

# Campaign to Commerce: Best-of-Breed Commerce Platforms

Take the headless approach to commerce via Matrix Commerce™

Q3 2022 CONSTELLATION SHORTLIST

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 THIS SHORTLIST

Matrix Commerce™ analyzes the disruptive pressures that influence the commerce paradigm. Today, commerce faces rapidly changing business models and new payment options that are often misunderstood and poorly integrated. Analysis based on Matrix Commerce provides the understanding necessary for successfully moving forward with innovative processes, technologies and business models.

Matrix Commerce means the fusing of demand signals and supply chains in an increasingly complex world where buyers seek frictionless buying experiences. Friction in this new world can originate from new regulatory requirements that include sustainability, taxation and privacy.

As commerce continues to evolve around buyer preferences, channels, demand signals, supply chains, payment options, enablers and big data will converge to create Matrix Commerce solutions. Matrix Commerce spans across disciplines as people, processes and technologies continue to transform today's commerce models.

Best-of-breed commerce solutions deliver a microservices-led, or headless, approach to deliver end-to-end commerce for both the business-to-business (B2B) and business-to-consumer (B2C) markets. This headless or application programming interface (API)-driven approach allows for an easier migration from legacy commerce systems and a modern architecture required for today's commerce requirements. Constellation estimates the market for Matrix Commerce solutions will reach \$10.1 billion by 2026.

## LIKE WHAT YOU SEE?

Consider partnering with Constellation Research on your go-to-market-strategy. Email [ShortList@ContellationR.com](mailto:ShortList@ContellationR.com) for more info.

To learn more about Constellation Research Shortlists visit: [www.constellationr.com/ShortList](http://www.constellationr.com/ShortList)

## 5 SOLUTIONS TO KNOW

Constellation evaluates more than 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.

- COMMERCE TOOLS
- ELASTIC PATH
- FABRIC COMMERCE
- INFOSYS EQUINOX
- SPRYKER



## THRESHOLD CRITERIA

Constellation considers the following criteria for these solutions:

- Have more than 25 active customers
- 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
- 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
- Accommodate repairs or replacements
- Meet agreed-upon service contracts
- Configurable journeys
- Machine learning and AI prediction of next-best action
- Multi-tenant cloud delivery
- Microservices architecture

## 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.

## FREQUENCY OF EVALUATION

Each Constellation ShortList is updated at least once per year. Updates may occur after six months if deemed necessary.

## EVALUATION SERVICES

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

## BUSINESS THEMES



Matrix Commerce



## R "Ray" Wang Founder & 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.

