E-Commerce Platforms:
A B2C Vendor Landscape

by Janet Sherlock and Chris Fletcher

E-commerce technology continues to evolve rapidly. Research conducted in 2008 indicated that 46% of retailers interviewed expected to upgrade to their implementation of e-commerce technology by the end of 2010. This Report identifies and evaluates e-commerce platform vendors on the basis of both functionality and market impact, calls out the key issues in e-commerce for the retail industry, and provides a quantitative ranking of the vendors.

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The Bottom Line: IBM WebSphere is the front runner in our vendor landscape, with ATG following closely behind, proving the larger companies with the big, marquee retail clients have the resources to invest heavily in product development.

The e-commerce technology and services market continues to grow and innovate, even in—and possibly because of—the challenging economy. Retailers, consumer goods manufacturers, high-tech firms, consumer electronics companies, and many others continue to evaluate the role of e-commerce technology in their business-to-consumer (B2C) interactions. Consider that research we conducted in 2008 indicated that 46% of retailers interviewed expected to upgrade to their implementation of e-commerce technology by the end of 2010. Although the pace of e-commerce re-platforming has slowed from last year, the industry continues to see healthy growth and technology innovation.

E-commerce technology also continues to evolve rapidly. Business leaders and IT executives continue to grapple with technology issues, such as vendor maturity and support, platform and service delivery models, and feature/function sets. To help these executives, AMR Research presents our latest evaluation of the leading e-commerce vendors in the B2C market.

The focus of this landscape is on B2C e-commerce vendors that provide products that target the retail industry as well as industries that sell directly to the consumer, including consumer goods and high tech, among others. While some research firms have begun to aggregate B2C and business-to-business (B2B) vendors, we believe the unique needs of these two segments demand separate, focused research initiatives (although companies having both B2B and B2C requirements may consider use of the same platform).

This Report identifies and evaluates e-commerce platform vendors on the basis of both functionality and market impact. It also highlights the key retail e-commerce issues and provides a quantitative ranking of the vendors using the functionality and market impact axes. The research provides a functionality guide for companies evaluating the latest e-commerce technology and vendors, offering a basis for interaction with AMR Research analysts on this topic.

Vendors featured in this Report

ATG, Demandware, eFashionSolutions, Elastic Path, Escalate Retail, Fry, GSI Commerce, hybris, IBM, iCongo, Intershop, Onestop Internet, Sterling Commerce, Venda

Front Runner

IBM WebSphere

ATG

Contender

GSI Commerce

Venda

hybris

Fry

Demandware

iCongo

Escalate Retail

Contender

Sterling Commerce

Intershop

Market Impact

Functionality

Onestop Internet

Elastic Path

eFashionSolutions

Up and Coming

Source: AMR Research, 2009

Table 1: B2C e-commerce platform landscape—details

Vendor		Functionality	Market Impact
1	IBM WebSphere	3.084	3.236
2	ATG	3.046	3.192
3	GSI Commerce	2.856	2.850
4	Fry	2.986	2.704
5	hybris	2.812	2.840
6	Venda	2.654	2.954
7	Demandware	2.686	2.796
8	iCongo	2.712	2.720
9	Escalate Retail	2.734	2.584
10	Sterling Commerce	2.634	2.474
11	Intershop	2.448	2.544
12	Onestop Internet	2.388	2.224
13	Elastic Path	2.320	2.166
14	eFashionSolutions	2.280	2.142

Vendor rating for each area:
1: Lacking   2: Basic   3: Good   4: Superior

Source: AMR Research, 2009

Vendors not included in this evaluation

- **Amazon Services** expressed that greater emphasis on its e-commerce solutions offerings would be placed on fulfillment and payment services and not on the front-end platform for enterprise customers.

- **BroadVision** did not follow through on AMR Research participation requirements for this Report. BroadVision continues to struggle, especially in the B2C platform marketplace, where it used to be a leader.

- **Magento** was not included in this Report because of the nature of its model. It provides an open source, downloadable platform often used by interactive web agencies engaged in building e-commerce solutions for clients. AMR Research will continue to monitor the adoption of Magento in the marketplace.

- **MarketLive** chose not to participate in this Report.

