

# India Regional Grid<sup>®</sup> Report for Message Queue (MQ) | Winter 2024



## Message Queue (MQ) Software

Contenders									Leaders	Market Presence
Niche									High Performers	

Satisfaction

G2 Grid<sup>®</sup> Scoring

(Message Queue (MQ) Software continues on next page)

# Message Queue (MQ) Software (continued)

## Message Queue (MQ) Software Definition

Message queue (MQ) software is used to enable process-related communication between IT systems. The queue provides asynchronous protocols to allow senders and receivers to communicate remotely and at different times. Messages can consist of requests, replies, or alerts, depending on the sender's need. The queue facilitates service-to-service communications by storing, processing, and deleting actions as they are completed. Some message queue tools utilize the publisher/subscriber pattern, which is typically used in large, message-oriented middleware systems.

MQ tools are typically leveraged by IT professionals, system administrators, and software developers. Companies use message queue software to coordinate distributed applications, simplify coding disparate applications, improve performance, and automate communication-related tasks. MQ solutions provide a buffer that allows users working on separate systems to submit messages into temporary storage until action is required.

To qualify for inclusion in the Message Queue (MQ) category, a product must:

- ▶ Facilitate asynchronous messaging
- ▶ Store, deliver, and delete messages
- ▶ Document communication information
- ▶ Allow administrative control over messaging permissions

## India Regional Message Queue (MQ) Grid® Scoring Description

Products shown on the India Regional Grid® for Message Queue (MQ) have received a minimum of 10 reviews from users in the India region by November 21, 2023. Products are ranked by customer satisfaction (based on regional user reviews) and regional market presence (a measure of market share, seller size, and social impact) and placed into four categories on the Regional Grid®:

- ▶ Products in the Leader quadrant are rated highly by G2 users in the India region and have substantial Market Presence scores. Leaders include: [IBM MQ](#), [RabbitMQ](#), and [MuleSoft Anypoint Platform](#)
- ▶ High Performing products have high customer Satisfaction scores and low Market Presence in the India region compared to the rest of the category. High Performers include: [Apache Kafka](#)
- ▶ Contender products have relatively low customer Satisfaction scores and high Market Presence in the India region compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings.
- ▶ Niche products have relatively low Satisfaction scores and low Market Presence in the India region compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Niche products include: [IBM Cloud Pak for Integration](#), [Apache RocketMQ](#), and [TIBCO Messaging](#)



# India Grid® Scores for Message Queue (MQ) Software

The table below shows the Satisfaction and Market Presence scores that determine product placement on the Regional Grid®. To learn more about each of the products, please see the profile section.

## Leaders

	# of Reviews	Satisfaction	Regional Market Presence	G2 Score
<a href="#">IBM MQ</a>	69	63	93	78
<a href="#">RabbitMQ</a>	18	63	66	65
<a href="#">MuleSoft Anypoint Platform</a>	139	70	58	64

## High Performers

<a href="#">Apache Kafka</a>	33	89	46	68
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## Niche

<a href="#">IBM Cloud Pak for Integration</a>	26	13	46	26
<a href="#">Apache RocketMQ</a>	17	27	8	17
<a href="#">TIBCO Messaging</a>	11	25	8	16

\* Products are ordered by G2 Score. Satisfaction score is used as a tiebreaker if two products have the same G2 Score.



# Regional Grid® Methodology

## Regional Grid® Rating Methodology

The India Regional Grid® represents the democratic voice of real software users in the India region, rather than the subjective opinion of one analyst. G2 rates products from the Message Queue (MQ) category algorithmically based on data sourced from product reviews shared by G2 users in the India region and data aggregated from online sources and social networks.

Technology buyers can use the India Regional Grid® to help them quickly select the best products for their businesses and to find peers with similar experiences based on the region in which they do business. For sellers, media, investors, and analysts, the India Regional Grid® provides benchmarks for product comparison and market trend analysis.

## Regional Grid® Scoring Methodology

G2 rates products and sellers based on reviews gathered from our user community, as well as data aggregated from online sources and social networks. We apply a unique algorithm (v4.0) to this data to calculate the Satisfaction and Market Presences scores in real time. The India Regional Grid® Report for Message Queue (MQ) | Winter 2024 is based on scores calculated using the G2 algorithm v4.0 from reviews collected through November 21, 2023. To view the Message Queue (MQ) Regional Grid® with the most recent data, please visit the [Message Queue \(MQ\)](#) page.

India Regional Grid® reports only reflect reviews received from users in the India region. Review region is determined by where the reviewer was located when the review was written. As such, review counts, Satisfaction and Market Presence scores may differ from our Overall Grid® Report or any reports representing different regions for the same category. Products are also scored relative to only those products with at least 10 reviews in the region. For more information about the make up of the regions in our reports, please see our [region definitions](#). For more details on Grid® Scoring, please view the [G2 Scoring Methodology here](#).

