

Digital Commerce Services 2024-2025 Market Insights™ Excerpt

Enhancing omnichannel commerce
through supply chain optimization
and composable architectures

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Key enterprise digital commerce services trends shaping the market

The adoption of composable architecture is on the rise to modernize commerce

- Enterprises are utilizing microservices-based, API-first, and cloud-native solutions to improve the time to market for new features, offer differentiated digital experiences, reduce the TCO, and improve customer experience.
- They are embracing Gen AI across the commerce value chain, primarily to simplify product listings, optimize supply chain and inventory management, and offer personalized customer service and shopping experience.

Manufacturing, retail, and high-tech are the top three industries showing traction

- Manufacturers focus on implementing a D2C commerce platform, modernizing supply chains, and improving predictive maintenance. Retail and CPG enterprises are leveraging next-generation commerce, such as social and immersive commerce, last-mile delivery optimization, and enabling various payment methods.
- High-tech enterprises are streamlining the pricing and quoting processes and implementing self-service channels and personalized offerings for partners.

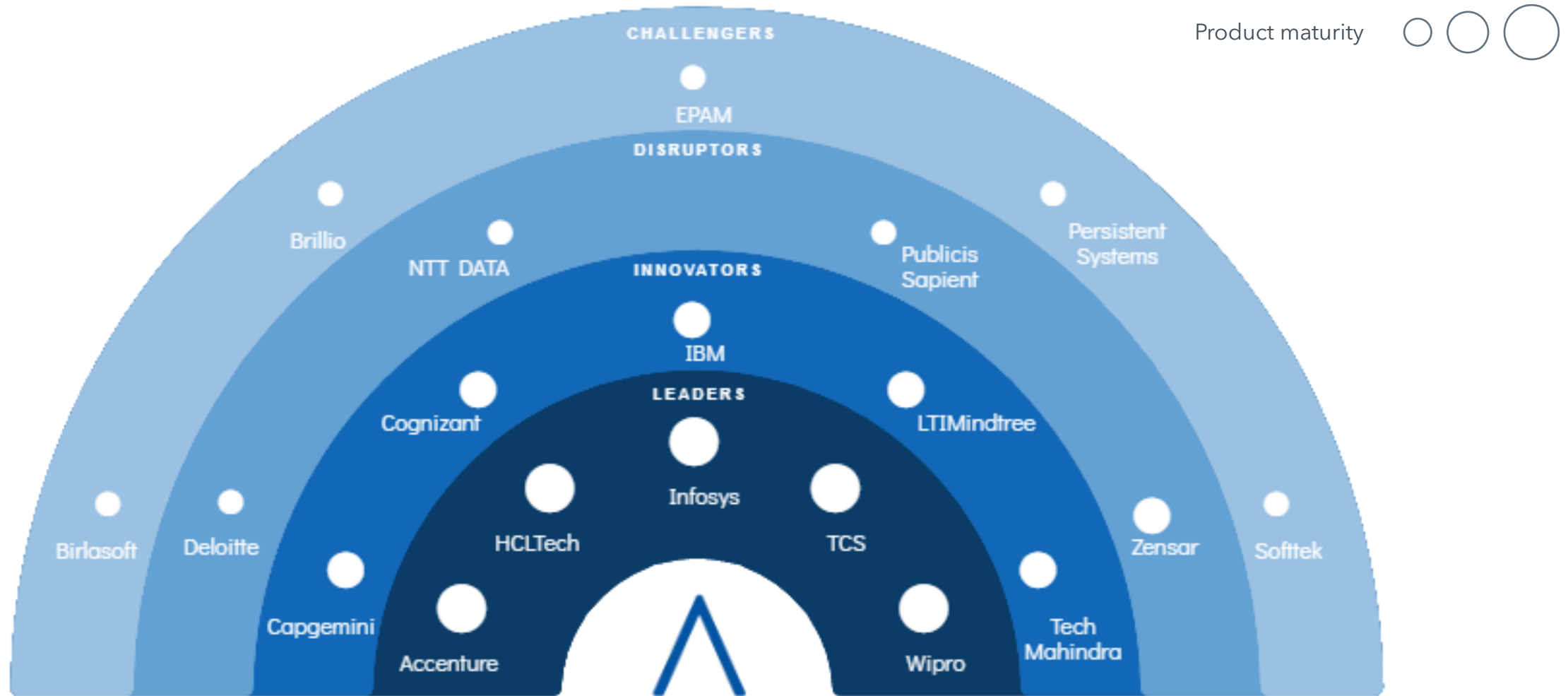
Enterprises are embedding commerce throughout the customer journey

- Customers conduct transactions across multiple channels. As a result, enterprises are incorporating transaction functionality across sales, service, and marketing touchpoints to enable smooth and easy purchases at every point of customer interaction.
- Enterprises empowering customer service agents with order-on-behalf-of capabilities, utilizing shoppable social media posts, enabling sales reps to initiate customer communication and orders, and facilitating sales through field technician interactions.

