

# Digital Commerce Buyers Guide

Software Provider and Product Assessment

**SOFTWARE  
PROVIDER  
REPORT**

**\*ISG** Research



## Key Takeaways

Digital commerce platforms have become strategically critical as enterprises respond to rising acquisition costs, margin pressure and heightened expectations for seamless, omnichannel buying experiences. Buyers now move fluidly between self-service, assisted and subscription transactions, requiring consistent pricing, availability and entitlement management across touchpoints. Organizations are prioritizing unified commerce architectures that integrate customer data, transaction execution and fulfillment processes to reduce friction and improve revenue visibility.

### Software Provider Summary

The ISG Buyers Guide™ for Digital Commerce evaluates 18 software providers offering products that support catalog and pricing management, order orchestration, subscription management, personalization and analytics. The research ranked the top three overall leaders as Salesforce, Oracle and Microsoft. Providers were classified using weighted performance in Product Experience and Customer Experience for ISG quadrant placement. Adobe, HubSpot, Microsoft, Oracle, Oracle NetSuite, Salesforce and Zoho were rated Exemplary, with HCLSoftware and SAP rated Innovative. Optimizely, Sitecore and Wix were rated as Assurance, and BigCommerce, Infosys, Rithum, Shopify, Squarespace and VTEX were rated as Merit.

### Product Experience

Product Experience, representing 80% of the evaluation, focuses on Capability (40%) and Platform (40%), which includes adaptability, manageability, reliability and usability. Salesforce, Oracle and Microsoft achieved the highest performance as Leaders in this category, supported by comprehensive catalog and pricing management capabilities and robust platform architectures enabling scalable order orchestration and enterprise integration. Leaders demonstrated enterprise-grade platform capabilities across varied roles and contexts.

### Customer Experience

Customer Experience, representing 20% of the evaluation, focuses on validation and TCO/ROI. Salesforce, HubSpot and Oracle were the Leaders in this category, demonstrating strong customer advocacy and a clear investment in successful outcomes. Providers with lower performance often lacked publicly available customer validation or failed to demonstrate structured ROI measurement and proactive lifecycle engagement.

### Strategic Recommendations

Enterprises should evaluate digital commerce platforms based on integration maturity with CRM, order management and financial systems alongside scalability and governance controls. Prioritize consistent pricing, entitlement management and workflow standardization across channels to reduce friction and margin leakage. Cross-functional alignment across marketing, sales, finance and IT is essential to sustain omnichannel consistency and data-driven growth.



# The Findings

The software providers and products evaluated in this research offer product and customer experiences, but not every feature is equally valuable to every enterprise or is needed to support the relevant business processes and use cases. Moreover, having too many product capabilities may be a negative factor for an enterprise if it introduces unnecessary complexity. Nonetheless, you may decide that a more comprehensive set of capabilities is important and meets your enterprise's requirements.

An effective customer relationship with a software provider is vital to the success of any investment. The overall customer experience and the full lifecycle of engagement play a key role in ensuring satisfaction and long-term success. Providers with dedicated customer leadership, such as chief customer officers, tend to invest more deeply in these relationships and prioritize customer outcomes in line with TCO and ROI expectations. It is equally important that this commitment to customer success is evident throughout the provider's website, the buying process and the customer journey.

## Overall Scoring of Software Providers Across Categories

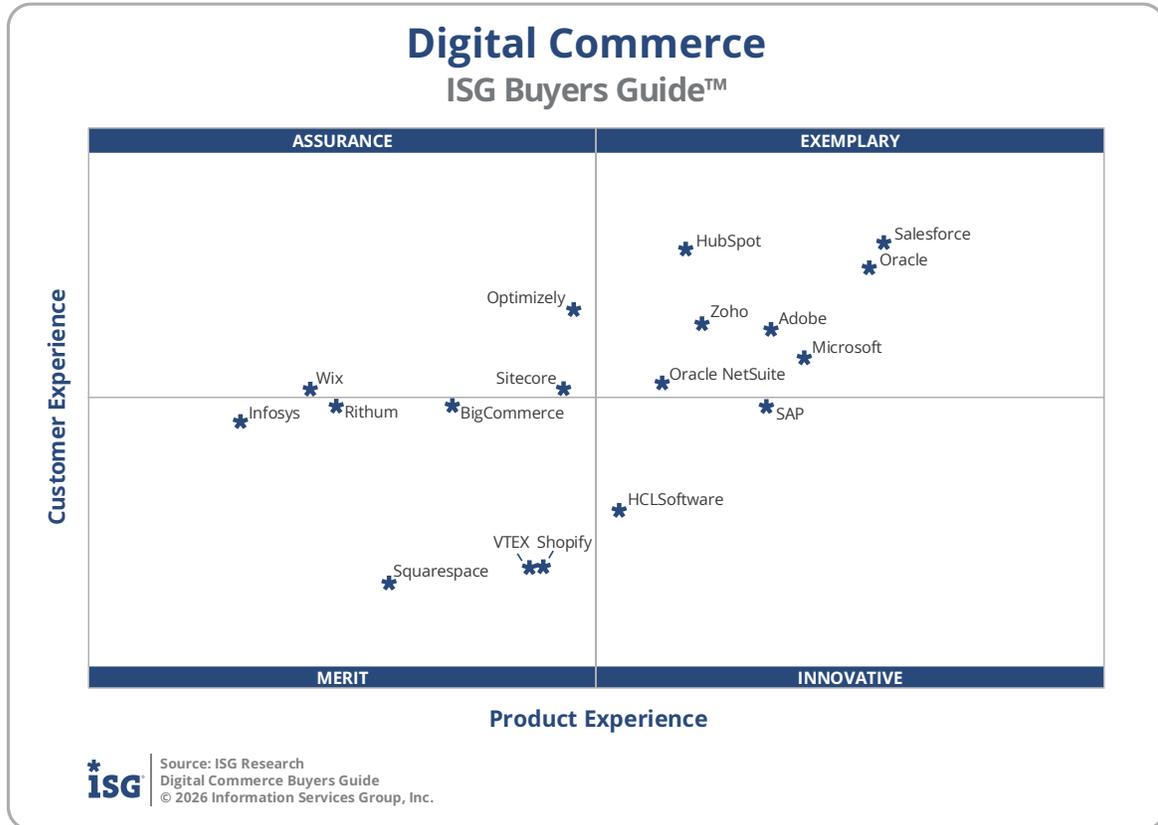
The research finds Salesforce atop the list, followed by Oracle and Microsoft. Providers that place in the top three of a category earn the designation of Leader. Salesforce has done so in five categories, Oracle in four, Microsoft in three, HubSpot in two and SAP in one category.

