

IDC MarketScape

IDC MarketScape: Worldwide Multi-Enterprise Supply Chain Commerce Network 2023 Vendor Assessment

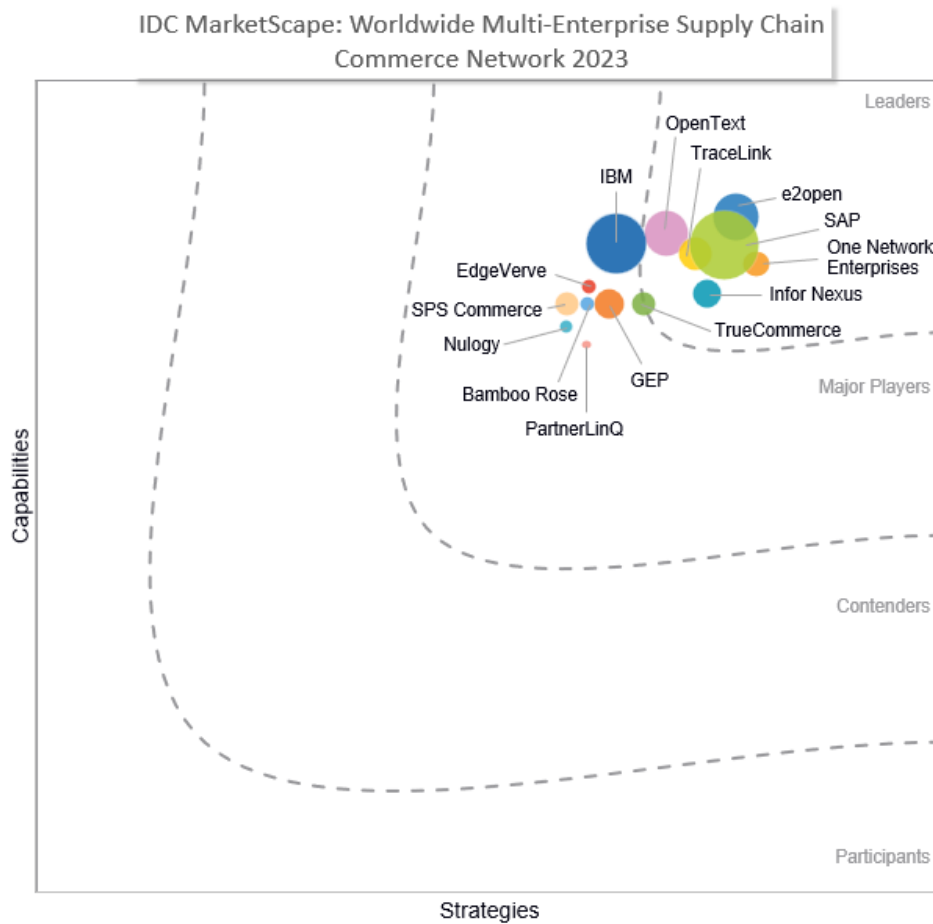
Simon Ellis

THIS IDC MARKETSCAPE EXCERPT FEATURES TRUECOMMERCE

IDC MARKETSCAPE FIGURE

FIGURE 1

IDC MarketScape Worldwide Multi-Enterprise Supply Chain Commerce Network 2023 Vendor Assessment



Source: IDC, 2023

Please see the Appendix for detailed methodology, market definition, and scoring criteria.

IN THIS EXCERPT

The content for this excerpt was taken directly from IDC MarketScape: Worldwide Multi-Enterprise Supply Chain Commerce Network 2023 Vendor Assessment (Doc # US49948423). All or parts of the following sections are included in this excerpt: IDC Opinion, IDC MarketScape Vendor Inclusion Criteria, Essential Guidance, Vendor Summary Profile, Appendix and Learn More. Also included is Figure 1.

IDC OPINION

This IDC study represents the vendor assessment model called IDC MarketScape. This research is a quantitative and qualitative assessment of the characteristics that explain a vendor's success in the multi-enterprise supply chain commerce network (MESCCN) space and helps assess current and anticipated performance in the marketplace. This 2023 vendor assessment is a refresh of one published in late 2021.

