



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.

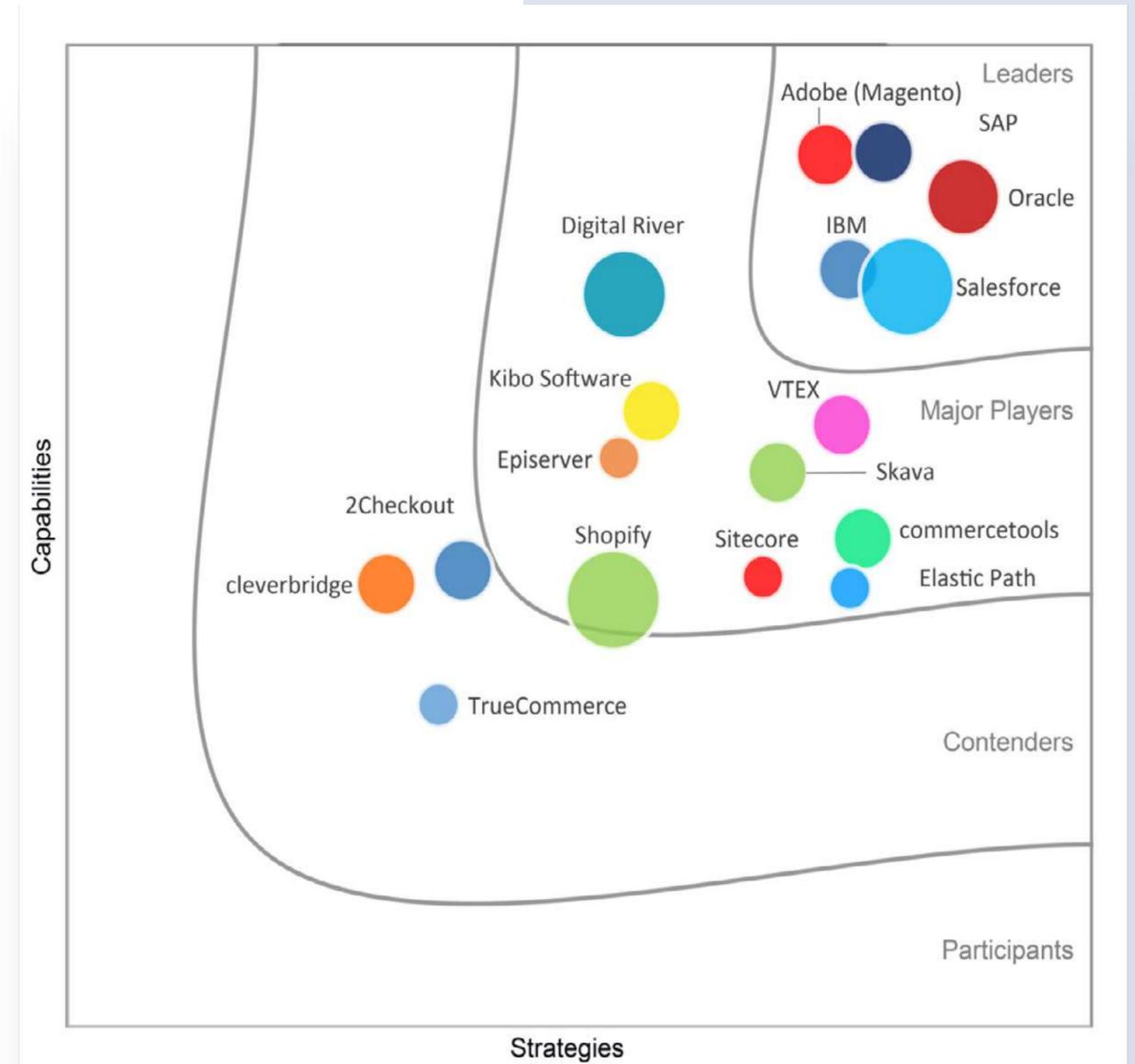
What is the IDC?



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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. 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.



01.

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.

02. 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.

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.

