Evaluating Ecommerce Technology

August, 2021

Real Story GROUP
MAKE BETTER
TECHNOLOGY DECISIONS

A Different Kind of Analyst Firm…

GEEKS	MYSTICS
LOSERS	POSERS
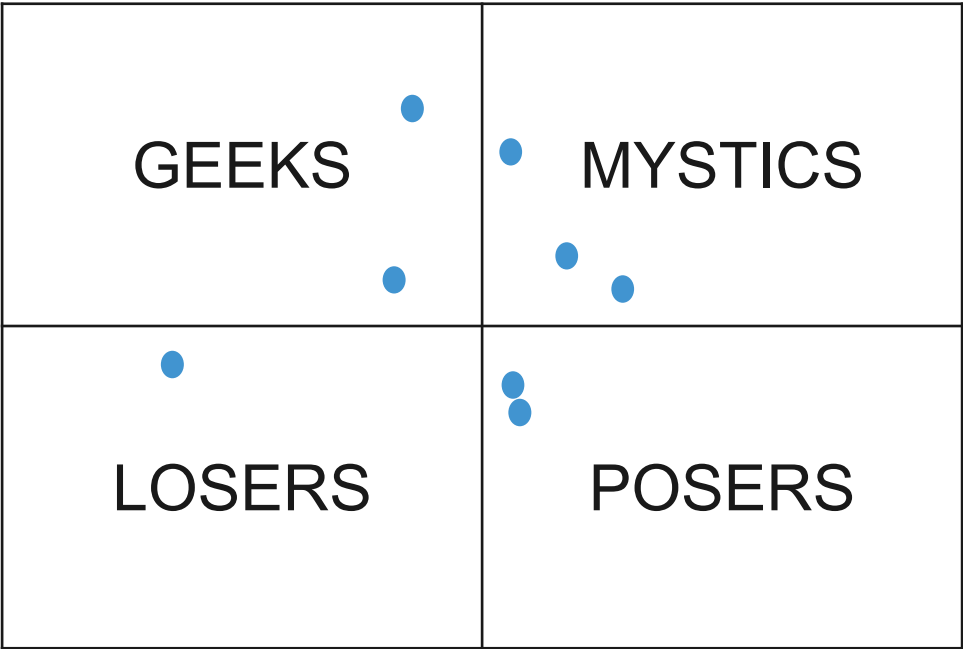
"the mystical quadrant"

INDEPENDENCE FACTORS	REAL STORY GROUP	OTHER FIRMS
CONSULT TO VENDORS?	NO	YES
SPEAK AT VENDOR EVENTS?	NO	YES
ACCEPT EXPENSES & HOSPITALITY FROM VENDORS?	NO	YES
WRITE PAPERS FOR VENDORS?	NO	YES

MARTECH STACK VENDOR MAP

Real Story Group's vendor evaluations and advisory services have helped
thousands of organizations find their way. We can help you too.

Take a test ride–download a sample today:
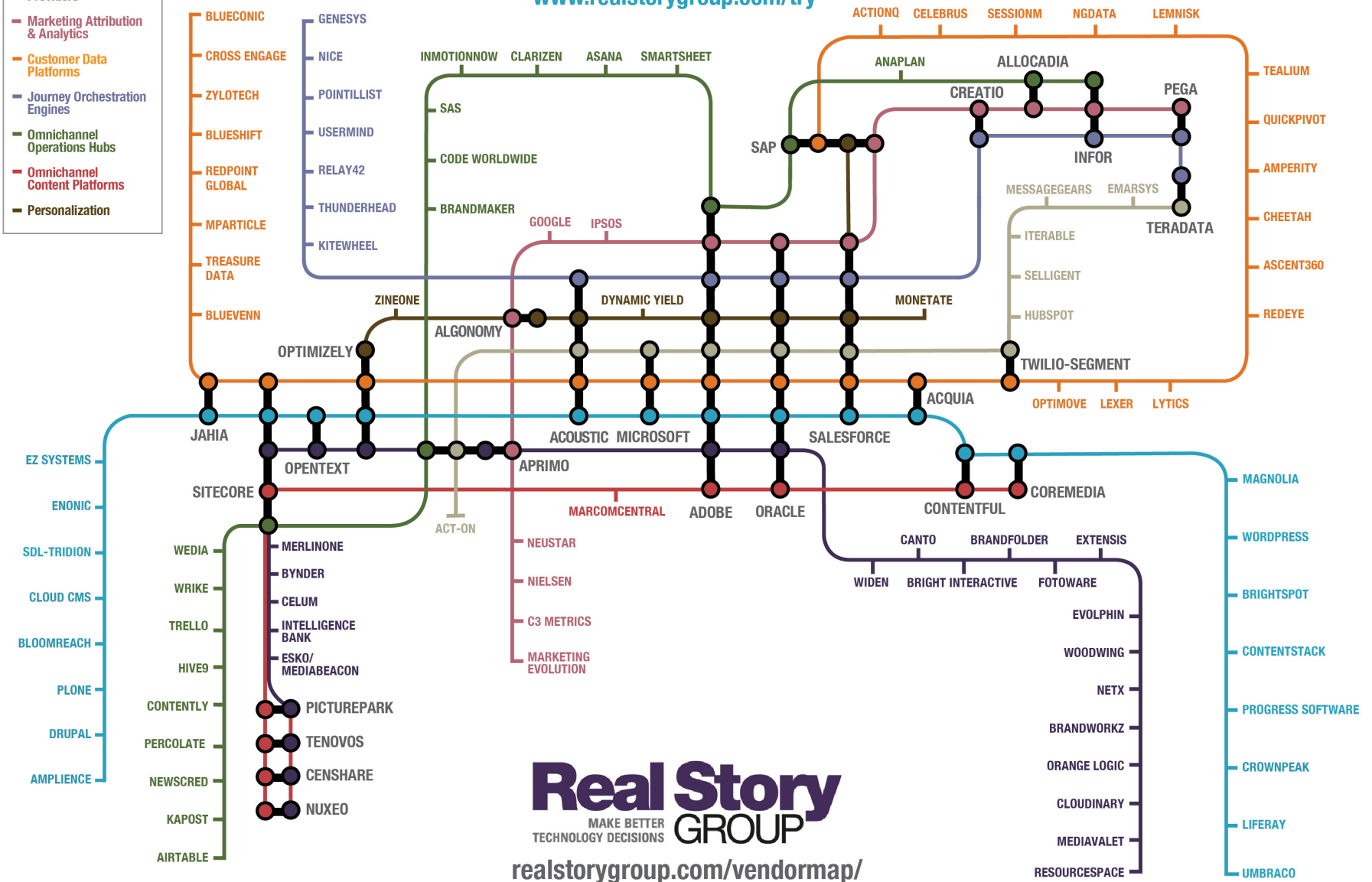**www.realstorygroup.com/try**

