

IDC MarketScape

IDC MarketScape: Worldwide Enterprise B2C Digital Commerce Applications 2024 Vendor Assessment

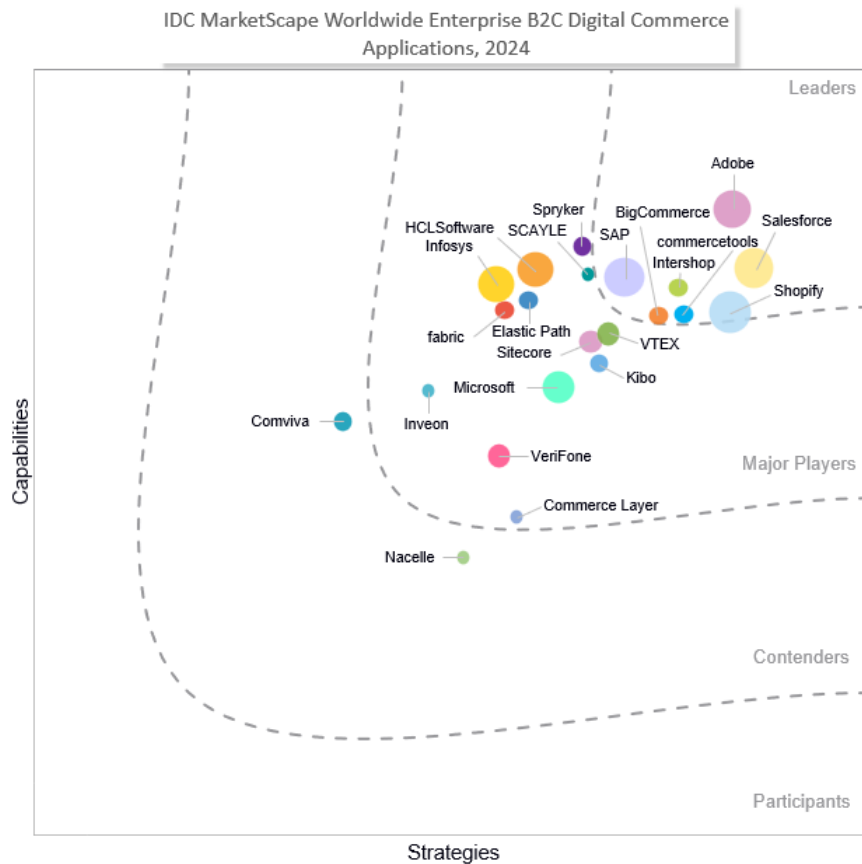
Heather Hershey

THIS IDC MARKETSCAPE EXCERPT FEATURES BIGCOMMERCE

IDC MARKETSCAPE FIGURE

FIGURE 1

IDC MarketScape Worldwide Enterprise B2C Digital Commerce Applications Vendor Assessment



Source: IDC, 2024

Please see the Appendix for detailed methodology, market definition, and scoring criteria.

IN THIS EXCERPT

The content for this excerpt was taken directly from IDC MarketScape: Worldwide Enterprise B2C Digital Commerce Applications 2024 Vendor Assessment (Doc # US49742623). All or parts of the following sections are included in this excerpt: IDC Opinion, IDC MarketScape Vendor Inclusion Criteria, Essential Guidance, Vendor Summary Profile, Appendix and Learn More. Also included is Figure 1.

IDC OPINION

Welcome to the B2C Digital Commerce Platform Renaissance (with a Post-Channel Explosion and Cookie Death Twist)

Platforms are back in fashion. But did they ever *really* go out of style?

