Everest Group PEAK Matrix® for Digital Experience Platform (DXP) Vendor Providers 2021

Focus on Adobe

August 2021

Background of the research

The world is becoming more digital as we speak, opening up multiple avenues for enterprises to tap in a customer's journey. This coupled with a rising digital native population that demands a seamless and innovative experience underpinned by emerging technologies is forcing enterprises to up their Digital Interactive Experience (DIX) game. In this era, excelling at digital experiences is no longer a differentiator but a must-have capability for enterprises. Digital experience now forms the backbone to business continuity and has also become a key enabler for growth.

For enterprises to offer real-time comprehensive, hyper-personalized, and channel agnostic experiences, they need all the quintessential capabilities (content management, digital commerce and brand engagement) under one interoperable and integrated umbrella we call a Digital Experience Platform (DXP). In addition to this, given the importance of customer data to drive these experiences and the rising importance of first-party cookies, the definition of DXP is evolving to incorporate holistic data management capabilities in the form of a Customer Data Platform (CDP).

As the demand for DXP is increasing and the market is becoming more established, the next wave of innovation and advancement in the DXP will be driven by a composable, open, and API-first solution that has a strong community support behind it.

In this research, we present an assessment and profiles of DXP vendors that have been featured on the DXP products PEAK Matrix®. Each vendor profile provides a window into its key strengths and areas of improvements across parameters that include but are not limited to focus, platform capabilities, and case studies. The assessment is based on Everest Group's annual RFI process for calendar year 2021, interactions with leading DXP vendors, client reference checks, and an ongoing analysis of the DXP market.

This report includes the profiles of the following 11 leading DXP vendors featured on the DXP PEAK Matrix:

- **Leaders:** Adobe, Acquia, HCL Software, and Sitecore
- **Major Contenders:** Liferay, Optimizely, Oracle, Progress, and Salesforce
- **Aspirants:** Bloomreach and Pimcore

Scope of this report:

Geography
Global

Service providers
11

Services
Digital experience platform

Digital Experience Platforms: Definitional Framework

Digital touchpoints

Mobile/tablets	Wearables	Desktop	Connected home devices	Chatbots	In-store devices

DXP modules

Content Management System (CMS)	Content creation	UI/UX	Version control
	SEO/SEM	Publishing	Digital asset management
Brand engagement	Marketing	Advertising	CRM services
	Sales	Stakeholder experience management	Product experience management
Digital e-commerce	Order management	Payment integrations	Product information
	Merchandising	Online platform management	Catalog management

Developer experience | API integration | Collaboration tools

Supporting activities

Tech enablers

Automation	Cloud	IoT	AI	Data management	Analytics	AR/VR

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DXP products PEAK Matrix® characteristics

Leaders:

Adobe, Acquia, Sitecore, and HCL Software

- Leaders have showcased end-to-end fully-integrated DXP solutions with advanced capabilities across the three main modules of CMS, digital commence, and brand engagement to activate all the elements across a customer's journey. These players also have the highest brand recall and recognition among clients
- Leading players offer comprehensive data management and governance capabilities such as data migration, solutions to activate first-party data, and an integrated CDP
- In addition to enhancing customer experience, leading players are also focusing on activating employee experience and partner experiences in the wake of the pandemic
- These players have substantial community support for their offerings, which is an extremely critical component of product support for clients
- The leaders are taking the first step toward verticalization by building contextualized solutions or modifying existing solutions to include industry-specific nuances to cater to specific industries better

Major Contenders:

Liferay, Optimizely, Oracle, Progress, and Salesforce

- Most of the Major Contenders have developed specialization in one or two modules of a standard DXP and are currently ramping up their capabilities across the third module
- Major Contenders offer a relatively higher number of third-party integrations with complementary technology products of other vendors, making it easier for clients to integrate products of their choosing increasing the extendibility of the platform
- Most of these players have a sizeable number of implementation and strategy partners, giving its clients a large pool of implementation and strategy partners to choose from

Aspirants:

Bloomreach and Pimcore

- Aspirants have relatively nascent offerings around one or more modules of the DXP. In addition to this, they have a relatively smaller number of implementation and consulting partnerships that hinder their adoption on a truly global scale
- These players offer a competitive price point to the market and are known to have higher commercial flexibility that appeals to the clients
- These players have developed a niche with respect to a particular industry or have a consolidated footprint across one specific geography
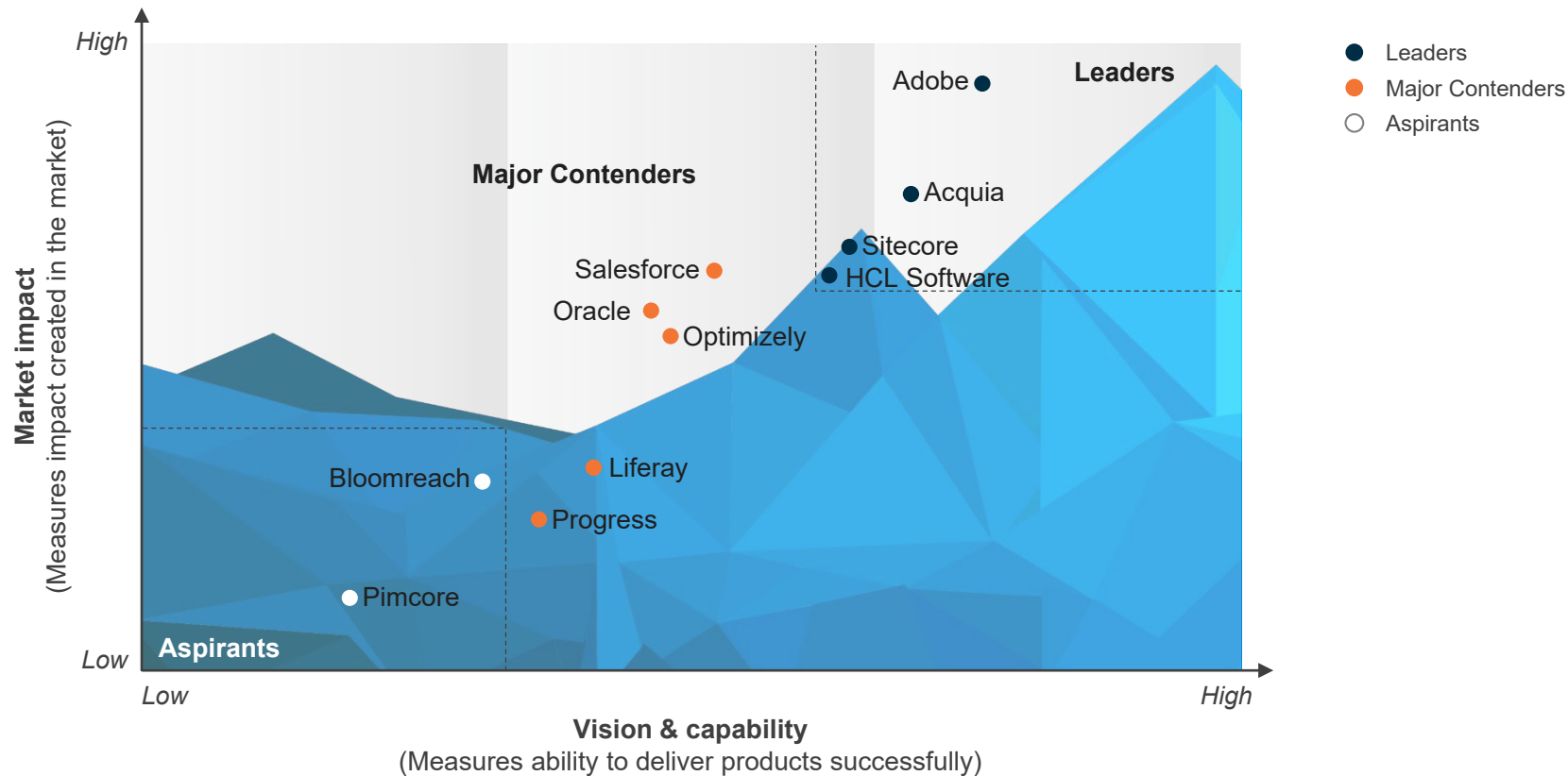
Everest Group PEAK Matrix®

