



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

November 2024: Complimentary Abstract / Table of Contents

**PEAK**  
MATRIX<sup>®</sup>

Interactive Experience (IX) Services

 Everest Group<sup>®</sup>

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- ▶ GBS Talent Excellence
- ▶ Global Business Services
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- ▶ HealthTech
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- ▶ 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
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# Introduction

The digital commerce landscape is undergoing significant transformation, driven by the steady rise in online shopping, the proliferation of new digital channels, and continuous technological advancements. The increasing adoption of composable commerce, growth of marketplaces, and the rise of B2B digital transactions are reshaping the industry, presenting new avenues for innovation and scalability. Moreover, the integration of Artificial Intelligence (AI) is enhancing various aspects of digital commerce, from customer service chatbots to personalized product recommendations, enabling enterprises to deliver tailored and responsive experiences.

In this evolving environment, digital commerce platforms are crucial in providing the infrastructure needed for businesses to manage their online presence effectively. These platforms empower organizations to deliver comprehensive functionality, ensure reliable performance, and address demands for scalability and security. Choosing the right platform is essential for enterprises looking to drive growth, enhance customer engagement, and remain competitive.

In this report, we present an assessment of 21 platform providers featured on the Digital Commerce Platforms PEAK Matrix®, a comprehensive matrix that evaluates and categorizes technology 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 platforms market.

## **This report includes the profiles of the following 21 leading digital commerce platform providers featured on the digital commerce platforms PEAK Matrix:**

- **Leaders:** Adobe, BigCommerce, Commercetools, Salesforce, SAP, and Shopify
- **Major Contenders:** Elastic Path, Fabric, HCLSoftware, Infosys Equinox, Kibo, Liferay, Optimizely, OroCommerce, Sitecore, Spryker, Virto Commerce, and VTEX
- **Aspirants:** Sana Commerce, Shopware, and Zoho

## Scope of this report

**Geography:** global

**Industry:** 21

**Services:** digital commerce platform

## Overview and abbreviated summary of key messages

In this report, we present an assessment of 21 technology providers featured on the Digital Commerce Platforms PEAK Matrix®, a comprehensive matrix that evaluates and categorizes technology 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 platforms market.

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

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

- Everest Group classified 21 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 technology providers
- Based on Everest Group's comprehensive evaluation framework, the PEAK Matrix®, the 21 digital commerce platforms evaluated are segmented into three categories (in alphabetical order within each category):
  - **Leaders:** Adobe, BigCommerce, Commercetools, Salesforce, SAP, and Shopify
  - **Major Contenders:** Elastic Path, Fabric, HCLSoftware, Infosys Equinox, Kibo, Liferay, Optimizely, OroCommerce, Sitecore, Spryker, Virto Commerce, and VTEX
  - **Aspirants:** Sana Commerce, Shopware, and Zoho

#### Technology Provider characteristics

- Leaders offer robust, enterprise-grade digital commerce product offering capable of supporting multiple business models, complemented by a strong partnership ecosystem, responsive support team, and a well-developed product roadmap
- Major Contenders have established a strong foothold among midsize enterprises, with commercial flexibility and composable-first approach serving as key differentiators
- Aspirants are carving out their niches and differentiating themselves by addressing client needs within particular geographies, industries, and buyer segments

# This report focuses on digital commerce platforms and offers insights into key market trends shaping them

[NOT EXHAUSTIVE]

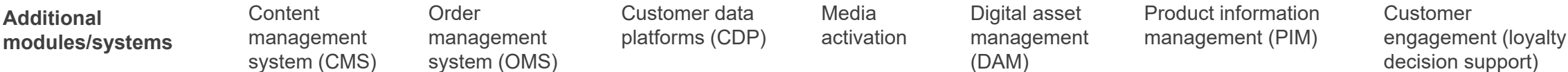
## Digital commerce ecosystem building blocks



<b>Experience design</b>	Brand identity	Stakeholder journeys	User interactions	Design systems	Front-end development
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### Integration / data layer



