

The Forrester Wave™: Commerce Services, Q1 2021

The 14 Providers That Matter Most And How They Stack Up

by Ted Schadler

March 22, 2021 | Updated: March 23, 2021

Why Read This Report

In our 28-criterion evaluation of commerce services providers, we identified the 14 most significant ones — Accenture, Capgemini, Cognizant, Deloitte, Dentsu, EPAM, HCL Technologies, IBM, Infosys, Tata Consultancy Services (TCS), Tech Mahindra, Valtech, Wipro, and WPP — and researched, analyzed, and scored them. This report shows how each provider measures up and helps eBusiness and channel strategy professionals select the right one for their needs.

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by [Ted Schadler](#)

with [Allen Bonde](#), Kara Wilson, and Madison Bakalar

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Look For A Full-Service Partner To Support Your Commerce Transformation

The pandemic made it immediately and poignantly clear that every company in every industry needs a robust, omnichannel commerce strategy and set of capabilities. But that depends greatly on your business model, e-commerce history, and priorities. Enterprises with mature commerce presences need to rapidly spin up new capabilities and scale; laggards need a commerce site and omnichannel strategy pronto; and manufacturers need to move into new direct and subscription businesses. Marketplaces are drawing customers away, which makes them a priority for manufacturers and retailers alike, and customer demand for online commerce on emerging touchpoints like social commerce is soaring.

Given the complexity and speed imperative, companies seeking help with their commerce transformation should look for service providers that:

- **Offer a full set of services, including commerce strategy and implementation.** The link between strategy and execution is compressed because of the need for speed and the ability to deploy new capabilities in the cloud at a great pace. The best providers have a strong commerce strategy and design teams that work alongside implementation and change management teams to deploy robust commerce functionality that works as intended.
- **Have expertise and capacity in their commerce platform — or headless architecture.** Technology is the infrastructure for a great commerce experience. And it's rapidly changing. Moving your commerce platform to the cloud, handling omnichannel demands, and adopting newer "MACH stack" (microservice, API-first, cloud-native, and headless) architectures [introduce new decision points](#). Look for a provider with the technology expertise you need.
- **Focus on their industry and region.** Every industry has an omnichannel commerce play. Banks and manufacturers can learn from retailers that can learn from hospitality that can learn from quick-serve restaurants. But you're best served by a provider that understands best practices from all sectors and can apply those lessons within the constraints of your industry with its particular business model and compliance restrictions.

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The Forrester Wave™: Commerce Services, Q1 2021

The 14 Providers That Matter Most And How They Stack Up

- **Can help deliver on their marketing, marketplace, Amazon, or social strategy.** Forrester's research into [the future of buying](#) highlights the importance of marketplaces and direct selling relationships as well as experiences. If any of these — or if marketing or social selling — are a priority for you, seek a provider that can help you develop a strategy as well as implement these capabilities.