Digital Experience Platform (DXP) Products PEAK Matrix® Assessment 2021 | Adobe positioned as Leader

Everest Group Digital Experience Platform (DXP) Products PEAK Matrix® Assessment 2021[1,2]

Legend:
- ● Leaders
- ● Major Contenders
- ○ Aspirants

Y-axis: **Market impact** (Measures impact created in the market) — Low to High

X-axis: **Vision & capability** (Measures ability to deliver products successfully) — Low to High

Leaders: Adobe, Acquia, Sitecore, HCL Software

Major Contenders: Salesforce, Oracle, Optimizely, Liferay, Progress

Aspirants: Bloomreach, Pimcore

1   Assessment for Adobe, Oracle, and Salesforce is based on partial inputs from the vendor and is based on Everest Group's estimates that leverage its proprietary data assets, vendor public disclosures, and interactions with DXP buyers
2   Assessment for Acquia, Bloomreach, Liferay, Optimizely, and Sitecore excludes vendor inputs on this particular study and is based on Everest Group's estimates
Source: Everest Group (2021)

Adobe | DXP profile (page 1 of 5)
Everest Group assessment – Leader

Measure of capability: ◔ Low ● High

	Market impact				Vision & capability				
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Technology capability	Flexibility & ease of deployment	Engagement and commercial model	Support	Overall
●	●	◕	●	●	●	◑	◑	◔	◕

Strengths

- Adobe's experience cloud offers a well-rounded and robust CMS module replete with an array of functionalities spanning the entire content life cycle that help create seamless cross channel experiences and support for content governance

- With the acquisition of Workfront, Adobe has enhanced its marketing automation capabilities (orchestrating marketing workflows)

- Adobe is leveraging its Adobe Sensei capabilities to embed AI across its DXP modules such as content recommendations, RoI tracking for initiatives, and predictive account scoring and lead qualification

- As a part of its DXP offering, Adobe has launched a real-time Customer Data Platform (CDP) that operates on first party data

- Adobe brings with itself a broad portfolio of partners that include global SIs, design agencies, and niche vendors, giving its clients a large pool of implementation and strategy partners to choose from

Limitations

- Adobe suffers from limited capabilities and support for integration with complementary technology products of other vendors, which can act as a deterrent for clients looking for quick integration with their existing business applications

- Enterprise clients have voiced a need for improved after sales support, change management, and training. Clients have expressed a low ease of use for first time users, which results in a longer learning curve and translates into delayed results

- Enterprise clients have indicated that Adobe should enhance its low-code/no-code or capabilities or drag and drop functionalities across different modules of the platform to empower the business users.

- Adobe operates at a premium pricing point in the market, which proves to be a high entrance plank for smaller enterprises

Adobe | DXP profile (page 2 of 5)
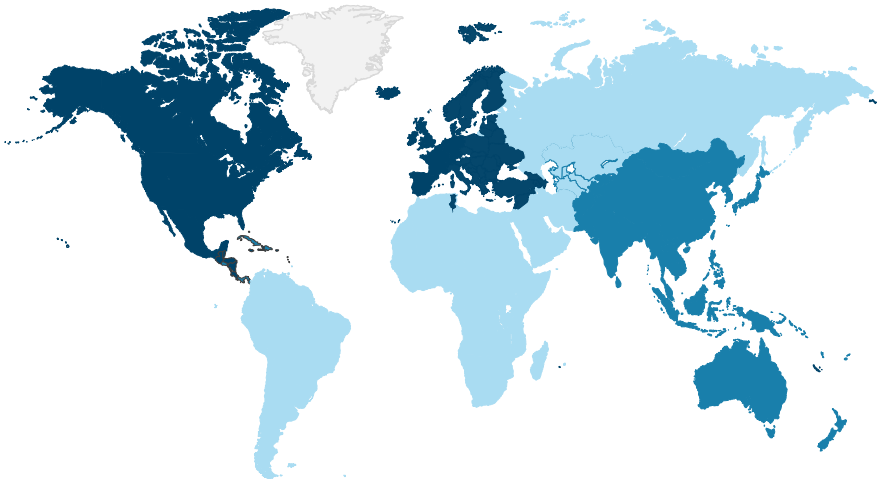## Overview

