

SOA Market in ANZ to reach AUD 748 million by 2010, Says Springboard Research

BFSI, Telecom and Government sectors to drive SOA adoption in ANZ

Sydney, Australia, May 5, 2008 – Service-oriented architecture (SOA) market in ANZ will grow from an estimated AUD 221.3 million in 2006 to reach AUD 748 million mark by 2010, registering a 36% CAGR between 2006 and 2010, according to the latest research report from Springboard Research, a leading innovator in the IT Market Research industry, titled ‘Service Oriented Architecture in ANZ: The Growth Story Continues’.

“ANZ is by far the largest SOA market in the APAC region and it is expected to continue its growth story – riding on the back of a robust services-led economy and competitive business scenario that demands extreme agility,” said **Michael Barnes, Vice President for Software Research at Springboard Research**. “SOA uptake in ANZ is dominant among high growth industries and a large part of the future demand will come from banking and insurance sector, telecom and public sector enterprises,” Mr. Barnes added.

SOA Uptake

Springboard reported that SOA has reached noteworthy penetration levels in banking and financial services and government sectors. All the four major banks in Australia: ANZ, Commonwealth Bank, NAB, and Westpac have deployed some form of SOA. Similarly, SOA has been adopted by government agencies in Australia and notable SOA implementations in the sector include Australia Post and Department of Education in Australia and Ministries of Health and Education in New Zealand.

“SOA has made remarkable inroads in the public sector. These SOA projects have been driven by government’s desire to better serve citizens, increase their level of transparency and improve information sharing across various agencies,” Mr. Barnes said.

“Services dominate the Australian economy and they will drive SOA-related investments in the region as a means to enabling improved and more efficient customer care,” said **Phil Hassey, Country Head for ANZ at Springboard Research**. “At the same time, SOA enables organizations to roll out new services more quickly, which can help improve customer satisfaction and would be a driver for adoption,” Mr. Hassey added.

Key findings from the report

- **SOA drivers:** Springboard data shows that 39% of study respondents deployed SOA to achieve application integration, followed by 32% who deployed it to deliver web services.
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- **SOA perceived as expensive:** A key inhibitors for SOA deployment is the perception that SOA is very expensive among 38% of respondents, who have no plans for SOA deployment in the immediate future.
 - **Lack of trained personnel a challenge in SOA implementation:** Organizations looking to consider SOA favorably face their biggest challenge to its deployment in sourcing skilled technical employees; with 14% of all respondents confirming this.
 - **Governance recognized as important:** SOA implementers have recognized the importance of including governance mechanisms, with 82% of respondents instituting governance in SOA deployments, and 57% having a structure in place up-front.
 - **SOA market leaders:** IBM is the number one SOA vendor in the region with more than half the market share- due to its comprehensive play across products, solutions and services. From a pure services perspective, Accenture has a very strong SOA practice across ANZ. Other notable players in the SOA products and solutions market are HP, Oracle (including BEA Systems), SAP and Microsoft.

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About This Study

Springboard Research report '*Service-Oriented Architecture in ANZ: Growth Story Continues*' examines key trends, assesses market size, and provides forecasts for ANZ SOA market. This report provides insightful analysis on the market dynamics of SOA in the region – awareness level, its uptake, the challenges and drivers. It offers market data, outlines the activities of major players and highlights success stories among customers. The analysis is based on the responses of 97 senior business and IT executives in Australia; extensive interviews with senior industry executives and in depth secondary research.

About Springboard Research

Springboard Research is a next-generation IT market research and advisory firm. Springboard leverages its pioneering research model to deliver greater agility and flexibility in IT market research and helps its clients lead rather than follow market trends. Springboard works with the leading IT companies in the world in the software, services, telecommunications and hardware sectors. Founded in 2004, Springboard has a worldwide presence with offices in the United States, Australia, Singapore and Japan, as well as global research centers in India, Pakistan, and Morocco. Springboard has been acknowledged as an emerging leader and was recently named 'Rising Star' in the global IT market research industry by Outsell, the leading research and advisory firm for the information industry. For more information, please visit www.springboardresearch.com

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