- **Microsoft Commerce Server** was excluded as Microsoft stated that it needed to maintain focus on its latest release of its platform and could not expend resources for AMR Research's evaluation process. We expect to see vast improvements in Microsoft's offering, as many retailers continue to express concern for the viability and direction of the Microsoft Commerce Server platform.

- **Vcommerce** is diverting focus from its B2C front-end platform to focus only on select B2B opportunities. Vcommerce will continue to focus on B2C order management and order fulfillment.

Methodology

This Report provides an assessment of software vendors operating in specific technology areas. These frameworks will evaluate software providers along multiple aspects, including systems functionality, market impact, and, in the future, customer satisfaction. Research conducted for this Report included a quantitative collection of product, technology, customer, and financial information from each vendor that elected to participate in the evaluation.

Interviews and demonstrations were conducted with each vendor, and reference customers were contacted and interviewed for an independent opinion and view. Customer input from reference accounts was not shared back with the vendors to ensure confidentiality. AMR Research clients and additional vendor clients were also interviewed. However, greater weight was placed on comments provided by vendor reference clients. Finally, each participating vendor had an opportunity to review their results for the purposes of fact-checking.

This Report uses the following weighted criteria in evaluating and ranking the vendors:

Functionality (50% of ranking)
- E-commerce functionality—6%
- Administration and site management—5%
- Site content management—6%
- Marketing capabilities—7%
- Cross-channel capabilities—7%
- Internationalization capabilities—3%
- Support—5%
- Ease of implementation—3%
- Supplemental offerings—3%
- Technology—5%

Market impact (50% of ranking)
- Market size/share—9% (Installed base as indicated in vendor's written RFI response and weighted against penetration with targeted retail segments)
- Strategic direction—10% (Alignment of software roadmap with AMR Research's demand-driven retailing framework. Partnership alignments and acquisition strategies, focus on growing segments, and overall recognition for cross-channel maturity were also included)
- Value/total cost of ownership (TCO)—10% (Pricing information as indicated in RFI responses, reference interviews with specific questions targeted toward ROI, business case delivery, and TCO
- Financial strength—8% (Revenue information from RFI responses, installed base, and pipeline activity)
- Customer satisfaction—13% (Includes reference interviews and client discussions)

B2C vendor profiles

The following guidelines were used in constructing the e-commerce vendor profiles:
- *Product reviewed* refers to the latest e-commerce module reviewed by AMR Research from this vendor.
- *Delivery models* are covered in Appendix A at the end of this Report.
- *Standard modules* are included as functionality and as part of the base e-commerce product. These modules were reviewed as part of the platform demonstration and rated within this Report. *Optional modules* provide additional functionality that is available from the vendor but priced separately.
- *Sample client list* was limited to three examples.
- *Software partners* were limited to 12. They are listed in order of importance, with the priority ranking provided by the vendors.
- *Systems integrators* were limited those providing services in North America. They are listed alphabetically. AMR Research clients outside North America should contact the vendors directly for additional global systems integrators.

Even with these guidelines, the vendor selection process for e-commerce platforms can be daunting and often confusing. To further help, we have identified the trends having the greatest impact on the selection process in today's environment in a related article, "Three Key Factors That Affect E-Commerce Platform Selection."

ATG

www.atg.com

Functionality	Market Impact
3.046	3.192

Summary

- **Product Reviewed:** ATG Commerce MC Edition Version 9.1
- **Delivery Model:** Licensed (priced per CPU), with SaaS and managed services options also available
- **Modules (Optional):** ATG Merchandising, Content Administration, ATG Commerce Search, ATG Outreach, ATG Customer Intelligence, ATG Campaign Optimizer, ATG Commerce Service Center, ATG Knowledge, ATG Self-Service, ATG Optimization Services (includes eStara Click to Call/Click to Chat), ATG Recommendations
- **Sample Client List:** Best Buy, Tommy Hilfiger, Nike
- **Software Partners:** JBoss, IBM (with Cognos), Allurent, Adobe Scene 7, Jive Software, Pluck, PowerReviews, Bazaarvoice, OH Logistics, Manhattan Associates, Heiler
- **System Integrators:** AAXIS Group, Accenture, AvenueA/Razorfish, BearingPoint, Bell Canada, Blast Radius, Capgemini, CGI, Continuum, Corbus, Core, Credera, Deloitte, imc2, ImmixGroup, Infosys, Java Jugglers, Lokian, McFadyen Solutions, MNS Enterprise, NURUN, Object Edge, Professional Access, Resource Interactive, REV Solutions, Sapient, Tata Consultancy Services (TCS), Vachio Solutions Group, Wipro