Back in 2022, the tail end of the COVID-19 pandemic and arguably the zenith for microservices-driven commerce, IDC asked 125 digital commerce professionals (66 IT, 59 line of business) the following question (source: IDC's 2022 SaaSPath): "Would you prefer a SaaS digital commerce application to be part of a large suite/platform provider or from a point solution provider?" In detail:

- 82% of respondents indicated that they would prefer that their digital commerce SaaS is part of a platform or large suite.
- Ironically, a follow-up question showed that the majority (platform preference) and the minority (point solution/microservice preference) chose similar rationale for their shared preference:
 - 47% of respondents wanting platforms indicated that "ease of application integration and implementation" was their primary reason for their preference. This was followed closely by, "trusted brand," which came in at 45%.
 - 53% of respondents desirous of point solutions cited "ease of application integration and implementation" as their primary reason, which was tied for first place with "superior features/functions" (also 53% of respondents). The second most popular reason (41% of respondents) was, "ease of data aggregation to harvest organizational insights," highlighting a key reason why best-in-breed microservices can't be overlooked even when a buyer is contemplating the purchase of commerce technology, whether a composed ecosystem of applications or a large pre-integrated platform.

Unlike their predecessors, today's platforms boast high extensibility, are broadly composable, and feature APIs that allow for the integration of best-in-breed apps, reflecting a significant departure from the truly monolithic structures of the past toward architectures with more modular architecture, both internally and externally. The shift toward such extensible commerce platforms – and bundles of pre-integrated and co-marketed microservices designed to present an accelerator package – signifies a strategic pivot aimed at reducing capital expenditures while enhancing operational efficiency.

As the digital commerce landscape progresses, the challenge for businesses lies not just in adopting new technologies but in reimagining their strategies to maximize agility and platform extensibility in a future wherein moving fast, not breaking things, and focusing on customer retention and ethical data use define the benchmarks of success.

For a more detailed analysis of the ebb and flow of digital change and the impacts these events have had on digital commerce and customer experience (CX), see *Back to the Future: The B2C Digital Commerce Platform Renaissance* (forthcoming).

Growing and Maintaining Market Share Is Predicated on Customer Loyalty

In an era where consumers are bombarded with options and can easily switch between brands, customers are more likely to remain loyal to brands that recognize them as individuals, anticipate their needs, and provide tailored experiences that resonate with their needs and personal journey.

The competition for customer acquisition is fierce, but in many ways, retention can be even more mysterious. Customer retention is a behavioral outcome, the natural result of prioritizing customers and their unique journeys. Perhaps this points to the need for a deeper long-term strategy that isn't impeded by the tactical imperative for profit today. Is it possible to retain customers without resorting to nagging them into conversion via email inboxes and cyberstalking them via retargeting? The answer is yes, but only upon the condition that customers feel more than short-term transactional emotions about the brand.

To put it bluntly, loyalty in enterprise B2C commerce remains elusive largely because many businesses fail to see their customers as individuals, leading those customers to view relationships with those brands as evanescent, functionalist, and blatantly transactional. For truly sticky differentiation, enterprises must aim for deeper relationships between individual consumers and their brands, a relationship that persists beyond the latest promotional campaign cycle.

Emergence of "Unified Commerce" as Ubiquitous Stand-In for Omni-Channel B2C Commerce Platforms

Much of the current push for "unified commerce" is a derivative of the parallel marketing of "unified data" as shorthand for the merging of customer data across an omni-channel stack. Therefore, the reality of the matter is that most of the "unified" narrative is about analytics, and not specifically about commerce operations.

Unified commerce emerged as a strategic response to the shortcomings of the omni-channel approach – a concept that has been challenging B2C retailers since around 2004. The concept of "unified" commerce platforms emerges as a direct response to the evolving needs of omni-channel retail, aiming to bridge the gap between in-person and online shopping experiences.

This term also pulls double duty by capturing the essence of the B2C platform renaissance. "Unified" suggests a harmonious orchestration of customer touch points, inventory management, and back-end operations, promising a cohesive brand experience regardless of where or how a customer chooses to engage. However, if the platforms using this language have not fundamentally changed in meaningful ways within the past 24 months that would necessitate this new label, then it becomes obvious that the momentum behind this term may one day prove to be yet another empty omni-channel promise.

