



# Digital Commerce Services – Provider Compendium 2024

October 2024: Complimentary Abstract / Table of Contents

Provider Compendium  
Interactive Experience (IX) Services



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This report is included in the following research program(s):

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- ▶ Application Services
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- ▶ Banking and Financial Services Business Process
- ▶ Banking and Financial Services Information Technology
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- ▶ Insurance Technology (InsurTech)
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- ▶ Intelligent Document Processing
- ▶ Interactive Experience (IX) Services
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- ▶ Microsoft Azure
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- ▶ Network Services and 5G
- ▶ Oracle Services
- ▶ Outsourcing Excellence
- ▶ Payer and Provider Business Process
- ▶ Payer and Provider Information Technology
- ▶ Payment Integrity Solutions
- ▶ Price Genius – AMS Solution and Pricing Tool
- ▶ Pricing Analytics as a Service
- ▶ Process Intelligence
- ▶ Process Orchestration
- ▶ Procurement and Supply Chain
- ▶ Recruitment
- ▶ Retail and CPG
- ▶ Retirement Technologies
- ▶ Revenue Cycle Management
- ▶ Rewards and Recognition
- ▶ SAP Services
- ▶ Service Optimization Technologies
- ▶ Software Product Engineering Services
- ▶ Supply Chain Management (SCM) Services
- ▶ Sustainability Technology and Services
- ▶ Talent Genius™
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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. 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:** 247

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

## Scope of this report

**Geography:** Global

**Industry:** 29

**Services:** Digital commerce services

# Overview and abbreviated summary of key messages

In this report, we assess 29 digital commerce service providers. Each profile offers a comprehensive picture of the provider's vision and strategy, scope of services offered, enterprise adoption, investments, partnerships, case studies, and innovative solutions.

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

### **Digital commerce service providers characteristics**

- Leading providers 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
- Providers have a strong focus on creating verticalized solutions, integrating AI to improve efficiency, and enable enterprises to explore composability for digital commerce
- Providers are also aiming to expand and improve their partnership ecosystem and delivery footprint across key geographies

### **Key insights on digital commerce service providers**

- The report offers a comprehensive picture of the digital commerce service provider's vision and strategy, scope of services offered, and adoption across enterprise segments
- It provides insights in provider's digital commerce services investments, key solutions, and partnerships

# The digital commerce services provider compendium report has over 29 provider profiles

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## Provider 1 profile (page 1 of 4)

### Overview

Vision for digital commerce services  
Provider 1's vision is to support its clients in delivering digital commerce experiences that drive business growth and value

Digital commerce services revenue (2023)

<US\$50 million    US\$50-250 million    US\$250-500 million    >US\$500 million

1 Onshore – US, UK, and Europe  
2 Offshore – India, Vietnam, the Philippines, etc.  
Source: Everest Group (2024)

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## Provider 1 profile (page 2 of 4)

### Case studies

**CASE STUDY 1**  
Improved digital commerce platform performance for a leading healthcare company

**Business challenge**  
The client faced performance issues with its digital commerce platform. It wanted to enhance recommendation and customer personalization to improve overall customer experience across various interaction points.

**Solution**

- Developed, tested, and supported releases based on prioritized user stories in the platform
- Rearchitected the overall integration landscape
- Defined the product roadmap including features such as rollout like returns 2.0, personalization, content life cycle, and credit card payments

**Impact**

- Increased efficiency
- Provided an intuitive and unified shopping experience by consolidating multiple portals into a single portal

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## Provider 1 profile (page 3 of 4)

### Solutions

Proprietary digital solutions

Solution	Details
Solution 1	It helps marketers facing budget pressures deliver targeted content and the creation of tailored experiences
Solution 2	It leverages XYZ Commerce Cloud to deliver unified commerce experiences and grow market share
Solution 3	It enables firms to personalize their offerings and improve customer engagement and convenience typically found in B2C experiences

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## Provider 1 profile (page 4 of 4)

### Investments

[REPRESENTATIVE LIST]

**Key investments / Partnerships**

Investment	Details
Partnership	<ul style="list-style-type: none"> <li>Partnered with XYZ to help organizations accelerate their response to market changes and better meet customers' evolving demands across content, experience, and commerce</li> <li>Partnered with ABC to solve complex business problems using its commerce solutions</li> <li>Partnered with XYZ to enhance digital commerce solutions for businesses</li> </ul>
Acquisition	<ul style="list-style-type: none"> <li>Acquired Company 1, a commerce agency focused on helping consumer brands build and operate their digital commerce channels as well as manage brand and sales performance across key North American retailers</li> <li>Acquired Company 2, a cloud-native digital experience and data analytics company specializing in composable software, digital engineering, and commerce services</li> <li>Acquired Company 3, an e-commerce customer experience agency with capabilities in cloud-based technologies in Japan</li> <li>Acquired Company 4, a boutique e-commerce agency in Argentina</li> </ul>
Innovation center	<ul style="list-style-type: none"> <li>Established innovation center in Europe to host immersive hands-on experiences</li> <li>Established an Innovation Hub to enable clients to innovate at scale despite rapid technological disruption</li> </ul>

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# 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
Digital Commerce Services PEAK Matrix® Assessment 2024			September 2024
<a href="#">Digital Commerce Services – Provider Compendium 2024</a>			September 2024
Digital Commerce Platform PEAK Matrix® Assessment 2024			Q4 2024

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