ECOMMERCE

KEY

- **Web Content & Experience Management**
- **Digital Asset Management**
- **Marketing Automation & Email Service Providers**
- **Marketing Attribution & Analytics**
- **Customer Data Platforms**
- **Journey Orchestration Engines**
- **Omnichannel Operations Hubs**
- **Omnichannel Content Platforms**
- **Personalization**

Customer Data Platforms: BLUECONIC, CROSS ENGAGE, ZYLOTECH, BLUESHIFT, REDPOINT GLOBAL, MPARTICLE, TREASURE DATA, BLUEVENN, TEALIUM, QUICKPIVOT, AMPERITY, CHEETAH, ASCENT360, REDEYE, OPTIMOVE, LEXER, LYTICS

Journey Orchestration Engines: GENESYS, NICE, POINTILLIST, USERMIND, RELAY42, THUNDERHEAD, KITEWHEEL

Omnichannel Operations Hubs: INMOTIONNOW, CLARIZEN, ASANA, SMARTSHEET, SAS, CODE WORLDWIDE, BRANDMAKER, ANAPLAN, ALLOCADIA

ACTIONQ, CELEBRUS, SESSIONM, NGDATA, LEMNISK

CREATIO, PEGA, INFOR, TERADATA

SAP

MESSAGEGEARS, EMARSYS, ITERABLE, SELLIGENT, HUBSPOT

Personalization: ZINEONE, ALGONOMY, DYNAMIC YIELD, MONETATE

GOOGLE, IPSOS

OPTIMIZELY, JAHIA, OPENTEXT, APRIMO, ACOUSTIC, MICROSOFT, SALESFORCE, ACQUIA, TWILIO-SEGMENT

Web Content & Experience Management: EZ SYSTEMS, ENONIC, SDL-TRIDION, CLOUD CMS, BLOOMREACH, PLONE, DRUPAL, AMPLIENCE, MAGNOLIA, WORDPRESS, BRIGHTSPOT, CONTENTSTACK, PROGRESS SOFTWARE, CROWNPEAK, LIFERAY, UMBRACO

SITECORE, ADOBE, ORACLE, CONTENTFUL, COREMEDIA

MARCOMCENTRAL, ACT-ON

Marketing Attribution & Analytics: NEUSTAR, NIELSEN, C3 METRICS, MARKETING EVOLUTION

Omnichannel Operations Hubs: WEDIA, WRIKE, TRELLO, HIVE9, CONTENTLY, PERCOLATE, NEWSCRED, KAPOST, AIRTABLE

Digital Asset Management: MERLINONE, BYNDER, CELUM, INTELLIGENCE BANK, ESKO/MEDIABEACON, PICTUREPARK, TENOVOS, CENSHARE, NUXEO