The long-term movement of the supply chain to one that is highly outsourced and distributed has created both opportunity and challenge. Multi-enterprise supply chain commerce networks are just one of those opportunities, and this study assesses the capability and business strategy of 14 vendors with broad competencies in supply chain commerce networks. This evaluation is based on a comprehensive framework and set of parameters expected to be conducive to success in providing organizations with insight into supply chain commerce network tools. Key findings include:

- IDC Manufacturing Insights defines a multi-enterprise supply chain commerce network as any platform that facilitates the exchange of information and enables transactions among disparate parties about the supply chain or supply chain processes. In today's fast-paced, highly analytical supply chain, using networks to facilitate commerce and collaboration can mean the difference between meeting supply chain performance goals and not meeting goals.
- As supply chain networks grow in importance as the "center" of the supply chain operational space and a key component of overall orchestration, so do the connections with both traditional and emerging supply chain management (SCM) applications. Although those SCM applications are not part of this evaluation, the ability to easily and seamlessly integrate with them is an important consideration.
- Each vendor included in this IDC MarketScape offers and has demonstrated competency in multi-enterprise supply chain commerce networks. IDC would not hesitate to recommend any of them in the evaluation process.
- Many multi-enterprise supply chain commerce network variations have different design goals and aspirations. Although the vendors in this study compete, they can also complement each other under certain circumstances.
- The criteria used in this IDC MarketScape (and the resulting position in Figure 1) are across dual dimensions of strategy (plans and where the vendor is headed) and capability (where the vendor is today in terms of capabilities). Each element within strategy and capability is then assigned a weighting based on the relative importance of each criterion in the opinion of IDC Manufacturing Insights and feedback from client references.

- This IDC MarketScape is a starting point for manufacturers considering participating in a multi-enterprise supply chain commerce network. The vendors included represent a "short list" – a way to winnow down the long list of big and small service providers in the marketplace. This document does not replace the due diligence that companies must do to evaluate which vendor fits their specific needs and circumstances.

IDC believes that multi-enterprise supply chain commerce networks are the future of visibility and collaboration for the modern supply chain. Traditional approaches to both have proven to be limited, and "doing the same thing time after time and expecting a different result" is the definition of madness." As supply chains look for ways to be more agile by seeing disruptions further back (earlier) in their supply base and are facing increasingly demanding sustainability requirements (scope 3 particularly), the multi-enterprise supply chain network becomes a "must-have" rather than just a "nice to have."

IDC MARKETSCOPE VENDOR INCLUSION CRITERIA

IDC believes that multi-enterprise supply chain commerce networks are critical to the current and future supply chain. Any company that runs a supply chain, whether manufacturer, retailer, or wholesaler, can benefit from a competent network's capabilities. As ecosystems become a more important part of and a contributor to shared knowledge and integrated operations, the multi-enterprise networks that form part of the underpinnings of those ecosystems also grow in importance.

A multi-enterprise supply chain commerce network can be a single platform or a platform integrated into various supply chain applications. While the evaluation here is of the commerce platform itself as it pertains to the supply chain, the ability to integrate to, or be integrated with, supply chain applications spanning both planning and execution/fulfillment is the way of the future for these networks. Although we did not distinguish networks in our analysis solely by size, the value of any network is a function of the number of participants on the platform. Hence the ability to seamlessly scale is important.

Several vendors are offering multi-enterprise supply chain commerce networks to the market. This IDC MarketScape intends to focus on those notable vendors that focus on broad supply chain capabilities, with the following criteria to guide inclusion:

- Vendors must have a global presence, with engagements in at least two major geographic regions.
- Vendors must have offered multi-enterprise supply chain commerce tools for at least three years.
- Vendors must have at least 10 referenceable client engagements.

Each of the 14 vendors included in this document meets these requirements. However, some vendors run networks that focus on a particular functional area within the supply chain, manage a particular enterprise task, or even support a specific industry.

ADVICE FOR TECHNOLOGY BUYERS

The global COVID-19 pandemic has accelerated the company's desire to be more resilient, with recent IDC surveys suggesting that multisourcing is high on the list of strategies to accomplish that goal. On the heels of every major disruption, talk of near-shoring resurfaces. Whether we see the movement of manufacturing locations or just final assembly remains to be seen, but there is no question that the

networks that enable collaboration, visibility, and seamless trade are becoming an increasingly important tool.

The outsourcing opportunity, of course, is well known and long established, and it has been either to allocate activities to external parties for whom the said activity is core competency or as labor arbitrage. While we might argue that the latter is less "plentiful" than in the past, with freight and transportation "footprints" a greater area of concern given energy costs and sustainability goals, the focus on outsourcing partners with core competencies in key areas of the supply chain remains an important component of the supply chain today and will continue to be so in the future. The challenge of an outsourced supply chain is that the ability to collaborate/communicate in real time with acceptable levels of visibility both upstream and downstream has become increasingly challenging.

