



# Digital Commerce Services PEAK Matrix<sup>®</sup> Assessment 2024

August 2024: Complimentary Abstract / Table of Contents

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MATRIX<sup>®</sup>

Interactive Experience (IX) Services

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- ▶ Outsourcing Excellence
- ▶ Payer and Provider Business Process
- ▶ Payer and Provider Information Technology
- ▶ Price Genius – AMS Solution and Pricing Tool
- ▶ Pricing Analytics as a Service
- ▶ Process Intelligence
- ▶ Process Orchestration
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- ▶ Retail and CPG
- ▶ Retirement Technologies
- ▶ Revenue Cycle Management
- ▶ Rewards and Recognition
- ▶ SAP Services
- ▶ Service Optimization Technologies
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# Introduction

The digital commerce landscape has seen remarkable growth, driven by the surge in online shopping, the proliferation of new channels, and rapid technological advances. As enterprises adapt to the evolving expectations of consumers, the demand for integrated and seamless digital commerce experiences is intensifying. The increasing adoption of composable commerce is set to transform the industry by allowing businesses to customize their solutions with best-of-breed tools, thereby providing flexibility and scalability. Additionally, the B2B commerce market is expanding rapidly, reflecting a significant shift toward digital transactions and solutions among businesses.

Understanding these trends and dynamics is essential for enterprises aiming to optimize their digital commerce strategies and maintain a competitive edge.

Digital commerce service providers are crucial in this environment, facilitating the smooth integration of diverse technology platforms, enhancing operational efficiency, and aiding business growth.

In this report, we present an assessment of 29 service providers featured on the Digital Commerce Services PEAK Matrix®, a comprehensive matrix that evaluates and categorizes service providers in terms of their digital commerce capabilities. The assessment is based on Everest Group's annual Request for Information (RFI) process for the calendar year 2024, interactions with leading digital commerce service providers, client reference checks, and an ongoing analysis of the digital commerce services market.

## **This report includes the profiles of the following 29 leading digital commerce service providers featured on the digital commerce services PEAK Matrix:**

- **Leaders:** Accenture, Capgemini, Deloitte Digital, IBM, Infosys, Merkle, Publicis Sapient, TCS, and WPP
- **Major Contenders:** Brillio, Cognizant, Credera, EPAM, GSPANN, HCLTech, IPG, LTIMindtree, Mastek, Orium, Pivotree, SkillNet Solutions, Tech Mahindra, Valtech, and Wipro
- **Aspirants:** 247 Commerce, AyataCommerce, Concord, Stefanini, and Vaimo

## Scope of this report

**Geography:** Global

**Industry:** 29

**Services:** Digital commerce services

## Overview and abbreviated summary of key messages

In this report, we present an assessment of 29 service providers featured on the Digital Commerce Services PEAK Matrix®, a comprehensive matrix that evaluates and categorizes service providers in terms of their capabilities. The assessment is based on Everest Group's annual Request for Information (RFI) process for the calendar year 2024, interactions with leading IX service providers, client reference checks, and an ongoing analysis of the digital commerce services market.

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

#### Everest Group Digital Commerce Services PEAK Matrix® Assessment

- Everest Group classified 29 digital commerce service providers on Everest Group PEAK Matrix® into the three categories of Leaders, Major Contenders, and Aspirants
- The PEAK Matrix® is a framework to assess the market impact and vision and capability of service providers
- Based on Everest Group's comprehensive evaluation framework, the PEAK Matrix®, the 29 digital commerce service providers evaluated are segmented into three categories (in alphabetical order within each category):
  - **Leaders:** Accenture, Capgemini, Deloitte Digital, IBM, Infosys, Merkle, Publicis Sapient, TCS, and WPP
  - **Major Contenders:** Brillio, Cognizant, Credera, EPAM, GSPANN, HCLTech, IPG, LTIMindtree, Mastek, Orium, Pivotree, SkillNet Solutions, Tech Mahindra, Valtech, and Wipro
  - **Aspirants:** 247 Commerce, AyataCommerce, Concord, Stefanini, and Vaimo

