



IDC MarketScape

VTEX positions itself as a Major
Player in the global market

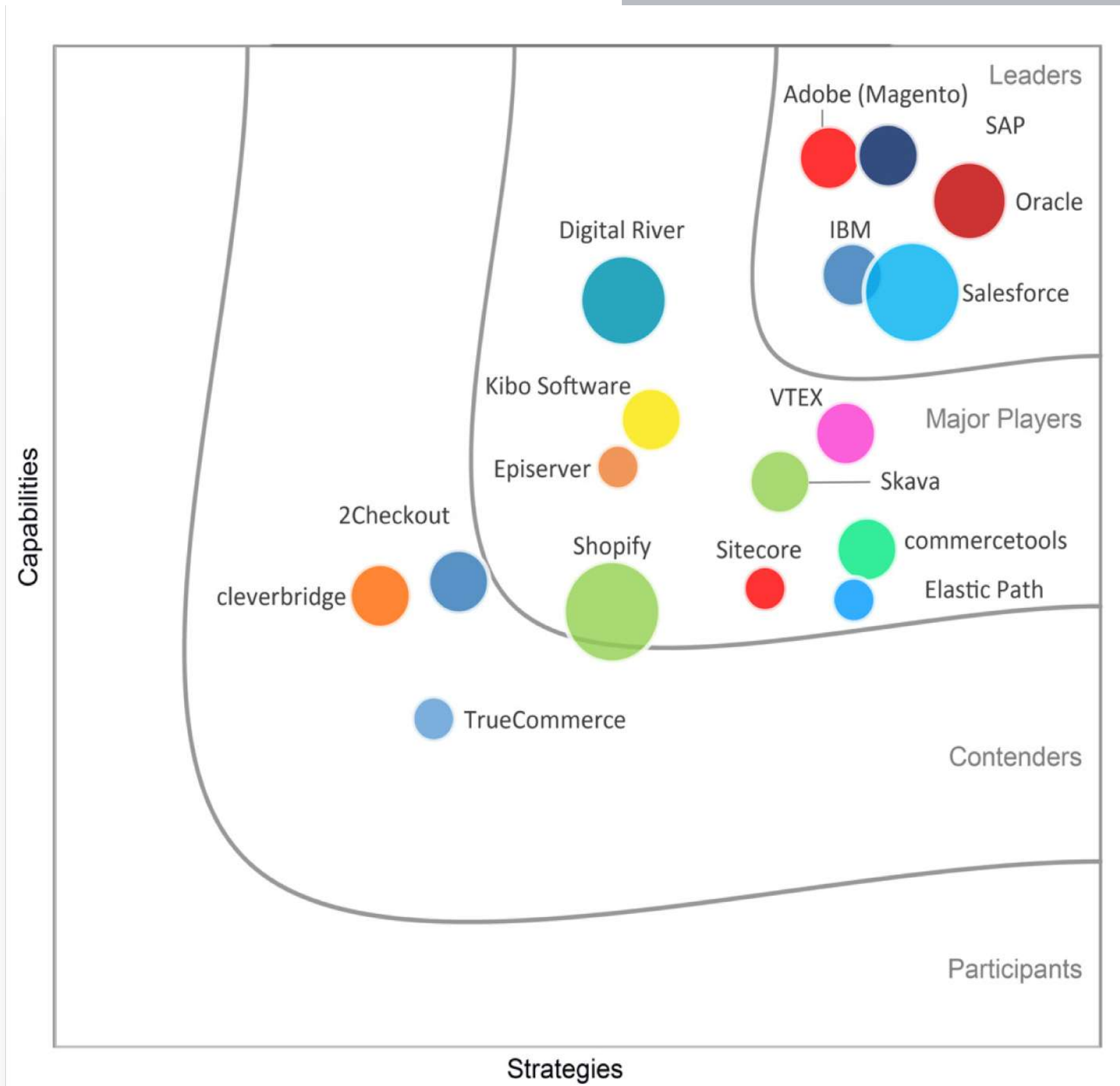
With a SaaS multi-tenant ecommerce solution, the
company is known for accelerating innovation and
national and international clients' growth.

What is the IDC?



What is the IDC?

IDC is the premier market intelligence and consultancy provider of information technology, telecommunications and mass consuming technology markets. It analyzes and forecasts technology trends so that market professionals, investors and executives can make fact-based business decisions. More than 1000 analysts in 110 countries provide local, regional and global knowledge and insights on software, services, telecom and hardware technology markets, as well as on vertical segments and IT investments.



