



Digital Asset Management (DAM) for Digital Experiences (DX)

Software that enables content and context to drive digital experiences

Q3 2018

DIGITAL ASSET MANAGEMENT DIGITAL EXPERIENCES (DX)

ADOBE
APRIMO
BRANDFOLDER
BYNDER
COGNIZANT

CONSTELLATION
ShortList™

9
solutions
to know

MEDIABEACON
NUXEO
OPENTEXT
WIDEN

© 2018 Constellation Research, Inc. All rights reserved.

The Constellation ShortList™ presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research.

This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis, and briefings with vendors and partners.

About Constellation Research

As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation.

Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.

About This Constellation ShortList™

About Matrix Commerce™

Matrix Commerce analyzes the disruptive pressures influencing the commerce paradigm. Commerce faces rapidly changing business models and new payment options that are often misunderstood and poorly integrated.

Matrix commerce means the fusing of demand signals and supply chains in an increasingly complex world of buyers seeking frictionless buying experiences. Friction in this new world originates from new regulatory requirements, such as sustainability, taxation and privacy.

As the world revolves around the buyer, channels, demand signals, supply chains, payment options, enablers, and big data will converge to create what Constellation coined in 2011 as Matrix Commerce. Matrix Commerce spans across disciplines as people, process, and technologies continue to transform today's commerce models. The goal is to deliver campaign to commerce with a customer-centric point of view.

About Digital Asset Management for Digital Experiences

Digital Asset Management (DAM) enables brands to manage, deliver, analyze and renew all forms of digital content across all possible channels. Early adopters employ DAM solutions to manage content and context in order to drive customer experience and commerce. This category evaluates the best-of-breed players serving multi-national customers.

Threshold Criteria

Constellation considers the following criteria for these solutions:

- Content support
- Workflows and approvals
- Metadata management
- Taxonomy and automated ontologies
- Rights management
- Rendition management
- Search
- Globalization
- Localization
- Analytics and reporting
- Integration with complementary systems
- Multi-national support

The Constellation ShortList™

Constellation evaluates over 50 solutions categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share and internal research.

- Adobe
- Aprimo
- Brandfolder
- Bynder
- Cognizant
- MediaBeacon
- Nuxeo
- OpenText
- Widen

Frequency of Evaluation

Each Constellation ShortList evaluation will be updated every 180 days as needed.

Evaluation Services

Constellation clients may work with the analyst and research team to conduct a more thorough discussion of this Constellation ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.

Business Themes



Digital Marketing & Sales Effectiveness



Matrix Commerce

To learn more:

Visit www.constellationr.com/ShortList
or email shortlist@constellationr.com



R "Ray" Wang Founder and Principal Analyst

R "Ray" Wang provides insight into how disruptive technologies and new business models, such as digital transformation, impact brands, enterprises and organizations. He also focuses on harnessing innovation, creating next-generation business and IT leadership, and applying the new rules of business. Wang has held executive roles in product, marketing, strategy, and consulting at companies including Forrester Research, Oracle, PeopleSoft, Deloitte, Ernst & Young, and Johns Hopkins Hospital.

