FORRESTER®

The Forrester Wave™: Digital Experience Platforms, Q3 2021

The 13 Providers That Matter Most And How They Stack Up

by Joe Cicman
July 21, 2021

Why Read This Report

In our 26-criterion evaluation of digital experience platform (DXP) providers, we identified the 13 most significant ones — Acquia, Adobe, Bloomreach, CoreMedia, Crownpeak, HCL Software, Liferay, Magnolia, Optimizely, Oracle, Salesforce, SAP, and Sitecore — and researched, analyzed, and scored them. This report shows how each provider measures up and helps digital experience professionals select the right one for their needs.

The Forrester Wave™: Digital Experience Platforms, Q3 2021

The 13 Providers That Matter Most And How They Stack Up

by Joe Cicman
with Ted Schadler, Allen Bonde, Sara Sjoblom, Kara Wilson, and Madison Bakalar
July 21, 2021

Deep Integration Separates True Platforms From Mere Product Portfolios

Forrester distills a digital experience down to four solutions: 1) understanding the customer with data; 2) creating the experience with content; 3) tailoring that experience to fit the context with marketing; and 4) delivering value with commerce. To deliver these capabilities, firms must deploy digital experience platforms — a three-layer architecture comprising experience management, platform services, and infrastructure services. The experience layer provides unified tooling for practitioners and delivers a consistent experience to customers. Common platform services, including content, customer data, and transactions keep all interactions in the customer's context. Infrastructure services provide the scalable, secure, extensible foundation to support platform services and customer experiences.

That's the promise. But today, companies buy digital experience parts from multiple vendors and implement them over time. Even when a company goes all in with a single vendor, it doesn't implement all the parts in unison. That means your digital experiences are delivered (even temporarily) in a multivendor, multiproduct stack. In a world like this, interoperability is imperative. But all too often, the burden of integration is your responsibility. Is this welcome? Absolutely not. In this evaluation, the most common thing reference customers told Forrester is that they're most satisfied with technology providers' services — not the products themselves. That's a signal that the products — and the platforms they aspire to be — are still too challenging to deploy and operate. Vendors are racing to simultaneously modernize their technology and simplify the way the parts interoperate. As a result of these trends, digital experience platform customers should look for providers that:

- **Offer prebuilt integrations to more digital experience parts.** Platforms are expected to deliver efficiency — not just the ability — for assembling capabilities. Larger vendors proclaim that their product portfolios are pre-integrated and work well together. Smaller vendors focus on pre-integrating their narrower portfolios with cloud parts from the broader ecosystem. Customers tell Forrester that they want an integrated set of capabilities that "just works" — regardless of whether it comprises parts from one or many vendors.

FORRESTER®

Forrester Research, Inc., 60 Acorn Park Drive, Cambridge, MA 02140 USA
+1 617-613-6000 | Fax: +1 617-613-5000 | forrester.com

- **Prioritize the practitioner experience.** Task-focused, frictionless digital experiences inspire customers to reach their journey goals and realize the value your firm delivers. It's high time the experience-builders levy those expectations on their vendors — because the benefits are the same. Streamlined tools allow practitioners to maintain focus on crafting digital interactions that lead to differentiated customer outcomes.
- **Elevate testing and optimization to a first-class capability.** Content is the soul of, but not the whole of, experience. Pervasive changes in customer behavior caused by COVID-19 demonstrated how fragile predictive behavioral models can be in periods of turbulence. Practitioners need tools to continuously test and optimize all facets of their digital experiences at scale to be resilient in the face of black swan events.
- **Have a microservices-based, API-first, cloud-native, headless (MACH) offering.** Digital teams need scaling to be instant and APIs to be productive for modern developers. They need cloud-native platform parts to evolve continuously without requiring upgrades. And they need a platform built for interoperability and composability. All the vendors in this evaluation are headed in this direction, but some are much farther along than others.

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 report on digital experience platforms.

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.

