

# Social Media Messaging: Market Shares, Strategies, and Forecasts, Worldwide, 2016-2022

## Table of Contents

### Social Media Messaging: Executive Summary

The study is designed to give a comprehensive overview of the Social Media Messaging market segment. Research represents a selection from the mountains of data available of the most relevant and cogent market materials, with selections made by the most senior analysts. Commentary on every aspect of the market from independent analysts creates an independent perspective in the evaluation of the market. In this manner the study presents a comprehensive overview of what is going on in this market, assisting managers with designing market strategies likely to succeed.

## Table of Contents

<b>Social Messaging Executive Summary</b>	<b>23</b>
Social Messaging Market Forces	23
Social Media Messaging Market Driving Forces	27
Social Media Messaging Vendor E-Commerce Development	33
Social Message Features	35
Social Messaging Market Shares	36
Social Messaging Market Forecasts	38
<b>1. Social Messaging Description and Market Dynamics</b>	<b>39</b>
1.1 Addition of Text Messaging To The Social Media Platform	39
1.1.1 Mobile Is Key Driver of Social Messaging	39

**Spinal Surgical Robot Table of Contents****and List of Tables and Figures**

1.1.2	Seventy-Eight Percent Of People In The U.S. Say Their Phone Is Always With Them	40
1.1.3	Facebook Battery Drain	40
1.2	Mobile-Feed Based Environment Information Absorption	41
1.2.1	People Watch And Absorb Information Differently In A Mobile Environment	42
1.2.2	Fast Content Retention	42
1.3	Social Network Texting On Mobile Phones	43
1.3.1	Studies Supporting Ubiquity of Messaging	43
1.4	Social Messaging Sales and Operations	44
1.4.1	Social Messaging Marketing	44
1.5	Cloud Computing Model	44
1.5.1	Open Systems	46
1.5.2	SOA Foundation	47
1.6	Digital Messaging E-commerce Products	48
1.7	Getting Ready to Support E-Commerce Social Media Messaging With Mission Critical Systems	49
1.7.1	Mission Critical Messaging As A Base For Services Oriented Architecture (SOA)	49
1.7.2	Messaging E-Commerce Communication	52
1.8	Message Trends	53
1.9	Mission Critical Messaging Market Dynamics	55
1.10	SOA Governance Lifecycle	57
<b>2.</b>	<b>Social Messaging Market Shares and Forecasts</b>	<b>61</b>
2.1	Social Messaging Market Forces	61
2.1.1	Social Media Messaging Market Driving Forces	65

**Spinal Surgical Robot Table of Contents****and List of Tables and Figures**

2.1.2	Social Media Messaging Vendor E-Commerce Development	71
2.1.3	Social Message Features	73
2.2	Social Messaging Market Shares	74
2.2.1	Facebook Whatsapp	80
2.2.2	Facebook: WhatsApp	83
2.2.3	Tencent Holdings / WeChat	85
2.2.4	Twitter	85
2.2.5	Alphabet's (GOOGL) Google	86
2.2.6	Google	86
2.2.7	Baidu Inc ADR	86
2.2.8	Rakuten	87
2.2.9	Rakuten / Viper	87
2.2.10	Twitter Seen Trying Social Commerce	87
2.2.11	Tango	88
2.2.12	Line	88
2.2.13	Kik App Identified As Digital Platform Abused By Criminals, Drug Dealers, Terrorists	89
2.2.14	Tawkers	90
2.2.15	KakaoTalk	90
2.2.16	IBM Social Messaging	90
2.2.17	Amazon Messaging	91
2.2.18	Chinese Social Messaging	92
2.3	Social Messaging Market Forecasts	92
2.3.1	Social Media Messaging Text Forecasts	97
2.3.2	Social Media Messaging Video Forecasts	101
2.3.3	Social Media Messaging Game Forecasts	104
2.3.4	Social Platform Games Using Virtual Reality	108
2.3.5	Social Media Messaging E-Commerce Forecasts	109

