IR RESEARCH
INTERNET RETAILER
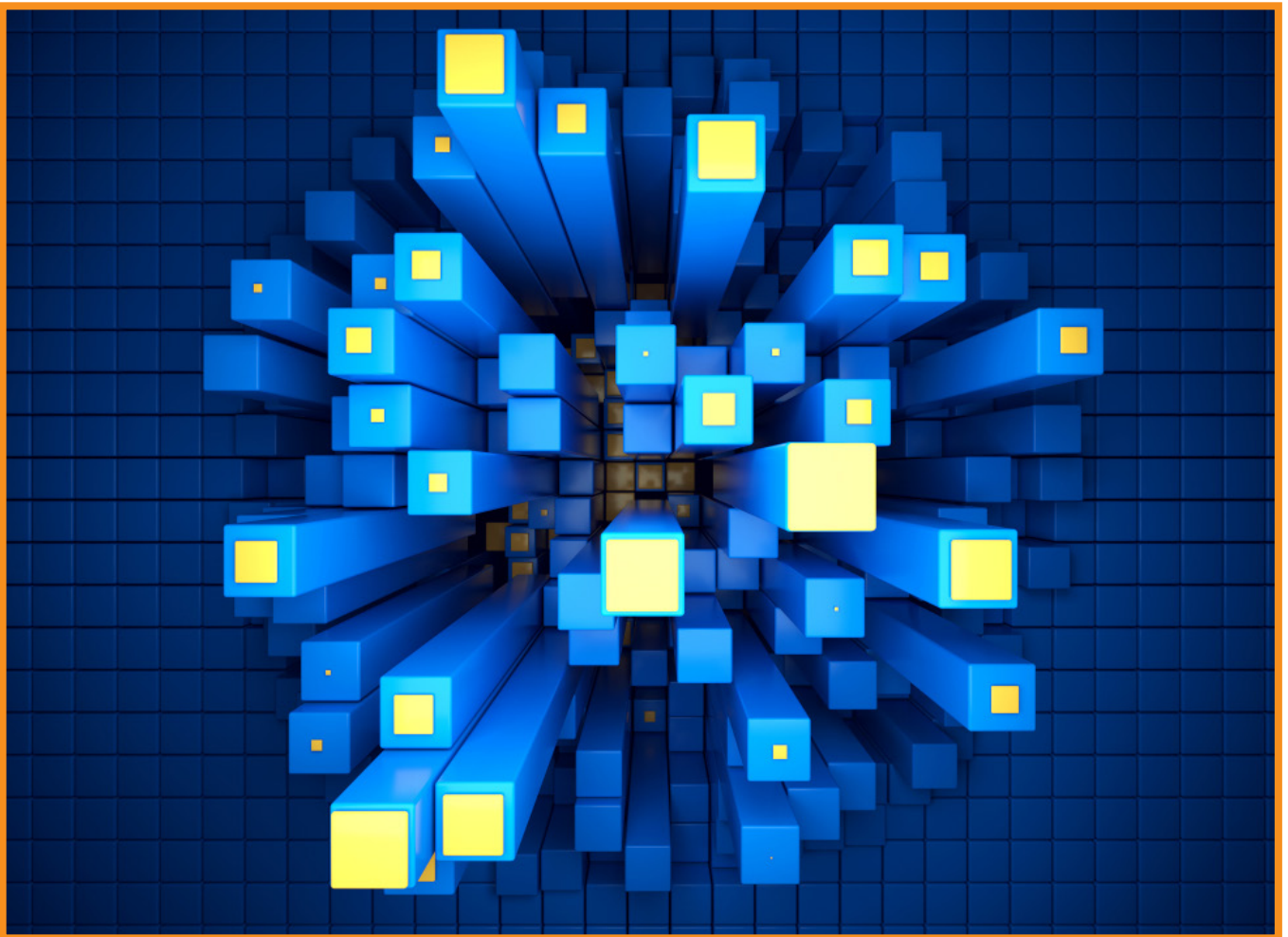### the global leader in ecommerce data

Key findings from the

2019 Guide to Ecommerce Platforms

An analysis of the top ecommerce platform providers serving Top 1000 retailers, with exclusive survey data, case studies and other key findings about today's ecommerce platform landscape.

Sponsored by: **Adobe**

Internet Retailer, a Digital Commerce 360 brand

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INTRODUCTION

THE EVOLUTION OF ECOMMERCE PLATFORMS

Nearly half. 49%, to be precise.

That's the percentage of online retailers that listed ecommerce platforms as a top three investment priority in the coming year, according to an August Internet Retailer survey of 183 retailers. It was the No. 1 response. What's more, 21% of those merchants said they are looking to switch ecommerce platforms over the next 12 months. And, 48% of respondents that had invested in technology over the past year had put money into ecommerce platforms, also the No. 1 answer.

Retailers are investing in platforms because ecommerce sites are arguably the most important technology for online retailers. They are the foundation of an e-retail business. For shoppers, the ecommerce site is the face of a retailer and for merchants,

ecommerce platforms need to be easy to work with, modify and customize. And they need to function—without fail.