Figure 1 Forrester Wave™: Digital Experience Platforms, Q3 2021

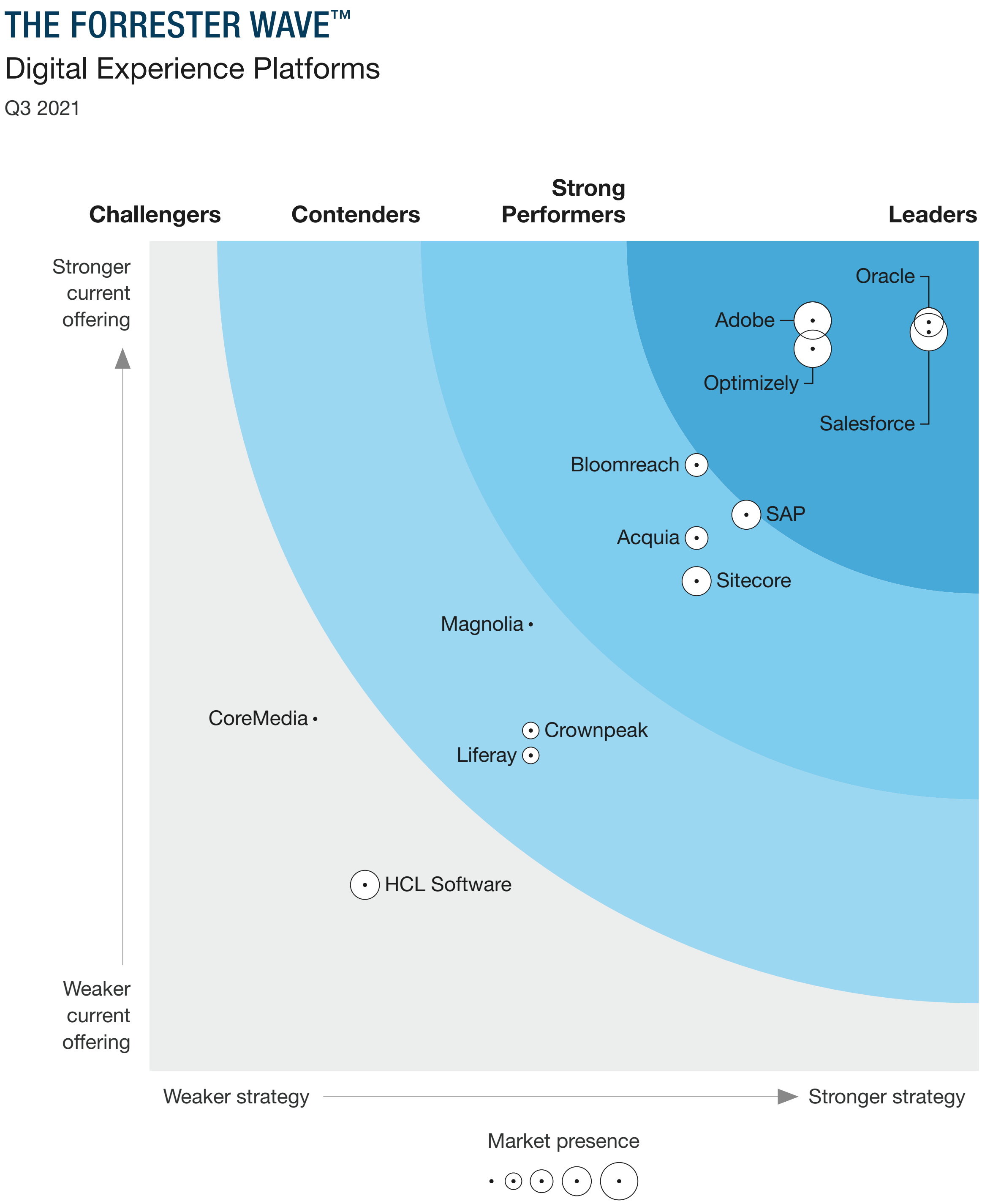

Figure 2 Forrester Wave™: Digital Experience Platforms Scorecard, Q3 2021

	Forrester's weighting	Acquia	Adobe	Bloomreach	CoreMedia	Crownpeak	HCL Software	Liferay
Current offering	50%	3.21	4.52	3.65	2.12	2.05	1.12	1.90
Experience management and delivery	35%	2.70	5.00	3.50	2.50	2.30	1.00	1.50
Platform services	35%	3.20	5.00	4.00	2.00	2.00	1.00	1.70
Infrastructure services	30%	3.80	3.40	3.40	1.80	1.80	1.40	2.60
Strategy	50%	3.30	4.00	3.30	1.00	2.30	1.30	2.30
Vision	20%	3.00	5.00	3.00	1.00	3.00	1.00	1.00
Market approach	20%	3.00	3.00	3.00	1.00	1.00	1.00	3.00
Partner ecosystem	15%	3.00	5.00	3.00	1.00	3.00	1.00	1.00
Delivery model	15%	3.00	3.00	3.00	1.00	3.00	1.00	3.00
Commercial model	15%	3.00	3.00	5.00	1.00	3.00	1.00	3.00
Supporting services	15%	5.00	5.00	3.00	1.00	1.00	3.00	3.00
Market presence	0%	3.00	5.00	2.50	1.00	2.00	3.50	1.50
Customer count	50%	3.00	5.00	2.00	1.00	1.00	2.00	2.00
Average deal size	50%	3.00	5.00	3.00	1.00	3.00	5.00	1.00

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

Figure 2 Forrester Wave™: Digital Experience Platforms Scorecard, Q3 2021 (Cont.)