CANTO, BRANDFOLDER, EXTENSIS, WIDEN, BRIGHT INTERACTIVE, FOTOWARE, EVOLPHIN, WOODWING, NETX, BRANDWORKZ, ORANGE LOGIC, CLOUDINARY, MEDIAVALET, RESOURCESPACE
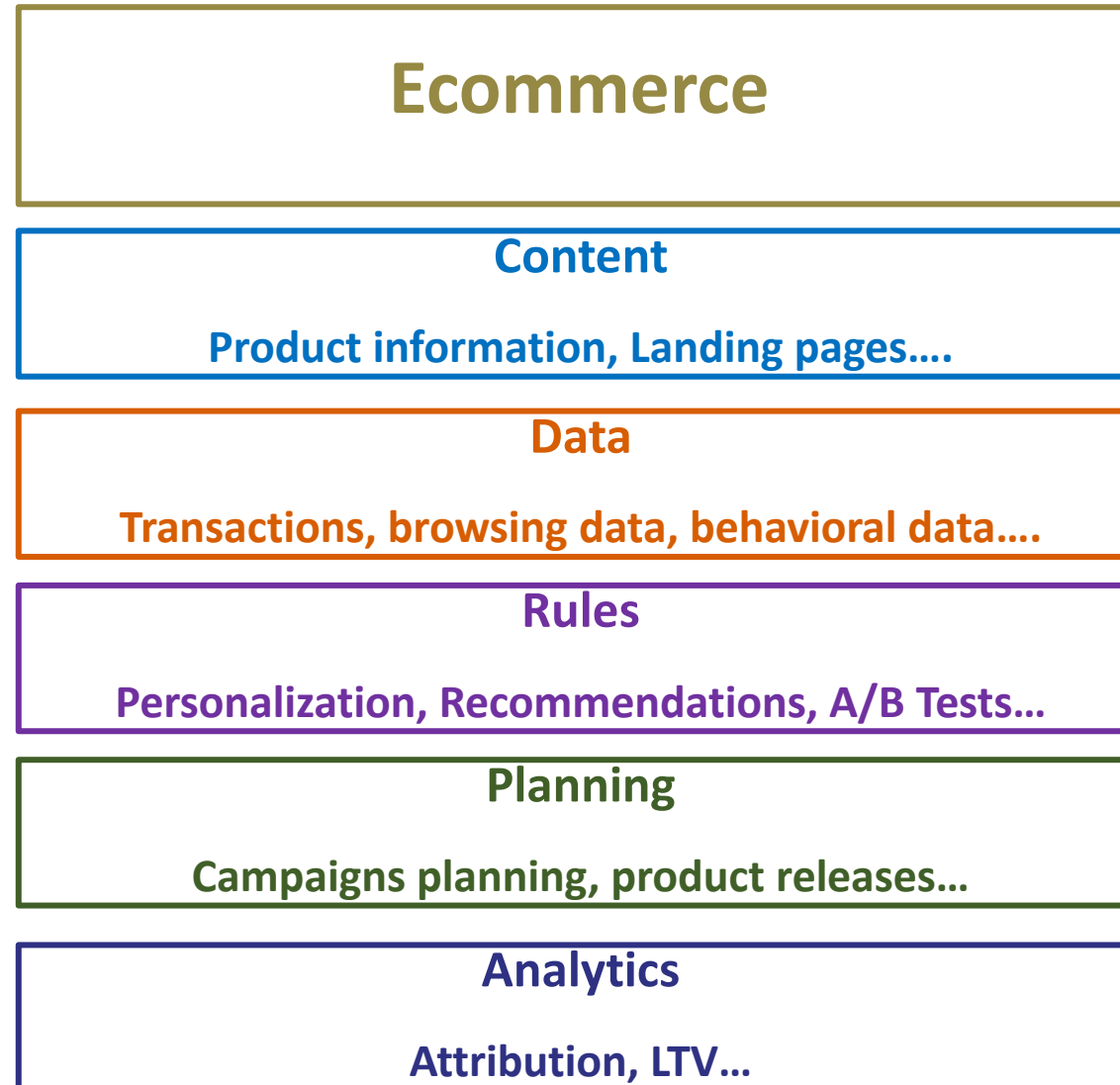
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New Research: Key Highlights

Three Major Research Highlights

- Highly competitive marketplace, but…

  - Substantial technical debt among big established players
  - New vendors and new categories emerging
  - Rise of multi-vendor, ecommerce "stacks"

- Rise of headless commerce

  - But "traditional" platforms lag here…
  - Key trade-offs here, since incumbent platforms bring richer native capabilities

- Seven key scenarios for ecommerce

  - These matter *a lot*
  - We'll have more to say about this in a minute!

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An Ecommerce Platform Typically Needs….

Ecommerce

Content

Product information, Landing pages….

Data

Transactions, browsing data, behavioral data….