More retailers are opting to get help from experts when it comes to ecommerce platforms. For example, only 10% of retailers planning to switch ecommerce platforms expect to build the technology in house. The rest plan to use some sort of vendor option.

In short, there are a lot of businesses that want better ecommerce platforms. Most of those companies want help from pros to build or improve upon what they have. As a result, there are many vendors clamoring for the dollars those retailers intend to spend. Ecommerce platform providers are launching a slew of new services and tools to appeal to online retailers who want help managing this critical piece of

PLATFORMS TOP BUDGET LISTS
Sellers' top ecommerce technology budget priorities over the next year

Ecommerce platform **49.0%**

Social media **32.9%**

Email marketing **28.2%**

Mobile commerce **19.5%**

Search marketing **18.1%**

Content management **16.8%**

Order management **12.1%**

Web analytics **11.4%**

Customer relationship management **9.4%**

Site search **4.0%**

Respondents were asked to name their top three budget priorities. Source: Internet Retailer survey of 183 ecommerce executives, August 2018

their businesses. There's a lot going on in the space and this report aims to guide retailers through it.

In the 2019 Guide to Ecommerce Platforms, we explore how the platform vendor landscape is shifting. This report also explores and clearly defines the recent emergence of "headless commerce," or a microservices approach to building ecommerce sites. It also provides a snapshot of recent product releases from major platform providers. Additionally, this year's guide is chock-full of data, including:

data on pricing, client sales, key new features from platform vendors and a ranking of the top ecommerce platforms by the number of Top 1000 online retail clients they have. And, for the first time, Internet Retailer also conducted an exclusive consumer survey with Bizrate Insights where we asked shoppers about their experiences with mobile and desktop ecommerce sites. The results may surprise you.

Consumers are buying products and services just about everywhere today and merchants want help from ecommerce platform vendors

to capture those sales. Luckily, platform providers are ready and eager to provide new ways to help—and make more money themselves in the process. This report will brief readers on changes in the ecommerce landscape, and highlight some of the new features, services and approaches in ecommerce platform technology. Our goal is to give readers a better understanding of the ecommerce platform market so that they can make more informed decisions when the time comes to invest in their ecommerce platforms.

LATEST TECHNOLOGY ROLLOUTS
Technologies from vendors merchants have implemented over the past year

Ecommerce platform	48.0%		Customer service software	9.5%
Email marketing	35.8%		Cyber security	9.5%
Web analytics	27.7%		Online marketplace management	8.8%
Social media	25.0%		Performance monitoring	8.8%
Online marketing	21.6%		Cloud computing	8.1%
Mobile commerce	18.9%		Data storage	8.1%
Search marketing	18.2%		Personalization	8.1%
Customer ratings and reviews	15.5%		Warehouse management	8.1%
Content management	13.5%		Web server infrastructure	8.1%
Site search	12.8%		Fulfillment/rate management software	6.8%
Order management	11.5%		Product sourcing	4.1%
Fraud prevention	10.8%		Supply chain management	2.7%
Customer relationship management	9.5%			

Source: Internet Retailer survey of 183 ecommerce executives, August 2018

Q&A

An executive conversation with **Peter Sheldon,** senior director commerce strategy, Adobe

Online retail is expanding globally at a fast clip and shows no signs of slowing down. Retailers are doubling down on their ecommerce presence as the primary driver of revenue growth over the next decade. To discuss how an ecommerce platform is a critical component within this strategy, Internet Retailer spoke with Peter Sheldon, senior director commerce strategy at Magento Commerce, a part of Adobe Experience Cloud.

What are some ecommerce platform trends retailers should have on their radar?

We are finally at a tipping point where mobile visits significantly exceed desktop for most retailers, and mobile revenue is very close to overtaking desktop revenue. Progressive web apps (PWAs), which use modern capabilities to deliver app-like website experiences on mobile devices, are critical to ensuring fast shopping experiences that convert as well as on desktop. Migrating from today's standard of responsive web design mobile sites to tomorrow's PWA experiences should be a priority for retailers.

What challenges are they facing?

As platforms have become more commoditized and ubiquitous, many retailers find themselves feeling "stuck" in the status quo, delivering a templated experience that offers little differentiation from their competitors. Today, retailers must have the flexibility to innovate at their own pace and create highly differentiated buying experiences that fit their brand profile. They need an agile and integrated platform that allows them to do that.

What's a common mistake retailers make when choosing a platform?

Many retailers still decide on the platform before they choose the firm that will implement and support it. But first, they should pick a system integrator who can be a trusted partner to help define their strategy, requirements and user experience for their new platform. This will ultimately drive efficiency and success during the implementation phase and beyond.

When considering a new platform, what features should retailers look for?

They should look for a cloud-based commerce platform that delegates responsibility of infrastructure and applications maintenance, service level agreements, security, performance and scalability to the vendor. Retailers need to focus on revenue growth, innovation and differentiation. They shouldn't get bogged down with day-to-day IT operations.