	Forrester's weighting	Magnolia	Optimizely	Oracle	Salesforce	SAP	Sitecore
Current offering	50%	2.69	4.35	4.51	4.45	3.35	2.95
Experience management and delivery	35%	3.00	5.00	4.00	5.00	3.00	3.00
Platform services	35%	2.80	4.50	4.60	4.10	3.30	3.20
Infrastructure services	30%	2.20	3.40	5.00	4.20	3.80	2.60
Strategy	50%	2.30	4.00	4.70	4.70	3.60	3.30
Vision	20%	3.00	5.00	5.00	5.00	3.00	3.00
Market approach	20%	1.00	3.00	5.00	5.00	3.00	3.00
Partner ecosystem	15%	3.00	3.00	5.00	5.00	5.00	5.00
Delivery model	15%	3.00	5.00	5.00	5.00	3.00	3.00
Commercial model	15%	3.00	3.00	5.00	3.00	5.00	3.00
Supporting services	15%	1.00	5.00	3.00	5.00	3.00	3.00
Market presence	0%	1.00	4.50	3.50	5.00	3.50	4.00
Customer count	50%	1.00	4.00	4.00	5.00	4.00	3.00
Average deal size	50%	1.00	5.00	3.00	5.00	3.00	5.00

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

Vendor Offerings

Forrester included 13 vendors in this assessment: Acquia, Adobe, Bloomreach, CoreMedia, Crownpeak, HCL Software, Liferay, Magnolia, Optimizely, Oracle, Salesforce, SAP, and Sitecore (see Figure 3).

Figure 3 Evaluated Vendors And Product Information

Vendor	Product evaluated
Acquia	Acquia Open DXP
Adobe	Adobe Experience Cloud
Bloomreach	Bloomreach Experience Platform (BRX)
CoreMedia	CoreMedia Content Cloud
Crownpeak	Crownpeak Digital Experience Platform
HCL Software	HCL Digital Experience
Liferay	Liferay Digital Experience Platform
Magnolia	Magnolia
Optimizely	Optimizely Digital Experience Platform
Oracle	Oracle Advertising & Customer Experience Platform
Salesforce	Salesforce Experience Cloud
SAP	SAP Customer Experience Platform
Sitecore	Sitecore Experience Platform (XP)

Vendor Profiles

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

Leaders

- **Oracle has a robust experience platform, with strength in commerce and campaigns.** Headquartered in Austin, Texas, Oracle has a bigger customer presence in North America and a smaller presence in EMEA and Latin America. Oracle serves customers like Motorola, Panasonic UK, and WebContinental, with a bigger presence in high-tech industrial manufacturing, financial services, and automotive. Oracle offers a complete cloud stack — infrastructure as a service, platform as a service, application components, and fully integrated experience applications.

  Compared with other vendors we evaluated, Oracle shows strength in omnichannel experience management, automation and AI, and developer tools and support. It also has strength in search, content creation, and content hub. Reference customers told us that they like that Oracle provides access to product managers and engineers but would welcome improvements in rationalizing the personalization capabilities across products. One reference said, “I was skeptical because I never heard good things about Oracle. But I really liked my experience." Oracle is a good fit for companies that are looking for a suite of experience capabilities that are pre-integrated into the business objects managed by their Oracle enterprise applications — less so for luxury and apparel brands building direct-to-consumer experiences.

- **Salesforce has a strong experience platform overall but a persistent gap in content.** Headquartered in San Francisco, California, Salesforce has a bigger customer presence in North America and a smaller presence in EMEA, Latin America, and Asia Pacific. Salesforce serves customers like Mascoma Bank, Volvo, and Zenovate, with a bigger presence in high-tech, manufacturing, and financial services. Salesforce focuses on providing a portfolio of fully integrated solutions plus low-code tooling to enable citizen developers to build experiences for customers, partners, and employees.

  Compared with other vendors we evaluated, Salesforce shows strength in search, digital commerce, and platform certifications. It also has strength in testing and optimization, content creation, customer profile and segmentation, and platform operations but has gaps in content hub. Reference customers told us that they like Salesforce's speed of deployment, scalability, and ease of use for practitioners but would welcome improvements in simplifying the licensing across all products that are part of a customer's digital experience. One reference said, "One of the primary drivers of our choice to use Salesforce is because of the one-platform simplicity of using Salesforce for both our core application and our digital engagement experience." Salesforce is a good fit for companies that are looking to leverage their Salesforce CRM investments for internal productivity and for customer self-service productivity — less so for consumer brands building differentiated experiences on a multivendor stack of MACH components.