Omnichannel order management for operational efficiency and improved customer experience

- Enterprises are adopting different omnichannel order management strategies, such as implementing a unified commerce platform, flexible fulfillment options, and creating a single view of customers and real-time inventory visibility.
- These strategies enable centralized management of all sales channels, improve inventory management, operational efficiency, customer convenience and satisfaction, sales opportunities, and reduce shipping time and costs.

Avasant recognizes 19 top-tier providers offering digital commerce services



The adoption of composable architecture is on the rise to modernize commerce

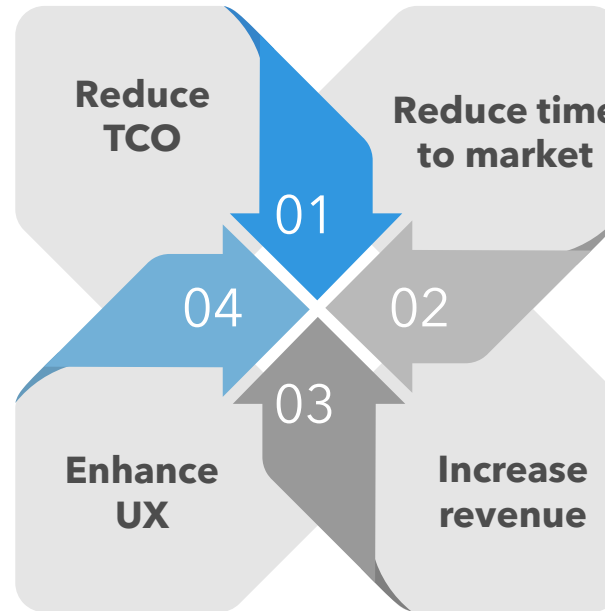
Enterprises are utilizing APIs and cloud-based infrastructure to revamp commerce solutions, improving the shopping experience, increasing revenue, and reducing operation costs.

01 CARGO CREW

commercetools implemented a scalable e-commerce solution utilizing Microsoft Azure for the B2B and D2C channels. This helped the client cut development costs by AUD 700K and increase online revenue by 34%.

04 SELLARS

BigCommerce deployed its open API and flexible integration to develop a B2B commerce solution with custom pricing and checkout and dynamic shipping functionality with intuitive UI/UX design. This helped the client simplify the buying process and improve navigation and UX.



02 CAMPARI

IBM created a digital platform using Azure Cloud and merged multiple content management platforms to efficiently manage separate websites dedicated to Campari's numerous brands. This reduced the time taken to launch new brand websites by 50%.

03 PRADA Group

Accenture implemented a composable commerce platform to enhance the checkout experience and increase cross-channel purchases. This enhanced the visibility of inventory in both stores and warehouses and increased online revenue by 15%.

Enterprises are utilizing Gen AI across the digital commerce value chain

They are utilizing Gen AI to simplify product listings, enable quicker decision-making, automate logistics management, optimize goods distribution, and assist customers in shopping.



Sellers



Belk utilized Vertex AI to build a Gen AI application to offer better and more consistent product details and descriptions for its website and marketing channels. This helped the retailer to maintain consistent messaging across all its content.



Platforms



BMW created a new platform that uses Gen AI for decision-making. It optimizes supply chain processes by answering inventory and logistics questions and provides real-time customer insights to optimize campaigns.



Warehouse



C.H. ROBINSON

C.H. Robinson leverages Gen AI to automate logistics management processes such as automatically responding to email quote requests from shippers to improve response time and help staff focus on upselling and troubleshooting.



Distribution



UPS is utilizing digital twins and Gen AI to simulate various scenarios within the logistics network. This helps with predictive maintenance, optimized routing, and real-time problem-solving to improve efficiency and customer experience.



Consumer



mastercard

Mastercard, in partnership with Databricks, launched a Gen AI-powered digital assistant with a human-in-the-loop approach for customer onboarding. The tool answers customer's critical queries and allows faster time to market.

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