What action should retailers take now to succeed in the future?

To acquire new customers and to maximize loyalty, retailers need to choreograph meaningful shopping experiences from start to finish. They should put in place the right platform to allow for rapid growth, but also one that is flexible enough to quickly adapt to unforeseen changes. Staying on a legacy platform that's "good enough for now" but restricts innovation will result in an inability to compete in tomorrow's market.

Adobe
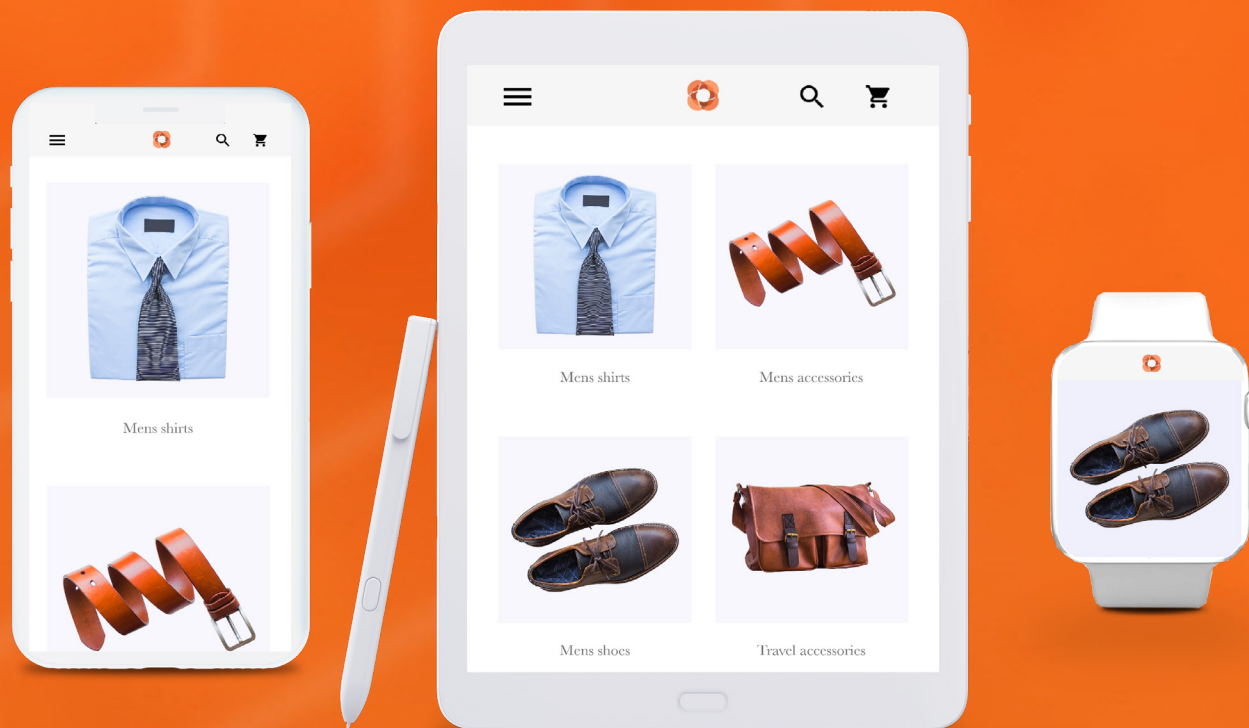
ADOBE ADDS MAGENTO COMMERCE

Ecommerce vendors aim to appeal to merchants by adding more ecommerce services to their arsenals. Adobe is in that camp. In June it closed on the purchase of ecommerce platform Magento Commerce for $1.68 billion, adding ecommerce to its portfolio.

Shortly thereafter in October, Adobe began folding Magento Commerce capabilities into its customer experience management offering to help brands and retailers "make every experience shoppable."

Adobe is integrating Magento Commerce into it's marketing suite, which means retailers can buy both Magento Commerce along with other solutions from Adobe Experience Cloud in a single package, says Errol Denger, director of commerce program and strategy, Adobe Enterprise Commerce. With the integration, retailers and

brands using Adobe to manage marketing online and offline can add shopping functionality to their blogs, rich media social media, and other marketing and advertising channels, he says.

The company intends the integration to help retailers drive omnichannel and store sales, Denger says. For example, an apparel brand launching its new spring line can livestream its runway event and enable shoppers to purchase outfits models are wearing directly from the video either online or in a store.

Adobe also announced in October a bundle of major updates to the Magento Commerce platform. New features include integrations with Amazon and Google. Merchants can now sync their Magento Commerce stores with Amazon and integrate their product catalog with Google

167
Number of Magento Top 1000 clients.

Merchant Center and Google advertising channels for Google Shopping campaigns.

The updated platform also features Page Builder, a drag-and-drop editing tool for site content, which is intended to help merchants design or update their Magento Commerce site without having to hire specialized Magento developers. New mobile tools Progressive Web Applications (PWA) Studio that enables merchants and developers to create PWAs. A PWA is a set of design and

technology standards that offer the look and feel of an app, but in a mobile website. The technology implements several methods, such as using a service worker—a script that web browsers continually run in the background separate from a web page—to ensure a fast-loading site. Running as a background process allows the service worker to take on roles such as caching static website content, including images and the retailer's logo, and allows the website to run quickly.