## Regional Grid® Categorization Methodology

Making G2 research relevant and easy for people to use as they evaluate and select business software products is one of our most important goals. In support of that goal, organizing products and software companies in a well-defined structure that makes capturing, evaluating, and displaying reviews and other research in an orderly manner is a critical part of the research process.

To manage the process of categorizing the software products and the related reviews in the G2 community, G2 follows a publicly available [categorization methodology](#). All products appearing on the Regional Grid® have passed through G2's category standards.

Many terms that appear regularly across G2 and are used to aid in product categorization warrant a definition to facilitate buyer understanding. These terms may be included within reviews from the G2 community or in executive summaries for products included on the Regional Grid®. A [list of standard definitions](#) is available to G2 users to eliminate confusion and ease the buying process.

*(Regional Grid® Methodology continues on next page)*

\*\* Net Promoter, Net Promoter System, Net Promoter Score, NPS and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.



# Regional Grid® Methodology (continued)

## Rating Changes and Dynamics

The ratings in this report are based on a snapshot of the user reviews and social data collected by G2 up through November 21, 2023. The ratings may change as the products are further developed, the vendors grow, and as additional opinions are shared by users. G2 updates the ratings on its website in real-time as additional data is received, and this report will be updated as significant data is received. By improving their products and support and/or by having more satisfied customer voices heard, Contenders may become Leaders and Niche vendors may become High Performers.

## Trust

Keeping our ratings unbiased is our top priority. We require the use of a LinkedIn account or verified business email address to validate a G2 user's identity and employer. We also validate users by partnering with vendors and organizations to securely authenticate users through select platforms. We do not allow users to review their current or former employers' products or those of their employers' competitors. Additionally, all reviews are manually checked by our team after our algorithm filters out reviews that don't meet our submission requirements. All reviews must pass our moderation process before they are published.

Our G2 staff does not add any subjective input to the ratings, which are determined algorithmically based on data aggregated from publicly available online sources and social networks. Sellers cannot influence their ratings by spending time or money with us. Only the opinion of real users and data from public sources factor into the ratings.

G2 may occasionally offer incentives for honest reviews to help us gather a full and accurate data set. These incentives are offered as thank-yous for approved reviews. Incentives are never conditioned upon the substance of the review, positive or negative. Each such incentivized review is disclosed with an "Incentivized Review" banner.

## Regional Grid® Inclusion Criteria

All products in a G2 category that have at least 10 reviews from real users of the product in the India region are included on the India Regional Grid®. Inviting other users, such as colleagues and peers, to join G2 and share authentic software reviews will accelerate this process.

If a software is not yet listed on G2 and it fits the market definition above, then users are encouraged to [suggest its addition](#) to our [Message Queue \(MQ\)](#) category.

Regions are a collection of countries based on G2's expertise in the markets they represent. For a full list of the countries included within individual regions, please view our [scoring methodologies](#).

## Product Profiles

Product profiles and detailed charts are included for products with 10 or more reviews from the India region.

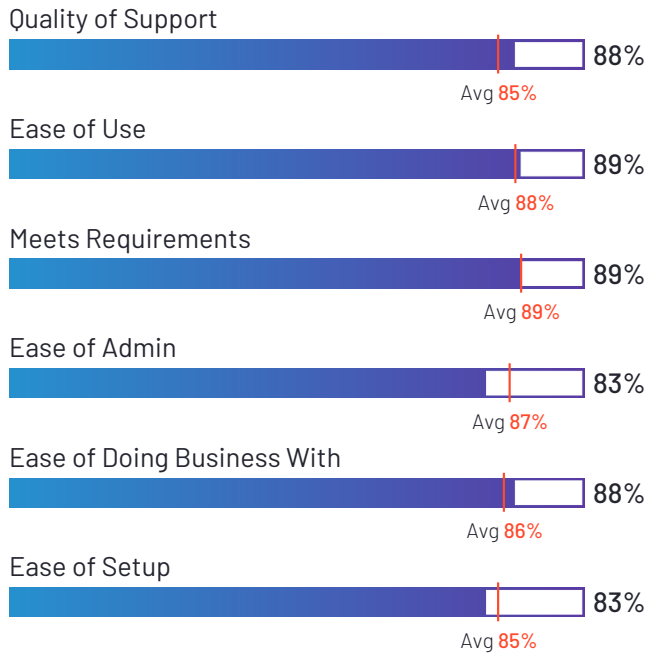


## IBM MQ

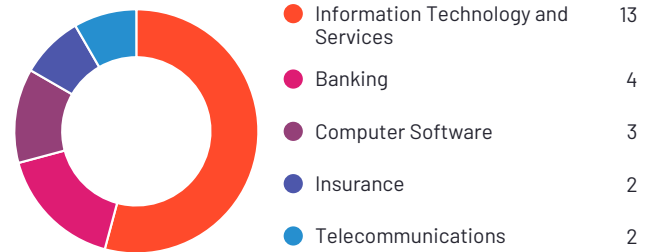
4.3 ★★★★★ (33)