Evaluation Summary

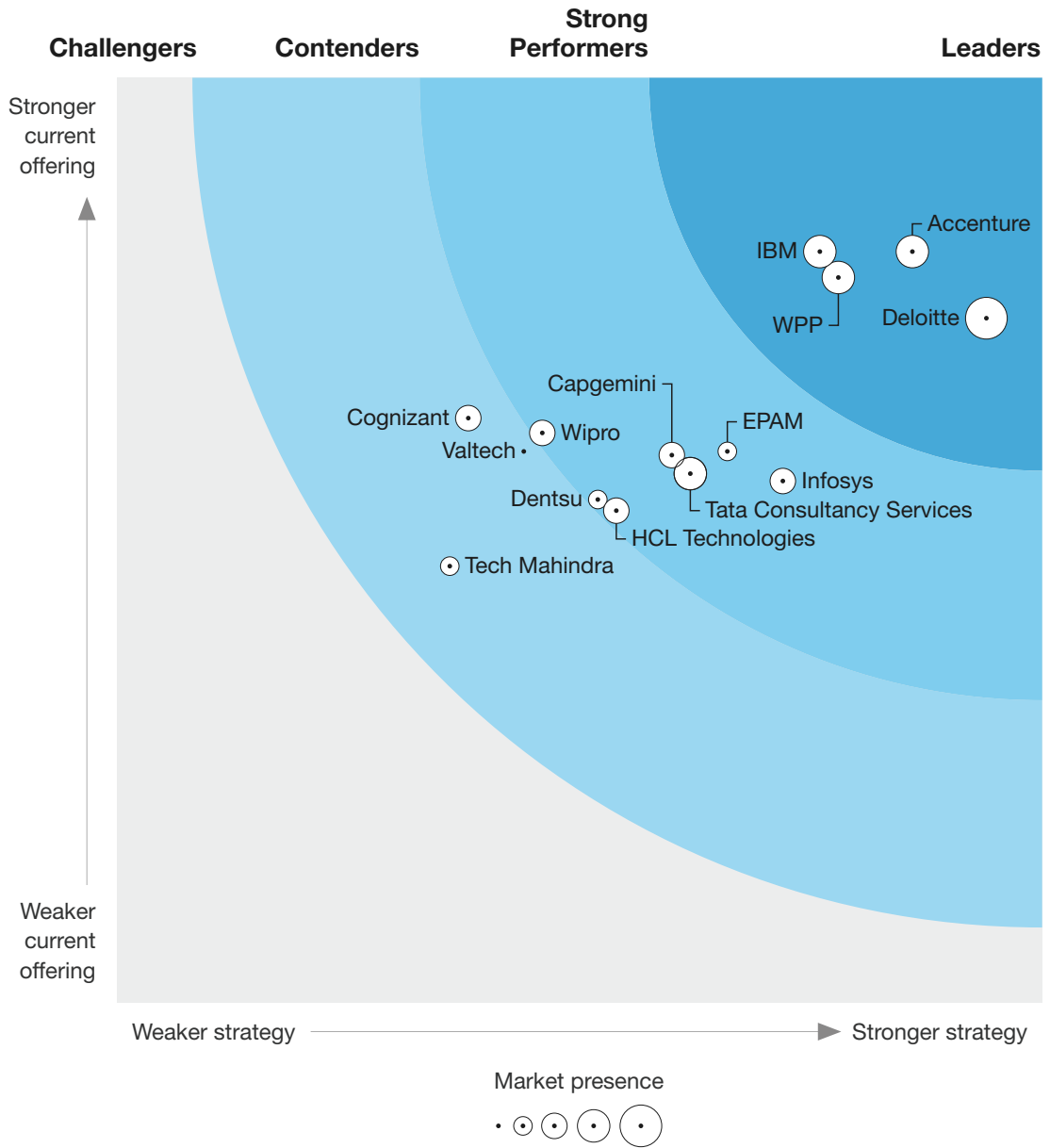
The Forrester Wave™ evaluation highlights Leaders, Strong Performers, Contenders, and Challengers. It's an assessment of the top vendors in the market and does not represent the entire vendor landscape. You'll find more information about this market in our [Now Tech: Commerce Services, Q4 2020](#) report.

We intend this evaluation to be a starting point only and encourage clients to view product evaluations and adapt criteria weightings using the Excel-based vendor comparison tool (see Figure 1 and see Figure 2). Click the link at the beginning of this report on [Forrester.com](#) to download the tool.

The Forrester Wave™: Commerce Services, Q1 2021
The 14 Providers That Matter Most And How They Stack Up

FIGURE 1 Forrester Wave™: Commerce Services, Q1 2021

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Commerce Services
Q1 2021



The Forrester Wave™: Commerce Services, Q1 2021

The 14 Providers That Matter Most And How They Stack Up

FIGURE 2 Forrester Wave™: Commerce Services Scorecard, Q1 2021

	Forrester's weighting	Accenture	Capgemini	Cognizant	Deloitte	Dentsu	EPAM	HCL Technologies
Current offering	50%	4.06	2.96	3.16	3.70	2.72	2.98	2.66
Commerce strategy services	20%	4.30	2.60	3.70	4.00	3.40	2.40	2.30
Commerce experience implementation services	10%	5.00	3.00	5.00	5.00	5.00	5.00	3.00
Commerce platform development	10%	5.00	5.00	3.00	3.00	3.00	3.00	3.00
Global or multibusiness unit commerce architectures	5%	5.00	3.00	3.00	5.00	1.00	5.00	5.00
Emerging commerce touchpoint services	5%	3.00	1.00	3.00	3.00	3.00	1.00	1.00
Data, analytics, and content implementation services	10%	5.00	3.40	2.20	5.00	3.40	5.00	3.00
Marketplace services	10%	3.00	2.00	2.00	2.00	2.00	2.00	1.00
Commerce operations implementation services	5%	5.00	3.00	5.00	5.00	1.00	1.00	3.00
Commerce experiences supporting services	5%	5.00	3.00	3.00	5.00	3.00	1.00	1.00
(Digital) retail store experiences	5%	3.00	3.00	3.00	3.00	1.00	1.00	3.00
Privacy and compliance	5%	3.00	5.00	1.00	3.00	1.00	1.00	5.00
Program management	5%	3.00	3.00	3.00	3.00	3.00	5.00	3.00
Public case studies	5%	1.00	1.00	3.00	1.00	1.00	5.00	3.00

All scores are based on a scale of 0 (weak) to 5 (strong).

