Pacific Service Oriented Architecture (SOA) market. A key focus area of the report is in providing an array of market data from a market survey that Springboard executed in Australia, China, India, and Singapore. A survey of 2,615 CIOs and IT decision-makers assesses the level of awareness and adoption of SOA in the region, along with providing information on vendor perceptions, adoption areas, and perceived benefits. The report also profiles leading SOA vendors in the region, their offerings and business strategies.

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## About Springboard Research

Springboard Research represents value, integrity and insight. Lead by a team of dynamic industry experts, Springboard Research provides its customers with high value IT market research that helps them identify new market opportunities, growth engines, and innovative ways to go to market, which means Springboard's customers lead rather than follow market trends. Not bound by legacy, Springboard's cutting-edge research model leverages its offshore research centers, the Internet, and an increased use of technology as engines of innovation to deliver unique research value. This means that customers have a real alternative for IT market research and where knowledge is delivered in more useable and interactive formats. Springboard Research works with the largest IT companies in the world across the hardware, software, networking, and services sectors.

Founded in 2004, Springboard Research serves the needs of its clients globally through offices in the United States, Singapore and Japan as well as global research centers in India and Pakistan.

For more information regarding Springboard Research, please visit [www.springboardresearch.com](http://www.springboardresearch.com).

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