

HANDOUT

Understanding Spryker's Position in Gartner's **2022 Critical Capabilities for Digital Commerce Platforms** Report



Spryker

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What is the Gartner Critical Capabilities for Digital Commerce Platforms Report?

The Gartner Critical Capabilities Report is a **comparative analysis and companion report to the Gartner Magic Quadrant for Digital Commerce** report. It scores competing vendor products or services according to their capability to meet customer use cases and need.

The inclusion criteria for this Critical Capabilities report are identical to those for the Magic Quadrant, and only vendors featured in the Magic Quadrant were considered for inclusion in the Critical Capabilities report.

The report is aimed at organizations that are selecting digital commerce platform vendors.

“This Critical Capabilities report focuses on digital commerce vendors’ products. More specifically, **it examines their functionality to support four use cases and eight critical capabilities.**”

“The critical capabilities represent the functional abilities most required to satisfy the use cases. These capabilities are neither technology-specific nor low-level feature-/function-specific. Rather, **they reflect higher-level capabilities that we frequently hear Gartner clients request during inquiry calls, discussions and presentations.**”

Spryker's Results

Spryker was assessed according to **eight critical capabilities** for the following **four customer use cases**:

Critical Capabilities

- Agility
- Platform Ecosystem
- B2B Support
- Complex Environments
- Globalization
- Unified Retail Commerce
- Composability
- Core Commerce

Use Cases

1. Composable Commerce
2. B2B Digital Commerce
3. B2C and B2B Digital Commerce on the Same Platform
4. B2C Digital Commerce

Spryker performed consistently well in the 2022 Critical Capabilities Report, **ranking #1 for Composable Commerce and landing in the top 8 out of 18 vendors for each of the four use cases**. The rankings are relevant to Spryker's positioning as **'Visionary' in the Magic Quadrant for the second year running**.

Spryker is also one of 12 vendors in the Magic Quadrant to be **acknowledged in all customer use cases**, and ranked ahead of industry leader commercetools in **three out of the four** use cases.

The following slides explore in more detail Spryker's results for each use case:

Key Quotes

"[Spryker] is a good fit for **digitally mature organizations in Europe and North America** with advanced skills for API management and integration, strong product management and governance."

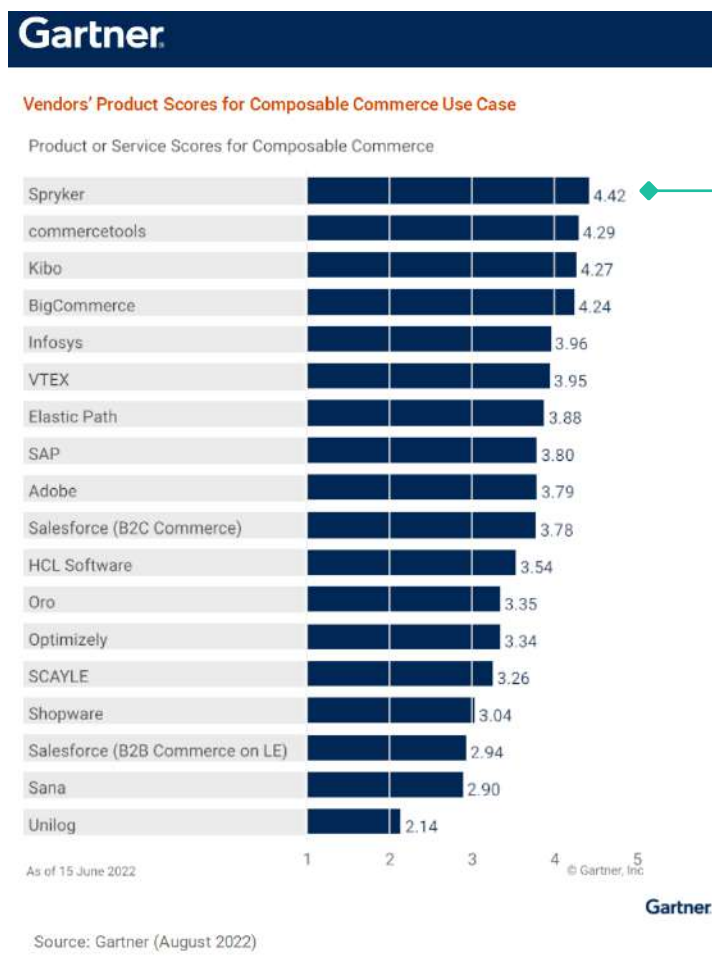
"Compared with other vendors in this report, **Spryker ranks first for Composable Commerce** and in the upper midrange for B2C Digital Commerce, B2B Digital Commerce, and B2C and B2B Digital Commerce on the Same Platform."