New capabilities also include Payments, which uses PayPal-owned payment company Braintree for payment processing and helps merchants quickly accept payments from shoppers through Magento Commerce without having to find and implement a payment processor on their own.

Retailers using Magento Commerce in the cloud can upgrade to the new Magento 2.3 for free, says John Stockton, senior director of commerce product at Adobe.

MAGENTO AT-A-GLANCE: KEY NEW FEATURES AND UPDATES

Purchase by Adobe: Analytics and marketing vendor Adobe purchased Magento Commerce in June 2018 for $1.68 billion.

Updates to Magento Commerce 2.3:
Progressive Web Applications (PWA Studio): Allows merchants and developers to create fast and engaging mobile experiences. A PWA is a set of design and technology standards that offer the look and feel of an app, but in a mobile website.

Integrations: New integrations with Amazon Marketplace and Google Merchant Center.

Page Builder: A drag-and-drop editing tool for site content, which is intended to help merchants design or update their Magento ecommerce sites without having to hire specialized Magento developers.

Magento Payments: Uses PayPal-owned payment company Braintree for payment processing and helps merchants quickly accept payments from shoppers through Magento without having to implement a separate payment processor.

Streamlined Tag Implementation (available in 2.3): Magento Commerce pre-integrated with Adobe's tag management system for streamlined deployment.

With the addition of Magento Commerce, Adobe aims to serve a broad spectrum of merchants. Magento has long had strong market share with small- and medium-sized businesses. With 167 Top 1000 retailer clients, it is the most popular ecommerce platform identified by merchants in the rankings. Many are small-to-midsize retailers like 47th Street Photo and Big Ceramic Store. Adobe traditionally has focused more on enterprise businesses. Denger says smaller companies want the same robust marketing, analytics and commerce offerings as larger companies, but with leaner staff and fewer resources, they want them to be easy to implement and manage. Offering technology services for smaller businesses is a major part of Adobe's commerce strategy going forward, Denger says.

Denger says Adobe has more projects in the pipeline designed to further extend Adobe and Magento Commerce capabilities but wouldn't offer more detail.

"It all goes back to making every moment personal and every experience shoppable," he says. "We view the commerce experience as not just what happens on the web. We're going to be making more exciting announcements as we capitalize on our new commerce capabilities."

SHOPPER SPEAKS

THE CONSUMER VOICE

**By Lauren Freedman**
senior consumer insights analyst

Retailers may add all the bells and whistles on the market to their ecommerce sites, but none of those features matter if the site doesn't satisfy shoppers. That's why we thought it was important to step back and take a look at what consumers think about their shopping experiences on both desktop and mobile devices, as well as ask shoppers their thoughts on specific aspects of online shopping, from search to omnichannel. Internet Retailer conducted this research in conjunction with Bizrate Insights in December and the results are based on of the responses of 1,391 online shoppers to the survey.

Consumer satisfaction with their online shopping experiences on both desktop computers and mobile devices was strong, with the majority of users rating their experiences a "10" on a 10-point scale. Of the 61% of respondents who reported shopping on a mobile device, just more than half (52%) gave their experience a 10. Desktop usage was more universal with 93% shopping via this channel and 59% of these shoppers rated their experience a 10. The higher score is likely a reflection of more familiarity with desktop. Both mobile and desktop scored high overall, with 89% of desktop users and 80% of mobile users rating their shopping experiences on those devices an 8 or higher.

A MOBILE PERFECT 10
61% of survey respondents reported shopping on a mobile devce

52%
of respondents rated their mobile shopping experience a 10
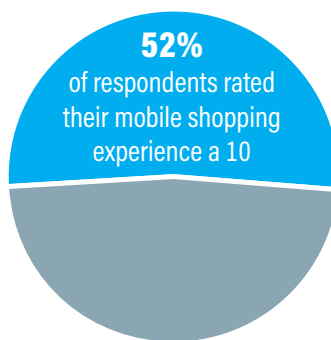
Source: Internet Retailer surveys of 1,011 online shoppers in December 2017 and 1,014 online shoppers in June 2018.

THE TOPLINE

Next, we asked survey respondents to home in on four aspects of the shopping experience. Each of these elements is critical to successful interactions, and often signal how robust an ecommerce or m-commerce platform is. A look at the data below illustrates that retailers are generally accommodating shopper needs, but also shows that the omnichannel aspect is a work-in-progress. Despite some of the high numbers, retailers have room for improvement, suggesting why platform change is in the air for retailers that want to keep up and compete.

It was easy to quickly find what I wanted

While eight out of 10 agree and almost six out of 10 strongly agree with this statement, 20% of those surveyed disagree, leaving too many dollars on the table. In a culture that is trained in search to locate a site and then to subsequently find a product on that site, there is still work to be done and dollars to be had for elevating the on-site search experience. Retailers should make site search sophistication and the analytics surrounding search results a top priority in their ecommerce platforms.