The Forrester Wave™: Commerce Services, Q1 2021

The 14 Providers That Matter Most And How They Stack Up

FIGURE 2 Forrester Wave™: Commerce Services Scorecard, Q1 2021 (Cont.)

	Forrester's weighting	Accenture	Capgemini	Cognizant	Deloitte	Dentsu	EPAM	HCL Technologies
Strategy	50%	4.30	3.00	1.90	4.70	2.60	3.30	2.70
Vision	25%	5.00	3.00	3.00	5.00	3.00	1.00	3.00
Execution roadmap	15%	3.00	3.00	1.00	3.00	3.00	3.00	1.00
Partner ecosystem	20%	5.00	3.00	3.00	5.00	3.00	5.00	3.00
Innovation strategy	20%	5.00	3.00	1.00	5.00	3.00	3.00	3.00
Employee experience	20%	3.00	3.00	1.00	5.00	1.00	5.00	3.00
Market presence	0%	3.70	2.70	2.90	5.00	1.70	2.00	3.00
Commerce services client count	40%	4.00	3.00	2.00	5.00	2.00	2.00	3.00
Commerce services headcount	30%	3.00	1.00	4.00	5.00	2.00	2.00	3.00
Geographic footprint	30%	4.00	4.00	3.00	5.00	1.00	2.00	3.00

All scores are based on a scale of 0 (weak) to 5 (strong).

The Forrester Wave™: Commerce Services, Q1 2021

The 14 Providers That Matter Most And How They Stack Up

FIGURE 2 Forrester Wave™: Commerce Services Scorecard, Q1 2021 (Cont.)

	Forrester's weighting	IBM	Infosys	Tata Consultancy Services	Tech Mahindra	Valtech	Wipro	WPP
Current offering	50%	4.06	2.82	2.86	2.36	2.98	3.08	3.92
Commerce strategy services	20%	3.40	1.00	2.00	1.40	3.40	3.40	4.20
Commerce experience implementation services	10%	5.00	3.00	3.00	5.00	3.00	3.00	3.00
Commerce platform development	10%	5.00	3.00	3.00	3.00	3.00	3.00	3.00
Global or multibusiness unit commerce architectures	5%	5.00	5.00	1.00	1.00	5.00	3.00	5.00
Emerging commerce touchpoint services	5%	3.00	3.00	5.00	3.00	1.00	3.00	5.00
Data, analytics, and content implementation services	10%	3.80	4.20	2.60	1.80	3.00	3.00	3.80
Marketplace services	10%	4.00	4.00	2.00	2.00	2.00	3.00	4.00
Commerce operations implementation services	5%	5.00	3.00	3.00	1.00	3.00	3.00	3.00
Commerce experiences supporting services	5%	5.00	1.00	3.00	1.00	3.00	3.00	5.00
(Digital) retail store experiences	5%	3.00	5.00	5.00	1.00	3.00	3.00	3.00
Privacy and compliance	5%	3.00	3.00	5.00	1.00	3.00	3.00	5.00
Program management	5%	3.00	1.00	5.00	5.00	1.00	1.00	5.00
Public case studies	5%	5.00	3.00	1.00	5.00	5.00	5.00	3.00

All scores are based on a scale of 0 (weak) to 5 (strong).

The Forrester Wave™: Commerce Services, Q1 2021

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FIGURE 2 Forrester Wave™: Commerce Services Scorecard, Q1 2021 (Cont.)