"**Spryker scores high for Composability and Agility** due to its modular architecture, extensibility of frontend and third-party applications and hybrid SaaS/PaaS environments."



USE CASE #1

Composable Commerce



**Spryker #1 scoring
4.42 out of 5**

What does Spryker's result mean?

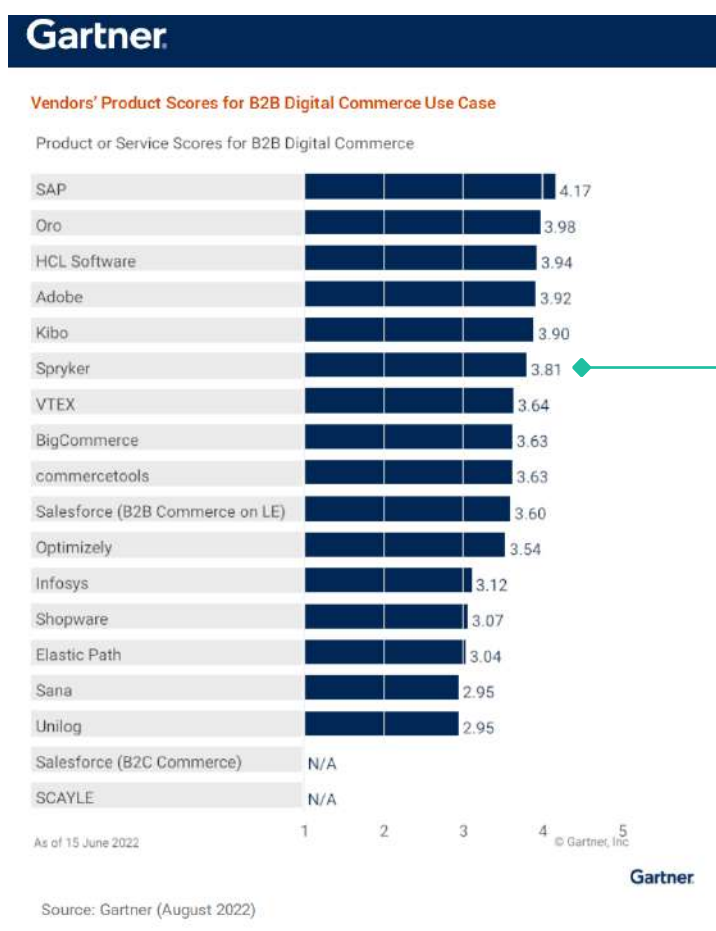
Composable Commerce applies to organizations who require modular commerce capabilities to build unique experiences or digital business applications that may involve B2B commerce, B2C commerce or both. Vendors for this use case were assessed for the **degree of product modularity they offered**, i.e., the product's modularity in terms of application design and architecture and the consumability of individual components of the platform.

Spryker's placing as #1 out of 18 vendors for Composable Commerce is indicative of its market understanding and how its solutions fit the future predictions by Gartner analysts. Gartner has forecasted that "by 2023, organizations that have adopted a composable approach will outpace competition by 80% in the speed of new feature implementation." Spryker's App Composition Platform matches this vision by allowing customers to access 3rd party services in the most seamless, secure and curated way.