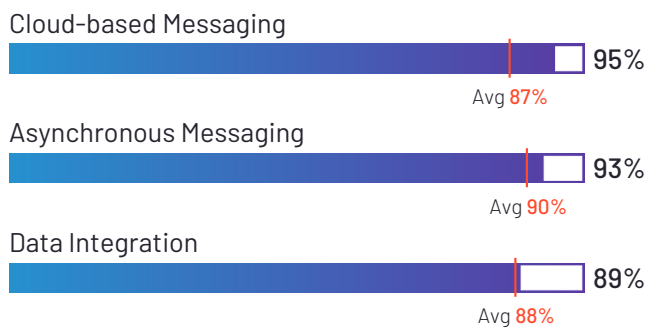
### Satisfaction Ratings



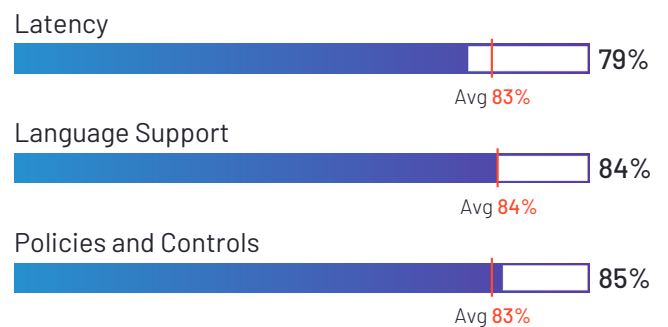
### Top Industries Represented



### Highest-Rated Features



### Lowest-Rated Features



**Ownership**  
IBM



**HQ Location**  
Armonk, NY



**Year Founded**  
1911



**Employees (Listed On LinkedIn)**  
304,776



**Company Website**  
[www.ibm.com](http://www.ibm.com)

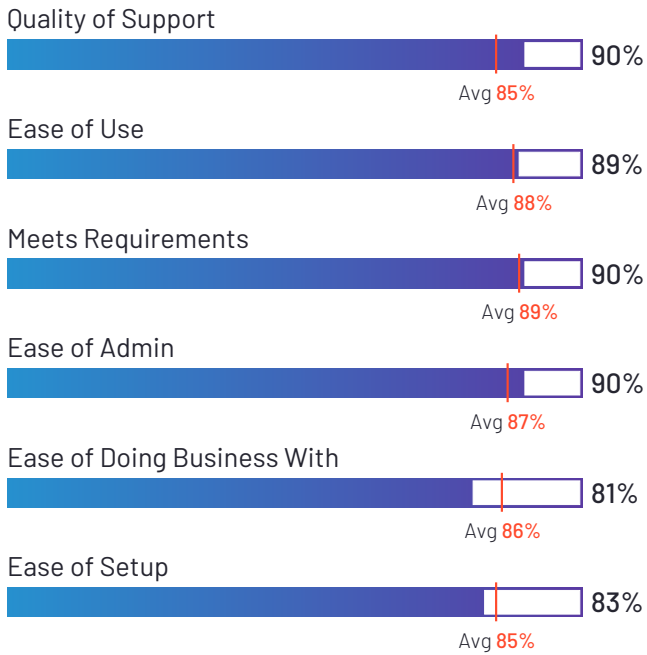


# RabbitMQ

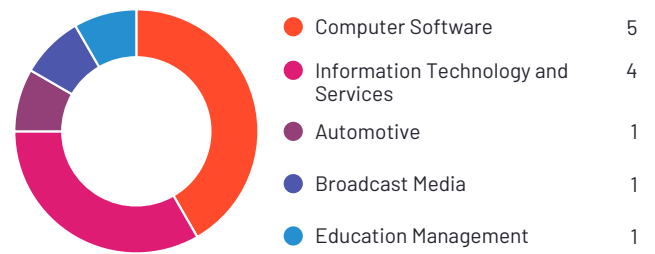
4.1 ★★★★★ (18)