2.3.6	Assistive Collaboration And Productivity Messaging E-Commerce Tools	111
2.3.7	Communication Tools Morph Into E-Commerce Platforms	113
2.3.8	Twitter Seen Trying Social Media Platform e-Commerce	113
2.4	Mission Critical Decoupled Messaging is the Base for E-Commerce	114
2.5	Mission Critical Messaging Market Shares	118
2.5.1	IBM WebSphere MQ	120
2.5.2	Tibco Transport Layer	122
2.5.3	.NET MSMQ from Microsoft	123
2.6	Mission Critical Messaging Market Forecasts	124
2.7	Social Messaging Revenue and Valuation per User	125
2.8	Social Messaging Regional Analysis	126
2.8.1	United States	130
2.8.2	Europe	130
2.8.3	China	130
2.8.4	Japan	131
2.8.5	Korea	131
2.8.6	India	132
2.8.7	Tailand	132
2.8.8	LINE Monthly Active User (MAU) Market Share (Japan, Taiwan, Thailand and Indonesia)	133
2.8.9	Facebook Regional Positioning	133
2.8.10	Facebook WhatsApp Regional Issues	133
2.8.11	Facebook Geographical Information	134
<b>3.</b>	<b>Social Messaging Product Description</b>	<b>135</b>
3.1	Facebook Messaging	135
3.1.1	Facebook Messenger	136

**Spinal Surgical Robot Table of Contents****and List of Tables and Figures**

3.1.2	Video Calling in Facebook Messenger	138
3.1.3	Facebook Whatsapp	140
3.1.4	Facebook Core App WhatsApp	141
3.1.5	Facebook WhatsApp Target Markets	142
3.1.6	Facebook WhatsApp Advertising Positioning	143
3.1.7	WhatsApp View of Advertising	144
3.1.8	WhatsApp User Base for Android	145
3.1.9	WhatsApp User Base for iPhone	145
3.1.10	Facebook Oculus Virtual Reality Technology	146
3.1.11	Oculus Rift Experience of Immersion	146
3.1.12	Facebook Instagram	147
3.1.13	Facebook Instagram Boomerang	149
3.1.14	Post to Facebook and Windows Live	153
3.2	Tencent / WeChat	154
3.2.1	Tencent WeChat Translation	158
3.2.2	Tencent Free Messaging & Calling App	158
3.2.3	Tencent / WeChat	159
3.3	Twitter Chat	160
3.3.1	Twitter Eliminates 140-Character Message Limit	160
3.3.2	Twitter / Vine	161
3.4	Viper	161
3.5	Google	163
3.5.1	Google Building A New Mobile Messaging App	165
3.5.2	Google Hangouts Mobile	165
3.5.3	Google Hangouts Gmail	166
3.4.4	Google Virtual Reality	167
3.6	Microsoft Skype	167
3.6.1	Skype Translator	168

**Spinal Surgical Robot Table of Contents****and List of Tables and Figures**

3.6.2	Skype for Business	169
3.6.3	Skype Messaging App GroupMe	170
3.7	Baidu	170
3.8	Rakuten / Viper	171
3.9	Yahoo / Tumblr	171
3.9.1	Yahoo / Tumblr / Mobile / Integrated Instant Messaging	172
3.9.2	Yahoo Messenger	173
3.10	Kik	173
3.10.1	Kik Offers Teenagers, and Predators, Anonymity	174
3.10.2	Kik App Identified As Digital Platform Abused By Criminals, Drug Dealers, Terrorists	175
3.11	Line	180
3.11.1	LINE real-time voice and video calls	181
3.11.2	Line Out	183
3.11.3	Line Pay	183
3.12	KakaoTalk	184
3.12.1	KakaoTalk Messaging App K-Minute	185
3.12.2	KakaoTalk Promotion	187
3.12.3	KakaoTalk TV	188
3.13	Nimbuzz	188
3.14	Tawkers	189
3.14.1	Tawkers Share Text Messaging on iPhone	189
3.15	NetDirect App	191
3.16	Slack	191
3.16.1	Slack and Hipchat	193
3.17	Kore	193