USE CASE #2

B2B Digital Commerce



**Spryker #6 scoring
3.81 out of 5**

What does Spryker's result mean?

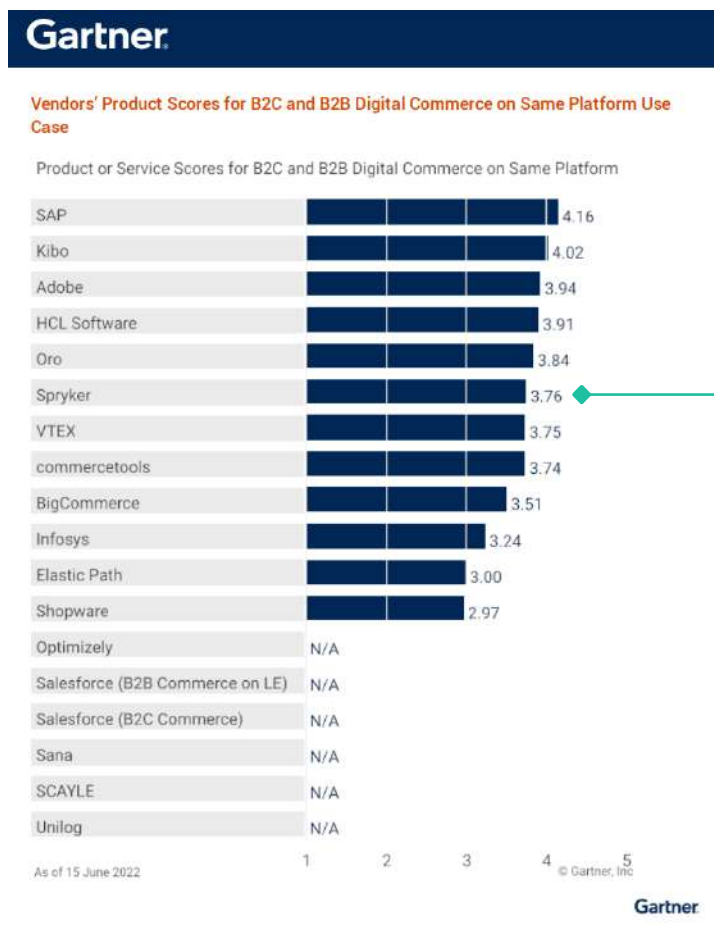
B2B Digital Commerce applies to organizations selling primarily or only to businesses. Vendors for this use case were assessed for their **ability to cater for modern B2B requirements**, especially as marketplace operations are becoming a standard part of digital commerce platform offerings. Gartner forecasts that "by 2024, 15% of B2B organizations will use digital commerce platforms to support both their customers and sales reps in all sales activities."

Spryker's placing as #6 out of 18 vendors and among the market leaders for B2B Digital Commerce is indicative of its market understanding and how its solutions fit the future predictions by Gartner analysts. Through its headless modular B2B commerce, **Spryker's leading B2B Cloud-based Commerce platform effortlessly meets the needs of sophisticated B2B business models.**



USE CASE #3

B2C and B2B Digital Commerce on Same Platform



**Spryker #6 scoring
3.76 out of 5**

What does Spryker's result mean?