I had enough product information (details and images) to make a confident purchase decision

Again, almost eight out of 10 agree and just shy of 60% strongly agree, which is a respectable start. Rather than being a platform issue, these shopper sentiments may reflect the investment the retailer is willing to make in the quality and amount of images and information. Another dynamic in play might be the design and look and feel of a site, which speaks more to the user experience. One platform aspect that plays into this is the content management system, so retailers should ensure they can quickly populate this information and have the ability to connect to backend systems as needed to update their sites. Retailers that don't invest in content will miss out on sales because they don't provide consumers with the confidence they will receive what they want. Additionally, poor or sparse product details will likely contribute to more returns.

The websites I shopped were personalized based on products I have browsed or purchased

Nearly two out of three online shoppers agree that websites they shopped were personalized based on their past behavior. The real insight here, however, may be that only 43% strongly agree. Despite the talk about the web's ability to personalize, many retailers don't act on it. Retailers should understand a platform's capabilities to personalize and the methods and algorithms employed to do so. Amazon excels in this area so this is a critical aspect for those who want to complete with the ecommerce powerhouse.

Store-based retailers offered experiences that were consistent across shopping channels

Omnichannel execution is challenging under the best of circumstances and less than half of our shoppers felt that store-based retailers were delivering on this promise. Many promise, but not all can deliver. The one in four who strongly agree likely were analyzing the performance of larger retailers that have invested heavily in the cross-channel shopping experience. Omnichannel execution involves many elements from digital to in-store. Retailers' ecommerce platforms must have the functionality that facilitates a seamless transaction between channels. Of course, it must be noted that the retailer has a role to play here as well by prioritizing these capabilities. This is also an area that must be continually monitored for innovation to maintain parity with best-in-class retailers.

HOW CONSUMERS RATE SPECIFIC ASPECTS OF ONLINE SHOPPING

Percentage of shoppers who somewhat to strongly agree with the following statements about their online shopping experiences over the past six months

It was easy to quickly find what I wanted	**80%**
I had enough product information (details and images) to make a confident purchase decision	**79%**
The websites I shopped were personalized based on products I have browsed or purchased	**64%**
Store-based retailers offered experiences that were consistent across shopping channels	**46%**

Source: Internet Retailer survey of 1,391 online shoppers conducted by Bizrate Insights, December 2018

Remember shopper results and do your homework when selecting platforms:

● Evaluate a platform provider's offerings from table stakes to the new and innovative. You might be surprised at what you find.

● Ask for references or seek out on your own retailers that have used vendors you are vetting. Ask the merchants what it is like working with each vendor.

● Look at those merchants' platforms and shopping experiences. Shop them yourself and see what it is like.

CONCLUSION

The ecommerce platform landscape is shifting to keep pace with new technology that makes shopping easier and to meet both consumer and retail demands for intuitive and easy-to-manage ecommerce sites. The good news for retailers is that vendors are working hard to add new services and features to capture a larger share of the growing market. Meanwhile, new philosophies and approaches to ecommerce platforms like microservices offer a completely fresh approach to building out an ecommerce site that could represent a more agile chapter in ecommerce platform technology. With half of retailers looking for new platforms and 90% of merchants relying on vendors for ecommerce platform technology, the array of platform options and possible approaches will only continue to grow.

TOP ECOMMERCE PLATFORM COMPANIES

MAGENTO COMMERCE

In June 2018 Magento Commerce officially became part of Adobe, adding ecommerce technology to the content and data management technology in the Adobe Experience Cloud. The $1.68 billion acquisition of Magento Commerce, the open-source ecommerce software deployed by hundreds of thousands of companies, adds commerce to Adobe—a final and critical piece Adobe was missing in its offerings to e-retailers. Adobe says the licensed version of Magento Commerce will continue to be available as a separate product offering within Adobe Experience Cloud, which also includes software for developing content, managing customer data and building targeted marketing campaigns based on customer interests. Magento software is also available as Magento Open Source, a free software formerly known as Magento Community.

Adobe

PRIMARY URL
Adobe.com/commerce/magento.html

PARENT COMPANY
Adobe

YEAR LAUNCHED
2007

CONTACT
345 Park Ave.
San Jose, CA 95110
877-574-5093

MANAGEMENT
Mark Lenhard, VP, Commerce Strategy & Growth
Jason Woosley, VP, Commerce Product & Platform

NUMBER OF TOP 1000 CLIENTS

167

CLIENT WEB SALES

$51.89B

Source: 2018 Internet Retailer Top 1000. Data is based on the number of retailers ranked in the Top 1000 that name the company as its ecommerce platform provider, and the total 2017 web sales of those retailers.