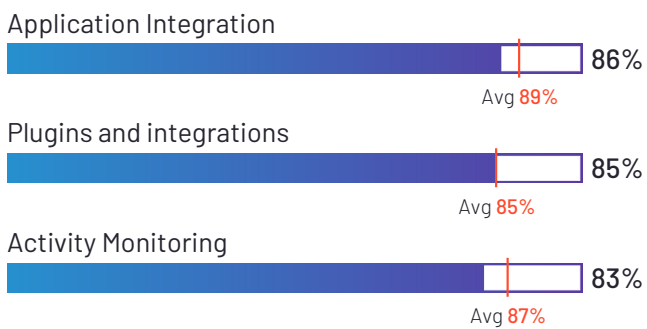
## Satisfaction Ratings



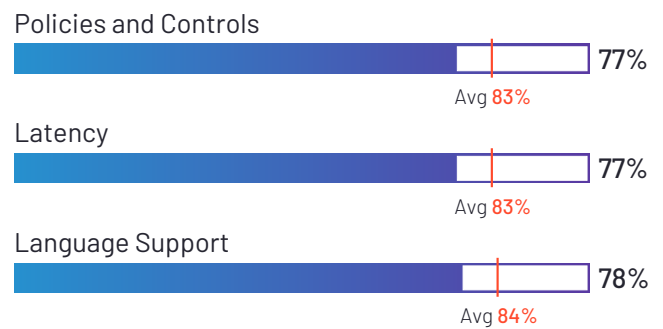
## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



Ownership  
Pivotal



HQ Location  
San Francisco, CA



Employees (Listed  
On LinkedIn)  
387



Company Website  
[www.pivotal.io](http://www.pivotal.io)

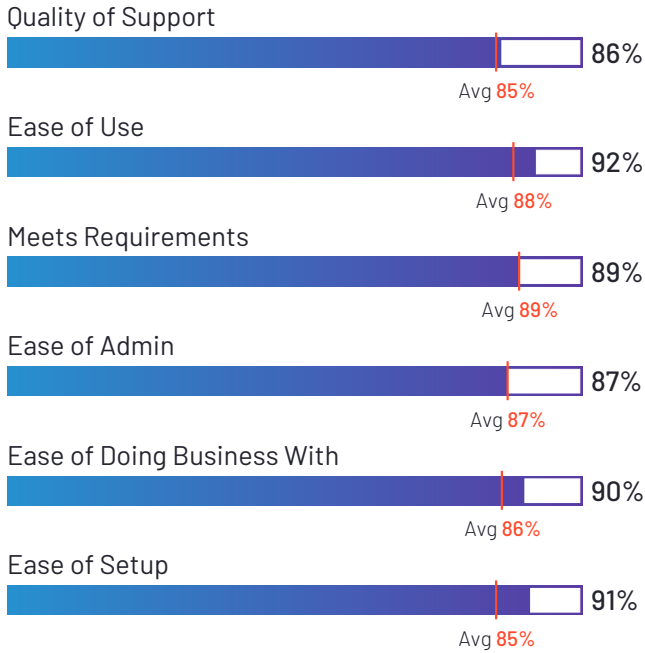


# MuleSoft Anypoint Platform

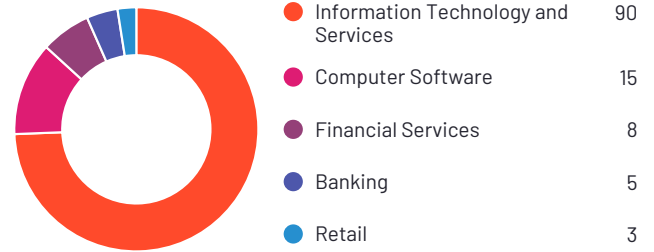
4.5 ★★★★★ (141)



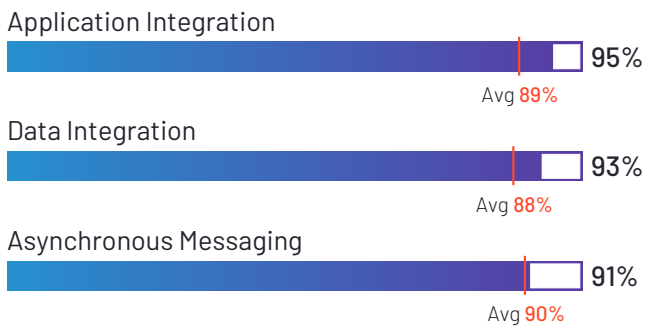
## Satisfaction Ratings



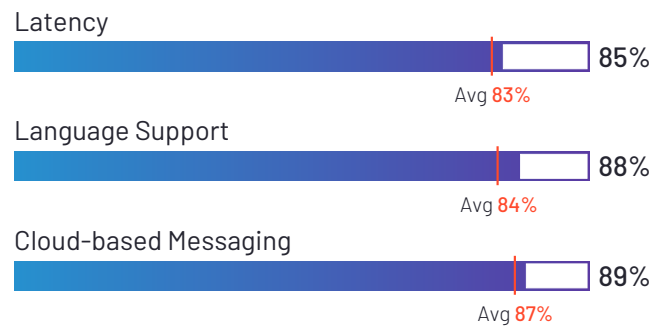
## Top Industries Represented



## Highest-Rated Features



## Lowest-Rated Features



Ownership  
MuleSoft



HQ Location  
San Francisco, CA



Year Founded  
2006

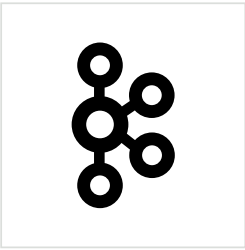


Employees (Listed  
On LinkedIn)  
2,135



Company Website  
[mulesoft.com](https://mulesoft.com)