**Spinal Surgical Robot Table of Contents****and List of Tables and Figures**

3.18 Yik Yak	194
3.19 Snapchat	195
3.20 iMessage	196
3.21 Confide	197
3.21.1 Confide Transport Layer Security	197
3.21.2 Confide Ephemeral and Encrypted	198
3.22 Wickr	198
3.23 Tango	207
3.23.1 Tango Teams with Wal-Mart, Alibaba for M-Commerce	209
3.24 Blackberry Messenger	211
3.25 IBM Social Messaging	211
3.25.1 IBM offers SOA Platform Messaging Technology	212
3.25.2 IBM Messaging Foundation For SOA Connectivity	213
3.25.3 IBM WebSphere Open Systems Foundation for Cloud Computing	214
3.25.4 IBM SOA As Mechanism For Defining Business Services	215
3.26 Tibco Middleware Messaging	216
3.26.1 Tibco Messaging	217
3.26.2 Tibco Mission Critical Messaging Solutions	217
3.26.3 Tibco Messaging Backbone	218
3.27 FioranoMQ	222
3.27.1 Fiorano SOA Platform	224
3.27.2 Fiorano Enterprise Services Bus (Fiorano ESB™)	225
3.27.3 Fiorano Pre-Built Services	226
3.28 Software AG webMethods Broker	226
<b>4. Social Media Messaging Technology and Research</b>	<b>227</b>
4.1 Facebook Messaging Technology	227

**Spinal Surgical Robot Table of Contents****and List of Tables and Figures**

4.1.1 Facebook Android Integration	228
4.2 Gmail Best All-Round Email Product	229
4.3 Microsoft Office: Workhorse of the Software	229
4.4 Television: Dethroned	229
4.5 Mission Critical Messaging Communication Protocols	230
4.6 Mission Critical Messaging Middleware Transport Layer	230
4.6.1 IBM WebSphere MQ Read Ahead On Client Connections	233
4.7 Mission Critical Messaging As A Base For Services Oriented Architecture (SOA)	234
4.8 Streams For Messaging and Data Access	236
4.9 Message Queuing	238
4.9.1 Database Message Queuing	238
4.9.2 Data and Message Transformation	239
4.10 Componentization	240
4.11 Speed, Flexibility, and Scalability	241
4.12 Mission Critical Message Throughput	242
4.12.1 Message Persistence	244
4.12.2 Message Size	244
4.12.3 Data Format	244
4.12.4 Message Flow Complexity	245
4.13 Message Input To Output Ratio	246
4.14 Required Message Rate	246
4.15 Parallel Message Processing	247
4.15.1 Serial Message Processing	247
4.15.2 Recovery Requirements	248



4.16 Typical Message Patterns	248
4.17 Processors Manage Specified Message Flows	251
4.18 Messaging Technology Issues	252
4.18.1 Report Messages Functions	254
4.18.2 Real-Time Technology Issues	255
4.18.3 MCA Exit Chaining	256
4.18.4 Remove Channel Process Definition	256
4.18.5 Improved Stop Channel Command	256
4.18.6 AMI Objects From LDAP	257
4.19 Secure Sockets Layer (SSL)	257
4.20 Dynamic Systems	258
4.21 Robust, Enterprise-quality Fault Tolerance	258
4.21.1 Cache / Queue	261
4.22 Multicast	262
4.23 Performance Optimization	263
4.23.1 Fault Tolerance	265
4.23.2 Gateways	266
4.23.3 Cloud Model For Consuming And Delivering Business And IT Services	267
4.23.4 Microsoft Cloud Business Model: Private Cloud – Unlimited	
Virtualization Rights	267
4.24 PRC Government Regulates The Internet Industry	270
4.25 Web Search Technology	270
<b>5 Social Media Messaging Company Descriptions</b>	<b>273</b>
5.6 Apple	273
5.6.1 Apple Business Strategy	273