Rules

Personalization, Recommendations, A/B Tests…

Planning

Campaigns planning, product releases…

Analytics

Attribution, LTV…

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But Other Platforms Likely Have These Too…

ENGAGEMENT CHANNELS									
▶ Ads	🌐 Web	@ Email	📱 Mobile	👥 Social	🗺 Print	🎤 Alexa	💬 Chat	📞 Call	🤝 PoS/F2F	🔗 IoT/Product

INTERACTION & DELIVERY ENVIRONMENTS				
Advertising Generate demand	**Applications** Deliver services	**Selling** Sell things	**Distribution** Deliver via channel	**Contact Center** Answer questions

CONTENT & ENGAGEMENT MANAGEMENT PLATFORMS					
Ecommerce Selling products, services and digital goods	**CRM & SFA** Salesforce Automation & Relationship Mgmt	**Social Engagement** Engage in social media & communities	**Service & Support** Address customer inquiries and problems	**WCM** Manage web content & inbound experience	**DAM / MAM** Manage image, video, & audio assets
Content	Content	Content	Content	Content	Content
Data	Data	Data	Data	Data	Data
Rules	Rules	Rules	Rules	Rules	Rules
Planning	Planning	Planning	Planning	Planning	Planning
Analytics	Analytics	Analytics	Analytics	Analytics	Analytics

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Reference Architecture Framework for the 2020s: Omnichannel Stack

ENGAGEMENT CHANNELS

Ads	Web	Email	Mobile	Social	Print	Alexa	Chat	Call	PoS/F2F	IoT/Product

INTERACTION & DELIVERY ENVIRONMENTS

Advertising Generate demand	**Sites** Deliver information	**Applications** Deliver services	**Distribution** Deliver via channel	**Storefront** Sell things	**Contact Center** Answer questions

CONTENT & ENGAGEMENT SERVICES

Product Information Management Manage and syndicate product info	**CRM & SFA** Automate sales & manage relationships	**Social Media Management** Engage in social media & communities	**Service & Support** Address customer inquiries and problems	**WCM** Manage web content & inbound experiences	**Ecommerce** Manage commercial activity

ENTERPRISE FOUNDATION SERVICES

CONTENT

Omnichannel Content Services
Manage components fueled with data

Digital Asset Management
Manage rich media & brand assets

DATA

Customer Data Activation
Manage actionable data & segments

Customer Data Management
Ingest, process, & unify customer data

DECISIONING

Omnichannel Personalization
Customize individual experiences

Journey Orchestration
Set decisions for omnichannel engagement

Data Intelligence: Analytics, Reporting & Visualization, Predictive Modeling, Dashboards

Creative & Marketing Ops: Creative & Content Ops, Scheduling, Project & Resource Mgmt

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Evaluate Vendors via Scenarios

Key to Evaluating Vendors: Ecommerce Scenarios

RealQuadrant™
SHORTLIST GENERATOR

Get the right vendor shortlist based on your unique requirements.
Ecommerce Platforms

STEP 1: Technology Marketplace	STEP 2: Criteria	STEP 3: Use Scenarios	STEP 4: Weightings	STEP 5: Your Short List

Scenarios

Business Model:

Select All | Select None
☐ B2B ⓘ
☐ B2C ⓘ

Distributed Commerce:

Select All | Select None
☐ Multi Channel Commerce ⓘ
☐ Multi Store Commerce ⓘ

Special Use Cases:

Select All | Select None
☐ Selling Services ⓘ
☐ Digital Goods ⓘ
☐ Marketplaces ⓘ
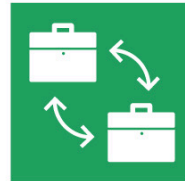
B2B
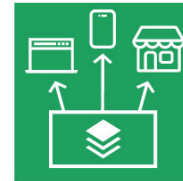
Multi-channel commerce

