

## **New IDC MarketScape Evaluates Worldwide Retail Commerce Platform Consulting and System Integration Providers**

**LONDON, December 21, 2018** — Retailers are facing a complex reality: they must do a balancing act between traditional retail operations, omni-channel goals, and the need to transform their business models. The main challenge is the implementation of omni-channel operating models within the broader digital transformation efforts. IDC believes that the retail commerce platform is an important milestone in making retail businesses digital businesses of today and future-of-commerce businesses of tomorrow, and to enable the innovation strategy.

A new [IDC MarketScape , \*Worldwide Retail Commerce Platform Consulting and System Integration Providers 2018 Vendor Assessment\*](#) (IDC #US41452916, December 2018), evaluates worldwide enterprise consulting and system integration organizations that provide specific capabilities in designing and managing organizational change, implementation, and supporting the evolution of the retail commerce platform by using the IDC MarketScape vendor assessment tool. It analyzes quantitative and qualitative characteristics to provide metrics and context for retailers evaluating vendors in this area, examines vendors' comparative success in the marketplace, and looks at how vendor offerings will evolve. This IDC Retail Insights study evaluates 11 vendors: Accenture, Capgemini, Cognizant, IBM, Publicis.Sapient, TCS, Wipro, Infosys, HCL, CGI, and Tech Mahindra.

"Retail is evolving at an unprecedented speed, and retailers' operating models and technology platforms need to keep pace. The retail commerce platform is what can deliver omni-channel profits in the short term and 'commerce everywhere' business models in the future," said Andrea Sangalli, associate research director, IDC Retail Insights, IDC Europe. "Consulting and system integration providers are rapidly evolving their acquisition and IP strategies to support the implementation of the core capabilities of the platform, especially around customer experience services, artificial intelligence platforms, and API- and microservices-based architecture."

For more information about this report or to arrange a one-on-one briefing with Andrea Sangalli, please contact Kanupriya at +44-2089877111 or [kanupriya@idc.com](mailto:kanupriya@idc.com).

### **About IDC MarketScapes**

The [IDC MarketScape](#) vendor analysis model is designed to provide an overview of the competitive fitness of IT, telecommunications, or industry-specific suppliers in a given market.

The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScapes provide a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT, telecommunications, or industry-specific vendors can be meaningfully compared. The framework also provides technology buyers with a transparent foundation to allow companies to independently compare the strengths and weaknesses of current and prospective vendors.

### **About IDC Retail Insights**

**IDC Retail Insights** assists retail businesses and IT leaders, as well as the suppliers that serve them, in making more effective technology decisions by providing accurate, timely, and insightful fact-based research and consulting services. Staffed by senior analysts with decades of industry experience, our global research analyzes and advises on business and technology issues facing asset-intensive, brand-oriented, technology-oriented, and engineering-oriented retail industries. International Data Corporation (**IDC**) is the premier global provider of market intelligence, advisory services, and events for the information technology market. IDC is a wholly owned subsidiary of **IDG**, the world's leading technology, media, research, and events company. For more information, please visit [www.idc-ri.com](http://www.idc-ri.com), email [info@idc-ri.com](mailto:info@idc-ri.com), or call 508-988-7900. Visit the IDC Retail Insights Community at <http://idc-community.com/retail>.

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