	Forrester's weighting	IBM	Infosys	Tata Consultancy Services	Tech Mahindra	Valtech	Wipro	WPP
Strategy	50%	3.80	3.60	3.10	1.80	2.20	2.30	3.90
Vision	25%	3.00	5.00	3.00	1.00	1.00	3.00	5.00
Execution roadmap	15%	3.00	1.00	1.00	1.00	1.00	1.00	3.00
Partner ecosystem	20%	5.00	3.00	3.00	3.00	3.00	3.00	5.00
Innovation strategy	20%	5.00	3.00	3.00	1.00	1.00	3.00	3.00
Employee experience	20%	3.00	5.00	5.00	3.00	5.00	1.00	3.00
Market presence	0%	3.40	2.90	3.60	2.00	1.00	2.80	3.70
Commerce services client count	40%	4.00	2.00	3.00	2.00	1.00	1.00	4.00
Commerce services headcount	30%	3.00	4.00	4.00	1.00	1.00	5.00	3.00
Geographic footprint	30%	3.00	3.00	4.00	3.00	1.00	3.00	4.00

All scores are based on a scale of 0 (weak) to 5 (strong).

Vendor Offerings

Forrester included 14 vendors in this assessment: Accenture, Capgemini, Cognizant, Deloitte, Dentsu, EPAM, HCL Technologies, IBM, Infosys, Tata Consultancy Services (TCS), Tech Mahindra, Valtech, Wipro, and WPP. We evaluated their commerce services practices, which included staff from different business groups and regions. We invited Publicis Sapient to participate in this Forrester Wave, but they chose not to participate, and we could not make enough estimates about their capabilities to include them in the assessment as a nonparticipating vendor.

Vendor Profiles

Our analysis uncovered the following strengths and weaknesses of individual vendors.

The Forrester Wave™: Commerce Services, Q1 2021

The 14 Providers That Matter Most And How They Stack Up

Leaders

- **Deloitte leads with strategy and implementation as well as change management.** Deloitte has 50,000 commerce services employees serving clients around the world, with bigger commerce presences in North America, Europe, and Asia Pacific. It serves clients like Casey's General Store, Dr Ci:Labo, and New Balance and industries including pharmaceuticals and medical equipment, retail, and high-tech products. Deloitte has a developer concentration in traditional commerce platforms from Adobe, Salesforce, SAP, and Sitecore and experience in headless platforms from Commercetools. It has a large commerce practice that spans strategy, technology, and organizational change to help with enterprise commerce transformations.

Compared with other providers we evaluated, Deloitte shows strength and higher client satisfaction in commerce strategy services, commerce experience implementation services, and commerce operations implementation services. Deloitte also has strength in organization design and change management and customer data platforms but has gaps in marketplace services. Customers like Deloitte's design capabilities and technology expertise but would welcome improvements in its ability to break down a complex commerce project into smaller parts to show progress and in its capacity and expertise in Asia Pacific. One reference said, "Everything we do has a technology focus, but with Deloitte, they also help us understand the business framework and capabilities we need." Deloitte is a good fit for companies that need to implement a full-stack commerce solution to affect an end-to-end experience transformation, starting with strategy and organizational design.

- **Accenture leads with strong strategy and implementation services in every region.** Accenture has 20,500 commerce services employees serving clients around the world, with a bigger commerce presence in North America and Europe. It serves clients like Glaxo Smith Kline, H&M, and Southern Glazers Wine & Spirits and industries including consumer products, high-tech products, and retail. Accenture has a developer concentration in traditional commerce platforms from Adobe, Oracle, Salesforce, SAP, and Sitecore; experience in headless platforms from BigCommerce; and a growing practice in marketplace platforms from VTEX. It has made the public cloud and matrixed its alliance partner practices to scale its industry-oriented commerce capabilities.

Compared with other providers we evaluated, Accenture shows strength and higher client satisfaction in commerce strategy services, commerce platform development, and commerce operations implementation services. It also has strength in customer data platforms and digital asset and content management but has gaps in emerging commerce touchpoint services. Customers like Accenture's end-to-end capabilities and its commerce skills in each region but would welcome improvements in its commercial flexibility when priorities and needs change. One reference said, "I would go to war with this team again." Accenture is a good fit for companies that need large-scale commerce implementation coupled with experience-led transformation.

- **IBM leads in commerce strategy, implementation, and marketplaces.** IBM has 17,000 commerce services employees (a Forrester estimate) serving clients around the world, with big commerce presences in North America, Europe, and Asia Pacific. It serves clients like Bestore,

The Forrester Wave™: Commerce Services, Q1 2021

The 14 Providers That Matter Most And How They Stack Up

Southwire, and Wienerberger and industries including manufacturing, consumer products, and industrial products. IBM has a developer concentration in traditional commerce platforms from Adobe, HCL Technologies, Salesforce, SAP, and Sitecore; experience in headless platforms from BigCommerce, Commercetools, and Elastic Path; a growing practice in marketplace platforms from Mirakl; and experience implementing Shopify Plus. It is expanding its commerce capability through deeper alliances with Adobe and Salesforce and acceleration through its “experience orchestrator” assets and hybrid cloud middleware.