For manufacturers, retailers, or wholesalers looking to participate in multi-enterprise supply chain commerce networks – either for the first time or as a complement to existing network participation – IDC offers the following guidance:

- Take your time in evaluating vendors. The decision to engage should be backed up with due diligence to ensure that the vendor selected has the appropriate experience levels in your area of need.
- Be clear about the need. Is it about supporting ecommerce, enabling greater visibility, meeting sustainability reporting requirements, or managing collaboration/transactions with upstream suppliers or downstream customers? What are you looking to gain from network participation, and do certain vendors support necessary focus more than others?
- Look for vendors with experience in your market segment and the established network scale you require. Are the trading partners you need there already?
- Ensure that part of the evaluation considers your current set of supply chain applications. The evaluation should consider how the network will integrate with those applications or whether it is possible/appealing to use the network as a complete/partial replacement of those tools.
- Ensure that the vendors you consider have the necessary functionality and the future capabilities you will likely need.

The usefulness of a supply chain network is a balance between what companies need today and what they expect to need in the future. In some ways, the more interesting discussion is about the longer-term supply chain and where/how new technologies and consumer expectations will dramatically affect how supply chains operate. As you engage with a network vendor, ensure that the vendor is at least thinking about what tomorrow may look like.

VENDOR SUMMARY PROFILES

This section briefly explains IDC's key observations resulting in a vendor's position in the IDC MarketScape. While every vendor is evaluated against each of the criteria outlined in the Appendix, the description here provides a summary of each vendor's strengths and challenges.

TrueCommerce

TrueCommerce is positioned as a Leader in this 2023 IDC MarketScape for the worldwide multi-enterprise supply chain commerce network market.

TrueCommerce is a global software vendor providing supply chain business networks and supply chain applications to a broad range of industry markets, including consumer products, chemicals, automotive/heavy equipment, and retail. The company was founded in 1995 and is headquartered in Cranberry Township, Pennsylvania. TrueCommerce is a global, fully integrated supply chain network that helps companies connect their customers, suppliers, logistics partners, and internal systems/ERPs.

At the center of TrueCommerce is its trading platform, which connects participants across the globe, supporting unique data standards and connectivity methods. TrueCommerce includes a powerful integration platform that leverages API technology to integrate with popular business systems (ERP, WMS, ecommerce, OMS, etc.) to enable full integration and digitization between TrueCommerce customer and their trading partners.

TrueCommerce offers applications and services that utilize the depth of connectivity and integration on the network to enhance engagement among participants. The applications deliver better visibility into the supply chain, streamline business processes, improve operational effectiveness, and create a more competitive supply chain. Applications include collaborative multilevel planning, inventory replenishment, ecommerce (B2B/B2C), supplier enablement, order management, fulfillment, dropship enablement (retail), forecast and ship schedule reconciliation, downstream supplier forecast management, and analytics. TrueCommerce offers a broad set of supply chain applications that extend SCCN beyond data exchange, a large/global pre-connected network, deep integrations with customer-specific adaptability capabilities, and the ability to connect, aggregate, manage, and fulfill orders across all their customer channels.

TrueCommerce currently has over 180,000 active users on its network.

Strengths

TrueCommerce strengths include:

- TrueCommerce offers a large global network of pre-connected supply chain participants, enabling rapid onboarding and deeper integration with the supply chain. TrueCommerce's modern network is integration agnostic, which enables customers to integrate all of their supply chains, whether integrating through the B2B Commerce Supplier Enablement portal, EDI, XML, API, PDF, unstructured document, or other means, as well as when integrating with government agencies for tax compliance or e-invoicing mandates. The breadth of connectivity capabilities enables TrueCommerce to deliver more meaningful integration/digitization for their customers and deliver a stronger ROI.
- TrueCommerce offers extensive integration capabilities with pre-built and purpose-built integrations with 50+ ERP, OMS, and other mission-critical business systems. TrueCommerce's robust integration platform enables rapid implementation and flexibility to adapt the integrations to unique business processes and supply chain requirements.
- TrueCommerce offers a premium level of managed services that extends beyond the service levels offered by most networks. TrueCommerce offers edge-to-edge (network participant to network participant) proactive monitoring of transactional activity, assured measure delivery, detail level validation, proactive error resolution, and multi-enterprise connectivity monitoring.
- Supply chain applications leverage the global connectivity and integration capabilities provided on TrueCommerce's SCCN. Applications include collaborative multilevel planning, inventory replenishment, ecommerce (B2B/B2C), supplier enablement, order management, fulfillment,

dropship enablement (retail), forecast and ship schedule reconciliation, downstream supplier forecast management, and analytics.

Challenges

The primary challenges include buyers deferring decisions due to competing priorities for their limited IT staffs/budget. Replacing their current solution can be viewed as risky and time consuming so buyers often tolerate existing solutions that don't deliver full ROI and consume more of their staff's time and effort. Addressing the launch/onboarding process is a major area of focus for TrueCommerce to overcome that paradigm in the marketplace. Implementation challenges include master data management issues when integrating diverse enterprises and the often-protracted timelines to get trading partners onboarded. TrueCommerce is also aggressively focused on simplifying and reducing onboarding times (a top constraint in growing a network business) by offering more adaptable tools and simpler and more intuitive connectivity.

