

Digital Transformation Target Platforms

Strategic capabilities to rapid evolve, accelerate, and sustain digital business

2024 CONSTELLATION SHORTLIST

The Constellation ShortList™ presents vendors on 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

A digital transformation target platform is an enterprise-class suite of technology capabilities aimed at addressing most of the needs of organizations that are reorganizing around strategic new digital products and services. Such target platforms provide robust and mature primary technologies for the public cloud as well as higher-order cloud services, including support for digital business models such as e-commerce, subscriptions and open APIs. Digital transformation target platforms form a top-to-bottom digital business stack, along with a clear proven path from strategy and transformation to migration and operations.

Solution must also help with delivering customer experience in the target platform to reflect the top priority that most CxOs currently have placed on modernizing their market-facing digital capabilities.

These platforms differentiate from a pure-play enterprise public cloud platform or a managed cloud service by providing digital business transformation capabilities such as industry accelerators, digital business reference models/blueprints, low-code support, business models-in-a-box, design thinking support, migration tools/services and other means of enabling the overall digital transformation process.

These platforms have global presence with regulatory and compliance support across most of the globe. They also have the ability to support the scale and combined transformational/operational needs of enterprise organizations of the largest size and complexity. Included platforms support most of the key emerging technologies enterprises will need to adopt. Examples: Next-gen mobility, advanced analytics, Internet of Things, AI, blockchain and microservices.

LIKE WHAT YOU SEE?

Consider partnering with Constellation Research on your go-to-market-strategy. Email ShortList@ConstellationR.com for more info.

To learn more about Constellation Research Shortlists visit:
www.constellationr.com/ShortList

8 SOLUTIONS TO KNOW

Constellation evaluates more than 35 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.

 **AMAZON WEB SERVICES**
WITH ACCENTURE CLOUD FIRST | CAPGEMINI CLOUD PLATFORM SERVICES | DELOITTE CLOUD SERVICES | PWC CLOUD TRANSFORMATION

 **GOOGLE CLOUD**
WITH ACCENTURE CLOUD FIRST | CAPGEMINI CLOUD PLATFORM SERVICES | DELOITTE CLOUD SERVICES | PWC CLOUD TRANSFORMATION

 **HPE GREENLAKE**
HPE SERVICES | DELOITTE HYBRID CLOUD

 **MICROSOFT AZURE**
WITH ACCENTURE CLOUD FIRST | DXC CLOUD PLATFORM SERVICES | CAPGEMINI CLOUD PLATFORM SERVICES | DELOITTE CLOUD SERVICES | PWC CLOUD TRANSFORMATION | KPMG POWERED ENTERPRISE

 **ORACLE CLOUD**
WITH KPMG POWERED ENTERPRISE | DELOITTE CLOUD SERVICES

 **OUTSYSTEMS CLOUD**
WITH ACCENTURE OUTSYSTEMS COE | KPMG INDIA

 **SALESFORCE CLOUD**
WITH ACCENTURE SALESFORCE BUSINESS GROUP | DELOITTE SALESFORCE SERVICES

 **SAP BUSINESS TECHNOLOGY PLATFORM**
WITH SAP APPHAUS | HPE SERVICES | DXC CLOUD PLATFORM SERVICES

THRESHOLD CRITERIA

Constellation considers the following criteria for these solutions:

- Mature enterprise-class public cloud capabilities (IaaS, PaaS, SaaS, managed services)
- Helps realize digital business models, customer experience and operations
- Supports the digital transformation process directly in a meaningful way
- Focuses on business outcomes as much as technology transformation
- Regularly incorporates contemporary emerging technologies
- Tends to favor open source and open standards
- Production scalable and secure on more than three continents
- Supports global data protection standards
- Ability to help manage and control cloud operating costs
- Vendor offering maturity, stability and industry staying power

BUSINESS THEMES



Marketing Transformation



Matrix Commerce



New C-Suite



Data-to-Decisions



Technology Optimization

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.



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Dion Hinchcliffe is Vice President and Principal Analyst at Constellation Research. He covers leadership strategies for The New C-Suite, Digital Workplace, and Internet of Things (IoT). Hinchcliffe is an internationally recognized business strategist, bestselling author, enterprise architect, industry analyst, and noted keynote speaker. He is widely regarded as one of the most influential figures in digital strategy, the future of work, and enterprise IT. At Constellation, Hinchcliffe advises senior executives and top industry vendors on the strategies necessary to confront change and thrive in the digital era.