The impact of digital transformation on businesses come to light in all market segments, but especially in retail. The possibility to deliver buying experiences to customers opens new growth opportunities to companies present in this market segment, based on a real understanding of the target audience's needs and desires, along with the possibility to effectively deliver customization on a large scale.

Digital transformation is not just a movement to digitize businesses.

Digital transformation is not just a movement to digitize businesses. It's main focus is to bring a company's decision-making capabilities to a new level, starting from a cultural shift that puts data use, action swiftness and a constant innovation mindset at the forefront of this transformation. In addition, this culture boasts great discipline in its execution, enabling it to identify potential operational gains, tactical initiatives and strategic movements that allow for a customer's expectations to be met in the best possible way, thereby gaining an edge over market competitors.

Cultural change and the absorption of new business processes by companies riding the digital transformation wave leads to a rethinking of information technology use models, which includes replacing legacy systems (along with any linked fixed and personnel costs) with SaaS platforms, contracted as services and highly adaptable to precise business needs.

One of the main challenges the IT area faces with regards to retail is the integration complexity between business applications

and partner systems, which decreases agility and performance, in addition to distracting the teams from competitive scenarios. IT team are often caught in solving daily problems instead of promoting new solutions that increase the company's competitiveness. In this context, the ecommerce platform fulfills an important role: simultaneously offering more flexibility to develop new solutions and centralizing the exchange of data with legacy systems. Thus, it reduces corporate IT architecture complexity, since any future innovations the market may demand can be directly connected to the ecommerce, simplifying the management of multiple contact points with customers, payment platforms and logistics.

Two software architecture models

Two software architecture models

There are two main ecommerce system architecture models offered worldwide. These models define the way platforms are built, traded by companies and used by retailers and industries. Understanding the advantages and disadvantages of each model is the first analysis that IT teams must undertake to see which model is best suited for your needs, business vision and market strategy.



Unified platform

A model in which a single ecommerce system offers all of the functionality that could be used by a company's digital operations. In this case, the platform supports all of the operations that, in some way or another, connect with the ecommerce, such as inventory management, product catalog, order management (OMS), content management, marketing and sales. Unified platforms tend to require a longer implementation time due to their complexity and the high number of functionalities they have, which may or may not be used on a daily basis.

API based platform

In this model, the ecommerce serves as the backbone on top of which specific applications are individually contracted and connected to the business system. This allows the retailer to solely contact the resources needed at that particular moment and, afterwards, to incorporate other tools according to the operation's level of complexity. API based platforms tend to be more flexible, have a lower starting cost and benefit from a faster implementation. However, internal HR resources must be capable to successfully implement all API connections.

03

Think about
today and
tomorrow

Think about today and tomorrow

The speed with which business environments transform is high, but should further increase within the next few years. This creates a new challenge to IT decision makers: how to deal with current market demands and prepare the company for the next five years, which are almost unpredictable? When making business decisions, adopting cloud-enabled market SaaS solutions is a way of following the market evolution without burying too much capital in systems that may prove obsolete in the near future. The uncertainties that the future holds force companies to be flexible in keeping all options on the table.



Part of the process of maintaining future flexibility is in the IT architecture itself. Even in companies that choose not to replace all of their legacy systems with cloud-based versions, centralized business configurations based on ecommerce solutions standardized methods, processes and information. In addition, they minimize the impact that future innovations have on legacy systems: when the time comes to incorporate new resources into your current platform, the ecommerce integration offers simplicity, speed and flexibility at an affordable cost.