PRICING

ENTRY LEVEL/TYPICAL PRICING
Fixed-priced annual subscription pricing model based on tiering of digital commerce GMV revenue/AOV generated through each customer across their B2C, B2B or hybrid site(s); integrated pricing model for the Magento Commerce suite includes Commerce, Order Management and Business Intelligence; subscription model and pricing includes version upgrades and updates, technical support, cloud hosting and managed services

IS THERE A TRANSACTION FEE FOR PROCESSING PAYMENTS?
No

IS A FREE TRIAL OFFERED?
No

FEE STRUCTURE DESCRIPTION
Fixed-pricing model based on tiering of digital commerce GMV revenue/AOV

CUSTOMER HIGHLIGHTS

NUMBER OF ONLINE RETAILERS USING THE PLATFORM
4,100 enterprise customers and hundreds of thousands of Open Source customers

PERCENT OF U.S.-BASED CLIENTS
55%

AVERAGE ANNUAL WEB-BASED SALES OF CLIENTS
$12,500,000

PERCENTAGE OF B2C CLIENTS
40%

PERCENTAGE OF B2B CLIENTS
15%

PERCENTAGE OF MIXED B2B/B2C CLIENTS
45%

REPRESENTATIVE CLIENTS
Jomashop, Kurt Geiger, Nestle, Rosetta Stone, VF Corp., Zumiez, Shinola, Focus Camera, BevMo

PLATFORM HIGHLIGHTS

NAME OF PRIMARY ECOMMERCE PLATFORM PRODUCT:
Magento Commerce

NUMBER OF PLATFORM VERSIONS AVAILABLE
2: Magento Commerce 2, Magento 2 Open Source

AVERAGE IMPLEMENTATION TIME FRAME:
4.2 months; depends on project scope and complexity

IS THE PLATFORM OFFERED AS A HOSTED SOLUTION, SELF-HOSTED OR BOTH?
Both

IS THE PLATFORM INSTALLED ON PREMISE, CLOUD-BASED, OR ARE BOTH OPTIONS AVAILABLE?
Both

PLATFORM FEATURES

✔ 24/7 Support
✔ API Integration for Customization
✔ App Store for Adding Functionality
✔ Automated Sales Tax Calculations
✔ Content Delivery
✔ Global Taxes, Customs and Duties Mgmt.
✔ International Payments
✔ International Shipping
✔ Inventory Management
✔ Mobile App Design/Development
✔ Mobile Ecommerce Platform Support Mgmt.
✔ Online Marketplace Integration
✔ QuickBooks Integration
✔ Security/Fraud Alerts
✔ SEO
✔ Web Analytics
✔ Web Hosting

ORACLE

Oracle offers a suite of cloud retail services that provides a single view of customers, inventory, price and promotions across an entire retail organization. Oracle offers merchandising, planning, supply chain, store and ecommerce services. Oracle also has been making acquisitions to strengthen its position in the cloud-based arena. In October 2018, the company announced it would buy DataFox, a cloud-based artificial intelligence data service. Oracle made a big bet on cloud-based ecommerce services in 2016 when it spent $9 billion to buy NetSuite Inc., a provider of cloud-based ecommerce and integrated business operations software. Oracle NetSuite organizes its technology products to cover the specific needs of manufacturers, distributors and retailers. Its retail clients include Gap Inc. and Lululemon Atheletica.

Source: 2018 Internet Retailer Top 1000. Data is based on the number of retailers ranked in the Top 1000 that name the company as its ecommerce platform provider, and the total 2017 web sales of those retailers.

NUMBER OF TOP 1000 CLIENTS
89

CLIENT WEB SALES
$78.05B

PRIMARY URL
Oracle.com

PARENT COMPANY
Oracle Corp.

YEAR LAUNCHED
1977

CONTACT
500 Oracle Pkwy.
Redwood Shores, CA 94065
650-506-7000

MANAGEMENT
Safra Catz, CEO
Mark Hurd, CEO
Judith Sim, CMO

SALESFORCE

Salesforce.com Inc.'s ecommerce platform, called Salesforce Commerce Cloud, in 2018 added B2B Commerce capabilities through its April acquisition of CloudCraze. Built natively on the Salesforce platform, B2B Commerce enables companies to create the same richly branded ecommerce experiences for business buyers as general consumers, Salesforce says. The addition also enables B2B customers to use account hierarchies, complex pricing, custom catalogs, account management and flexible purchase and shipping options; manage multiple commerce models, including subscriptions, multi-storefront, multi-distributors, marketplaces and more; and combine B2B commerce with CRM workflow and customer data, like accounts and contacts, for a single, complete view of the customer.

Source: 2018 Internet Retailer Top 1000. Data is based on the number of retailers ranked in the Top 1000 that name the company as its ecommerce platform provider, and the total 2017 web sales of those retailers.

NUMBER OF TOP 1000 CLIENTS
67

CLIENT WEB SALES
$21.80B

PRIMARY URL
Salesforce.com

PARENT COMPANY
Salesforce.com Inc.

