



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

Take the headless approach to  
commerce via Matrix Commerce™

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## CAMPAIGN TO COMMERCE: BEST-OF-BREED COMMERCE PLATFORMS

COMMERCE TOOLS  
ELASTIC PATH

CONSTELLATION  
ShortList™

INFOSYS SKAVA  
SPRYKER

4  
solutions to know

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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™

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.

## 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

## The Constellation ShortList™

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.

- Commercetools
- Elastic Path
- Infosys Skava
- Spryker

## Frequency of Evaluation

Each Constellation ShortList will be updated at least once per year. There could be an update after six months, should the analyst deem it necessary.

## Evaluation Services

Constellation clients may work with the analyst and 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

To learn more:

Visit [www.constellationr.com/ShortList](http://www.constellationr.com/ShortList)  
or email [shortlist@constellationr.com](mailto: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.