Compared with other providers we evaluated, IBM shows strength and higher client satisfaction in commerce platform development and commerce experience and operations implementation services. IBM also has strength in customer strategy and digital asset and content management. Customers like IBM’s ability to scale nearshore and offshore capacity but would welcome improvements in its ability to make small changes in the project quickly with lower overhead. One reference said, “They are an extension of our team. Journeys like this are built on the backs of 10 years of a successful relationship.” IBM is a good fit for companies needing to execute new commerce experiences while leveraging their existing commerce platforms, particularly where user experience design is a priority.

- **WPP leads with strategy and implementation as well as in Amazon and social selling.**

WPP has 13,500 commerce services employees serving clients around the world, with big commerce presences in North America, Europe, and Asia Pacific. It serves clients like Nike, Target, and Unilever and industries including retail, consumer products, and automotive. WPP has a developer concentration in traditional commerce platforms from Adobe, Salesforce, SAP, and Sitecore; experience in headless platforms from BigCommerce; a growing practice in marketplace platforms from VTEX; and experience implementing Shopify Plus. It has integrated its agencies to make commerce an agency priority, including social selling, Amazon marketplace strategy, and expanding into Asia Pacific and Latin America.

Compared with other providers we evaluated, WPP shows strength and higher client satisfaction in commerce strategy services, emerging commerce touchpoint services, commerce experiences supporting services, and program management. WPP shows particular strength in social commerce and Amazon marketplace services but has gaps in services to implement order management and inventory management. Customers like WPP’s creativity and deep partner network but would welcome improvements in its collaboration with non-WPP agencies. One reference said, “WPP brings a lot to the table because of the large number of agencies they own. They can bring the right partner to the table no matter the problem.” WPP is a good fit for companies seeking a global omnichannel commerce partner with expertise in helping clients navigate and monetize emerging channel options.

The Forrester Wave™: Commerce Services, Q1 2021

The 14 Providers That Matter Most And How They Stack Up

Strong Performers

- **Infosys has strong technology skills but limited commerce strategy services.** Infosys has 25,000 commerce services employees serving clients around the world, with a bigger commerce presence in North America and a smaller presence in Europe and Asia Pacific. It serves clients like AGCO, Avnet, and Five Below and industries including retail, manufacturing, and telecom. Infosys has a developer concentration in traditional commerce platforms from Adobe, Salesforce, and SAP and experience implementing Shopify Plus. It has recently acquired Blue Acorn iCi with its North American commerce warehousing and fulfillment capability to expand its commerce presence.

Compared with other providers we evaluated, Infosys shows strength and higher client satisfaction in global commerce architectures as well as in data, analytics, and content implementation services. It also shows strength in its commerce platform development but has gaps in commerce strategy and commerce experiences supporting services. Customers like Infosys' global delivery expertise but would welcome improvements in the integration of recent acquisitions. One reference said, "We value their agility and ability to bring strategic influence on where we are taking our platform." Infosys is a good fit for companies replatforming their commerce solution and supporting commerce services and looking for platform expertise and a breadth of on-demand technology skills at a good price.

- **EPAM has strong technology and engineering skills but lacks a platform footprint.** EPAM has 4,000 commerce services employees serving clients around the world, with a bigger commerce presence in North America and a smaller presence in Europe. It serves clients like Dawn Foods, Edmunds, and New Era and industries including retail, consumer products, and luxury products. EPAM has a developer concentration in traditional commerce platforms from Adobe, Salesforce, and SAP and experience in headless platforms from Commercetools. It is a founding member of the MACH Alliance, an important vendor group elevating headless architectures, and uses those skills and relationships to create modular commerce architectures.

Compared with other providers we evaluated, EPAM shows strength and higher client satisfaction in commerce experience implementation services as well as in program management. It also has strength in commerce platform development and data, analytics, and content implementation services but has gaps in marketplace and commerce operations implementation services. Customers like EPAM's expertise in user experience design and technical implementation but would welcome improvements in its flexibility in allowing its employees to work exclusively with a single client. One reference said, "The quality on the ground is very high — the best I've worked with in experience design." EPAM is a good fit for companies that want to go beyond platforms to build headless commerce architectures.