Selling Services

B2C
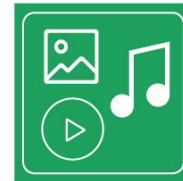
Digital Goods

Multi-store commerce

Marketplace

10

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B2B Scenario

Figure 1 Quotes and Purchase Orders in Adobe Commerce

Multi-store Commerce Scenario
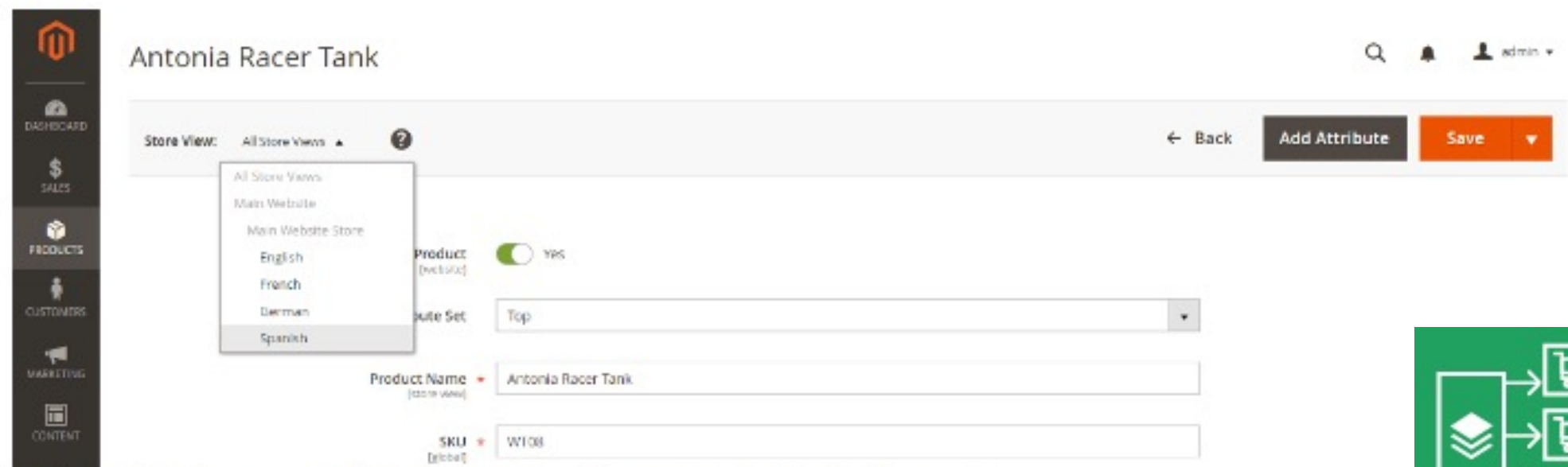
Figure 3 Setting scope of product to specific stores in Adobe Magento

Multi-channel Commerce

Digital Goods

Shopify has an additional app called Digital Downloads, in addition to a few third-party plugins. This one shows a plugin called SendOwl
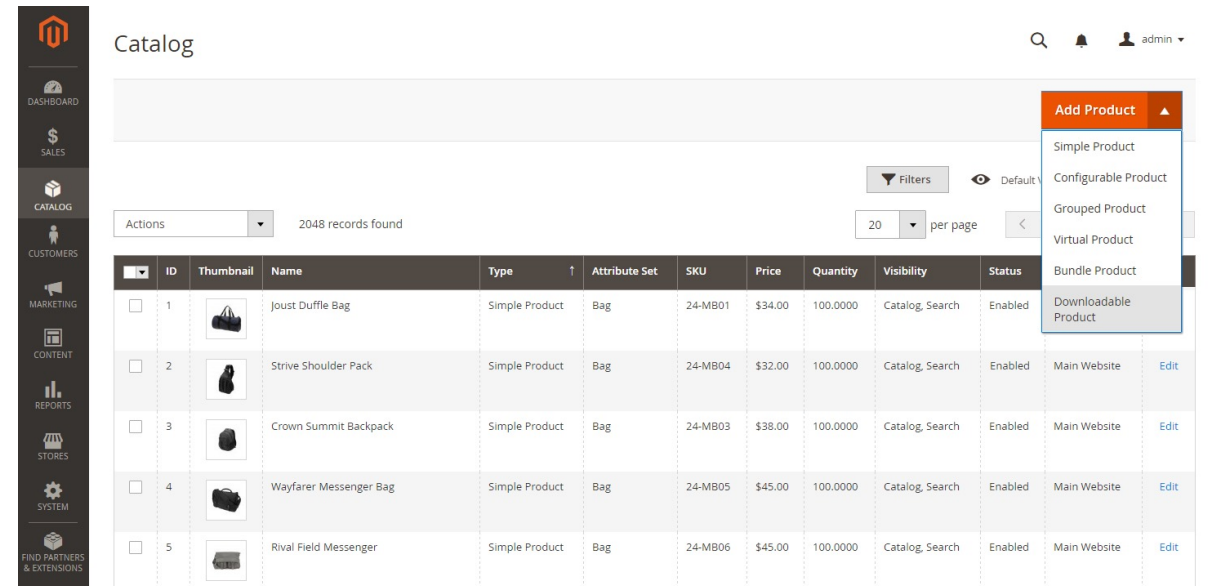
Downloadable products are a type of product supported natively by Adobe Commerce (screenshot). BigCommerce has a similar, although more basic capability

Marketplaces

Selling Services

How to Select

"Design-Thinking"