**Spinal Surgical Robot Table of Contents****and List of Tables and Figures**

5.6.2	Apple Product Introductions	274
5.6.3	Apple Second Quarter 2015 Revenue	275
5.6.4	Apple iPhone	275
5.6.5	Apple HomeKit	276
5.6.6	Apple Message Hack	277
5.7	Baidu	277
5.7.1	Baidu.com Website Distributors Used to Help Identify SMEs	280
5.7.2	Baidu Web Search	280
5.7.3	Baidu Personalized Homepage	283
5.7.4	Baidu Video Search	283
5.7.5	Baidu News	283
5.7.6	Baidu Open Cloud	284
5.7.7	Baidu Revenue	287
5.8	Blackberry	287
5.8.1	BBM Protected	289
5.9	Daum Kakao	289
5.10	Facebook	290
5.10.1	Facebook App Draining Smart Phone Batteries	291
5.10.2	Facebook Messaging Provides Access to User Behavioral Data	291
5.10.3	Facebook Creating Better Ads	292
5.10.4	Facebook Next Generation Services	293
5.10.5	Facebook Platform	293
5.10.6	Facebook Free Basics	294
5.10.7	Facebook AI	294
5.10.8	Facebook Revenue	295
5.10.9	Facebook Revenue Growth Priorities:	296
5.10.10	Facebook Average Revenue Per User ARPU	296
5.10.11	Facebook Geographical Information	298

**Spinal Surgical Robot Table of Contents****and List of Tables and Figures**

5.10.12 Facebook WhatsApp	298
5.10.13 Facebook WhatsApp Focusing on Growth	299
5.11 Fiorano	300
5.11.1 Fiorano Leadership In Enterprise Middleware	300
5.11.2 Fiorano Customers Worldwide	302
5.12 Fujitsu	303
5.12.1 Fujitsu Revenue	304
5.12.2 Fujitsu Corporate Strategy	305
5.12.3 Fujitsu Fiscal 2015 Third-Quarter Revenue	307
5.12.4 Fujitsu Interstage	309
5.12.5 Fujitsu Acquires RunMyProcess Cloud Service Provider	309
5.13 Five	310
5.14 Google	313
5.14.1 Google Search Technology	313
5.14.2 Google Recognizes World Is Increasingly Mobile	314
5.14.3 Google Nest	314
5.14.4 Google / Nest Protect	315
5.14.5 Google / Nest Safety History	316
5.14.6 Google / Nest Learning Thermostat	318
5.14.7 Google Chromecast	319
5.15 Hike	320
5.16 International Business Machines (IBM)	321
5.16.1 IBM Verse	321
5.16.2 IBM Revenue 2015 Fourth-Quarter And Full-Year Results	323
5.17 Kik	326
5.18 Microsoft	328
5.18.1 Microsoft Reportable Segments	328

**Spinal Surgical Robot Table of Contents****and List of Tables and Figures**

5.18.2 Skype and Microsoft	332
5.18.3 Microsoft / Skype / GroupMe Free Group Messaging	333
5.18.4 Microsoft SOA	334
5.18.5 Microsoft .Net Open Source	337
5.19 Naver / Line Corporation	338
5.19.1 Line Revenue	338
5.19.2 Naver Subsidiary Line Corporation	339
5.19.3 Line Corporation	340
5.19.4 Line Plus Corporation	340
5.19.5 Line Highest Earning Publisher Across iOS And Google Play Platforms	341
5.19.6 Line Sticker Business	341
5.19.7 Line Continues To Develop Its Services	342
5.19.8 Line Seeks To Continue To Refine Its Messaging App As A Hub To A Broader platform	344
5.19.9 Line Strategy	344
5.20 NetDirect	345
5.20.1 NetDirect App Helps with Group Communcation	345
5.21 Newcall / Nimbuzz	345
5.22 Owler	346
5.23 Rakuten	347
5.23.1 Rakuten / Viper	347
5.24 Snapchat	348
5.24.1 Snapchat Viacom Partnership	349
5.25 Software AG	350
5.26 Tango	350