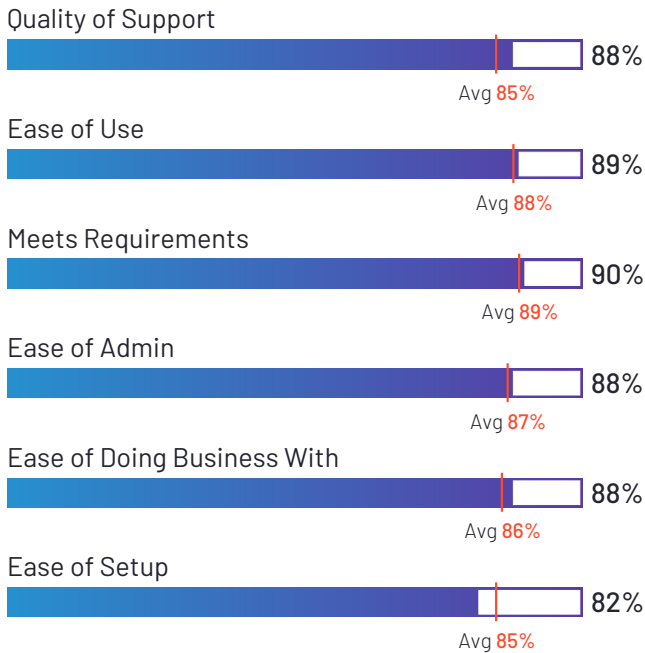


## Apache Kafka

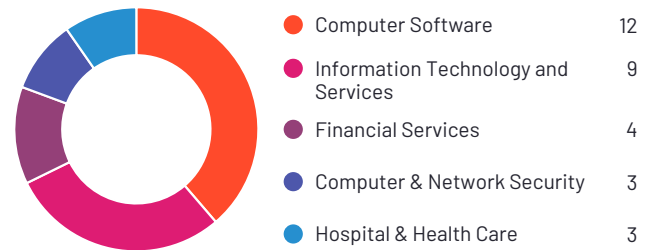
4.5 ★★★★★ (44)