Consider TrueCommerce When

Manufacturing, particularly consumer products, and retail organizations looking for a vendor of both network and supply chain applications should consider TrueCommerce. The vendor offers robust integration capabilities with most ERP systems offering rapid implementations and a strong, reproducible ROI.

APPENDIX

Reading an IDC MarketScape Graph

For the purposes of this analysis, IDC divided potential key measures for success into two primary categories: capabilities and strategies.

Positioning on the y-axis reflects the vendor's current capabilities and menu of services and how well-aligned the vendor is to customer needs. The capabilities category focuses on the capabilities of the company and product today, here, and now. Under this category, IDC analysts will look at how well a vendor is building/delivering capabilities that enable it to execute its chosen strategy in the market.

Positioning on the x-axis, or strategies, axis indicates how well the vendor's future strategy aligns with what customers will require in three to five years. The strategies category focuses on high-level decisions and underlying assumptions about offerings, customer segments, and business and go-to-market plans for the next three to five years.

The size of the individual vendor markers in the IDC MarketScape represents the market share of each vendor within the specific market segment being assessed.

Each of the fourteen vendors evaluated for this IDC MarketScape has a well-rounded scope of capabilities related to multi-enterprise supply chain commerce networks. All vendors ended up in the Leaders or Major Players segments due to the ability to meet the core requirements of having both broad functional expertise and a significant network customer base. While differences among the competitors remain, IDC Manufacturing Insights would feel comfortable recommending any of these companies.

IDC MarketScape Methodology

IDC MarketScape criteria selection, weightings, and vendor scores represent well-researched IDC judgment about the market and specific vendors. IDC analysts tailor the standard characteristics by which vendors are measured through structured discussions, surveys, and interviews with market leaders, participants, and end users. Market weightings are based on user interviews, buyer surveys, and the input of IDC experts in each market. IDC analysts base individual vendor scores and, ultimately, vendor positions on the IDC MarketScape on detailed surveys and interviews with the vendors, publicly available information, and end-user experiences to provide an accurate and consistent assessment of each vendor's characteristics, behavior, and capability.

Market Definition

IDC Manufacturing Insights defines a multi-enterprise supply chain commerce network as any platform that facilitates the exchange of information and enables transactions among disparate parties pertaining to the supply chain or to supply chain processes. In today's fast-paced, highly analytical supply chain, using networks to facilitate commerce and collaboration can mean the difference between meeting supply chain performance goals and not meeting goals.

A best-in-class supply chain of the future must be highly collaborative and have broad visibility into supply. The reality is that supply chains rely on suppliers and enablers more today than at any time in the past, and as the definition of "core competency" continues to re-focus, they will rely on these partners even more in the future. Although 1:1 relationships may persist in certain areas (e.g., direct materials procurement), the world is moving to networks and marketplace ecosystems.

LEARN MORE

Related Research

- *IDC FutureScape: Worldwide Manufacturing Supply Chain 2024 Predictions* (IDC #US50873823, October 2023)
- *IDC MaturityScape: Digital Supply Chain Resiliency 1.0* (IDC #US48402418, December 2021)
- *IDC MarketScape: Worldwide Multi-Enterprise Supply Chain Commerce Network 2021 Vendor Assessment* (IDC #US48202217, September 2021)
- *IDC MarketScape: Worldwide Multi-Enterprise Supply Chain Commerce Network 2018 Vendor Assessment* (IDC #US44514117, December 2018)

Synopsis

This IDC study uses the IDC MarketScape model to assess several providers participating in the worldwide multi-enterprise supply chain commerce network market. The IDC MarketScape is an evaluation based on a comprehensive framework and a set of parameters that assesses providers relative to one another and to those factors expected to be most conducive to success in a given market during both the short term and the long term.

"It remains the view of IDC that multi-enterprise supply chain commerce networks are the future of visibility and collaboration for the modern supply chain. Traditional approaches to both have proven to be limited, and 'doing the same thing time after time and expecting a different result' is the definition of 'madness.' As supply chains look for ways to be more agile by seeing disruptions further back (earlier) in their supply base and are facing increasingly demanding sustainability requirements (scope 3 particularly), the multi-enterprise supply chain network becomes a 'must-have' rather than just a 'nice to have,'" says Simon Ellis, Group VP, U.S. Manufacturing Insights and Worldwide Supply Chain Strategies at IDC.

About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications and consumer technology markets. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. More than 1,100 IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries worldwide. For 50 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company.

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