**Spinal Surgical Robot Table of Contents****and List of Tables and Figures**

5.27 Tawkers	351
5.28 Tencent	352
5.28.1 TenCent Revenue	354
5.28.2 Tencent Revenues	356
5.28.3 Tencent Holdings Has a Partnership With Glu	356
5.28.4 Tencent WeChat	357
5.16 Tibco FTL Messaging Middleware	358
5.16.1 Tibco Lightning-Fast Messaging Transport with Extreme Low Latency	358
5.16.2 Tibco Reliable, High Throughput and Persistent Messaging	358
5.16.3 Seamless Integration	359
5.17 Twitter	359
5.17.1 Bringing Tweets To More People Around The World	359
5.18 Yahoo	360
5.18.1 Yahoo Revenue	360
5.18.2 Yahoo Mavens Revenue	361
5.18.3 Yahoo Tumblr	364
5.18.4 Yahoo Tumblr Sponsored Posts	364
5.18.5 Yahoo Tumblr Sponsored Day	365
5.18.6 Yahoo Tumblr Use Case	365
5.18.7 Yahoo Display Revenue	366
5.18.8 Yahoo Display Metrics	366
5.18.9 Yahoo / Microsoft	367
5.18.10 Yahoo / Google	367
5.18.11 Yahoo / Tumblr	368
5.19 Yik Yak	369
5.20 Yolodata	370

**Spinal Surgical Robot Table of Contents****and List of Tables and Figures**

5.20.1 Yolodata REST API and Developer SDK's	371
5.21 Weather Messaging	371
5.21.1 Weather Message Operation	372
5.21.2 Weather Message Components	373
5.21.3 Weather Message Licensing	374
5.21.4 Weather Message Evaluation	374
Table ES-1	25
Social Messaging Mapping	25
Table ES-2	28
Social Media Messaging Market Driving Forces	28
Table ES-3	29
Social Messaging Age Group Driving Forces	29
Table ES-4	30
Social Messaging Advantages Derived from Communication Offset from Real Time	30
Table ES-5	31
Media Platforms For Marketers	31
Table ES-6	32
Social Media Messaging Media Platform Features	32
Table ES-7	32
Social Media Messaging Media Platform Development Functions	32
Figure ES-8	37
Social Media Messaging Market Shares, Shipments, Dollars, Worldwide 2015	37
Figure ES-9	38
Social Media Messaging Forecasts, Dollars, Worldwide, 2016-2022	38
Table 1-1	45
Cloud Computing Model Positioning for Social Media Messaging	45
Figure 1-2	47

**Spinal Surgical Robot Table of Contents****and List of Tables and Figures**

IBM SOA Foundation Business, Infrastructure, and Data Information Architecture	47
Table 1-3	51
Mission Critical Messaging As A Base For SOA Software Used to Implement Process Flexibility	51
Table 1-4	54
Messaging Middleware Messaging Trends	54
Table 1-5	56
Mission Critical Messaging Market Dynamics	56
Figure 1-6	57
IBM SOA Governance Lifecycle	57
Figure 1-7	58
Private Cloud Attributes	58
Table 1-8	59
Private Cloud Computing Model Characteristics	59
Table 2-1	63
Social Messaging Mapping	63
Table 2-2	66
Social Media Messaging Market Driving Forces	66
Table 2-3	67
Social Messaging Age Group Driving Forces	67
Table 2-4	68
Social Messaging Advantages Derived from Communication Offset from Real Time	68
Table 2-5	69
Media Platforms For Marketers	69
Table 2-6	70
Social Media Messaging Media Platform Features	70
Table 2-7	70
Social Media Messaging Media Platform Development Functions	70
Figure 2-8	75

**Spinal Surgical Robot Table of Contents****and List of Tables and Figures**

Social Media Messaging Market Shares, Shipments, Dollars, Worldwide 2015	75
Table 2-9	76
Social Media Messaging Direct and Advertising Revenue Market	76
Shares, Dollars, Worldwide, 2015	76
Table 2-10	77
Social Media Messaging Market Shares, Units and Dollars, Worldwide, 2015	77
Table 2-11	78
Social Messaging Users Per Month Market Shares, Users, Worldwide, 2016	78
Table 2-12	79
Social Media Messaging Regional Competitors	79
Table 2-13	81
Facebook Social Messaging Markets and Systems Shares, Number of People, Worldwide, 2016	81
Table 2-14	82
Facebook Social Media Use Statistics	82
Figure 2-15	93
Social Media Messaging Forecasts, Dollars, Worldwide, 2016-2022	93
Table 2-16	94
Social Media Messaging Market Systems Including Text, Video, Games, and E-Commerce Transactions Dollars, Worldwide, 2016-2022	94
Figure 2-17	95
Social Media Messaging Market Forecasts, Revenue Generating Users, Worldwide, 2016-2022	95
Table 2-18	96
Social Messaging Users Per Month Market Shares, Users and Dollars, Worldwide, 2016	96
Table 2-19	97
Social Media Messaging Market Systems Revenue and Nonrevenue Users, Worldwide, 2016-2022	97
Figure 2-20	98
Social Media Messaging Text Forecasts, Dollars, Worldwide, 2016-2022	98