- **Capgemini has strong platform and implementation skills but has gaps in strategy.** Capgemini has 3,600 commerce services employees serving clients around the world, with a bigger commerce presence in Europe and North America. It serves clients like Fila, John Lewis Partnership, and TCI and industries including retail, wholesale, and consumer products. Capgemini has a developer

The Forrester Wave™: Commerce Services, Q1 2021

The 14 Providers That Matter Most And How They Stack Up

concentration in traditional commerce platforms from Adobe, Salesforce, SAP, and Sitecore and experience implementing Shopify Plus. It has grown its strategy and change management skills through acquisition to complement its commerce implementation capabilities.

Compared with other providers we evaluated, Capgemini shows strength and higher client satisfaction in commerce platform development. It also shows strength in data, analytics, content, and commerce operations implementation services but has gaps in commerce strategy and emerging commerce touchpoint services. Customers like Capgemini's transparency and skills in the Salesforce platform but would welcome improvements in its ability to work with smaller projects and offer more advice, particularly on superhot trends. One reference said, "The expertise from Capgemini Lyons is great; we see it every day in design, development, and testing." Capgemini is a good fit for companies that need commerce design and implementation and strong platform skills.

- **TCS is strong in commerce touchpoints and platforms but has gaps in strategy.** Tata Consultancy Services (TCS) has 46,500 commerce services employees serving clients around the world, with a bigger commerce presence in North America and Europe. It serves clients like Honeywell, Kingfisher IT Services, and KLM Royal Dutch Airlines and industries including banking, retail, and manufacturing. TCS has a developer concentration in traditional commerce platforms from Adobe, HCL Technologies, Oracle, Salesforce, SAP, and Sitecore and experience implementing Shopify Plus. It has grown its commerce design and strategy through acquisition, though its bread and butter is still commerce technology implementation and commerce managed services.

Compared with other providers we evaluated, TCS shows strength and higher client satisfaction in emerging commerce touchpoint services and mobile apps as well as in program management. It also shows strength in commerce platform development but has gaps in commerce strategy and marketplace services. Customers like TCS's infrastructure expertise and commerce thought leadership but would welcome improvements in its industry-specific knowledge. One reference said, "You don't need a contract when working with TCS. We never fight about the details of the contract." TCS is a good fit for companies with a strategy in place that are looking for deep technology skills or commerce implementation and management services to bring it to life.

- **Wipro has strong commerce experience skills for traditional commerce platforms.** Wipro has 46,500 commerce services employees serving clients around the world, with bigger commerce presences in North America and Europe and a significant presence in Asia Pacific. It serves clients like Acer Predator, Philips, and Stockd and industries including retail, consumer products, and high-tech products. Wipro has a developer concentration in traditional commerce platforms from Adobe, HCL Technologies, Salesforce, SAP, and Sitecore. It is expanding its design and customer experience capabilities through acquisition with an eye toward experience-led commerce.

Compared with other providers we evaluated, Wipro shows strength in commerce strategy, commerce experience implementation, and commerce operations implementation services but has gaps in commerce platform development and emerging commerce touchpoint services. Customers like Wipro's strong expertise in B2C and B2B markets and its digital innovation capabilities but

The Forrester Wave™: Commerce Services, Q1 2021

The 14 Providers That Matter Most And How They Stack Up

would welcome improvements in the seniority of the workforce that stays with a project. One reference said, “They are good with brainstorming and creation. They bring the knowledge of our industry, but we own the solution as the customer.” Wipro is a good fit for clients with deep technology needs or that need help implementing a commerce operation at scale.

- **HCL Technologies has strong commerce technology skills but lacks strategy breadth.** HCL Technologies has 22,000 commerce services employees serving clients around the world, with a bigger commerce presence in North America and a smaller presence in Europe and Asia Pacific. It serves clients like ASDA, Coles, and Radial and industries including retail, telecom, and consumer products. HCL has a developer concentration in commerce platforms from Adobe, along with the company’s own offering; experience in headless platforms from Elastic Path; and a growing practice in marketplace platforms from Mirakl and VTEX. It has invested in its own HCL Commerce software (formerly IBM’s WebSphere Commerce) in addition to being a strong technology partner for commerce operations.