YEAR LAUNCHED
1999

CONTACT
415 Mission St., 3rd Floor
San Francisco, CA 94105
415-901-7000

MANAGEMENT
Marc Benioff, CEO
Simon Mulcahy, Chief Innovation Officer
Steven Tamm, CTO

IBM

If IBM's deal to sell $1.8 billion worth of its software products to India-based HCL goes through, IBM will no longer have a commerce platform. The deal, announced in December 2018, has HCL Technologies Ltd., founded by Indian billionaire Shiv Nadar's family, acquiring several IBM software products, including IBM's on-premise commerce software, WebSphere, which retailers use to run their ecommerce platforms and omnichannel efforts. The deal is set to close in mid-2019. In an interview with Internet Retailer, Darren Oberst, corporate vice president at HCL, says WebSphere is used by "hundreds of leading global retailers," and HCL is planning to invest in new features and functionality for the platform. It also will honor any commitments IBM made to customers and follow through on planned features and function releases. Additionally, the IBM WebSphere team is moving to become part of HCL, Oberst says.

Source: 2018 Internet Retailer Top 1000. Data is based on the number of retailers ranked in the Top 1000 that name the company as its ecommerce platform provider, and the total 2017 web sales of those retailers.

NUMBER OF TOP 1000 CLIENTS

44

CLIENT WEB SALES

$41.55B

PRIMARY URL
IBM.com

PARENT COMPANY
IBM Corp.

YEAR LAUNCHED
1911

CONTACT
1 New Orchard Road
Armonk, NY 10504
914-499-1900

MANAGEMENT
Virginia M. Rometty, President/CEO
Michelle Peluso, SVP/CMO
Martin Jetter, SVP, Global Technology
    Services

SHOPIFY

Shopify had a busy 2018, adding Shopify AR, which enables retailers to showcase 3D models shoppers can size up on some Apple Inc. mobile devices, offering new fraud protection services and relaunching its app store to make search and comparison of apps more user friendly. Shopify in October also opened a physical space, called Shopify LA, in Los Angeles. The facility provides free, in-person support from 20 trained Shopify gurus, many of whom are Shopify merchants themselves. It offers workshops at least weekly that can accommodate around 50 entrepreneurs and that cover various topics, ranging from product photography to paid search advertising to organic marketing. The location also offers smaller classes each day that can accommodate around 10 people, and merchants can make appointments for one-on-one consultations as well.

Source: 2018 Internet Retailer Top 1000. Data is based on the number of retailers ranked in the Top 1000 that name the company as its ecommerce platform provider, and the total 2017 web sales of those retailers.

NUMBER OF TOP 1000 CLIENTS

33

CLIENT WEB SALES

$2.14B

PRIMARY URL
Shopify.com

PARENT COMPANY
Shopify Inc.

YEAR LAUNCHED
2004

CONTACT
150 Elgin St., 8th Floor
Ottawa, ON K2P 1L4 Canada
888-746-7439

MANAGEMENT
Tobias Lütke, CEO/Founder
Jeff Weiser, CMO
Jean-Michel Lemieux, Head, Engineering

BIGCOMMERCE

BigCommerce in late 2018 launched BigCommerce for WordPress, which allows companies that already use WordPress' CMS for their content websites to bring in ecommerce capabilities from BigCommerce. The entire BigCommerce checkout experience is located within WordPress, the ecommerce platform provider says. Additionally, in January 2018, BigCommerce added Akamai Image Manager to all subscription plans, giving merchants the ability to automatically optimize images by device type, which helps with site load speed. It also added integrations for Google's accelerated mobile pages (AMP). AMP allows retailers to build lightweight mobile pages that load as fast as possible when a consumer comes to a site from smartphone search results.

Source: 2018 Internet Retailer Top 1000. Data is based on the number of retailers ranked in the Top 1000 that name the company as its ecommerce platform provider, and the total 2017 web sales of those retailers.

NUMBER OF TOP 1000 CLIENTS

15

CLIENT WEB SALES

$5.63B

PRIMARY URL
BigCommerce.com

PARENT COMPANY
BigCommerce Pty. Ltd.

YEAR LAUNCHED
2009

CONTACT
11305 Four Points Drive, Bldg. II, 3rd Floor
Austin, TX 78726
512-865-4500

MANAGEMENT
Brent Bellm, CEO
Lisa Pearson, CMO
Brian Dhatt, CTO

SAP SE

SAP SE in November 2018 announced its largest acquisition yet as it battles rivals including Salesforce.com Inc. in selling software to clients that want to better understand their customers. The $8 billion purchase of Qualtrics International Inc., whose software gathers and analyzes data, is meant to strengthen SAP's offering in the customer relationship management sector. That's a field SAP, Europe's biggest software company, wants to gain a stronger foothold in because it's growing faster than its core enterprise software business. The move follows SAP's launch of C/4HANA in June, a comprehensive suite of CRM, sales, customer service and other complementary applications. This is a major change from the past few years that followed SAP's acquisition of Hybris, an ecommerce software platform popular among large companies that need websites capable of handling high-volume, complex ecommerce operations. SAP was for years focused on making Hybris Commerce an industry-leading solution, but because of that the SAP CRM portfolio didn't get the required attention, experts say.