**Spinal Surgical Robot Table of Contents****and List of Tables and Figures**

Figure 2-21	99
Social Media Text Messaging Market Forecasts, Revenue Generating Users, Worldwide, 2016-2022	99
Table 2-22	100
Social Media Messaging Market Systems by Segment, Text, Forecasts, Dollars and Users, Worldwide, 2016-2022	100
Figure 2-23	102
Social Media Messaging Video Forecasts, Dollars, Worldwide, 2016-2022	102
Figure 2-24	103
Social Media Video Messaging Market Forecasts, Revenue Generating Users, Worldwide, 2016-2022	103
Table 2-25	104
Social Media Messaging Market Systems by Segment, Video, Forecasts, Dollars and Users, Worldwide, 2016-2022	104
Figure 2-26	105
Social Media Messaging Games Forecasts, Dollars, Worldwide, 2016-2022	105
Figure 2-27	106
Social Media Messaging Games Market Forecasts, Revenue Generating Users, Worldwide, 2016-2022	106
Table 2-28	107
Social Media Messaging Market Systems by Segment, Games, Forecasts, Dollars and Users, Worldwide, 2016-2022	107
Figure 2-29	109
Social Media Messaging E-Commerce Forecasts, Dollars, Worldwide, 2016-2022	109
Figure 2-30	110
Social Media Messaging E-Commerce Market Forecasts, Revenue Generating Users, Worldwide, 2016-2022	110
Table 2-31	111
Social Media Messaging Market Systems by Segment, E-Commerce Transactions Forecasts, Dollars and Users, Worldwide, 2016-2022	111

**Spinal Surgical Robot Table of Contents****and List of Tables and Figures**

Table 2-32	116
Messaging Middleware Market Driving Forces	116
Table 2-33	117
Middleware Messaging Market Factors	117
Figure 2-34	126
Social Media Messaging Regional Market Segments, Dollars, 2015	126
Table 2-35	127
Social Media Messaging Regional Market Segments, Dollars, 2015	127
Figure 2-36	128
Social Media Messaging Regional Market Segments, Users, 2015	128
Table 2-37	129
Social Media Messaging Regional Market Segments, Users, 2015	129
Figure 3-1	137
Facebook Messenger	137
Figure 3-2	138
Video Face to Face Conversations in Facebook Messenger	138
Figure 3-3	139
Video Calling in Facebook Messenger	139
Figure 3-4	148
Instagram Images	148
Figure 3-5	149
Instagram Distributors	149
Figure 3-6	150
Facebook Instagram Boomerang Creative Photography	150
Figure 3-7	152
Facebook Instagram Boomerang Video Can Be Viewed On The Smartphone	152
Figure 3-8	154
Tencent WeChat Broadcast Messages	154
Figure 3-9	155
Tencent WeChat Broadcast Message Contact Selections	155

**Spinal Surgical Robot Table of Contents****and List of Tables and Figures**

Table 3-10	156
Tencent WeChat Broadcast Message Platforms Supported	156
Table 3-11	157
Tencent WeChat Regional Locations	157
Table 3-12	159
Tencent / WeChat Functions	159
Table 3-13	164
Google Products with One-Billion Monthly Active Users	164
Figure 3-14	166
Google Hangouts	166
Table 3-15	170
Skype for Business Functions	170
Figure 3-16	176
Kik Privacy for Teens, Terrorists, and Gangsters	176
Table 3-17	177
Law Enforcement Cases Involving Kik in 10 Days	177
Figure 3-18	178
Kik Anonymity	178
Figure 3-19	180
Line Chat	180
Table 3-20	181
LINE Stickers Functions	181
Table 3-21	183
LINE Pay PCI DSS and ISO/IEC 27001 Standards Compliance	183
Figure 3-22	186
KakaoTalk Messaging App	186
Table 3-23	190
Tawkers Messaging App Features	190
Table 3-24	192
Slack Messaging Modalities	192