The quadrant chart below presents ratings for Product Experience and Customer Experience on the x- and y-axes, respectively, to visually classify software providers. Those providers whose Product Experience has above-median weighted performance on the axis, in aggregate across the two product categories, place farther to the right. The performance and weighting for the Customer Experience category determine placement on the vertical axis. In short, software providers that place closer to the upper-right on this chart performed better than those closer to the lower-left.

The research categorizes and rates software providers into one of four categories: Assurance, Exemplary, Merit or Innovative. Placement represents the software providers' weighted performance in meeting the requirements of product and customer experience.

Digital Commerce Overall			
Providers	Grade	Performance	
Salesforce	A-	<b>Leader</b>	<b>83.6%</b>
Oracle	A-	<b>Leader</b>	<b>82.4%</b>
Microsoft	B++	<b>Leader</b>	<b>75.7%</b>
Adobe	B++		<b>75.3%</b>
HubSpot	B+		<b>73.2%</b>
SAP	B+		<b>72.7%</b>
Zoho	B+		<b>72.2%</b>
Oracle NetSuite	B		<b>66.6%</b>
Optimizely	B		<b>62.6%</b>
HCLSoftware	B-		<b>61.8%</b>
Sitecore	B-		<b>59.6%</b>
Shopify	B-		<b>56.8%</b>
VTEX	B-		<b>56.4%</b>
BigCommerce	C++		<b>55.7%</b>
Rithum	C+		<b>47.3%</b>
Wix	C+		<b>46.1%</b>
Infosys	C+		<b>44.5%</b>
Squarespace	C+		<b>44.3%</b>

**ISG** Source: ISG Research  
Digital Commerce Buyers Guide  
© 2026 Information Services Group, Inc.



**Exemplary:** This rating (upper right) applies to those providers that performed above the median on Product and Customer Experience requirements. The providers rated Exemplary are: Adobe, HubSpot, Microsoft, Oracle, Oracle NetSuite, Salesforce and Zoho.

**Innovative:** This rating (lower right) applies to those that performed above median in Product Experience but not in Customer Experience. The providers rated Innovative are: HCLSoftware and SAP.

**Assurance:** This rating (upper left) applies to those that performed above median in Customer Experience but not in Product Experience. The providers rated Assurance are: Optimizely, Sitecore and Wix.

**Merit:** This rating (lower left) applies to those that did not surpass the median in Customer or Product Experience. The providers rated Merit are: BigCommerce, Infosys, Rithum, Shopify, Squarespace and VTEX.

We advise enterprises to use this research as a supplement to their own evaluations, recognizing that ratings or rankings do not solely represent a provider's value nor indicate universal suitability of a set of products.



## About ISG Research

ISG Research provides subscription research, advisory, consulting and executive event services focused on market trends and disruptive technologies. ISG Research delivers guidance that helps businesses accelerate growth and create more value. For further information about ISG Research subscriptions, please visit [research.isg-one.com](https://research.isg-one.com).

## About ISG

[ISG](#) (Nasdaq: [III](#)) is a global AI-centered technology research and advisory firm. A trusted partner to more than 900 clients, including 75 of the world's top 100 enterprises, ISG is a long-time leader in technology and business services that is now at the forefront of leveraging AI to help organizations achieve operational excellence and faster growth. The firm, founded in 2006, is known for its proprietary market data and research, in-depth knowledge and governance of provider ecosystems, and the expertise of its 1,500 professionals worldwide working together to help clients maximize the value of their technology investments.