In addition, it is inaccurate to assert that only platforms and pre-integrated SaaS suites can offer the seamless integration necessary for a "unified" retail and ecommerce ecosystem. Virtually any app ecosystem can be "unified" if architected properly and provided with clean data for analytics. This doesn't necessitate purchasing an all-in-one platform for commerce. Whether or not buyers choose pre-integrated platforms, best-in-breed applications architected with microservices, or a combination of all of these should be wholly determined by that buyers' needs and the teams they plan to have on hand to stand up their commerce stacks and experiences.

All Channels Become Commerce Channels Eventually: B2C Enterprises Need a Composable Transcendent Commerce Paradigm

Emphasizing CX over traditional commerce mechanics necessitates profound technological, organizational, and cultural transformations that are far from straightforward. For businesses to genuinely prioritize CX, they must foster a customer-centric ethos that permeates every level of the organization, from C-suite executives to frontline employees. This involves redefining success metrics, aligning incentives across departments to focus on long-term customer satisfaction and loyalty, and investing in profound change management across the organization to ensure continuous learning and development programs cultivate the necessary skills and attitudes for employee success.

Transcendent commerce represents a paradigmatic leap beyond the confines of unified and omni-channel strategies to prepare for a future wherein traditional branded websites are no longer the cornerstone of digital commerce. If enterprise branding and experience management are consistent at a high enough level, the strategy will remain effective despite internet changes, any way the digital commerce wind blows. It is by planning to transcend channels and business models that enterprises can best prepare for scenarios wherein strategic decisioning can be fraught due to the shifting sands of the digital world, and as the current boundaries between marketing, sales, and digital commerce are blurred into oblivion in the face of regulatory constraints and fierce global competition.

Interviews with customers form a crucial component of IDC MarketScape research methodology, and these interactions often reveal compelling insights. For instance, when surveyed about the convergence of CX and commerce technology, a significant portion of respondents – 73.91%, or 51 out of 69 customers using B2C digital commerce SaaS – confirmed this trend.

The following are examples of anonymized customer responses:

- "Commerce technology is the most important product for digital marketing."
- "Yes, they are part of an indivisible strategy that supports each other and depend upon each other's resources."
- "Yes, I believe the days of these being distinct things are gone."
- "Yes, of course. It's apparent that if connections are not made properly, then we don't have a full view of our customers and the journeys that they are on."

In our evaluation of enterprise B2C digital commerce SaaS, IDC rigorously assessed each vendor's alignment with transcendent commerce principles, with a keen focus on a balance between out-of-the-box CX performance and platform extensibility through APIs for composable deployments. In transcendent commerce, enterprises are encouraged to empower themselves with best-in-breed technologies, bleeding-edge AI, real-time sentiment and intent analysis, sophisticated predictive analytics across the organization, and immaculate customer data management to maximize their investments in B2C commerce technology. (Note that only some aspects of this come directly from the commerce product; the rest will need to be provided via API integration with other software products for enterprise.)

Areas of Differentiation for B2C Software Buyers

IDC tracks over 100 vendors specifically for digital commerce software – many of which use similar market messages to sell their applications. There are hundreds of different factors at play that B2C buyers need to negotiate when selecting their commerce SaaS.

We discuss in this section the seven most common differentiators in the digital commerce market among interviewed buyers of enterprise commerce SaaS. Note that buyers will often choose more than one differentiation path, but clarity about the paths they are pursuing can help refine the commerce SaaS selection process. In detail:

- **AI and data led:** Your organization leverages AI (including machine learning [ML] and generative AI [GenAI]) and data strategy as its core differentiators. By harnessing intelligent insights, precise automation, and the latest in AI technology, you offer tailored experiences, optimize operations, and anticipate market trends, setting you apart in a data-driven world.
- **Business agility led:** Your organization is primarily focused on differentiating with business agility. Speed is of the essence, including fast time to market, a business-friendly user interface, and optimized revenue operations (RevOps). Prioritizing flexibility in operations and strategy, you quickly respond to market shifts, seize emerging opportunities, and navigate challenges, ensuring resilience and sustained growth.
- **Experience led:** Your organization is primarily focused on differentiating by delivering rich content and experiences, with a platform pre-integrated with content management and personalized engagements throughout the customer journey. Unique, well-targeted, and timed experiences serve as the primary drivers of customer acquisition, expansion, and retention. You encourage customers to try novel experiences and become an advocate for your brand.
- **Industry led:** Your organization is primarily focused on differentiating by offering digital commerce in specific industries or niches, with a platform purpose built for your specific customer needs. By tailoring solutions and strategies to sector-specific challenges and opportunities, you establish deep expertise, credibility, and a competitive edge in your chosen market domain. You are often frustrated because you perceive most digital commerce SaaS as being too generic in purpose for the demands of your industry or niche.
- **People led:** Your organization is primarily focused on differentiating by placing people at its heart, prioritizing human relationships: sales, marketing, partnerships, employee experience, and customer centricity; by valuing human interactions and understanding, you foster trust, loyalty, and collaboration, ensuring sustainable growth in a community-driven ecosystem.
- **Product led:** Your organization is primarily focused on differentiating by offering a unique product that can drive organic growth, usually as part of a product-led go-to-market (GTM) strategy. The product itself serves as the primary driver of customer acquisition, expansion, and retention and encourages users to try, adopt, and eventually advocate for the product.
- **Tech agility led:** Your organization is primarily focused on differentiating with technological agility via developer-driven commerce innovation. You want a platform with modern cloud architecture that is composable via APIs and capable of headless deployment. Tech-agile businesses strive to create developer-friendly environments and require robust development tools for commerce.

Digital commerce software should be a harmonious extension of your chosen differentiation strategies:

- If AI and analytics are your driving forces, the software should seamlessly incorporate intelligent insights and predictive modeling capabilities.
- If your competitive advantage hinges on agility, the software should offer the flexibility and rapid adaptation necessary to navigate market shifts.
- If your organization is centered on delivering exceptional experiences, the software should be adept at content management integration.

- If your organization specializes in industry-focused strategies, the software should be tailored to sector-specific challenges.
- If you use people-centric strategies, the software should facilitate robust relationship management.

The path to success in B2C digital commerce is defined by the ability to use technology not just as a functional tool but as a means to engage and understand the consumer. This approach reflects a holistic view where technological choices are intertwined with the nuances of human behavior, creating experiences that connect on a deeper level.

This IDC MarketScape Focuses on the Needs of Enterprise B2C Commerce Buyers

For the purposes of this document, enterprise is defined as upper midmarket or above. The buyers of these products are typically multinational, multibrand firms transacting at a volume of \$500+ million in annual revenue. Furthermore, this IDC MarketScape focuses on the specific needs of B2C buyers. The lens of this research is conservative in nature. B2C organizations interested in commerce SaaS investments with a more aggressive growth and innovation focus should consider the advice in the companion document for midmarket buyers, *IDC MarketScape: Worldwide B2C Digital Commerce Platforms for Midmarket Growth 2024 Vendor Assessment* (IDC #US50626123, January 2024).

This document includes a mix of diverse firms, allowing IDC to assess a spectrum of vendors for enterprise B2C digital commerce. This assessment includes digital commerce platforms, suites, and applications, as well as products for composable modular headless commerce.

IDC MARKETSCAPE VENDOR INCLUSION CRITERIA

The vendor list for this evaluation consists of 22 vendors selected as the most representative of any given B2C digital commerce platform buyer's selection short list in the enterprise applications market.

The following list covers the inclusion criteria:

- The product must meet IDC's functionality requirements for digital commerce.
- The assessed product must be on the cloud (no on-premises products).
- The product is designed for enterprise B2C commerce.
- B2C organizations must buy and use the product.
- The product must be able to support more than one industry and see active deployment in more than one industry.
- The vendor must have at least 20 customers in the upper midmarket or above (\$500+ million in annual revenue).
- The product website must specifically mention that B2C organizations are a primary use case.
- The product must be for sale (no free or "community model" products).

This assessment includes digital commerce platforms, suites, and applications, including products for composable, modular headless commerce.