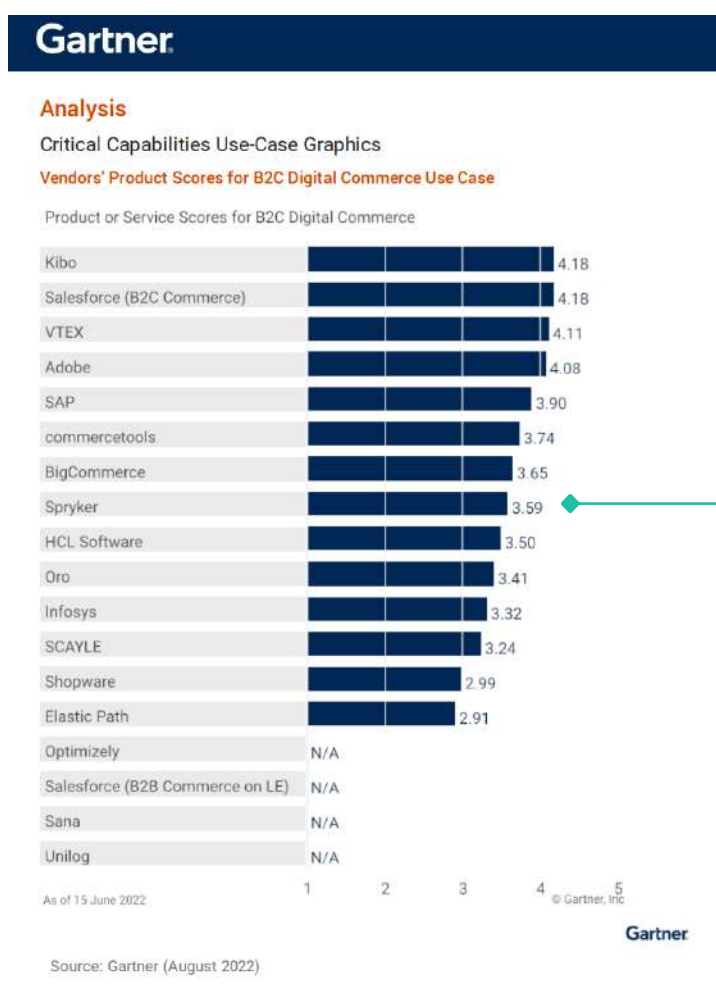
B2C and B2B Digital Commerce on Same Platform applies to organizations selling significantly to both business and private individuals. Vendors for this use case were assessed for their **ability to cater for both modern B2B and B2C requirements all in one solution.**

Spryker's upper mid-range placing as #6 out of 18 vendors, and among the market leaders for this use case is indicative of its capabilities that enable a business to extend its business models (from B2B to B2C or vice versa), and operate an enterprise marketplace.



USE CASE #4

B2C Digital Commerce



**Spryker #6 scoring
3.59 out of 5**

What does Spryker's result mean?

B2C Digital Commerce applies to organizations selling primarily or only to private individuals. Vendors for this use case were assessed for their ability to cater for modern B2C requirements.

Spryker's above mid-range placing as #8 out of 18 vendors for B2C Digital Commerce is indicative of its Cloud Commerce B2C Solution which meets the needs of large enterprises in the fast-changing commerce market. Through its modular and scalable B2C Commerce, Spryker's specific B2C capabilities accelerate sophisticated and transactional B2C use cases.

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Gartner, **Critical Capabilities for Digital Commerce Platforms**, 15 August 2022, by Mike Lowndes, Yanna Dharmasthira, Sandy Shen, Penny Gillespie, Jason Daigler, Aditya Vasudevan.

About Spryker

Spryker Systems GmbH is a privately held technology company headquartered in Berlin, Germany and New York, USA. Founded in 2014, Spryker enables companies to build sophisticated transactional business models in unified commerce including B2B, B2C, and Enterprise Marketplaces. Spryker is the most modern, fully composable platform-as-a-service (PaaS) solution with headless & API-based architecture that is cloud and enterprise-ready and loved by developers and business users worldwide. Spryker customers extend their sales reach and grow revenue with a system that allows them to increase operational efficiency, lower the total cost of ownership, expand to new markets and business models faster than ever before: Spryker solutions have empowered 150+ companies to manage transactions in more than 200 countries worldwide and is trusted by brands such as Aldi, Siemens, Hilti, and Ricoh. Gartner® recognized Spryker as a Visionary in the 2021 Magic Quadrant™ for Digital Commerce, just one year after it first appeared (2020), and has also been named as a major player in B2B e-Commerce by IDC. Finally, it is the only commerce platform to provide full B2B, B2C, D2C, and Marketplace capabilities out of one stack. Find out more at spryker.com



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