DXP vision

Adobe aims to help its customers by transforming communications into engaging experiences by reorganizing how the enterprises engages with customers, employees, and partners in different ways. It aims to aid enterprises in their quest to anticipate and adapt to their customers' ever-changing expectations with real-time data, AI-driven scalable personalization, and every-channel delivery from a single platform.

Overall DXP revenue (2021)

<US$200 million	US$200-500 million	US$500 million-1 billion	>US$1 billion
			>US$1 billion
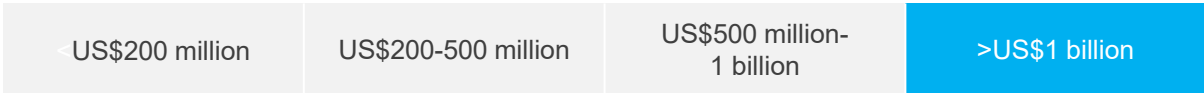
Adoption by geography

■ High (>20%) ■ Medium (10-20%) ■ Low (<10%)

DXP being assessed	Adobe Experience Cloud

Adoption by industry		
	■ High (>20%) ■ Medium (10-20%) ■ Low (<10%)	
BFSI		Media & entertainment
Electronics, hi-tech, and technology		Public sector
Energy & utilities		Retail, distribution, and CPG
Healthcare & life sciences		Travel & Transport
Manufacturing		

Source: Everest Group (2021)

Adobe | DXP profile (page 3 of 5)
Case studies

Case study 1	Optimizing customer data to power marketing initiatives and deliver real-time personalized experiences

Client: An American online travel company

Business challenge

- The client wanted to optimize its ability to collect, unify, and activate information to create real-time personalized experiences across its marketing touchpoints
- The client also wanted to leverage its data to power faster, actionable insights based on customer behavior and attributes.

Solution

- The client leveraged expansive consumer data sets to power AI-based analysis to deliver deep-data insights for marketing execution
- It also deployed real-time customer profiles with more than 2,900 attributes to drive personalization at scale
- As a specific use-case, Adobe also helped the client analyze behavioral data to drive response to COVID-19

Impact

- Significantly decreased time to insights & value through customer behavior / attribute analysis
- Increased conversions & revenue with greater speed & efficiency compared to pre-platform
- Enabled rapid response to current customer climate, mitigating potential losses while planning for current and future business needs

Case study 2	Delivering an enriched employee experience to a global workforce

Client: A large German airline enterprise

Business challenge

The client needed to connect 125,000 global employees to critical company information, communications, systems, and digital business processes.

Solution

- It extended its existing digital experience delivery investments with Adobe Experience Manager, Adobe Analytics, and Adobe Target, which it used for customer-facing mobile and web properties to improve employee experiences
- The client created a single gateway that delivers thousands of pieces of information across intranet, mobile app, and digital signage for all critical employee services
- Adobe helped consolidate the intranet into one platform for simpler user experience and greater self-service. Additionally, it also repurposed news content across the mobile app and digital signage for omni-channel scale

Impact

- 40% scale & agility: 1,500 authors delivering content updates in seconds that used to take many minutes
- Improved employee engagement: customized content, recommendations, and news based on employees' interests, department, and other permissions
- API-based enterprise integrations: over 900 integrated applications provide single, efficient gateway to enterprise resources for employees
- High employee adoption: 840,000 page views per day and 28,000 search requests per day