Positives

- Mature platform
- Scalable
- Strong optional capabilities from acquisitions (e.g., Cleverset and eStara)
- Much more highly functional and usable administrative and business control centers for site administration capabilities in recent releases
- More application server options, including Red Hat JBoss, allowing greater flexibility and potentially lower total cost of ownership
- Licensed, managed services, and SaaS delivery models available
- Extremely strong customer analysis, targeting, and segmentation functionality

Challenges

- No starter or reference store available (ATG is scheduled to introduce ATG Store, a customer reference store, in December 2009)
- Expensive and time-consuming to implement and maintain
- Most implementations are challenging, requiring third-party professional services SIs
- Greater standardization and certification of SI network required to ensure quality implementations

Demandware
www.demandware.com

Functionality	Market Impact
2.686	2.796

Summary

- **Product Reviewed**: Demandware eCommerce Platform
- **Delivery Model**: SaaS, primarily revenue share with vendor. Currently introducing server-utilization-based model to market
- **Modules (Optional)**: Call Center
- **Sample Client List**: Barneys New York, Jones New York, Columbia

- **Software Partners**: PowerReviews, Bazaarvoice, Adobe Scene 7, Omniture, Coremetrics, Choicestream, Cybersource, Paymentech, Responsys, LoyaltyLab, PFSWeb, Vcommerce, RightNow
- **System Integrators**: D+S, eCommera, Fluid, Lyons Consulting Group, MobizCorp, PFSWeb, Razorfish, Sapient, T-Systems

Positives

- Scored highly for client support delivery and overall satisfaction
- Faster time to market than most licensed implementations
- SaaS model allows for easier, automatic upgrades
- Exceptional multi-site creation and management capabilities
- Continues to build on inherent functions (search, merchandising, recommendations), providing potential for increased value in total cost of ownership
- Now has a $1B client, proving scalability

Challenges

- Needs to continue to grow large, Tier 1 client base to prove SaaS delivery model and revenue share model are viable for larger companies
- Lack of access to certain objects and databases can be limiting
- Did not provide financial performance information. AMR Research is unable to verify the financial viability of this company

eFashionSolutions

www.efashionsolutions.com

Functionality	Market Impact
2.280	2.142

Summary

- **Product Reviewed**: eFashion Core Ecommerce V3.5
- **Delivery Model**: Full service, revenue share
- **Modules (Optional)**: Fulfillment, Customer Service Digital Photography, Video Services

- **Sample Client List**: DKNY, Baby Phat
- **Software Partners**: Rackspace, Avaya, UPS, USPS, Litle, McAfee, Dell
- **System Integrators**: n/a

Positives

- Great expertise in target sector: apparel/soft goods
- Full range of extended supplementary services and offerings, even including stylist services
- Full-service revenue share model creates vested interest in growing clients' business. Vested interest coupled with deep apparel industry experience equates to true merchant mentality

Challenges

- No cross-channel capabilities
- eFashionSolutions did not provide financial performance information. AMR Research is unable to verify the financial viability of this company

Elastic Path

www.elasticpath.com

Functionality	Market Impact
2.320	2.166

Summary

- **Product Reviewed**: Elastic Path Commerce V6.1
- **Delivery Model**: Licensed (priced per CPU)
- **Modules**: None
- **Sample Client List**: Time, Telus, Vancouver 2010 Olympic Games

- **Software Partners**: Google Analytics, Omniture, Webtrends, Coremetrics, Akamai, Mercado, Paypal, SAP, Ecometry, Oracle, Interwoven, Documentum
- **System Integrators**: Avenue A, HCL, IBM Global Services, Luxsoft, Oracle Consulting, Razorfish, Solve Interactive, Tarantell