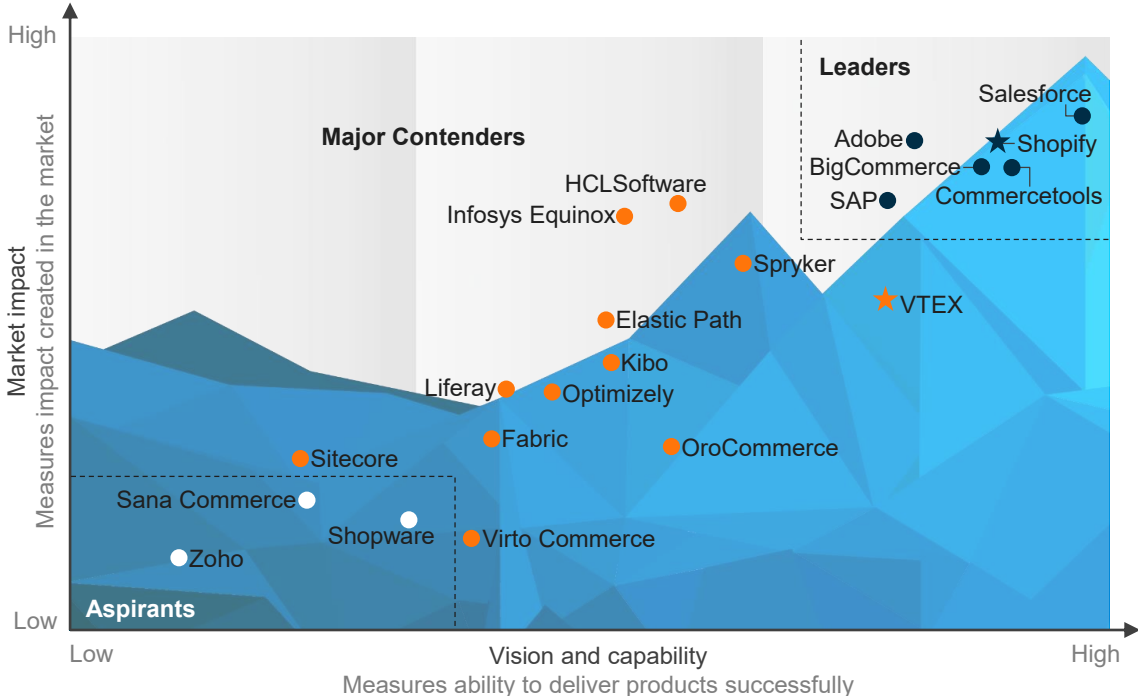
<b>Enablers</b>	Experience management	Emerging technology (IoT, AI, AR/VR)	Data management	Analytics and insights	Customer service
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# This study offers five distinct chapters providing a deep dive into key aspects of digital commerce platforms market; below are three charts to illustrate the depth of the report

## Everest Group PEAK Matrix® Assessment 2024

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

● Leaders ● Major Contenders ○ Aspirants ☆ Star Performers



1 Assessments for Commercetools, Elastic Path, Fabric, Kibo, Sana Commerce, SAP, Shopify, Shopware, Sitecore, Spryker, Virto Commerce, VTEX, and Zoho 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 Adobe, Liferay, Optimizely, OroCommerce, and Salesforce 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  
 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	Technology capability	Flexibility and ease of deployment	Engagement and commercial model	Investment and support	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	Technology capability	Flexibility and ease of deployment	Engagement and commercial model	Investment and support	Overall
○	●	●	●	●	○	○	○	○	●

### Strengths

- Provider 1 has high focus on enabling complex B2B digital commerce use cases and offers out-of-the-box features such as XYZ
- It has a comprehensive roadmap which involves integrating AI features for XYZ

### Limitations

- Its SI partnership landscape can be further improved for wider reach across the globe
- It can expand its presence among small and midsize enterprises



# Research calendar

## Interactive Experience (IX) Services

Published **Current release** Planned

Reports title	Release date
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
Digital Commerce Services – Provider Compendium 2024	October 2024
<b>Digital Commerce Platform PEAK Matrix® Assessment 2024</b>	<b>November 2024</b>
Digital Commerce Platform – Provider Compendium 2024	Q4 2024
Adobe Services State of the Market 2024	Q4 2024
Adobe services – Provider Compendium 2024	Q4 2024

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