Adobe | DXP profile (page 4 of 5)
Offerings

Digital Experience Platform modules	
Module	**Details**
Content Management System	• Adobe offers a flexible and comprehensive cloud-native headless CMS solution, underpinned by an integrated digital asset management solution • It offers out-of-the-box components that can be easily integrated, in-context editing with a drag and drop interface, and a responsive web design for delivering streamlined content across devices • It also offers AI-driven capabilities such as auto-text summarization and personalized content recommendations
Brand engagement	• Adobe has built a portfolio of solutions to enhance B2B marketing with solutions such as personalized account-based marketing • Adobe Target offers solutions for A/B testing, multi-armed bandit testing, and multivariate testing to assess and analyze the effectiveness of marketing campaigns • It leverages Adobe Sensei to power AI capabilities for advanced personalisation with solutions such as one-click personalisation, automated offers, and AI-driven recommendations
Digital Commerce	• Adobe offers a robust headless commerce solution with a multi-store solution with integrated B2B and mobile commerce functionality • Its solutions cover the entire commerce value chain including inventory management, order management and fulfilment, and customer account management • It leverages AI to help enterprises create personalized shopping experiences based on intelligent segmentation • It offers integrations with a marketplace of third-party applications and extensions

Additional modules/ features (representative list)	
Module/ feature	**Details**
Customer Data Platform	It offers a real-time CDP that operates on first-party data to create a unified view of the customer and aid personalization at scale. It also helps enterprises activate privacy controls and enact data governance.

Adobe | DXP profile (page 5 of 5)
Partnerships and investments

Partnerships (representative list)	
Partner name	**Details**
Netcentric	Netcentric partnered with Adobe as an Adobe Platinum Solution Partner and delivers scalable Adobe Experience Cloud solutions for long-term brand success.
AWS	Adobe uses AWS to provide multi-terabyte operating environments for products that include the likes of Adobe Digital Marketing Cloud.
4POINT	The partnership enables the 4Point clients to leverage Adobe Marketing Cloud and its core solutions, allowing the clients to design and execute customized strategies and integrated marketing campaigns to suit specific target audiences and customer profiles.

| Acquisitions (representative list)		
Acquiree	**Year of acquisition**	**Details**
Workfront	2020	The Workfront acquisition brings work management capabilities to Adobe Experience Cloud. Adobe will allow customers access to a single system to support planning, collaboration, and governance that can unlock organizational productivity.
Marketo	2018	With the addition of Marketo's capabilities around lead management, account-level data, and multi-channel marketing among others, Adobe significantly strengthened its marketing capabilities.
Magneto	2018	Adobe acquired Magento to augment its capabilities in digital commerce with solutions that include the likes of order management and predictive intelligence to activate digital commence experiences at scale.

Other investments (representative list)	
Investment	**Details**
DXP Investments	The Adobe Experience Platform introduced a new program called Digital Experience Blueprints that helps the customers improve their digital transformation strategy and implementations.

Appendix

Everest Group PEAK Matrix® is a proprietary framework for assessment of market impact and vision & capability