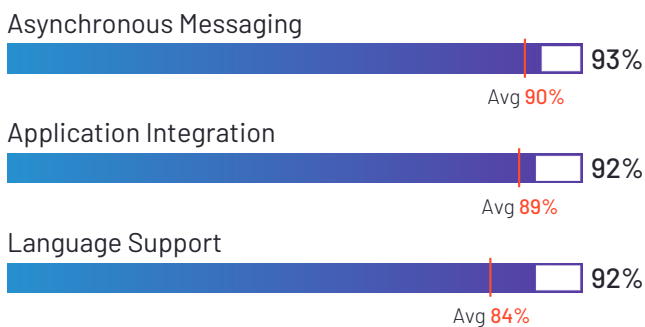
### Satisfaction Ratings



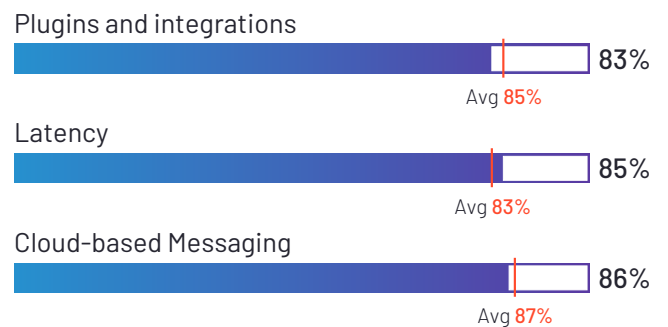
### Top Industries Represented



### Highest-Rated Features



### Lowest-Rated Features



**Ownership**  
The Apache Software Foundation



**HQ Location**  
Wakefield, MA



**Year Founded**  
1999



**Employees (Listed On LinkedIn)**  
2,200



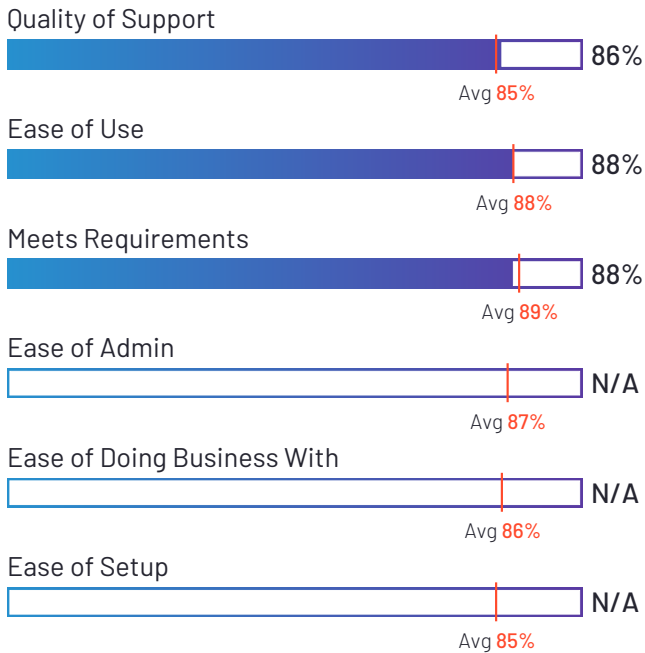
**Company Website**  
[www.apache.org](http://www.apache.org)



# IBM Cloud Pak for Integration

4.2 ★★★★★ (12)

## Satisfaction Ratings



## Top Industries Represented



\*N/A is displayed when fewer than five responses were received for the question by reviewers in India



**Ownership**  
IBM



**HQ Location**  
Armonk, NY



**Year Founded**  
1911



**Employees (Listed On LinkedIn)**  
304,776



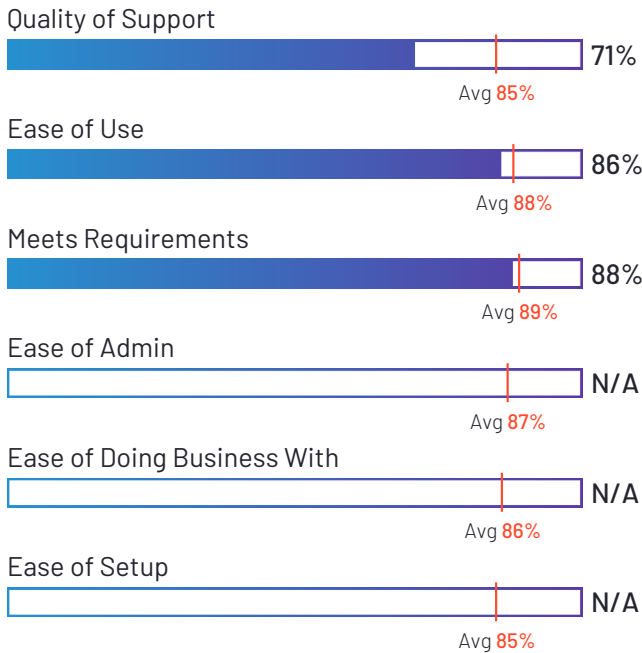
**Company Website**  
[www.ibm.com](http://www.ibm.com)



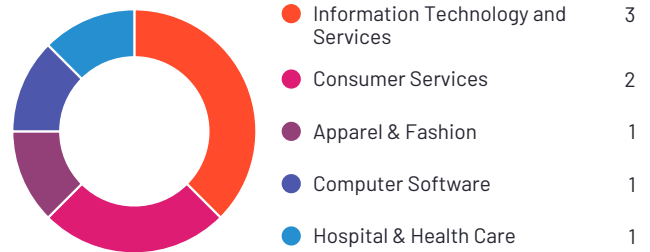
# Apache RocketMQ

4.5 ★★★★★ (10)

## Satisfaction Ratings

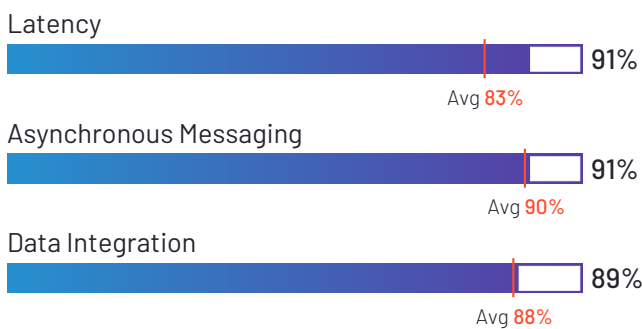


## Top Industries Represented

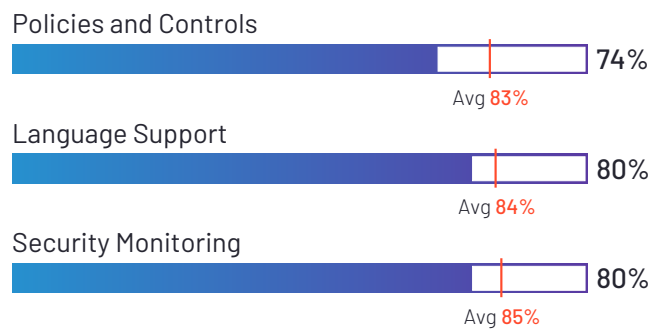


\*N/A is displayed when fewer than five responses were received for the question by reviewers in India

