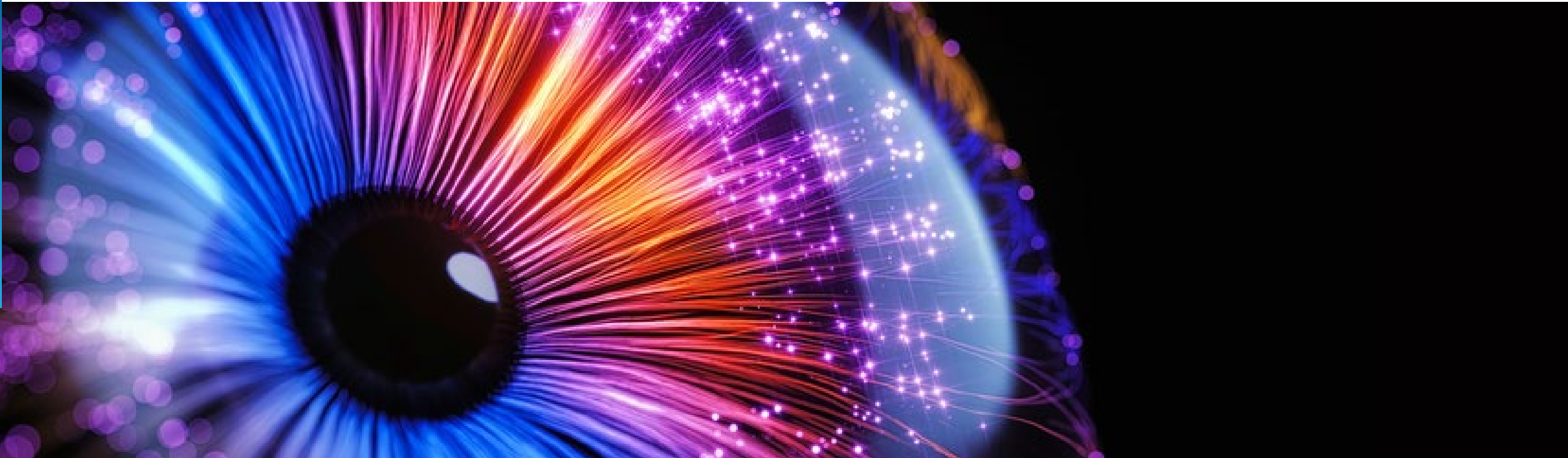


Digital Commerce Platform PEAK Matrix® Assessment 2023

March 2023: Complimentary Abstract / Table of Contents



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Introduction

The digital commerce landscape is evolving at a rapid pace with emerging business models such as D2C, new and interactive channels, and advances in technology, especially AI and AR /VR. This is leading to an increased importance of digital commerce technology providers that are evolving their offerings with changing customer needs.

In this research, we present an assessment of 21 digital commerce platform providers featured on the Digital Commerce Platform PEAK Matrix®, a comprehensive matrix that evaluates and categorizes technology providers in terms of their capabilities and evaluates them on the following:

- Platform capabilities pertaining to core commerce modules such as storefront, search, pricing, and order
- Integration capabilities with additional modules such as DAM, PIM, CMS, and OMS

Therefore, to assess the overall capabilities of platform providers, we have delivered an in-depth analysis of their technology platforms

The assessment is based on Everest Group’s annual Request for Information (RFI) process for the calendar year 2022, interactions with leading digital commerce technology providers, client reference checks, and an ongoing analysis of the digital commerce market.

This report includes the profiles of the following 21 leading Digital Commerce platform providers featured on the Digital Commerce Platform PEAK Matrix®:

- **Leaders:** Adobe, Salesforce, and SAP
- **Major Contenders:** BigCommerce, Capillary Technologies, Commercetools, Elastic Path, Fabric, HCL Software, Infosys Equinox, Kibo, Liferay, Shopify, Sitecore, Spryker, TCS, Verto Commerce, and VTEX
- **Aspirants:** eComchain, Pimcore, and Zoho

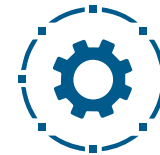
Scope of this report



Geography
Global



Providers
21



Product
Digital commerce platform

Overview and abbreviated summary of key messages

This report examines 21 digital commerce platform providers. It focuses on technology provider's position and growth, changing market dynamics and emerging trends in the digital commerce ecosystem, assessment of technology providers capabilities, and key technology provider profiles

Some of the findings in this report, among others, are:

Technology provider product capability

- Digital commerce platform providers can be categorized into leaders, major contenders, and aspirants
- Adobe, SAP, Salesforce are the current leaders in the space

Emerging platform provider trends

- High focus on providing omnichannel experiences through in-built features, personalization through AI enabled in-house products, and scalability
- Strengthened offerings for digital commerce ecosystem through in-house suite of products to enable complex digital commerce implementations
- Growing focus on providing composable architecture and modularity
- Select players are focusing on new-age technologies such as generative AI to power specific use cases in digital commerce like personalized shopping experience