Source: 2018 Internet Retailer Top 1000. Data is based on the number of retailers ranked in the Top 1000 that name the company as its ecommerce platform provider, and the total 2017 web sales of those retailers.

NUMBER OF TOP 1000 CLIENTS

15

CLIENT WEB SALES

$8.55B

PRIMARY URL
cx.SAP.com

PARENT COMPANY
SAP SE

YEAR LAUNCHED
1972

CONTACT
Dietmar-Hopp-Allee 16
Walldorf, 69190 Germany
800-877-2340

MANAGEMENT
Bill McDermott, CEO
Robert Enslin, President, Cloud Business Group
Juergen Mueller, CTO

KIBO

Kibo says it works with more than 400 brands, including leather accessories manufacturer and retailer Hobo and golf accessories retailer Title Nine. It offers both B2B and B2C solutions. In December 2018, Kibo expanded the roles of three key executives. It named Michelle Fischer chief customer and marketing officer, Ram Venkataraman chief product and technology officer and John Mills chief administrative officer. Kibo's software and services include ecommerce, order management, personalization and mobile point-of-commerce for retailers, manufacturers and brands.

Source: 2018 Internet Retailer Top 1000. Data is based on the number of retailers ranked in the Top 1000 that name the company as its ecommerce platform provider, and the total 2017 web sales of those retailers.

NUMBER OF TOP 1000 CLIENTS

9

CLIENT WEB SALES

$894.80M

PRIMARY URL
KiboCommerce.com

PARENT COMPANY
Kibo Software Inc.

YEAR LAUNCHED
2016

CONTACT
717 N. Harwood St., Suite 1900
Dallas, TX 75201
877-350-3866

MANAGEMENT
David Post, CEO
Michelle Fischer, Chief Customer & Marketing Officer
Ram Venkataraman, Chief Product & Technology Officer

ORACLE NETSUITE

Launched in 1998, NetSuite was one of the first companies to provide a solution that unified ecommerce with back office systems. Now called Oracle NetSuite, the ecommerce software provider is a pioneer of the software-as-a-service model, hosting software used by clients through the web. The company's cloud-based offerings include financial, operations and customer relations management software. Its SuiteCommerce ecommerce offering provides a unified B2B and B2C platform, the ability to build multiple websites from one platform and support for international commerce with multiple languages, taxes, currencies and international shipping options. It also offers responsive design for mobile sites. The platform supports quick view, reviews and ratings, recently viewed items, and social sharing natively. Since its founding, NetSuite has worked closely with Oracle, including a $125 million initial backing from CEO Larry Ellison and licensing NetSuite software for the short-lived Oracle Small Business Suite. That relationship solidified in 2016, when Oracle acquired NetSuite for $9 billion. Customers in 203 countries and territories use NetSuite's cloud-based applications, the company says.

Source: 2018 Internet Retailer Top 1000. Data is based on the number of retailers ranked in the Top 1000 that name the company as its ecommerce platform provider, and the total 2017 web sales of those retailers.

NUMBER OF TOP 1000 CLIENTS

8

CLIENT WEB SALES

$299.11M

PRIMARY URL
SuiteCommerce.com

PARENT COMPANY
Oracle Corp.

YEAR LAUNCHED
1998

CONTACT
600 Oracle Pkwy.
Redwood Shores, CA 94065
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MANAGEMENT
Evan Goldberg, EVP, Oracle NetSuite Global Business Unit & Development
Jason Maynard, SVP, Global Field Operations, Oracle NetSuite Global Business Unit

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Katie Evans is Chief Technology Editor at Internet Retailer, where she leads tech-related coverage, strategy, reporting and writing for Internet Retailer website and magazine as well as many research research reports, including the Leading Vendors to the Top 1000 and the Quintessential Guide to Ecommerce Platforms. She also aids in Internet Retailer magazine management, editing and production and serves as an editor for InternetRetailer.com. Katie is a frequent speaker and moderator at industry events including the Internet Retailer Conference and Exhibition, Shoptalk and Money 20/20. Katie holds a B.A. in journalism from Bradley University and has studied internationally at Stirling University in Scotland, U.K. She is a Fulbright journalism scholar, completing studies at University of Ljubljana and University of Maribor in Slovenia.

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ABOUT INTERNET RETAILER RESEARCH

At Internet Retailer Research our goal is to provide data and information about ecommerce that helps retail companies, investors and technology providers prosper.

The team tracks hundreds of metrics on roughly 6,000 online retail companies around the world, including such sought-after data points as web sales and traffic, conversion rates, average order value and key technology partners used to power their ecommerce businesses. We sell this data in its raw format in our multiple online databases, and we dig deeply into these numbers to help inform the 30+ exclusive analysis reports we publish each year on key ecommerce topics, including online marketplaces, cross-border ecommerce and omnichannel retailing. In-depth, data-focused reports are also available on key categories of online retail like apparel, housewares, food and luxury. We also have a robust custom research department, which provides tailored research products—in-depth reports, exclusive surveys, raw data pulls and other products—for top retail companies, consultants, financial analysts and technology companies.