



Campaign to Commerce

With CRM dead, the quest for end-to-end commerce starts with Matrix Commerce™

Q1 2019

CAMPAIGN TO COMMERCE

COMMERCE TOOLS
DIGITAL RIVER
ELASTIC PATH
EPISERVER
IBM WATSON COMMERCE

CONSTELLATION
ShortList™

10
solutions
to know

MAGENTO, AN ADOBE COMPANY
ORACLE COMMERCE
ORACLE NETSUITE
SALESFORCE COMMERCE CLOUD
SAP

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The Constellation ShortList™ presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research.

This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis, and briefings with vendors and partners.

About Constellation Research

As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation.

Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.

About This Constellation ShortList™

Campaign to commerce focuses on the front end of commerce, starting with the initial attraction of prospects to the completion of the order by the customer. Commerce faces rapidly changing business models and new payment options that are often misunderstood and poorly integrated.

As the world revolves around the buyer, channels, demand signals, supply chains, payment options, enablers, and big data will converge to create what Constellation coined in 2011 as Matrix Commerce™. It analyzes the disruptive pressures influencing the commerce paradigm.

Matrix commerce means the fusing of demand signals and supply chains in an increasingly complex world of buyers seeking frictionless buying experiences. Friction in this new world originates from new regulatory requirements, such as sustainability, taxation and privacy. Matrix Commerce spans across disciplines as people, process, and technologies continue to transform today's commerce models. The goal is to deliver campaign to commerce with a customer-centric point of view.

Threshold Criteria

Constellation considers the following criteria for these solutions:

- Ubiquitous channel delivery
- Multiple stakeholder access
- Enable a consistent brand experience
- Customers have the ability to select the right product or service
- Quantity controls
- Quality controls
- Pricing controls
- Supply from agreed-upon sources
- Accurate fulfillment
- Accommodate repairs or replacements
- Meet an agreed-upon period of time
- Use the most appropriate packaging
- Include the right documentation
- Complete with the right frequency
- Accurate invoicing
- Efficient collection and settlement capabilities
- Handle returns via any channel
- Address warranty claims against defects
- Meet agreed-upon service contracts
- Configurable journeys
- Machine learning and AI prediction of next-best action
- Multi-tenant cloud delivery

Frequency of Evaluation

Each Constellation ShortList evaluation will be updated every 180 days as needed.

Evaluation Services

Constellation clients may work with the analyst and research team to conduct a more thorough discussion of this Constellation ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.

Business Themes



Matrix Commerce

The Constellation ShortList™

Constellation evaluates over 50 solutions categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share, and internal research.

- commercetools
- Digital River
- Elastic Path
- Episerver
- IBM Watson Commerce
- Magento, An Adobe Company
- Oracle Commerce
- Oracle NetSuite
- Salesforce Commerce Cloud
- SAP

To learn more:

Visit www.constellationr.com/ShortList
or email shortlist@constellationr.com



R "Ray" Wang Founder and Principal Analyst

R "Ray" Wang provides insight into how disruptive technologies and new business models, such as digital transformation, impact brands, enterprises and organizations. He also focuses on harnessing innovation, creating next-generation business and IT leadership, and applying the new rules of business. Wang has held executive roles in product, marketing, strategy, and consulting at companies including Forrester Research, Oracle, PeopleSoft, Deloitte, Ernst & Young, and Johns Hopkins Hospital.

