

# Campaign to Commerce: All -In-One-Commerce Clouds

AI Driven Matrix Commerce™ Will Transform Commerce

## 2025 CONSTELLATION SHORTLIST

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 THIS 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.

All-in-one commerce solutions deliver a full stack of technologies required to deliver end-to-end commerce for both the business-to-business (B2B) and business-to-consumer (B2C) markets. Constellation estimates the market for Matrix Commerce solutions will reach \$18.2 billion by 2030.

### LIKE WHAT YOU SEE?

Consider partnering with Constellation Research on your go-to-market-strategy. Email [ShortList@ConstellationR.com](mailto:ShortList@ConstellationR.com) for more info.

To learn more about Constellation Research Shortlists visit:  
[www.constellationr.com/ShortList](http://www.constellationr.com/ShortList)

### 5 SOLUTIONS TO KNOW

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.

-  **ADOBE COMMERCE CLOUD  
(INCLUDING MAGENTO  
COMMERCE)**
-  **HCLSOFTWARE COMMERCE**
-  **OPTIMIZELY**
-  **SALESFORCE COMMERCE  
CLOUD**
-  **SHOPIFY**



## THRESHOLD CRITERIA

Constellation considers the following criteria for these solutions:

- Have more than 100 active customers.
- Support North America or EMEA and one other geographic region.
- Have ubiquitous channel delivery
- Make multiple stakeholder access possible
- Enable a consistent brand experience
- Give customers the ability to select the right product or service
- Have quantity controls
- Have quality controls
- Have pricing controls
- Supply from agreed-upon sources
- Offer 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
- Offer efficient collection and settlement capabilities
- Handle returns via any channel
- Address warranty claims against defects
- Accommodate repairs or replacements
- Meet agreed-upon service contracts
- Offer configurable journeys
- Offer machine learning and artificial intelligence prediction of next best action
- Offer multitenant cloud delivery
- Use microservices architecture

## BUSINESS THEMES



Matrix Commerce

## 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.



**R "Ray" Wang**  
Founder & 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.