Compared with other providers we evaluated, HCL shows strength and higher client satisfaction in global commerce architectures. It also shows strength in commerce platform development and commerce operations implementation services but has gaps in marketplace, emerging commerce touchpoint, and design and marketing services. Customers like HCL’s blended onsite/offshore support model and accountability but would welcome improvements in its insight into the end customers’ needs and, surprisingly, more resources for its own commerce product. One reference said, “They are machines. We get around-the-clock, 24/7 attention, and they provide a high caliber of work nonstop.” HCL is a good fit for firms looking for technical expertise for commerce projects on the major platforms, including its own.

- **Dentsu is strong in strategy and implementation but lacks platform breadth.** Dentsu has 6,300 commerce services employees serving clients around the world, with bigger commerce presences in Europe and North America and a significant presence in Asia Pacific. It serves clients like Hershey’s, Satair, and Shiseido and industries including consumer products, automotive, and retail. Dentsu has a developer concentration in traditional commerce platforms from Adobe and Salesforce. It brings its agencies together to tackle the entire commerce journey, from media buying and social selling to commerce transactions and loyalty, with a focus on B2C companies.

Compared with other providers we evaluated, Dentsu shows strength in commerce strategy services, commerce platform development, and data, analytics, and content implementation services but has gaps in commerce operations implementation services. Customers like Dentsu’s marketing and design capabilities but would welcome improvements in its investment in developers and in more regular executive meetings with clients. One reference said, “Dentsu makes me look good every day; they are offshore, but they work on my time.” Dentsu is a good fit for a company seeking an agile partner that brings strong customer strategy, end-to-end commerce journey capabilities, and a willingness to use outcome-based commercial models.

The Forrester Wave™: Commerce Services, Q1 2021

The 14 Providers That Matter Most And How They Stack Up

Contenders

- **Valtech has solid strategy and technology skills but lacks platform breadth.** Valtech has 1,600 commerce services employees serving clients around the world, with a bigger commerce presence in Europe and North America. It serves clients like Dot Foods, Louis Vuitton, and Toyota and industries including consumer products, automotive, and industrial products. Valtech has a developer concentration in traditional commerce platforms from Optimizely, Salesforce, and SAP. It's smaller in scale but offers a portfolio of commerce services with a willingness to use outcome-based commercial contracts, even "virtual" joint ventures.

Compared with other providers we evaluated, Valtech shows strength in commerce strategy services and experience implementation services but has gaps in the number of commerce platforms it supports, as well as in marketplace services. Customers like Valtech's development capabilities and willingness to transfer knowledge to clients but would welcome improvements in its continuity of resources in program management and greater involvement from senior management. One reference said, "They provide something we don't have in-house: their ability to orchestrate and orient to our needs." Valtech is a good fit for companies, particularly in Europe in consumer markets, needing an agile, full-service commerce partner with a willingness to use novel, outcome-based engagement models.

- **Cognizant has solid commerce experience services but lags in marketplaces.** Cognizant has 12,000 commerce services employees (a Forrester estimate) serving clients around the world, with a bigger commerce presence in North America and a smaller presence in Europe. It serves clients like Electrolux and M.G. Motors and industries including banking, pharmaceuticals and medical equipment, and retail. Cognizant has a developer concentration in traditional commerce platforms from Adobe, HCL Technologies, Oracle, and SAP. It has reorganized its approach to commerce to bring more industry relevance and end-to-end capacity.

Compared with other providers we evaluated, Cognizant shows strength and higher client satisfaction in commerce experience and commerce operations implementation services. It also has strength in experiences supporting services and customer strategy but has gaps in organizational design and change management and in marketplace services. Customers like Cognizant's understanding of the business and strong execution of larger transformations but would welcome improvements in its project management and more onshore team members. One reference said, "They are really actionable in reprioritizing things. They are always willing to do what it takes to get the job done." Cognizant is a good fit for firms that need strong implementation of complex commerce architectures as well as operations support.

- **Tech Mahindra's Born Group has solid capabilities but lacks scale and integration.** Tech Mahindra has 4,600 commerce services employees serving clients around the world, with a bigger commerce presence in North America and a smaller presence in Europe and Asia Pacific. It serves clients like Nestlé, Sunrise, and Tata Cliq and industries including retail, manufacturing, and telecom. Tech Mahindra has a developer concentration in traditional commerce platforms

The Forrester Wave™: Commerce Services, Q1 2021

The 14 Providers That Matter Most And How They Stack Up

from Adobe, Salesforce, and SAP. It acquired Born Group to enter the commerce strategy and implementation business yet lags the competition in integrating those services with the broader technology capability.

