

## IDC MarketScape

# IDC MarketScape: Worldwide SaaS and Cloud-Enabled B2C Digital Commerce Platforms 2018 Vendor Assessment

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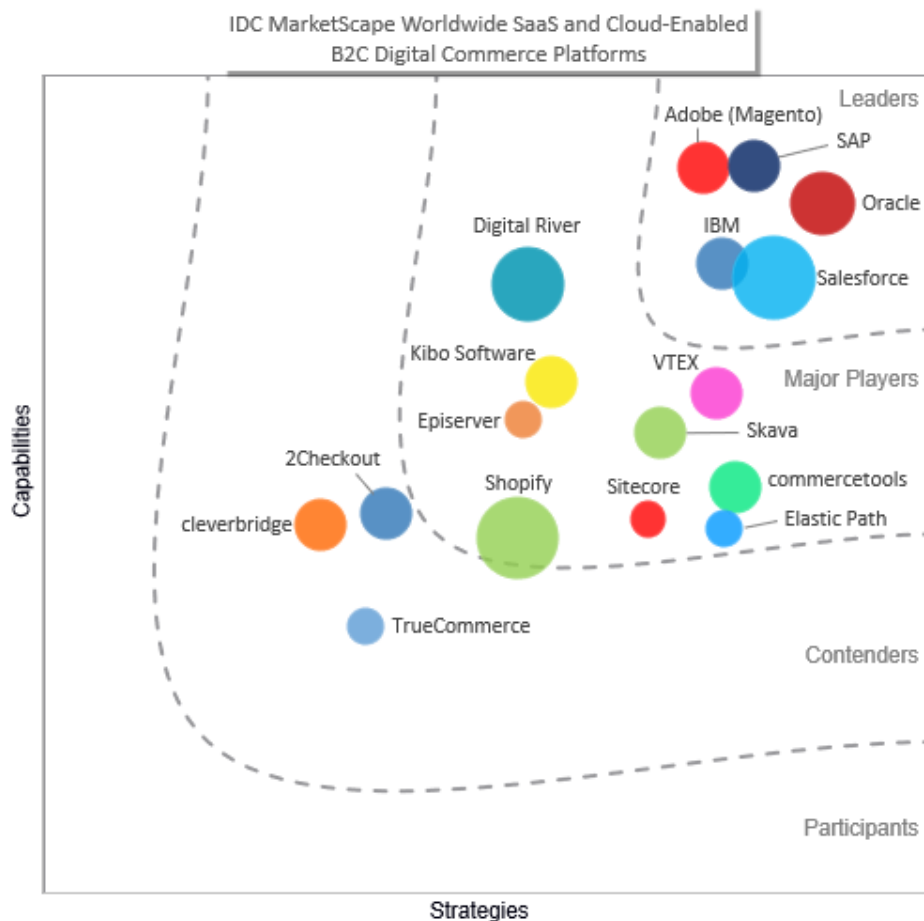
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THIS IDC MARKETSCAPE EXCERPT FEATURES COMMERCE TOOLS

### IDC MARKETSCAPE FIGURE

FIGURE 1

## IDC MarketScape Worldwide SaaS and Cloud-Enabled B2C Digital Commerce Platforms Vendor Assessment



Source: IDC, 2018

Please see the Appendix for detailed methodology, market definition, and scoring criteria.

## IN THIS EXCERPT

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The content for this excerpt was taken directly from IDC MarketScape: Worldwide SaaS and Cloud-Enabled B2C Digital Commerce Platforms 2018 Vendor Assessment (Doc # US44288618). All or parts of the following sections are included in this excerpt: IDC Opinion, IDC MarketScape Vendor Inclusion Criteria, Advice for Technology Buyers, Vendor Summary Profile, Appendix and Learn More. Also included is Figure 1.

## IDC OPINION

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### Digital Transformation Driving Change

Digital transformation (DX) is fundamentally changing commerce, allowing businesses to provide superior commerce experiences to customers across the globe. DX enriches organizations' decision making, enhancing their business outcomes significantly as we enter an increasingly digital economy. DX is an enterprisewide, board-level, strategic reality for companies wishing to remain relevant or enhance their leadership position. DX businesses have a repeatable set of practices and disciplines used to leverage new business, 3rd Platform technology, innovation accelerators, and operating models to disrupt competitors, customers, and markets. DX is driving businesses to rethink their technology strategy, and that includes moving beyond their legacy digital commerce systems toward software-as-a-service (SaaS) and cloud-enabled digital commerce software.

### Cloud Digital Commerce Software Architectures

There are two primary architecture types observed in the digital commerce platforms market that define how the platform is constructed, packaged, and utilized. When buying a platform, IT buyers need to understand which kind of platform best suits their needs:

- **All-in-one platform:** A single digital commerce platform provides deep functionality that can be used for all commerce processes and often more. For example, the platform supports shopping cart, product catalog, order management, web content management (WCM), subscription management, and marketing. These platforms will provide the organization with everything it needs to build and run an online store. All-in-one platforms tend to be more difficult to implement and expensive because customers are paying for a large portfolio of functionality they may or may not need.
- **API-first platform:** A commerce platform is "API first" if functionality can be purchased/accessed standalone via APIs. For example, a customer might only need cart/checkout, pricing, and inventory visibility functions. The customer can leverage these services with REST APIs, paying based on API calls. API-first platforms tend to be easier to implement and less expensive and offer more flexibility. However, to leverage an API-first platform, organizations must have adequate IT resources on hand to manage the "wiring" of their commerce stack. API-first platforms are the basis of headless and microservice commerce architectures.

This IDC MarketScape includes vendors providing both models of commerce platforms. We focused our evaluation on core commerce functionality (refer to the "commerce layer" in Figure 2 in the Appendix).

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