Positives

- Flexible framework, with full access to source code that provides ability to create custom features or functions (e.g., recurring billings)
- Rapid implementation of simplistic websites
- Customers have reported that Elastic Path is responsive, allowing them to hit target dates for implementations and upgrades

Challenges

- Limited cross-channel offerings and experience
- Not PCI (PA-DSS) compliant
- Very little retail focus, making it difficult for Elastic Path to penetrate the B2C market effectively

Escalate Retail
www.escalate.com

Functionality	Market Impact
2.734	2.584

Summary

- **Product Reviewed**: Escalate Ecommerce V10
- **Delivery Model**: Licensed (priced on page view or order volume). Managed services available
- **Modules (Optional)**: Loyalty/Relationship Marketing, Clienteling, Guided Selling, Business Intelligence, Order Management/Fulfillment Manager
- **Sample Client List**: Saks, Kohl's, The Buckle
- **Software Partners**: Adobe Scene7, Bill Me Later, Channel Advisor, Cyber Source, E4X, Google, Microsoft, MyBuys, PayPal, PowerReviews, Redhat, Where 2 Get It
- **System Integrators**: Accenture, Acquity Group, Loyalty Tech, SkillNet, TCS

Positives

- Cross-channel and customer management capabilities exceed most in marketplace, especially with order management, clienteling, and kiosk capabilities
- Well-formulated mobile strategy includes endless aisle and other fulfillment capabilities in addition to traditional m-commerce
- Generally good ROI/TCO reported by customers, especially for midrange retailers

Challenges

- The Escalate retail suite created by Ecometry, Blue Martini, GERS, and ADS Retail is not seamlessly integrated (although Escalate reports that most of these products are non-synergistic and has strategically resolved not to integrate many of these products). The company continues to support and offer Ecometry, which is now targeted toward Tier 3 and lower Tier 2 retailers
- Has created a new order management system, Escalate OMS, which is integrated with its e-commerce offering
- Clients report concerns about support and services quality

Fry

www.fry.com

Functionality	Market Impact
2.986	2.704

Summary

- **Product Reviewed**: Fry Open Commerce Platform V3.0

- **Delivery Model**: Licensed (no upfront license cost—pay only for implementation services), with managed services

- **Modules (Optional)**: Fry OMS (Order Management System) V3.0

- **Sample Client List**: Eddie Bauer, Ann Taylor, Meijer

- **Software Partners**: Adobe Scene7, Omniture, Endeca, Lyris, Experian, ChannelAdvisor, CommercialWare, PowerReviews, CommerceHub, Borderfree, Chase, VeriSign

- **System Integrators**: CSC, Sys IQ

Positives

- User-friendly site management capabilities allow non-technical users to manage content

- Extensive out-of-the-box template and style-sheet capabilities for ease in creating superbly styled sites without use of creative agency

- Flexible framework with access to all code and data schemas if complete control is desired

Challenges

- Non-traditional, no-fee license model can cause confusion or concern about upgrade path for clients

- Questions exist in the industry over strategic direction of incorporation into Micros portfolio because of Micros' lack of e-commerce experience and unclear product integration roadmap

GSI Commerce
www.gsicommerce.com

Functionality	Market Impact
2.856	2.850

Summary

- **Product Reviewed**: GSI WebStore E-Commerce Platform
- **Delivery Model**: Full service, typically revenue share. Many modules offered separately. E-commerce platform capabilities can be offered as managed service
- **Modules (Optional)**: Order Management, Fulfillment, Customer Care/Call Center (may be included in full-service contract)

- **Sample Client List**: Toys "R" Us, Ralph Lauren, Dick's Sporting Goods
- **Software Partners**: Omniture, Adobe Scene7, PowerReviews, Aggregate Knowledge, Digital Element, Forsee Results, Newgistics, SixApart, TypePad, Google Feedburner, LinkShare, ChannelAdvisor, DoubleClick
- **System Integrators**: n/a