ADVICE FOR TECHNOLOGY BUYERS

- Embrace this moment as your opportunity to redefine what B2C digital commerce means for your business. Choose a commerce SaaS that aligns not just with your operational goals but with your vision of creating a brand that lives in the hearts of your customers. Connect deeply with every customer, crafting stories and experiences that resonate far beyond the digital realm.
- Identify whether you want an all-in-one platform, precomposed hybrid of a platform and composable commerce, or an integrated ecosystem of best-in-breed microservices for commerce. Similarly, ask yourself, do you want your main commerce SaaS provider to be a suite, a platform, an orchestrator of discreet point solutions, or a composed combination of potentially all of these?
- Note that striking a tight balance between growth strategy and profit is of the essence for commerce resiliency. One cannot be sacrificed indefinitely for the sake of the other. Find commerce technology that provides the type of front-end experiences and back-end reliability that allow you to have your cake and eat it too.
- Prepare for implementations and the challenges of integration in advance. B2C commerce SaaS buyers should proactively plan for the complexities in integrating advanced commerce models, including addressing integration challenges, managing costs, and allocating appropriate resources and change management.
- Consider individual channels, front ends, apps, and heads to be the locations of engagement, but not the focus of the exercise.
- Transition to a resilient transcendent commerce strategy and software stack capable of empowering engagement across myriad channels to win customers and retain them.
- Monitor the use of analytics and AI technology with prudence. Buyers should strike a balance between utilizing advanced technologies like AI and analytics and being mindful of their limitations and risks, including data privacy concerns and the potential for unpredictable outcomes.
- Note that B2C commerce SaaS buyers should consider the potential capabilities of the vendors in this assessment when developing a transcendent commerce ecosystem of best-in-breed products for B2C digital commerce. Some of the vendors in this IDC MarketScape assessment offer the following features, while others do not:
 - **Order management systems (OMSs):**
 - OMS plays a pivotal role in unifying order processing across multiple channels, ensuring a consistent and efficient customer experience regardless of how or where the order is placed.
 - By providing real-time updates and seamless order fulfillment, OMS fosters a sense of reliability and professionalism, which are key elements in building customer trust and loyalty.
 - **Product information management (PIM) and product experience management (PXM) systems:**
 - Speed to market and channel ubiquity are crucial in transcendent commerce, and PIM/PXM systems facilitate this by ensuring quick, consistent, and efficient dissemination of product information across all platforms.
 - Accurate and consistent product information helps in establishing a brand's credibility, directly influencing consumer trust and fostering long-term loyalty by reducing confusion and enhancing the overall product experience.
 - **Content management systems (CMSs):**

- CMS serves as the backbone for content strategy, ensuring that relevant, up-to-date, and engaging content is delivered across all customer touch points.
- A robust CMS aids in creating a cohesive and personalized customer journey, which is instrumental in building trust and fostering loyalty through a consistently positive experience.

- **Headless commerce:**
 - Headless commerce is a modern approach to ecommerce that separates the front-end presentation layer of a website (the "head") from the back-end ecommerce functionality. This architecture allows businesses to use any front-end technology to create customer experiences while managing their commerce logic, data, and processes on the back end. The back end and front end communicate through APIs, offering greater flexibility and customization options.
 - The ability to offer a tailored and seamless user experience, especially on mobile platforms, enhances customer satisfaction, thereby strengthening trust and loyalty.
 - When implemented well, headless stores load faster and achieve better search engine optimization (SEO) on mobile devices than conventional websites. However, this has to be done carefully. Poorly architected headless commerce experiences can actually have the inverse impact on organic SEO.
 - It is important to note that while headless commerce provides the previously mentioned benefits, the uplift in SEO can be expensive. The complexity and cost of implementation of headless commerce can be significant, particularly for fully headless multi-experience deployments. Headless commerce costs include the need for skilled development teams capable of triaging the potential challenges in integrating front-end and back-end systems via application programable interfaces.
- **Vendor network effects:**
 - Network effects are when a vendor can leverage collective data to enhance B2C merchant insights, leading to faster and more efficient decisioning and automation configuration.
 - By continually improving the experiences through data-driven insights, network effects contribute to a sense of community and reliability, fostering trust and loyalty among buyers of digital commerce technology.
- **Cloud agnosticism:**
 - Cloud agnosticism means that a product can operate across various cloud environments without being dependent on a single cloud provider. This flexibility allows for more robust and adaptable commerce solutions.
 - This ensures high availability and scalability of commerce services, which is crucial for maintaining continuous customer engagement and trust.
- **Marketing features:**
 - Marketing is a significant function of many B2C digital commerce teams. Some of the vendors featured in this document are capable of commerce and elements of marketing from the same product.
 - Capabilities often include targeted advertising, content personalization, social media integration, emails, and data-driven marketing campaigns. These are crucial for creating a seamless and holistic customer journey. They enable businesses to deliver personalized marketing messages and promotions in real time, closely aligned with the customer's shopping experience.

