



BuyerPulse Analysis: Digital Commerce

AN IDC SPECIAL INTELLIGENCE SERVICE

Enterprises are transforming their ecommerce solutions to support broader multichannel requirements and to expand their offerings to include mobile devices and in-store kiosks. This larger view evolves ecommerce to digital commerce, changing both the customer-facing aspects of digital commerce, the architecture of digital commerce offerings and the supporting infrastructure. Businesses are rebuilding and offering new loyalty programs, dynamic recommendations for goods and services, and investing to improve the overall customer experience through the adoption of technologies that push support and offers to customers as well as offer best-in-class on-demand environments on any device. IDC's *BuyerPulse Analysis: Digital Commerce* looks at the evolving needs of buyers as they implement products and services that help them more effectively execute multichannel commerce strategies. This program also looks at the realignment of vendor products and services to support their customers' new requirements and will help a vendor better understand where and why buyers are investing in digital commerce technology and how that impacts competition.

Markets and Subjects Analyzed

- Digital commerce
- Experience management — across channels (includes content management, commerce platforms, integration, advanced analytics) for B2B and B2C
- Social business (customer, supplier, and partner engagement)
- Mobile commerce (mobile app marketplaces, built-for-mobile commerce capabilities)
- Trading partner management
- Supplier management
- Supply chain visibility

Core Research

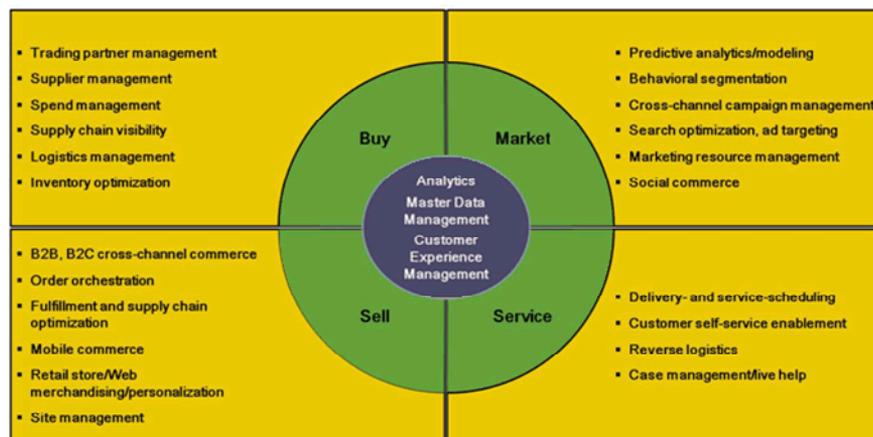
- IDC MarketScape: Digital Commerce
- Detailed Competitive Analysis
- Buying Pattern Research and Analysis
- Case Studies
- Vendor Profiles and Risk Assessments
- Vendor Shares and Forecasts
- Annual Analysis of Purchasing Trends

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [BuyerPulse Analysis: Digital Commerce](#).

Key Questions Answered

1. How will digital commerce vendors differentiate in the face of intense competition?
2. What are customers looking for when they make digital commerce software and services purchasing decisions?
3. How is digital commerce evolving as the market evolves from emerging to reach a level of maturity?

Digital Commerce



* Analytics include: Store analytics, purchase analytics, consumer loyalty, predictive analytics, prescriptive analytics.

Companies Analyzed

Abacus Research, Able Commerce, Adobe, Big Commerce, Bison, BroadVision, CDC Corp., Cegid, Cincom Systems Inc., Cloud Craze, Consona, DataFlux Corporation, Digital River Inc., Epicor Software Corp., Escalate Retail, Exact, Experian, Fiserv, FPX, Fujitsu, GSI Commerce, HansaWorld, IBM Sterling Commerce, Infor, Intershop Communications, JDA Software, Knowledge

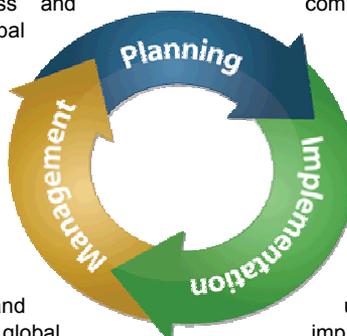
Support Systems Ltd. (KSS Retail Inc.), Mamut, Maximizer Software Inc., MICROS Systems Inc., Microsoft, Misys, Nedstat, NetSuite, Oracle, PDG Software Inc., Perfect Commerce, PROS Pricing Solutions, QAD, Reardon Commerce, Reynolds & Reynolds, Sage, Salesforce.com, SAP, Shop Ignitor, Versata, and Visma.

Related Offerings

IDC provides you with the necessary intelligence to optimize, guide and support all aspects of the business planning life cycle from strategy and budget planning, through implementation, to ongoing measurement and assessment of results.

Consulting: Target growth opportunities, develop strategies for emerging markets and technologies, assess and measure custom market segments, drive global partner strategies, and create awareness for your products and services. Custom engagements leverage the unique strengths of IDC global and local market analysts. Tailored offerings such as ExpertROI® use IDC-branded content and tools to help you accelerate the sales cycle and powerfully communicate to your prospects.

Go-to-Market Services: Engage prospects through high-value IDC-branded assets and intelligently architected campaigns. This global marketing and editorial expertise center within IDC provides



a flexible service model, enabling us to meet the needs of companies large and small. Deliverables range from a single call-to-action incentive to a series of IDC and/or cobranded programs designed to strengthen multitouch, global media campaigns.

Events: Network with industry colleagues and gain practical and strategic insights from groundbreaking research presented by IDC and industry experts. IDC events bring together technology buyers looking for the latest best practice research and sellers offering insights into how decision makers can use technology to gain competitive advantage and improve business value.

Unparalleled Coverage of End-User Requirements Across Vertical Industries

Whether you are a technology buyer or provider, IDC Insights' research translates today's global end-user requirements and trends into business opportunities for your organization. With dedicated businesses targeting energy, financial services, government, healthcare, manufacturing, and retail, IDC provides unmatched integration of global technology and vertical industry expertise to deliver industry-specific customer intelligence that gives clients a powerful business advantage.

Connect and engage with a global network of business and IT professionals in the first-of-its-kind end-user community at <http://idc-insights-community.com>.



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