Positives

- Largest full-service provider in e-commerce marketplace
- Clients give GSI high marks on fulfillment capabilities, making its full-service offering attractive for retailers struggling to support direct businesses
- More flexible pricing arrangements and module offerings than marketplace acknowledges (for example, fulfillment service or customer care/call center can be used without platform, or platform can be used without fulfillment)
- For full-service provider, better-than-expected cross-channel capabilities with Associate Ordering System (AOS) that allows store personnel to transact endless-aisle/save-the-sale transactions, using unique store/associate identification of order. In-store pickup also available

Challenges

- Has limited international capabilities outside United States, Canada, and Europe
- Services nature of full-service offering is typically limited significantly upfront, and contracts can be long, in excess of five years
- Nature of full-service offering inherently makes certain cross-channel functions more challenging, including reverse logistics and store fulfillment of online orders

hybris

www.hybris.com

Functionality	Market Impact
2.812	2.840

Summary

- **Product Reviewed**: hybris Commerce V3.0
- **Delivery Model**: Licensed (priced per CPU), with SaaS and managed services options also available
- **Modules (Optional)**: Product Information Management (PIM) Suite, Print Suite, Order Management, Call Center

- **Sample Client List**: Toys "R" Us, Adidas, Reebok
- **Software Partners**: Endeca, Avail, Omniture, Celum, werkII
- **System Integrators**: Arvato, Javelin, Lbi, Sapient, Unic

Positives

- Strong B2C and B2B capabilities
- Solid technical architecture, all residing on single technology stack
- Clients are easily able to establish multi-country sites in short time frame with little additional expenditure
- Print management and POS integration provide multi-channel capabilities
- Has 55 partners worldwide

Challenges

- Limited North American presence (though hybris recently announced nearly exclusive reselling partnership with Endeca for U.S. market to address this challenge)
- Some reference accounts report issues with implementations and integrations

IBM
www.ibm.com

Functionality	Market Impact
3.084	3.236

Summary

- **Product Reviewed**: WebSphere Commerce V6.0 Feature Pack 4
- **Delivery Model**: Licensed (priced per 100 PVUs, where 100 processor value units = 1 CPU)
- **Modules (Optional)**: WebSphere Commerce Gift Center, WebSphere Commerce Sales Center, WebSphere Web Content Management, WebSphere OmniFind, IBM InfoSphere MDM Server for Product Information Management, IBM Lotus Connections
- **Sample Client List**: Staples, Sears, Sony
- **Software Partners**: Adobe Scene 7, BazaarVoice, Coremetrics, CommercialWare (MICROS), CrossView POS, Ingram Micro, Kana, Omniture, PayPro, Simply Retail Solutions POS, Tacton, Taxware
- **System Integrators**: Accenture, Alpine, Ascendent, BlueSky Technology Partners, Briteskies, CDS Global, Cognizant, CrossView, Deloitte & Touche, Edgebound, eGlobal Solutions, En Technologies, Haverstick Consulting, Hitachi Consulting, IBM Global Business Solutions, Infosys, Miracle Software Systems, Netsphere Strategies, New Madison Ave, Perficient, Red Baritone, Rosetta (acquired Brulant), Salmon, Sapient, Shared Vision, Simply Retail Solutions, Sirius Computer Solutions, Sogeti, SysIQ, Trifecta Technologies, Ultramatics, US Internetworking, Wipro, Zobrist Consulting Group

Positives

- Overall market leader
- Exceptional multi-site capabilities for deploying multi-brands and microsites via Extended Site functionality
- Robust international capabilities
- Highly functional B2B capabilities along with robust B2C e-commerce functionality
- WebSphere is breaking away from its highly-functional-but-not-sexy-enough image, with its Web 2.0 model store that offers RIA-based single page checkout and other widgets out of the box
- Mature and stable platform