VENDOR SUMMARY PROFILES

This section briefly explains IDC's key observations resulting in a vendor's position in the IDC MarketScape. While every vendor is evaluated against each of the criteria outlined in the Appendix, the description here provides a summary of each vendor's strengths and challenges.

BigCommerce

After a thorough evaluation of BigCommerce's strategies and capabilities, IDC has positioned the company in the Leaders category within this 2024 IDC MarketScape for enterprise B2C digital commerce applications.

BigCommerce is a publicly held vendor of digital commerce software that began in 2009 and has headquarters in Austin, Texas, the United States. BigCommerce is a cloud-native SaaS commerce platform for B2B and B2C digital commerce on the same platform. BigCommerce's APIs have been made available since its inception but decoupled its cart functionality into a set of REST APIs from 2017 onward and added GraphQL support beginning in 2019.

Quick facts about BigCommerce include:

- **Employees:** Over 1,400
- **Global reach:** Digital commerce customers with headquarters in over 120 countries
- **Industry focus:** Apparel and accessories, sporting goods, and health and beauty
- **Ideal customer size:** SMB to large enterprise
- **Cloud:** Multitenant at the infrastructure, database, and application layers and available on Google Cloud
- **Pricing model:** Two tiers; monthly retail plan subscriptions for smaller organizations and an enterprise plan for merchants doing >\$400,000 on BigCommerce price based on order volume
- **Partner ecosystem:** Over 1,300 certified implementation partners and more than 800 technology partners for digital commerce
- **Interesting fact:** BigCommerce received an award in this assessment for its future AI road map via a partnership with Google Cloud Vertex AI. Tech buyers are also aware of the positive reputation BigCommerce has earned in this market.

Strengths

- **Developer-friendly and business user-friendly:** The company designed everything about BigCommerce – integrations, interfaces, and the low-code/no-code front end – to be accessible for business users without the need for developer support. BigCommerce is also versionless with an API-first design, providing ample flexibility for seasoned developers to create headless and composable commerce experiences.
- **Flexible microservices-based, API-first, cloud-native, headless (MACH) architecture under the hood:** While it is user-friendly, BigCommerce is extremely extensible by virtue of its MACH architecture capabilities. BigCommerce provides APIs and developer-friendly features to give buyers the ability to create headless and composable ecosystems for commerce. BigCommerce can also natively support multisite, multigeo, B2B2C, omni-channel, and multilanguage commerce deployments.
- **Open SaaS ecosystem:** BigCommerce offers open sourced checkout, 95%+ API coverage of its platform, and a large app marketplace with easy, business-friendly integrations that don't

generally require an expert to install. (Note: BigCommerce sells in every buyer market segment in digital commerce, so some of these apps may be better suited to SMBs.)

Challenges

- **Analytics:** BigCommerce's native analytics offer limited depth in business intelligence. While they provide BigQuery integration for enhanced data analysis, enterprises can conduct their own analytics for a comprehensive view.
- **As a jack-of-all-trades, comes with trade-offs:** A constrained feature set could be a limitation for enterprises in search of a comprehensive commerce platform with advanced catalog, content, data, and order management features. To partially address the issue, BigCommerce sells bundles consisting of its core product and Feedonomics, a popular product information management application that BigCommerce acquired in 2021.