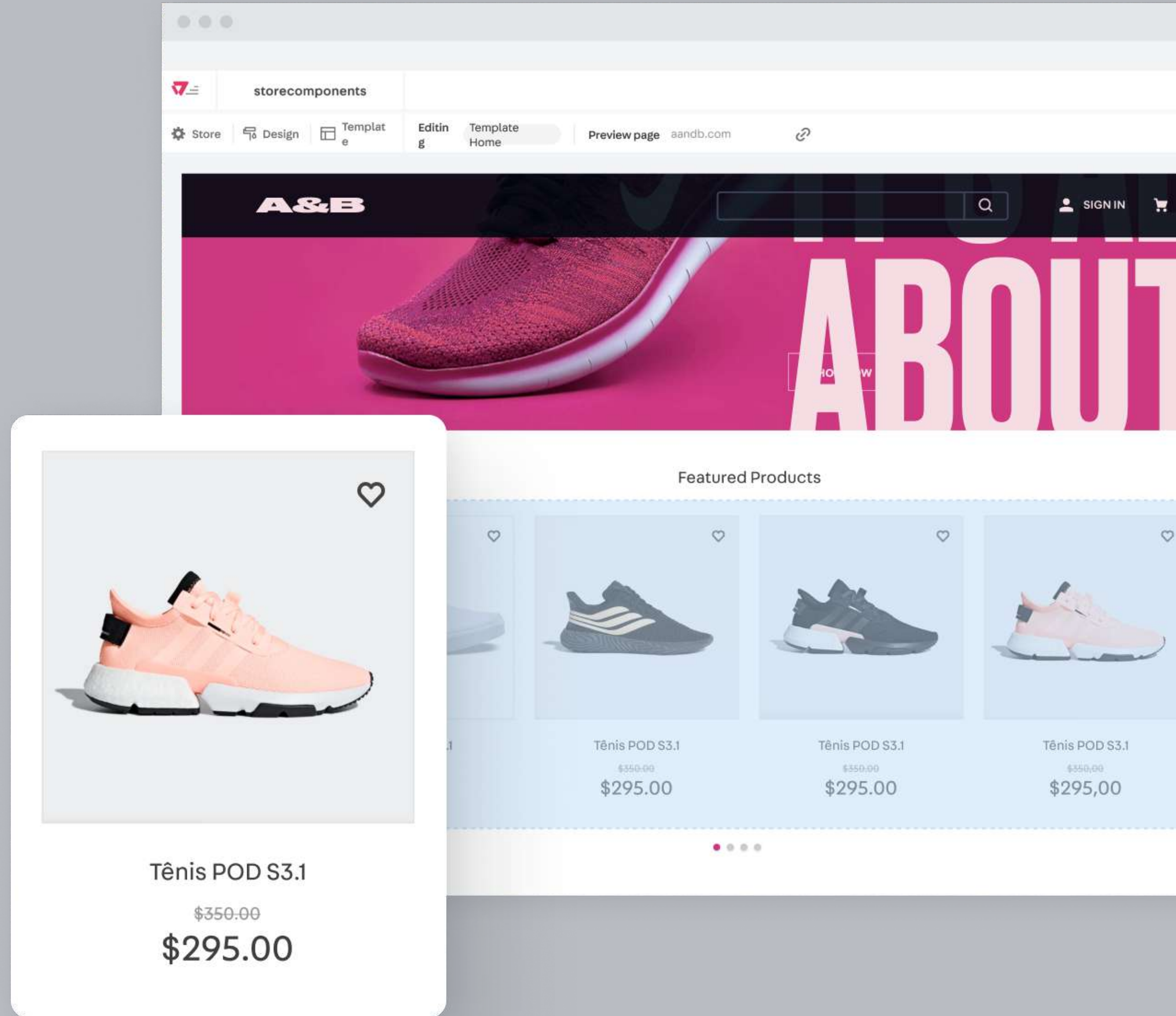
Considering that the ability to react to market changes will be an ever more valuable characteristic of more innovative companies that are digital transformation leaders. Having a less flexible IT architecture will inevitably slow down a company's path to innovation. Digital retail needs to structure operations to ensure that resources can be tested and swiftly implemented when these benefit the current business reality.

Having a less flexible IT architecture will inevitably slow down a company's path to innovation.

A market
reference

A market reference

The IDC MarketScape report presents a comparative analysis of the main B2C ecommerce players and gives decision makers a solid footing from which to gauge which ecommerce platform to adopt and which providers are more up to the task of handling current and future global ecommerce challenges.



In the most recent edition of the report (another 2018 report), VTEX was considered as a Major Player for global ecommerce and cloud-enabled SaaS market solutions provided to B2C retailers, reflecting the global scale of the company's innovation capability. According to IDC MarketScape, VTEX has edged forward in recent years, with the goal of developing solutions that support the need for companies to accelerate their digital transformation.

With its cloud based and multi-tenant elastic infrastructure, VTEX delivers constant innovation and makes it possible for resources that are developed either based on precise client requests or on a specific market segment to be readily available to all ecosystem participants.

De esta manera, la plataforma se mantiene sólida, actualizada y con innovaciones frecuentes, acompañando e incluso anticipando las demandas del mercado. El resultado es el aumento de la seguridad de las transacciones, mientras que la experiencia de compra de los consumidores es cada vez más rápida, transparente y accesible.