Challenges

- Expensive to implement and maintain
- If considering full e-commerce suite, potential clients need to cautiously consider IBM's order management and call center solutions, as they offer only very limited functionality. Third-party products will likely be required unless needs are very basic

iCongo
www.icongo.com

Functionality	Market Impact
2.712	2.720

Summary

- **Product Reviewed**: ICE3 Online E-Commerce Platform V8.0
- **Delivery Model**: Licensed (bundled pricing based on modules purchased), with managed services available
- **Modules (Standard)**: Content Management System, Marketing and E-mail Campaign Systems, Order Management, Call Center/CRM, Distribution/Fulfillment, Cross-Channel Retail, In-Store Order and Fulfillment (Note: All modules can be included as part of negotiated suite price)
- **Sample Client List**: Aldo Shoes, Lord and Taylor, Select Comfort
- **Software Partners**: MyVirtualPaper, QAS, Savvis Communications, Akamai, Chase Payment Tech, CyberSource, Moneris, First Data, Paypal, Bill Me Later, Ernex, PowerReviews
- **System Integrators**: n/a

Positives

- Has both B2B and B2C capabilities, including order management, cross channel, CRM, and call center
- Can perform rapid implementations
- Order management system allows for greater out-of-the-box, easier-to-implement cross-channel capabilities, such as store fulfillment of e-commerce orders or fulfillment to multiple locations

Challenges

- Reported concerns over quality of support and service

Intershop

www.intershop.com

Functionality	Market Impact
2.448	2.544

Summary

- **Product Reviewed**: Intershop Enfinity Suite V6.3
- **Delivery Model**: Licensed (typically priced per CPU, but pricing also available based on percent of order volume), with managed services available
- **Modules (Standard)**: Consumer Channel, Content Management, Intershop Configurator, Intershop Call Center, Intershop Return Management
- **Modules (Optional)**: Intershop Advanced Search engine, Intershop Advanced Recommendation Engine, Intershop Product Advisor

- **Sample Client List**: Swarovski, Sun Microsystems, Navteq
- **Software Partners**: Omikron Search Engine, FAST Search, Prudsys Recommendation Engine, Avail Intelligence, Heiler Product Information System, Novomind Marketplace Integrator, eCircle—newsletter, Tacton—Configurator, Adobe Scene 7, WebTrends, Paypal, Paynova, Saferpay
- **System Integrators**: Crimsonwing, Eperium, GETIT, HP-EDS, Softlab, Softlution, Sonata, SysIQ

Positives

- Strong B2B capabilities in addition to B2C functionality
- Clients report excellent base support from Intershop
- Clients report high value for investment in the platform
- Experience from B2B implementations, diverse customer base, and flexible framework provide foundation for complex functionality and scenarios, such as complicated configurators
- Community and Web 2.0 features to support discussion boards and forums, user profiles, online communities, and reviews and ratings

Challenges

- Its German HQ location and B2B roots put Intershop out of mind for many North American B2C retail platform opportunities (the majority of U.S. implementations are B2B, but globally the majority of customers are B2C)
- Platform lacks creative content capability, with website creative development requiring assistance from interactive agencies or in-house resources
- Managed services resources may not be mature enough for demanding platform environments

Onestop Internet
www.onestop.com

Functionality	Market Impact
2.388	2.224

Summary

- **Product Reviewed**: Onestop Internet Ecommerce Platform
- **Delivery Model**: Full service with revenue share. SaaS model available
- **Modules (Standard)**: Customer Care/CRM, Order Management/Fulfillment, Product Information Management, Marketing and Email Campaign Systems, Analytics Reporting, Digital Photography

- **Sample Client List**: 7 For All Mankind, lululemon athletica, True Religion Brand Jeans
- **Software Partners**: Omniture, Certona, Exact Target, Allurent, SLI Systems, Google Affiliate Network (GAN), Power Reviews, E4X, Edgecast, PayPal, McAfee, Pipit Interactive
- **System Integrators**: n/a

Positives

- Relatively feature- and function-rich platform for a small full-service shop
- Industry focus on fashion apparel
- Some enhanced functionality by OEM relationships (e.g., Certona product recommendations are inherent in the Onestop platform)
- No upfront development or implementation fees
- Rapid implementation possible

Challenges

- Limited international capabilities (does not support VAT)
- Limited cross-channel capabilities (no in-store pickup)
- Onestop did not provide financial performance information. AMR Research is unable to verify the financial viability of this company