Consider BigCommerce When

Consider BigCommerce if you are a fast-growing, experience-driven brand looking for a multitenant SaaS B2C digital commerce platform. Buyers should consider BigCommerce when business agility, tech agility, and experiences are core differentiation strategies.

APPENDIX

Reading an IDC MarketScape Graph

For the purposes of this analysis, IDC divided potential key measures for success into two primary categories: capabilities and strategies.

Positioning on the y-axis reflects the vendor's current capabilities and menu of services and how well aligned the vendor is to customer needs. The capabilities category focuses on the capabilities of the company and product today, here and now. Under this category, IDC analysts will look at how well a vendor is building/delivering capabilities that enable it to execute its chosen strategy in the market.

Positioning on the x-axis, or strategies axis, indicates how well the vendor's future strategy aligns with what customers will require in three to five years. The strategies category focuses on high-level decisions and underlying assumptions about offerings, customer segments, and business and go-to-market plans for the next three to five years.

The size of the individual vendor markers in the IDC MarketScape represents the market share of each individual vendor within the specific market segment being assessed.

IDC MarketScape Methodology

IDC MarketScape criteria selection, weightings, and vendor scores represent well-researched IDC judgment about the market and specific vendors. IDC analysts tailor the range of standard characteristics by which vendors are measured through structured discussions, surveys, and interviews with market leaders, participants, and end users. Market weightings are based on user interviews, buyer surveys, and the input of IDC experts in each market. IDC analysts base individual vendor scores, and ultimately vendor positions on the IDC MarketScape, on detailed surveys and interviews with the vendors, publicly available information, and end-user experiences in an effort to provide an accurate and consistent assessment of each vendor's characteristics, behavior, and capability.