Business-focused

Team-based

Empirical

Iterative

Adaptive

DIGITAL REALITY CHECKS

2

The Right Way
To Select
Technology

GET THE REAL STORY ON
FINDING THE BEST FIT

by

TONY BYRNE & JARROD GINGRAS

How to Filter...
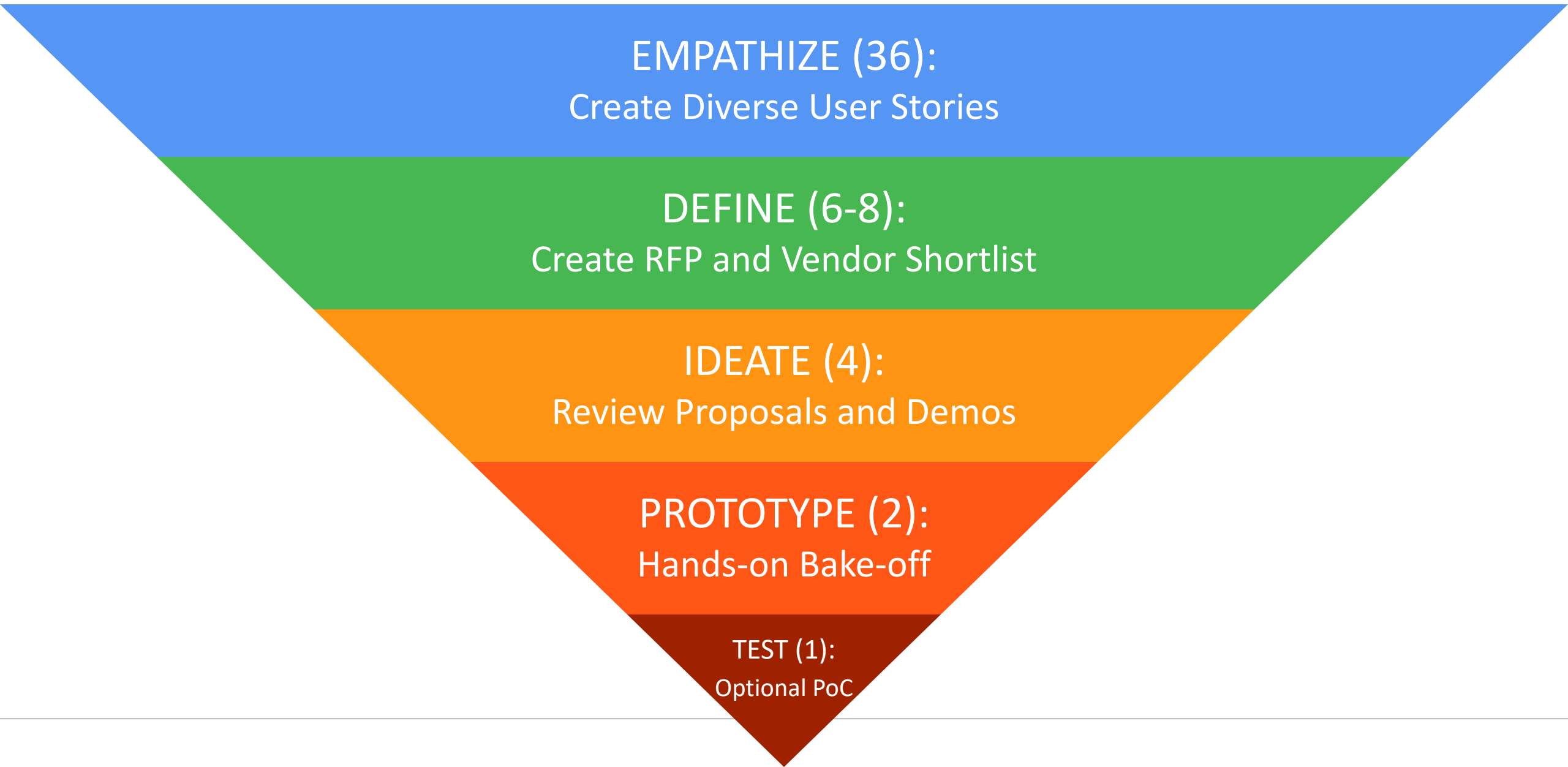
EMPATHIZE (36):
Create Diverse User Stories

DEFINE (6-8):
Create RFP and Vendor Shortlist

IDEATE (4):
Review Proposals and Demos

PROTOTYPE (2):
Hands-on Bake-off

TEST (1):
Optional PoC

Ecommerce Business Use Cases

Example Fit: SAP

|		
Digital Goods	○	Nothing specific here
Marketplaces	◔	SAP offers integration with Mirakl for building a marketplace
Multi Store Commerce	◑	SAP supports multiple store setups

Key Considerations:

- Not all Ecommerce vendors support all use cases, or support them evenly
- Best practice to prioritize business importance among them