**Spinal Surgical Robot Table of Contents****and List of Tables and Figures**

Figure 3-25	196
Snapchat Images	196
Figure 3-26	199
Wickr Tower of Encryption Protection	199
Figure 3-27	200
Wickr Encryption Scrambler and Security Layer	200
Figure 3-28	201
Wickr Encryption Secondary Scrambler	201
Figure 3-29	202
Wickr Hardware Binding and Transport Layer Security	202
Figure 3-30	203
Wickr Unique Message Key Message Security	203
Table 3-31	204
Wickr Multiple Layers Of Messaging Encryption	204
Table 3-32	205
Wickr Layers Of Messaging Security	205
Figure 3-33	206
WICKR For Business Functions	206
Table 3-34	208
Tango Video Technology Features	208
Table 3-35	209
Tango Video Technology Groups Target Markets	209
Table 3-36	213
IBM Defined Key SOA Entry Points	213
Figure 3-37	215
IBM SOA Foundation Business, Infrastructure, and Data Information Architecture	215
Table 3-38	216
Tibco ActiveMatrix Functions	216
Table 3-39	219

**Spinal Surgical Robot Table of Contents****and List of Tables and Figures**

Tibco FTL Industry-Leading Technology Design Features	219
Table 3-40	220
Tibco FTL Industry-Leading Technology Key Features	220
Table 3-41	221
Tibco FTL Industry-Leading Technology Transport Features	221
Figure 3-42	222
Fiorano MQ Server Components	222
Figure 3-43	225
Fiorano SOA Platform Components	225
Table 4-1	227
Facebook Long-Term Research Initiatives	227
Table 4-2	232
IBM WebSphere MQ Layered Architecture Objectives:	232
Table 4-3	235
Mission Critical Messaging As A Base For SOA Software Used to Implement Process Flexibility	235
Table 4-4	237
Aspects Of Data Streaming Management	237
Table 4-5	243
Mission Critical Message Throughput Variables	243
<b>Table 4-6</b>	250
<b>Typical Message Flow Characteristics</b>	250
Table 4-7	252
Messaging Technology Issues	252
Table 4-7 (Continued)	253
Middleware Messaging Technology Issues	253
Table 4-8	259
Automatic Detection And Recovery From Network And System Failure	259
Table 4-8 (Continued)	260
Automatic Detection And Recovery From Network And System Failure	260

**Spinal Surgical Robot Table of Contents****and List of Tables and Figures**

Table 4-10	265
Fault Tolerance Features	265
Table 4-10 (Continued)	266
Fault Tolerance Features	266
Table 5-1	278
Baidu.com Website Types Of Online Participants:	278
Table 5-2	282
Baidu Web Search Features	282
Table 5-3	284
Baidu Open Cloud Modules	284
Table 5-4	286
Baidu.com Branding	286
Table 5-5	306
Fujitsu Facts	306
Figure 5-6	307
Fujitsu Positioning for IoT	307
Figure 5-7	312
Five CEO Mateusz Mach	312
Figure 5-8	318
Google / Nest Learning Thermostat	318
Table 5-9	329
Microsoft Productivity and Business Processes Segment	329
Table 5-10	330
Microsoft Intelligent Cloud Segment	330
Figure 5-11	334
Microsoft / Skype / GroupMe Free Group Messaging	334
Table 5-12	336
Microsoft Service Orientated Architecture SOA Functions	336
Table 5-13	349
Snapchat Communication Functions	349

**Spinal Surgical Robot Table of Contents**

**and List of Tables and Figures**

Table 5-14	371
Weather Messaging Features	371

Spinal Surgical Robot Table of Contents

and List of Tables and Figures