## Highest-Rated Features



## Lowest-Rated Features



**Ownership**  
The Apache Software Foundation



**HQ Location**  
Wakefield, MA



**Year Founded**  
1999



**Employees (Listed On LinkedIn)**  
2,200



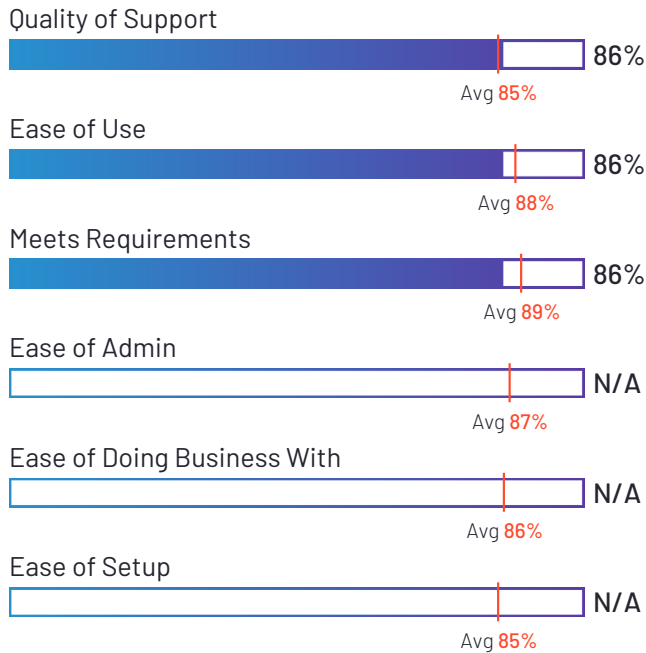
**Company Website**  
[www.apache.org](http://www.apache.org)



# TIBCO Messaging

4.5 ★★★★★ (11)

## Satisfaction Ratings



## Top Industries Represented



\*N/A is displayed when fewer than five responses were received for the question by reviewers in India

<p><b>Ownership</b> TIBCO</p>	<p><b>HQ Location</b> Palo Alto, CA</p>	<p><b>Year Founded</b> 1997</p>	<p><b>Employees (Listed On LinkedIn)</b> 3,582</p>	<p><b>Company Website</b> <a href="http://www.tibco.com">www.tibco.com</a></p>
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# Satisfaction Ratings for Message Queue (MQ)

G2 reviewers in India rated software sellers ability to satisfy their needs as shown in the table below.

	Satisfaction		Satisfaction by Category						Net Promoter Score (NPS)
	Likelihood to Recommend	Product Going in Right Direction?	Meets Requirements	Ease of Admin	Ease of Doing Business With	Quality of Support	Ease of Setup	Ease of Use	Net Promoter Score (NPS) (Range from -100 to +100)
<b>IBM MQ</b>	82%	71%	89%	83%	88%	88%	83%	89%	33
<b>RabbitMQ</b>	82%	92%	90%	90%	81%	90%	83%	89%	33
<b>MuleSoft Anypoint Platform</b>	90%	94%	89%	87%	90%	86%	91%	92%	72
<b>Apache Kafka</b>	92%	91%	90%	88%	88%	88%	82%	89%	79
<b>IBM Cloud Pak for Integration</b>	90%	100%	88%	N/A	N/A	86%	N/A	88%	75
<b>Apache RocketMQ</b>	90%	100%	88%	N/A	N/A	71%	N/A	86%	70
<b>TIBCO Messaging</b>	90%	67%	86%	N/A	N/A	86%	N/A	86%	63
<b>Average</b>	88%	88%	89%	87%	86%	85%	85%	88%	61

\*N/A is displayed when fewer than five responses were received for the question by reviewers in India

\*\*Net Promoter Score ranges from -100 to +100

# Feature Comparison for Message Queue (MQ)

G2 users in India have evaluated the following products by feature. Feature ratings are representative of reviewers' overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

## Functionality

	Asynchronous Messaging	Language Support	Cloud-based Messaging	Latency
IBM MQ	93%	84%	95%	79%
RabbitMQ	83%	78%	81%	77%
MuleSoft Anypoint Platform	91%	88%	89%	85%
Apache Kafka	93%	92%	86%	85%
IBM Cloud Pak for Integration	N/A	N/A	N/A	N/A
Apache RocketMQ	91%	80%	86%	91%
TIBCO Messaging	N/A	N/A	N/A	N/A
Average	90%	84%	87%	83%

(Feature Comparison for Message Queue (MQ) continues on next page)

\*N/A is displayed when fewer than five responses were received for the question by reviewers in India

\*\*A blank box indicates that a seller has selected that they do not offer that feature.