Según el informe IDC MarketScape, en la plataforma VTEX se destacan recursos como un Marketplace robusto, un módulo de promociones avanzado, un OMS distribuido y altamente funcional, así como el SmartCheckout, funcionalidad exclusiva que ofrece la posibilidad de completar transacciones en un clic, sin contraseña, con un checkout de apenas una página.

Este recurso, aisladamente, ha sido capaz de aumentar la tasa de conversión de las compras hasta en un 21%.

05

Presencia global,
ADN local

Presencia global, ADN local

VTEX platform is currently present in 28 countries, with more than 2.500 connected online stores, including 40% of the world's most valuable brands and supporting sales in more than 50 countries and all currencies. The pace of innovation is intense: during the last 12 months, the platform underwent more than ten thousand deploys and updates, contemplating resources that cater to any user demand.

To deliver such agility in terms of platform development and go lives (with an average time of 109 days), VTEX counts on the support of more than 1000 worldwide partners, including payment gateways, implementation agencies and marketplaces.

The result of this global infrastructure is the possibility count on resources that are validated by an extensive network of business partners and clients, which increases the security, agility and quality of the experience offered to customers.

28 countries, with more than 2.500 connected online stores, including 40% of the world's most valuable brands.

Among the main factors that led to VTEX being considered a Major Player in the global context by the IDC MarketScape report are:

Configuration capabilities

One of the strong points highlighted by clients who were interviewed for the study was the configuration flexibility related to apps and user experience.

Single Sign-in

SmartCheckout allows customers to log in to a store without having to create an account on its site, with only their email and credit card data. For subsequent purchases, checkout can be done quickly using just the email address.

Strong presence in Latin America

Originating in Brazil, VTEX started its global expansion in Latin America, where it is widely recognized as market leader.

The challenges that VTEX will be tackling next in order to gain even more credit in evaluations done by consultancies such as the IDC are:

Global reach

As the main focus for VTEX since 2017 has been Latin America, there is a lot of room for growth in markets such as the US, Europe and Asia. The acquisition of US based UniteU in January of 2019 marks an important step in this direction: with it, VTEX has doubled the number of US clients to more than 100 businesses.

Artificial Intelligence

A.I. and machine learning are some of the large expansion vectors of technology use in retail, since the capacity to process large amounts of data to uncover behavioral patterns leads to a huge potential for innovation and competitiveness. VTEX is closely following this trend and has developed solutions that integrate A.I. in ecommerce.

Customer support

In a fast-paced world, keeping your customers close, heeding their suggestions and requests, is fundamental to accelerating innovation and continuing to be relevant in the market.

Companies that seek a robust SaaS multi-tenant solution that allows them to scale their infrastructure according to demand, while maintaining the quality and availability based on constant platform updates, can count on VTEX as a platform IDC MarketScape recognizes as a Major Player. Retailers and industries that seek global expansion, but that want to count on the flexibility of a typically Brazilian company, find in VTEX a worthy partner to accelerate their growth.

The screenshot displays a VTEX order management interface for order **v655368sbd-01 (655368)**. The interface is divided into several sections:

- Corporate Data:** Shows the company name **Comercial LTDA**, state document number **ISENTO**, tax ID number **99999988890**, and phone number **(11) 1111-1111**.
- Total Value:** Displays a total value of **\$ 2,392.47 USD**, with **Items Total** at **4,679.52 USD** and **Discounts Total** at **2,373.04 USD**.
- Flow Diagram:** A detailed process flow for the order, starting with **Waiting for seller's confirmation** (4:31 PM, 10/23/18) and **Payment pending** (4:31 PM, 10/23/18). The flow includes **Approve payment** (4:32 PM, 10/23/18), **Payment approved** (4:32 PM, 10/23/18), **Authorize fulfillment** (4:32 PM, 10/23/18), **Cancellation window** (4:32 PM, 10/23/18), **Ready for handling** (4:42 PM, 10/23/18), and **Handling shipping** (4:48 PM, 10/23/18). It also shows **Payment denied**, **Request cancellation**, and **Start handling** (4:48 PM, 10/23/18) steps.
- Items Not in Package:** A section for managing items not in the package, with fields for **Delivery address** and **Package 1**.



Accelerate Commerce Transformation

For more, visit us at:

www.vtex.com