#### Service Provider characteristics

- Leaders showcase high expertise in end-to-end digital commerce services engagements with a consulting-led approach and a credible suite of Intellectual Property (IP) backed by global delivery capabilities and a skilled talent pool
- Major Contenders have a strong focus on implementation, run and operate, and post-implementation support services for digital commerce
- Aspirants are focused on partnering with specific digital commerce platforms and have a delivery footprint in select geographies

# This report focuses on digital commerce services and offers insights into the key digital commerce services market trends

[NOT EXHAUSTIVE]

## Digital commerce services

The assessment will evaluate participants across the end-to-end adoption journey:

Strategy	Implementation	Monitoring and evaluation	Managed services
Strategy and roadmap formulation, commerce platform(s) selection, feasibility and readiness assessments, commerce ecosystem integration strategy, governance, program management, and change management advisory and planning support	Requirements gathering, technical and functional design, configuration design, commerce platform setup, customizations, commerce website and touchpoints, development and testing, integration with commerce ecosystem, deployment, and activation	Ongoing execution of operations such as content update, catalog, pricing, promotions, and inventory management for digital commerce touchpoints to ensure business operations continuity; measuring ROI from promotions and campaigns and tracking of digital commerce key performance indicators	Help desk management, incident management, compliance and regulatory support, new feature addition, minor and major usability enhancements of commerce websites and touchpoints

## Technical and business use cases

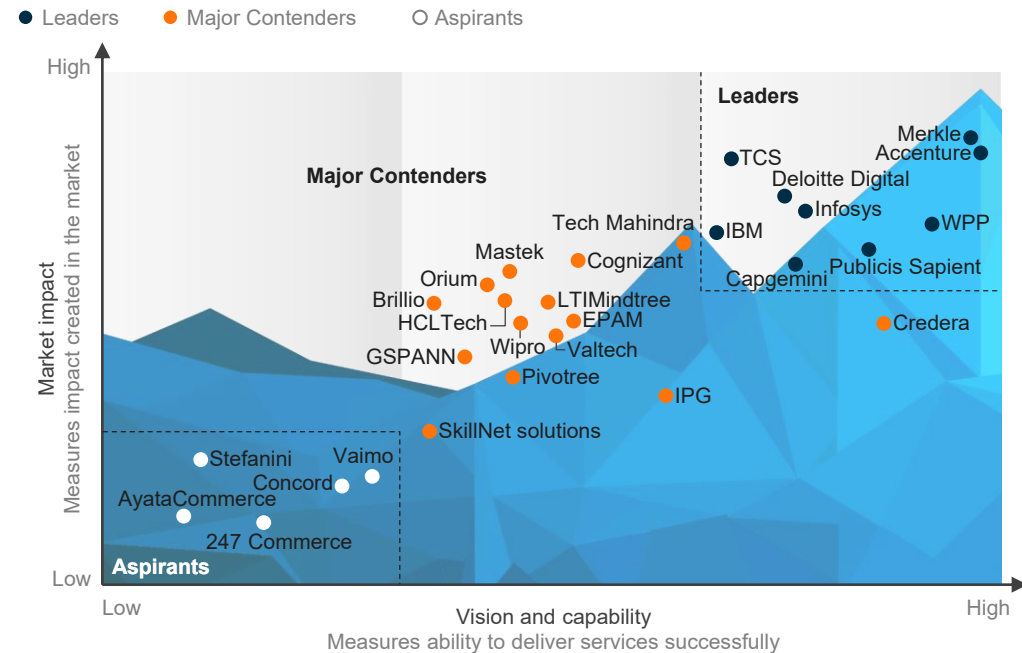
B2B/B2C/B2B2C commerce	Marketplaces	Social commerce	Omnichannel commerce	Live commerce	Quick commerce	BOPIS / BORIS / curbside pickup	Endless aisle
Sustainable commerce	Composable commerce	Headless commerce	Conversational commerce	Subscription commerce	Peak season readiness	Commerce-as-a-service	