# Feature Comparison for Message Queue (MQ) (continued)

G2 users in India have evaluated the following products by feature. Feature ratings are representative of reviewers' overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

## Integration

	Application Integration	Data Integration	Plugins and integrations
IBM MQ	87%	89%	86%
RabbitMQ	86%	82%	85%
MuleSoft Anypoint Platform	95%	93%	90%
Apache Kafka	92%	86%	83%
IBM Cloud Pak for Integration	N/A	N/A	N/A
Apache RocketMQ	83%	89%	80%
TIBCO Messaging	N/A	N/A	N/A
<b>Average</b>	89%	88%	85%

(Feature Comparison for Message Queue (MQ) continues on next page)

\*N/A is displayed when fewer than five responses were received for the question by reviewers in India

\*\*A blank box indicates that a seller has selected that they do not offer that feature.

# Feature Comparison for Message Queue (MQ) (continued)

G2 users in India have evaluated the following products by feature. Feature ratings are representative of reviewers' overall satisfaction with each feature and do not necessarily take into account the breadth of individual product features. The results are shown below.

## Management

	Policies and Controls	Security Monitoring	Activity Monitoring
IBM MQ	85%	88%	89%
RabbitMQ	77%	81%	83%
MuleSoft Anypoint Platform	90%	90%	90%
Apache Kafka	88%	88%	88%
IBM Cloud Pak for Integration	N/A	N/A	N/A
Apache RocketMQ	74%	80%	86%
TIBCO Messaging	N/A	N/A	N/A
<b>Average</b>	83%	85%	87%

\*N/A is displayed when fewer than five responses were received for the question by reviewers in India

\*\*A blank box indicates that a seller has selected that they do not offer that feature.





# Additional Data for Message Queue (MQ)

The table below includes a breakdown of the customer segments for each product, as represented by G2 reviewers.

## Customers by Size

	Small Business (50 or fewer emp.)	Mid-Market (51-1000 emp.)	Enterprise ( >1000 emp.)
IBM MQ	19%	16%	66%
RabbitMQ	39%	28%	33%
MuleSoft Anypoint Platform	10%	21%	69%
Apache Kafka	16%	34%	50%
IBM Cloud Pak for Integration	8%	33%	58%
Apache RocketMQ	30%	30%	40%
TIBCO Messaging	36%	36%	27%
Average	23%	28%	49%

(Additional Data for Message Queue (MQ) continues on next page)

\*N/A is displayed when data is not publicly available.

# Additional Data for Message Queue (MQ) (continued)

The table below highlights implementation and deployment data as indicated in real user reviews on G2.

## Implementation

	Deployment		Implementation Method			
	Cloud	On-Premises	In-House Team	Seller Services Team	Third-Party Consultant	Don't know
IBM MQ	17%	83%	43%	29%	14%	14%
RabbitMQ	80%	20%	60%	20%	20%	0%
MuleSoft Anypoint Platform	67%	33%	80%	0%	7%	13%
Apache Kafka	75%	25%	50%	30%	0%	20%
IBM Cloud Pak for Integration	N/A	N/A	N/A	N/A	N/A	N/A
Apache RocketMQ	N/A	N/A	N/A	N/A	N/A	N/A
TIBCO Messaging	N/A	N/A	N/A	N/A	N/A	N/A

*(Additional Data for Message Queue (MQ) continues on next page)*

\*N/A is displayed when data is not publicly available.

# Additional Data for Message Queue (MQ) (continued)

The table below highlights third-party market presence data used to inform the G2's Market Presence Score that highlights each products impact and influence in the category.

## Market Presence

	Seller Name	Year Founded	Employees on LinkedIn (Seller)	LinkedIn Followers	Twitter Followers (Seller)	Glassdoor Rating
<b>IBM MQ</b>	IBM	1911	304,776	15,471,268	719,231	4.1
<b>RabbitMQ</b>	Pivotal		387	83,668	452	4.4
<b>MuleSoft Anypoint Platform</b>	MuleSoft	2006	2,135	252,250	94,375	4.1
<b>Apache Kafka</b>	The Apache Software Foundation	1999	2,200	69,561	66,204	3.4
<b>IBM Cloud Pak for Integration</b>	IBM	1911	304,776	15,471,268	719,231	4.1
<b>Apache RocketMQ</b>	The Apache Software Foundation	1999	2,200	69,561	66,204	3.4
<b>TIBCO Messaging</b>	TIBCO	1997	3,582	194,503	21,332	4.0

\*N/A is displayed when data is not publicly available.