

The Forrester Wave™: B2C Commerce Suites, Q3 2018

The 11 Providers That Matter Most And How They Stack Up

by Bruce Eppinger and John Bruno
September 13, 2018

Why Read This Report

In our 31-criterion evaluation of B2C commerce suites providers, we identified the 11 most significant ones — commercetools, Digital River, Elastic Path Software, Episerver, IBM, Kibo Commerce, Magento, Oracle, Salesforce, SAP, and Sitecore — and researched, analyzed, and scored them. This report shows how each provider measures up and helps digital business professionals select the right provider for their needs.

Key Takeaways

Salesforce And SAP Lead The Pack

Forrester's research uncovered a market in which Salesforce and SAP are Leaders; Magento, IBM, Oracle, Kibo Commerce, and Episerver are Strong Performers; and Elastic Path Software, Sitecore, commercetools, and Digital River are Contenders.

Commerce Experience, User Interfaces, And Operational Efficiency Are Key Differentiators

As legacy technology becomes outdated and less effective, improved evaluation criteria will dictate which providers will lead the pack. Vendors that can provide a better shopping experience with efficient business user interfaces and operational excellence position themselves to successfully help their clients grow revenue, deepen customer loyalty, and expand into new markets.

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Related Research Documents

- [Best Practices For Commerce Platform Migration](#)
- [Commerce Technology Investment Trends: 2017 To 2018](#)
- [The Forrester Wave™: B2B Commerce Suites, Q3 2018](#)



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