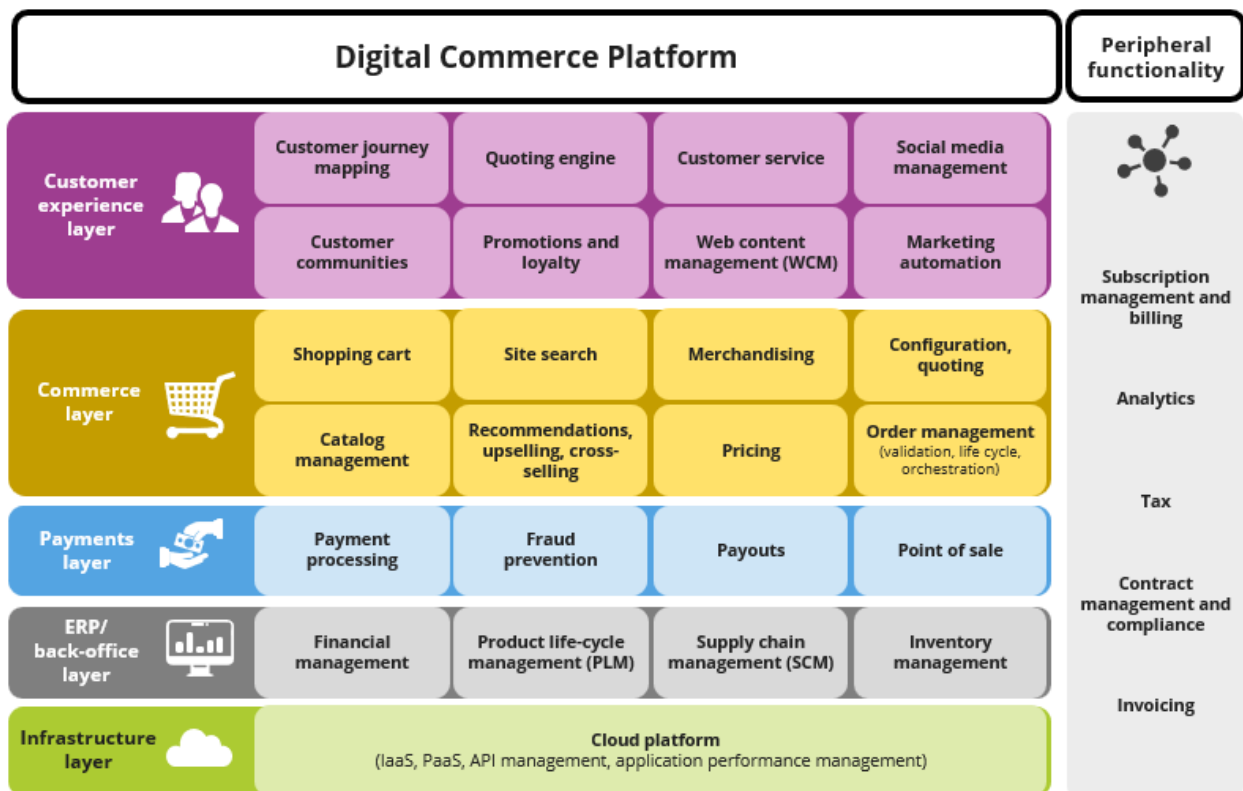
Market Definition

IDC defines digital commerce platforms as software systems that enable businesses to create an online "store" for selling products and services. The key role of digital commerce applications is to embed commerce functions across numerous digital channels, help customers find products and services, and manage orders from the placing of a transaction through to order fulfillment. Specific functions that digital commerce applications provide include catalog management, lightweight product information management, pricing, merchandising, transaction processing, order life-cycle management, digital fulfillment, and site searches.

Figure 2 depicts the functionality that a comprehensive digital commerce platform must have. This IDC MarketScape looks primarily at the commerce layer, but most organizations need a comprehensive platform to perform in the digital economy.

FIGURE 2

Digital Commerce SaaS Functionality Profile



Source: IDC, 2024

LEARN MORE

Related Research

- *IDC MarketScape: Worldwide B2B Digital Commerce Applications for Midmarket Growth 2023-2024 Vendor Assessment* (IDC #US50625723, December 2023)
- *IDC FutureScape: Worldwide B2B Sales Leadership 2024 Predictions* (IDC #US51280723, October 2023)
- *IDC FutureScape: Worldwide Future of Customer Experience 2024 Predictions* (IDC #US50111423, October 2023)
- *Resilient Digital Commerce: Unify Data and Nurture Loyalty for Future-Proof CX* (IDC #US51250023, September 2023)
- *Worldwide Digital Commerce Applications Forecast, 2023-2027: Generative AI Integrations Rapidly Become Table Stakes for Digital Commerce* (IDC #US50232923, July 2023)
- *Worldwide Digital Commerce Applications Market Shares, 2022: The Great Reality Check – 2022 Marks a Year of Shifting Priorities* (IDC #US50233423, July 2023)
- *Headless Systems: Understanding Architectural Styles for Composed Systems of Modular Applications – Business User Perspective* (IDC #US51005323, July 2023)
- *Headless Applications: Understanding Definitions for Headless, Hybrid Headless, Precomposed, and Monolithic Applications – Business User Perspective* (IDC #US51005423, July 2023)

Synopsis

This IDC study provides an assessment of the principal B2C digital commerce platforms suitable for enterprises with an annual GMV of \$500+ million. This document also discusses what criteria are most important for these companies to consider when selecting a digital commerce platform system.

"Today's B2C digital commerce platform renaissance validates the long-held belief in API-first modular composable architecture, as these new platforms aim to strike the ideal balance between ready-made solutions and customizable flexibility," says Heather Hershey, director, Worldwide Digital Commerce at IDC. "The enterprise preference for 'Goldilocks' modular composable platforms showcases a pragmatic market maturation in digital commerce. We are witnessing a profound shift toward systems that embrace technical efficiency via flexible architectures capable of experimentation and expansion, while maintaining alignment with the rapidly evolving needs of global consumers."

About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,300 analysts worldwide, IDC offers global, regional, and local expertise on technology, IT benchmarking and sourcing, and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a wholly owned subsidiary of International Data Group (IDG, Inc.).

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