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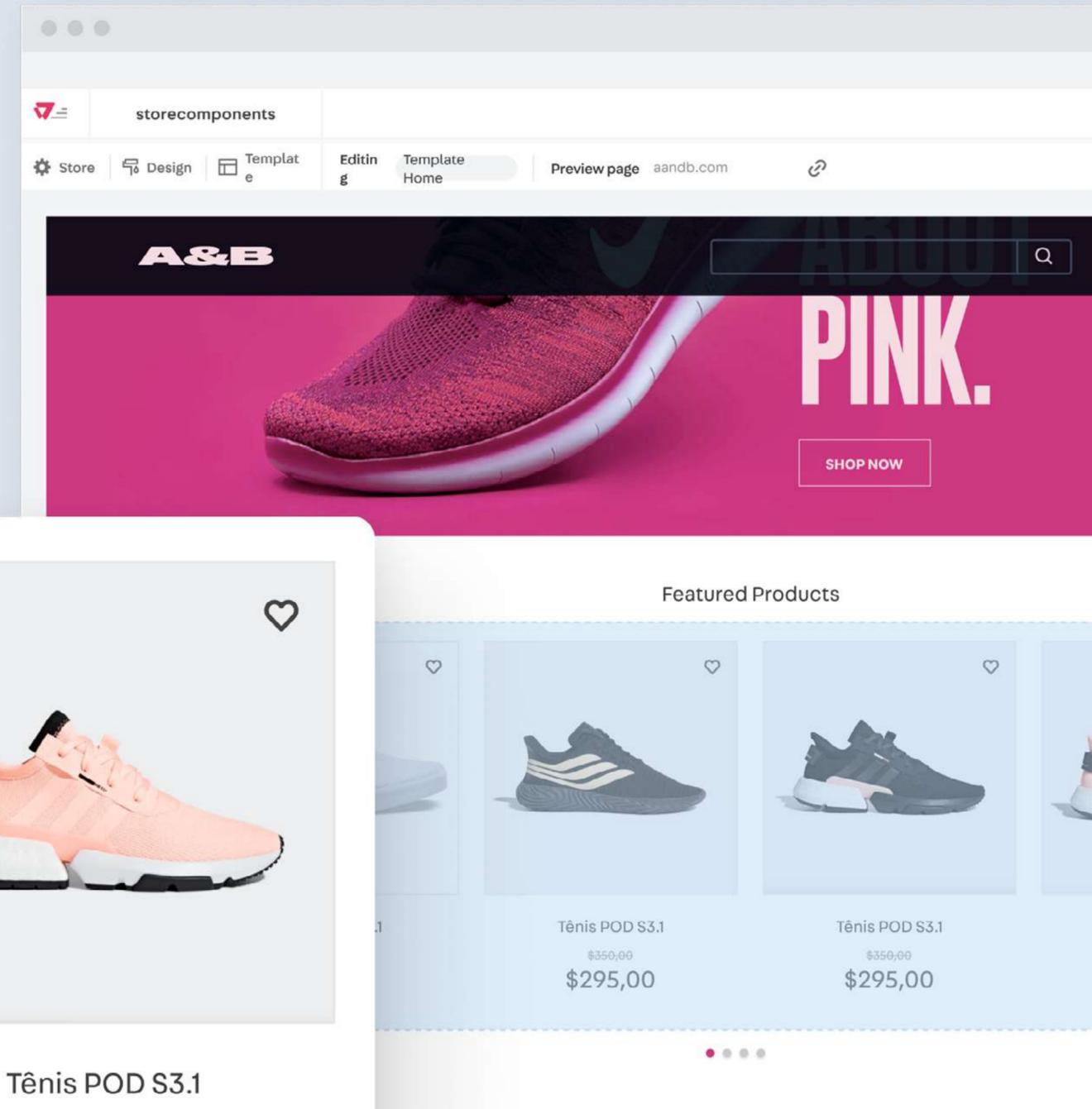
IDC MarketScape

04

A market reference

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The IDC MarketScape report provides a comparative analysis of the major B2C e-commerce players and provides company decision makers with trustworthy guidelines for defining which e-commerce platform to adopt and which vendors are best equipped to handle current and future global e-commerce challenges.



In the report's most recent issue (which came out earlier in 2018), VTEX was named a Major market Player for SaaS and cloud-enabled global e-commerce solutions for B2C retail, highlighting the company's ability for worldwide innovation. According to IDC MarketScape, VTEX has pushed ahead in recent years with developing solutions that support the need companies have to accelerate their digital transformation.

With its elastic, cloud-based and multi-tenant infrastructure, the company constantly brings innovation to its customers and enables resources, that were developed based on specific demands of a particular market segment, to be readily available to all ecosystem participants. Therefore, the platform remains sturdy, up-to-date and undergoing frequent innovation, enabling it to follow and even anticipate market demands.

This results in increased transaction security, while at the same time delivering a faster, more transparent and accessible customer shopping experience. According to the IDC MarketScape report, VTEX excels in features such as a robust marketplace, an advanced promotions module, a distributed and highly functional OMS, as well as its SmartCheckout, a VTEX exclusive feature that makes one-click password-less transactions possible, with a single checkout page. This feature alone leads to a buying conversion rate increase of up to 21%.

Global impact,
local DNA

Global impact, local DNA

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 1,000 worldwide partners, including payment gateways, implementation agencies and marketplaces.

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Global impact, local DNA

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.

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.

IDC MarketScape

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 the VTEX order management interface for order **v655368sbd-01 (655368)**. It features several key sections:

- CORPORATE DATA:** Identifies the customer as **Comercial LTDA**, with details including company name, state document number (exempted), tax ID number (99999988890), and phone number ((11) 1111-1111).
- TOTAL VALUE:** Shows a total value of **\$ 2,392.47 USD**, broken down into **Items Total: 4,679.52 USD** and **Discounts Total: 2,373.04 USD**.
- FLOW:** A detailed process flow diagram 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 process continues through **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 **Start handling** (4:48 PM, 10/23/18) to **Handling shipping** (4:48 PM, 10/23/18). A dashed line indicates the **End of grace period**. Alternative paths include **Payment denied**, **Request cancellation**, and **Verifying invoice**.
- ITEMS NOT IN PACKAGE:** A section at the bottom showing **Delivery address** and **Package 1**.



Accelerate Commerce Transformation

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