Sterling Commerce
www.sterlingcommerce.com

Functionality	Market Impact
2.634	2.474

Summary

- **Product Reviewed**: Sterling Multi-Channel Selling V8.5
- **Delivery Model**: Licensed, with managed services available
- **Modules (Optional)**: Sterling Catalog and Offer Management; Sterling Configure, Price, Quote; Sterling Call Center; Sterling Store Sterling Order Management (Note: Optional modules sold in solution bundles: Multi-Channel Selling and Multi-Channel Fulfillment, both part of Sterling Selling and Fulfillment Suite)
- **Sample Client List**: Cengage Learning, Best Buy, Boston Market
- **Software Partners**: ChoiceStream, RightNow, Salesforce.com, HP/EDS, Cognos (IBM)
- **System Integrators**: Accenture, Cognizant, CSC, Deloitte Consulting, EDL Consulting, IBM Global Services, Infosys, TCS, Wipro

Positives

- B2B and B2C offerings
- Cross-channel capabilities are widely available because of interfaces and experience from order management capabilities
- Good integration with back-end SCM/ERP systems
- Clients report responsive and capable technical support
- Some Web 2.0 features now available on the platform

Challenges

- Although Sterling has branded its platform "Sterling Multi-Channel Selling," which incorporates its best-in-class order management system, its base e-commerce platform lacks B2C client base and focus
- Scalability and performance issues with platform

Venda
www.venda.com

Functionality	Market Impact
2.654	2.954

Summary

- **Product Reviewed**: Venda Enterprise V5.3
- **Delivery Model**: SaaS, or fixed monthly pricing plus flat-fee per transaction
- **Modules (Standard)**: Order Management, Fraud Management, Call Center Toolset, Advanced Search, Guided Navigation, Rules-Based Merchandising, Venda Imageware, Venda Flash Merchandising, Venda Behavioral Merchandising
- **Sample Client List**: Urban Outfitters (UK/EU), TK Maxx, Lilly Pulitzer
- **Software Partners**: PowerReviews, Google Analytics, Omniture, Coremetrics, Bazaarvoice
- **System Integrators**: n/a

Positives

- Simple, transparent pricing model
- Clients report value for service and platform the monthly fees expended
- No upfront implementation cost
- Basic order management system is included in platform and pricing
- Now has a U.S. Data Center through Savvis, which should improve concerns about response time for U.S.-based shoppers. Until this year, Venda only had one data center in the UK

Challenges

- While Venda currently services sales support for 11 countries, multi-country operators may have a difficult time maintaining product data in Venda Control Panel
- While customers report general responsiveness to base technical issues, project work can be delayed because of backlog

Appendix A: E-commerce platform delivery options

E-commerce platform delivery options

Independent Efforts
High retailer involvement,
low vendor involvement

Dependent Efforts
Low retailer involvement,
high vendor involvement

Custom → Licensed → Managed Services → SaaS → Full Service

Source: AMR Research, 2009

Table 2: E-commerce platform delivery options—definitions

Delivery Options	Definition
Custom	Applications and services are developed entirely by the retailer or a third party to the retailer's specifications. Application is owned by the retailer and is not commercially available for license to other retailers. The retailer or third party is responsible for ongoing maintenance, enhancements, and problem resolution.
Licensed	Applications are licensed for usage from an ISV. The retailer typically pays a one-time license fee and annual maintenance fees, which provide ongoing enhancements, bug fixes, and patches. Licensed applications are supported on hardware platforms operated by the retailer or outsourced to a provider selected by the retailer.
Managed Services	The retailer pays a third party, often the license ISV, to host e-commerce applications. The managed service provider takes responsibility for installing software, hardware, and upgrades, working to achieve a negotiated SLA. Managed services can support either custom or licensed applications
Software as a service (SaaS, but also known as hosted, on demand, or cloud)	The retailer pays for the usage of applications from a SaaS provider. SaaS providers offer either hosted e-commerce solutions only, or can be an ISV that also provides managed services for its licensed applications as a deployment option. In both managed services and SaaS options, the retailer typically takes responsibility for customization, loading and maintaining the data, reporting and analytics, campaign development, and delivery.
Full Service	The service provider takes full responsibility for all e-commerce software/service requirements, including hosting, development of applications, customization, loading of data, generation of reports and analytics, and any other technical or business management required to run the e-commerce environment.

Source: AMR Research, 2009

AMR Research