EMPATHIZE:
Create Diverse User Stories

DEFINE (4-8):
Create RFP and Vendor Shortlist

IDEATE (4):
Review Proposals and Demos

PROTOTYPE (2):
Hands-on Bake-off

TEST (1):
Optional PoC

Prototype

DO NOT SKIP!
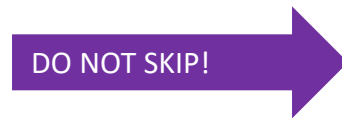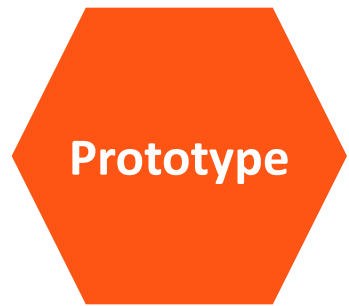
Conduct competitive proofs-of concept:
- Real scenarios
- Real (dummy) data
- Real people
- Real environment
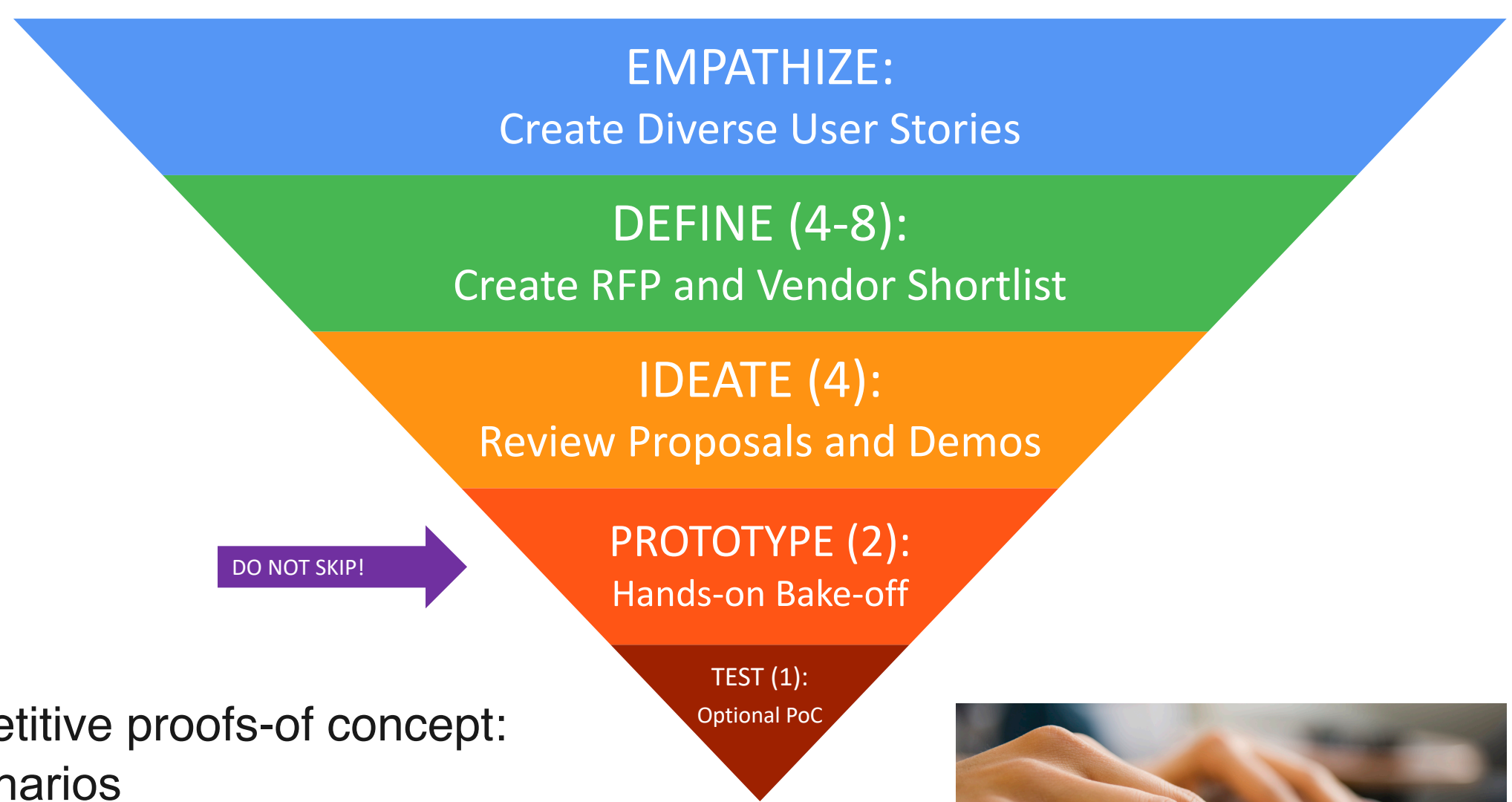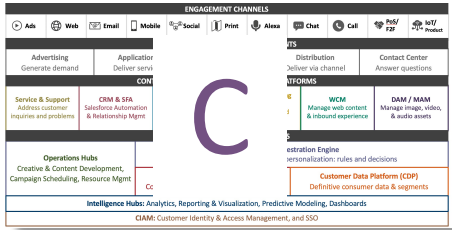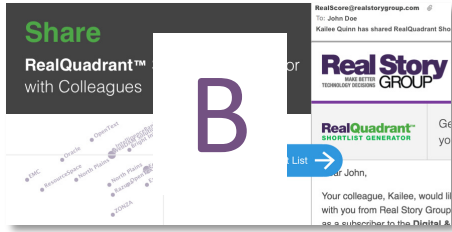
OMNICHANNEL STACK VENDOR MAP
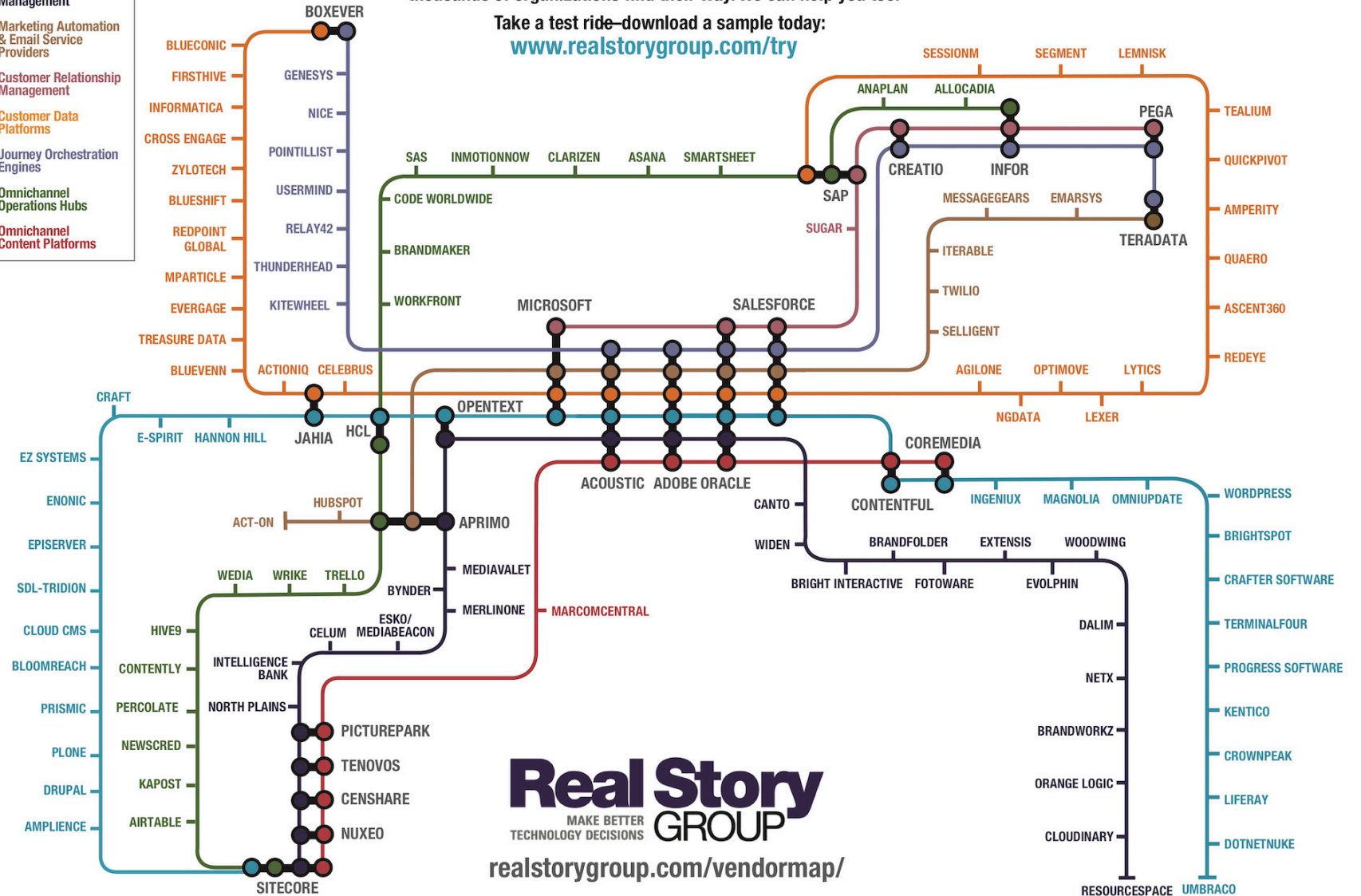
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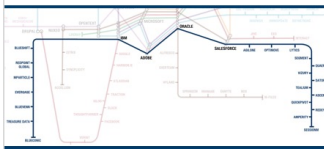Take a test ride–download a sample today:
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- Digital Asset Management
- Marketing Automation & Email Service Providers
- Customer Relationship Management
- Customer Data Platforms
- Journey Orchestration Engines
- Omnichannel Operations Hubs
- Omnichannel Content Platforms

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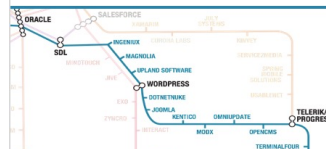
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Journey Orchestration Engine

Customer Data Platforms

Web Content & Experience Management
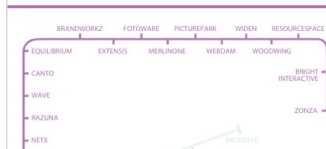
Digital & Marketing Asset Management

Email & Marketing Automation
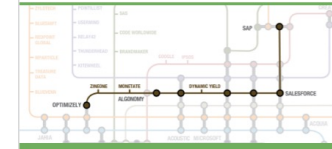
Personalization Platforms

Ecommerce Platforms
Comprehensive Product Evaluations