# This study offers five distinct chapters providing a deep dive into key aspects of digital commerce services market; below are three charts to illustrate the depth of the report

## Everest Group PEAK Matrix® Assessment 2024

### Everest Group Digital Commerce Services PEAK Matrix® Assessment 2024<sup>1,2,3,4</sup>



1 Assessments for 247 Commerce, Accenture, AyataCommerce, Cognizant, Credera, Deloitte Digital, EPAM, HCLTech, IBM, Infosys, IPG, Publicis Sapient, SkillNet Solutions, Tech Mahindra, Vaimo, Valtech, Wipro, and WPP exclude service provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, service provider public disclosures, and Everest Group's interactions with buyers  
 2 Assessments for Capgemini and Concord include partial inputs from the service provider and are based on Everest Group's estimates that leverage Everest Group's proprietary data assets, service providers' public disclosure, and interaction with buyers  
 3 In this study, we have considered data for sub-agencies, that is, MRM and RafterOne to assess the parent brand IPG  
 4 In this study, we have considered data for sub-agency, that is, VML to assess the parent brand WPP  
 Source: Everest Group (2024)

## Capability assessment

### Illustrative example

Measure of capability: ○ Low ● High

Providers	Market impact				Vision and capability				
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Provider 1	●	●	●	●	●	●	●	●	●
Provider 2	●	○	●	●	●	○	●	○	●
Provider 3	●	●	●	●	●	●	●	●	●
Provider 4	○	○	●	●	○	○	●	●	●
Provider 5	●	●	●	●	●	●	●	●	●
Provider 6	○	○	●	○	●	○	○	●	○

## Everest Group's remarks on providers

### Illustrative example

Measure of capability: ○ Low ● High

Market impact				Vision and capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
○	●	●	●	●	○	○	○	●

### Strengths

- Provider 1, has a strong digital commerce platform partnership ecosystem with partnerships across large MarTech providers, upcoming composable-first providers, and industry-specific platforms
- It has strong capabilities in delivering digital commerce services across the value chain of consult, implement, and run and operate

### Limitations

- Provider 1 can broaden its partnership ecosystem by forging partnerships with platforms such as Commercetools and Shopify
- Its delivery footprint is currently skewed toward APAC, with potential for expansion in North America to provide a good mix of onshore and offshore capabilities



# Research calendar

## Interactive Experience (IX) Services

	Published	Current release	Planned
Reports title	Release date		
Digital Interactive Experience (IX) Services PEAK Matrix® Assessment – Europe 2023			November 2023
Digital Experience Platform (DXP) Products PEAK Matrix® Assessment 2023			December 2023
Content Supply Chain – Revolutionizing the Content Development Lifecycle			December 2023
Customer Data Platform (CDP) State of the Market 2024			January 2024
Decoding the Customer: Navigating the Voice of the Customer (VoC) Landscape to Truly Understand Your Customers			March 2024
Demystifying the Rapidly Evolving MarTech Landscape			March 2024
Generative AI – Review of Adobe Summit 2024			May 2024
Adobe Services PEAK Matrix® Assessment 2024			May 2024
CMO 2.0: The AI-powered Marketing Maestro & Growth Orchestrator			July 2024
Cannes Lions 2024: How Technology is Driving Creativity to New Heights			July 2024
AI for CX: Unleashing the power of algorithms for exceptional experiences			July 2024
AdTech Revolution: Decoding the Code of Data-Driven Advertising			August 2024
<a href="#">Digital Commerce Services PEAK Matrix® Assessment 2024</a>			August 2024
Digital Commerce Services – Provider Compendium 2024			Q3 2024
Digital Commerce Platform PEAK Matrix® Assessment 2024			Q4 2024

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

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