Everest Group PEAK Matrix
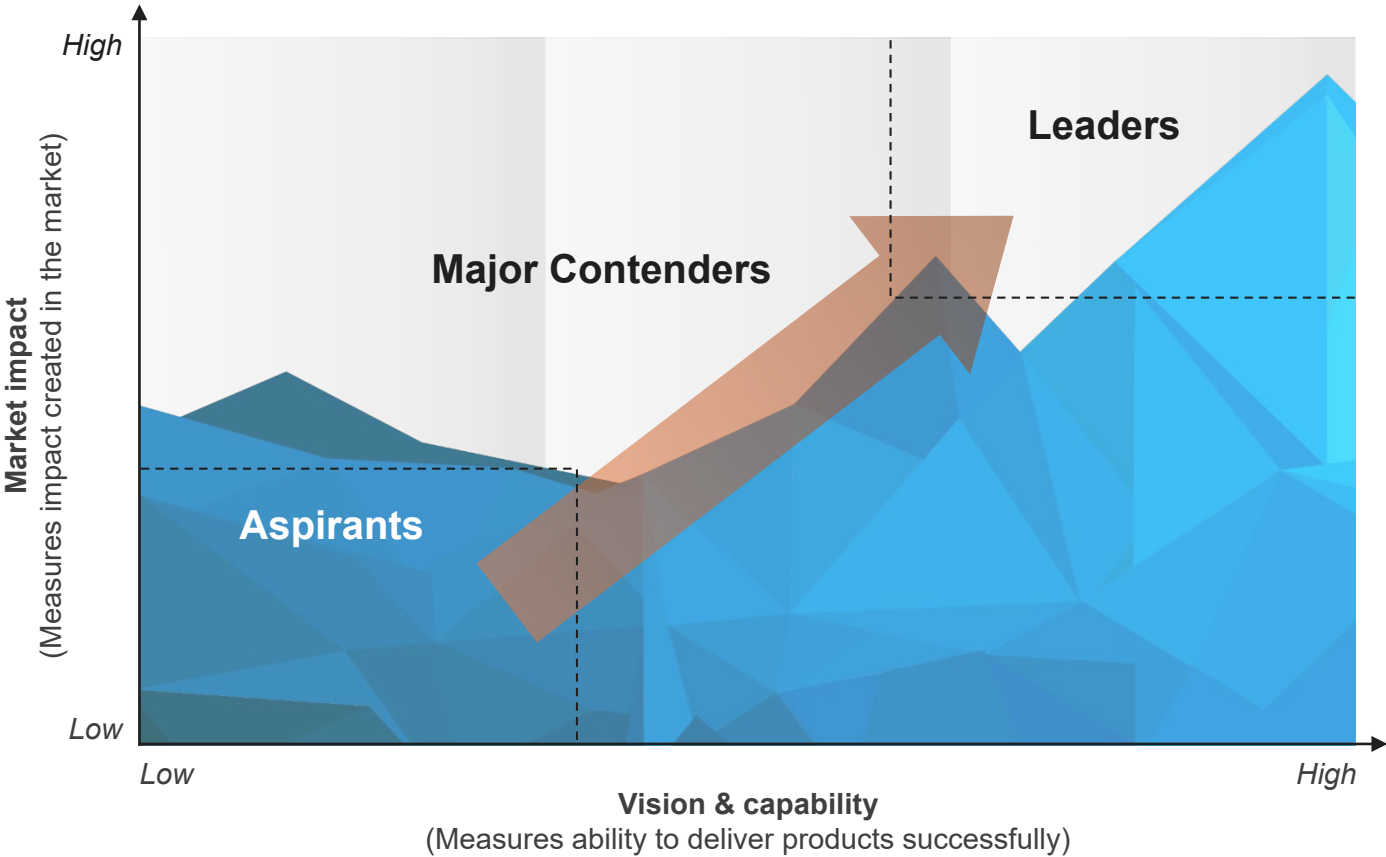
Products PEAK Matrix® evaluation dimensions

Measures impact created in the market – captured through three subdimensions
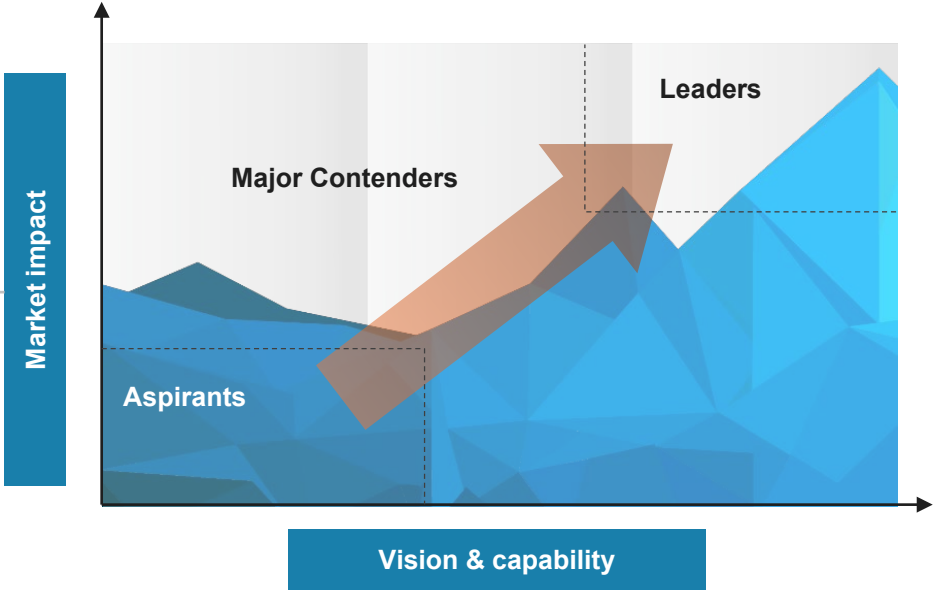
Market adoption