Changing market dynamics

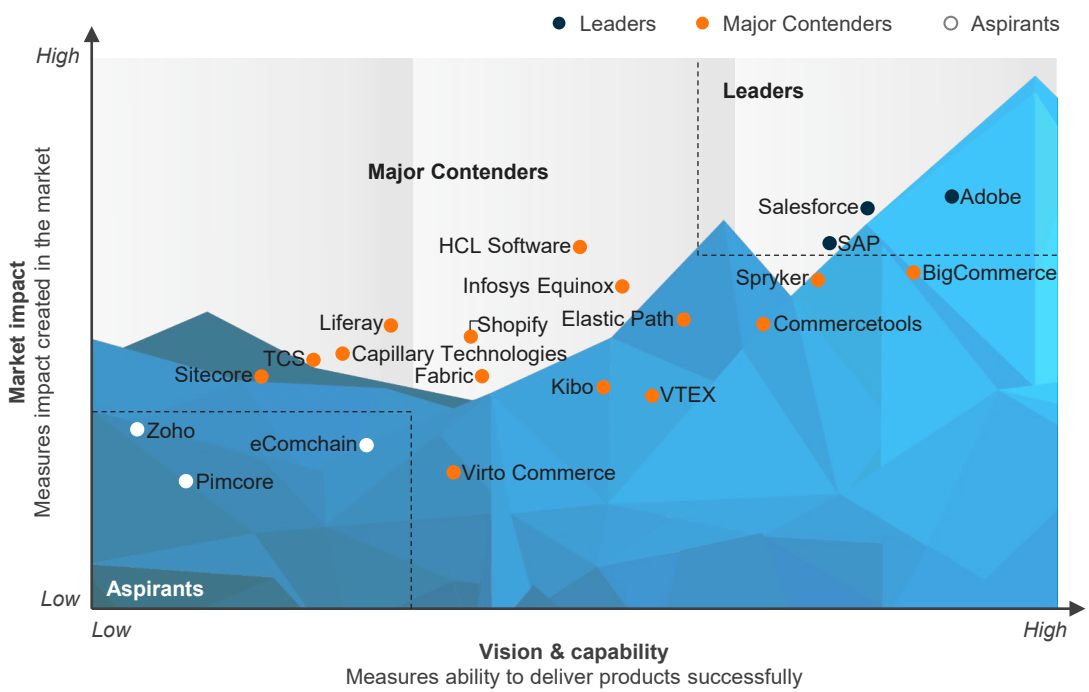
- Growing focus on emerging digital commerce constructs such as influencer marketing, social commerce, live commerce through partnerships and third-party integrations
- High flexibility through innovative pricing models such as microservices and a strong ability to measure impact and RoI

The way forward

- Technology providers are shifting towards providing composable architecture built on the MACH principles to enable enterprises compose their own technology landscape
- There is a growing focus on transformation for mid-size enterprise clients especially in the B2B domain and it will continue in the near future

This report assesses the capabilities of 21 Digital Commerce Platform providers; below are three charts to illustrate the depth of the report

Digital Commerce Platform PEAK Matrix® Assessment 2023^{1,2}



1 Assessment for BigCommerce, Commercetools, Elastic Path, Fabric, Kibo, SAP, Shopify, Sitecore, Virtocommerce, and VTEX excludes technology provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, technology provider public disclosures, and Everest Group's interactions with buyers

2 Assessment of Adobe and Salesforce includes partial inputs from the technology provider and is based on Everest Group's estimates that leverage Everest Group's proprietary data assets, technology providers' public disclosure, and interaction with buyers

Source: Everest Group (2023)

Capability assessment Illustrative example

Measure of capability: 🟡 Low ● High

Providers	Market impact				Vision & capability				
	Market Adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Technology capability	Flexibility and ease of deployment	Engagement and commercial model	Investments and Support
Provider 1	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡
Provider 2	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡
Provider 3	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡
Provider 4	🟡	🟡	🟡	🟡	●	🟡	🟡	🟡	🟡
Provider 5	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡
Provider 6	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡
Provider 7	🟡	🟡	🟡	🟡	🟡	🟡	●	🟡	🟡
Provider 8	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡
Provider 9	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡

Everest Group's remarks on providers Illustrative example

Measure of capability: 🟡 Low ● High

Market impact				Vision & capability					Overall
Market Adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Technology capability	Flexibility and ease of deployment	Engagement and commercial model	Investments and Support	
🟡	🟡	●	🟡	●	🟡	🟡	🟡	🟡	🟡

- | | |
|--|--|
| <p>Strengths</p> <ul style="list-style-type: none"> Provider's digital commerce platform is built using open-source technologies. It has a strong narrative of composable commerce with launch of 'Composable Commerce Hub' to tailor the digital commerce system as per client requirements It provides pre-composed solutions for B2B, B2C, D2C and industry verticals such as retail. Strong focus on conversational commerce and social commerce with pre-composed solutions for chat and social | <p>Limitations</p> <ul style="list-style-type: none"> It is majorly present in US region and its presence in Europe region can be improved It needs to refine its overall talent strategy across business, creatives and tech It has further scope of enhancing its digital commerce capabilities by adding marketplace offering |
|--|--|

Research calendar

Interactive Experience (IX) Services

Published Planned Current release

Reports title	Release date
Digital Experience Platform (DXP) Products PEAK Matrix® Assessment 2021	August 2021
Digital Experience Platform (DXP) Products Compendium 2021	September 2021
Digital Marketing's Reckoning with Privacy	October 2021
Digital Interactive Experience (IX) Services PEAK Matrix® Assessment 2022	February 2022
Digital Commerce Platform Trailblazers: Top 15 Start-ups Redefining Shoppable Experiences	March 2022
Digital Interactive Experience (IX) Services PEAK Matrix® Assessment 2022 – Service Provider Compendium	March 2022
Emergence of CDPs: Charting the Path to Data-driven Personalization	July 2022
Adobe Services PEAK Matrix® Assessment 2022	September 2022
Adobe Services Provider Compendium 2023	November 2022
Digital Commerce Platform PEAK Matrix® Assessment 2023	March 2023
Customer Data Platform PEAK Matrix® Assessment 2023	Q2 2023
Generative AI - Revolutionizing the Marketer's Content Supply Chain	Q2 2023
Digital Experience Platform PEAK Matrix® Assessment 2023	Q3 2023

Note: [Click](#) to see a list of all of our published Interactive Experience (IX) Services reports



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