Compared with other providers we evaluated, Tech Mahindra shows strength in commerce experience implementation services as well as in program management but has gaps in commerce strategy services and commerce platform coverage. Customers like Tech Mahindra's Adobe Magento expertise and flexibility in supporting clients but would welcome improvements in the communication between teams working on different parts of the same project. One reference said, "It's clear that Tech Mahindra wants to understand our business. They already feel like our own employees." Tech Mahindra is a good fit for B2C companies in North America wanting a specialized commerce partner backed by a large technology organization.

Evaluation Overview

We evaluated vendors against 28 criteria, which we grouped into three high-level categories:

- **Current offering.** Each vendor's position on the vertical axis of the Forrester Wave graphic indicates the strength of its current offering and validation through higher ratings from customer references. Key criteria for these solutions include commerce strategy, commerce implementation, commerce platforms, marketplaces, supporting commerce services, and program management.
- **Strategy.** Placement on the horizontal axis indicates the strength of the vendors' strategies. We evaluated each vendor's vision, execution roadmap, partner ecosystem, innovation strategy, and employee experience.
- **Market presence.** Represented by the size of the markers on the graphic, our market presence scores reflect each vendor's commerce services headcount, client count, and global footprint.

Vendor Inclusion Criteria

Forrester included 14 vendors in the assessment: Accenture, Capgemini, Cognizant, Deloitte, Dentsu, EPAM, HCL Technologies, IBM, Infosys, Tata Consultancy Services, Tech Mahindra, Valtech, Wipro, and WPP. Each of these vendors has:

- **A large commerce services practice.** We included only the providers with multiregional or global presence and the largest commerce services practices.
- **A presence in competitive deals.** Providers that are competing for enterprise commerce business show up more often in competitive deals, thus indicating their hunger for your business.
- **Demand by Forrester's enterprise clients.** These providers are commonly cited by enterprise clients as on their shortlists for commerce transformations.

The Forrester Wave™: Commerce Services, Q1 2021

The 14 Providers That Matter Most And How They Stack Up

Engage With An Analyst

Gain greater confidence in your decisions by working with Forrester thought leaders to apply our research to your specific business and technology initiatives.

Analyst Inquiry

To help you put research into practice, connect with an analyst to discuss your questions in a 30-minute phone session — or opt for a response via email.

[Learn more.](#)

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Translate research into action by working with an analyst on a specific engagement in the form of custom strategy sessions, workshops, or speeches.

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Supplemental Material

Online Resource

We publish all our Forrester Wave scores and weightings in an Excel file that provides detailed product evaluations and customizable rankings; download this tool by clicking the link at the beginning of this report on Forrester.com. We intend these scores and default weightings to serve only as a starting point and encourage readers to adapt the weightings to fit their individual needs.

The Forrester Wave Methodology

A Forrester Wave is a guide for buyers considering their purchasing options in a technology marketplace. To offer an equitable process for all participants, Forrester follows [The Forrester Wave™ Methodology Guide](#) to evaluate participating vendors.

The Forrester Wave™: Commerce Services, Q1 2021

The 14 Providers That Matter Most And How They Stack Up

In our review, we conduct primary research to develop a list of vendors to consider for the evaluation. From that initial pool of vendors, we narrow our final list based on the inclusion criteria. We then gather details of product and strategy through a detailed questionnaire, demos/briefings, and customer reference surveys/interviews. We use those inputs, along with the analyst's experience and expertise in the marketplace, to score vendors, using a relative rating system that compares each vendor against the others in the evaluation.

We include the Forrester Wave publishing date (Q1 2021) clearly in the title of each Forrester Wave report. We evaluated the vendors participating in this Forrester Wave using materials they provided to us by January 22, 2021, and did not allow additional information after that point. We encourage readers to evaluate how the market and vendor offerings change over time.

In accordance with [The Forrester Wave™ and New Wave™ Vendor Review Policy](#), Forrester asks vendors to review our findings prior to publishing to check for accuracy. Vendors marked as nonparticipating vendors in the Forrester Wave graphic met our defined inclusion criteria but declined to participate in or contributed only partially to the evaluation. We score these vendors in accordance with [The Forrester Wave™ And The Forrester New Wave™ Nonparticipating And Incomplete Participation Vendor Policy](#) and publish their positioning along with those of the participating vendors.

Integrity Policy

We conduct all our research, including Forrester Wave evaluations, in accordance with the [Integrity Policy](#) posted on our website.

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