Number of clients, revenue base, and YOY growth

Portfolio mix

Diversity of client base across industries, geographies, environments, enterprise size class

Value delivered

Value delivered to the client based on customer feedback and other measures

Market impact

Leaders

Major Contenders

Aspirants

Vision & capability

Measures ability to deliver products successfully. This is captured through five subdimensions

Vision and strategy	**Technology capability**	**Flexibility and ease of deployment**	**Engagement and commercial model**	**Support**
Vision for the client and itself; future roadmap and strategy	Technical sophistication and breadth/depth across the technology suite	Configurability/customize-ability, hosting and tenancy, integration, governance, and security and compliance	Progressiveness, effectiveness, and flexibility of engagement and commercial models	Training, consulting, maintenance, and other support services

FAQs

Does the PEAK Matrix® assessment incorporate any subjective criteria?
Everest Group's PEAK Matrix assessment adopts an unbiased and fact-based approach (leveraging service provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information). In addition, these results are validated / fine-tuned based on our market experience, buyer interaction, and provider/vendor briefings

Is being a "Major Contender" or "Aspirant" on the PEAK Matrix, an unfavorable outcome?
No. The PEAK Matrix highlights and positions only the best-in-class service providers / technology vendors in a particular space. There are a number of providers from the broader universe that are assessed and do not make it to the PEAK Matrix at all. Therefore, being represented on the PEAK Matrix is itself a favorable recognition

What other aspects of PEAK Matrix assessment are relevant to buyers and providers besides the "PEAK Matrix position"?
A PEAK Matrix position is only one aspect of Everest Group's overall assessment. In addition to assigning a "Leader", "Major Contender," or "Aspirant" title, Everest Group highlights the distinctive capabilities and unique attributes of all the PEAK Matrix providers assessed in its report. The detailed metric-level assessment and associated commentary is helpful for buyers in selecting particular providers/vendors for their specific requirements. It also helps providers/vendors showcase their strengths in specific areas

What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?
- Participation incentives for buyers include a summary of key findings from the PEAK Matrix assessment
- Participation incentives for providers/vendors include adequate representation and recognition of their capabilities/success in the market place, and a copy of their own "profile" that is published by Everest Group as part of the "compendium of PEAK Matrix providers" profiles

What is the process for a service provider / technology vendor to leverage their PEAK Matrix positioning and/or "Star Performer" status ?
- Providers/vendors can use their PEAK Matrix positioning or "Star Performer" rating in multiple ways including:
  – Issue a press release declaring their positioning. See citation policies
  – Customized PEAK Matrix profile for circulation (with clients, prospects, etc.)
  – Quotes from Everest Group analysts could be disseminated to the media
  – Leverage PEAK Matrix branding across communications (e-mail signatures, marketing brochures, credential packs, client presentations, etc.)
- The provider must obtain the requisite licensing and distribution rights for the above activities through an agreement with the designated POC at Everest Group.

Does the PEAK Matrix evaluation criteria change over a period of time?
PEAK Matrix assessments are designed to serve present and future needs of the enterprises. Given the dynamic nature of the global services market and rampant disruption, the assessment criteria are realigned as and when needed to reflect the current market reality as well as serve the future expectations of enterprises

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