- **Adobe leads with the strongest portfolio and an evolving cloud-native strategy.** Headquartered in San Jose, California, Adobe has a bigger customer presence in North America and a smaller presence in EMEA and Asia Pacific. Adobe serves customers like Helly Hansen, Swisscom, and Walgreens Boots Alliance, with a bigger presence in retail, high-tech, and manufacturing/consumer goods. Adobe offers solutions to address marketing teams' needs across creative, demand generation, and acquisition and technical teams' needs to integrate customer data and touchpoints with enterprise sales and support stacks. Adobe continues to refactor its acquired products to use the shared services of the Adobe Experience Platform.

  Compared with other vendors we evaluated, Adobe shows strength in testing and optimization, digital commerce, and customer profile and segmentation. It also has strength in developer tools and support, integration tools, and platform operations. Reference customers told us that they like easy-to-use analytics tools that help marketers who aren't as analytical but would welcome improvements in integrating its products. One reference said, "We needed something to replace so many individual technologies — so it had to be someone that had everything." Adobe is a good fit for global organizations needing integrated experience components and a real-time customer data platform (CDP) that supports local teams — less so for smaller shops needing only a handful of experience components.

- **Optimizely has merged assets to offer a multicloud platform with all the parts.** Headquartered in New York, New York, Optimizely has a bigger customer presence in North America and a smaller presence in EMEA. Optimizely serves customers like D'Addario, Dolby, and Living Spaces, with a bigger presence in retail, technology, and manufacturing and distribution. Optimizely has a highly acquisitive strategy as it grows beyond its content roots as Episerver.

  Compared with other vendors we evaluated, Optimizely shows strength in testing and optimization, digital commerce, and platform operations. It also has strength in campaign management, customer journey management, and platform certifications. Reference customers told us that they like Optimizely's flexibility in their licensing model when expanding the set of sites but would welcome improvements in its FIND search capability. One reference said, "Optimizely was very simple to get up and running — more so than other DXPs I've implemented." Optimizely is a good fit for companies that are content- and commerce-centric brands that embrace Microsoft Azure — less so for businesses that have committed to building out their stack with multivendor MACH components.

Strong Performers

- **Bloomreach has strong search and customer profiles and is solid across the board.** Headquartered in Mountain View, California, Bloomreach serves customers with a similarly sized presence in North America and Europe. Bloomreach's customers include Albertsons, Desigual, and MSC Industrial Direct; it has a bigger presence in retail, distribution, and manufacturing. Bloomreach focuses on enriching digital commerce experiences with data and AI. Bloomreach acquired Exponea in January 2021 to build out its CDP capabilities.

  Compared with other vendors we evaluated, Bloomreach shows strength in search, customer journey management, and automation and AI. It also has strength in digital commerce, content creation, and developer tools and support. Reference customers told us that they like Bloomreach's easy-to-use tooling and the support and insights from the account management team but would welcome improvements in autoscaling. One reference said, "They've built a platform that is both exciting and easy to use." Bloomreach is a good fit for brands establishing direct customer channels with digital commerce experiences — less so for insurance companies building account management experiences for clients.

- **SAP has strong campaign and solid commerce capabilities but is weak in content.** Headquartered in Walldorf, Germany, SAP has a bigger customer presence in EMEA and a smaller presence in North America and Asia Pacific. SAP serves customers like dōTERRA, Tetra Pak, and Yell, with a bigger presence in consumer products, retail, and industrial machinery and components. SAP has a broad range of offerings across several portfolios. It continues to acquire capabilities to enhance its portfolio.

  Compared with other vendors we evaluated, SAP shows strength in campaign management, customer journey management, and platform certifications. It also has strength in search, digital commerce, and platform operations but has gaps in content creation, content hub, and practitioner tools and support. Reference customers told us that they like SAP's out-of-the-box functionality but would welcome improvements in its integration. One reference said, "The SAP telco and utilities accelerator allowed us to reduce our implementation time." SAP is a good fit for large organizations with an investment in the broader SAP portfolio with complex B2B marketing and sales operations and for companies with operations in Greater China — less so for smaller firms or digitally native brands.

- **Acquia has strong content tools and is solid in most places but needs to beef up testing.** Headquartered in Boston, Massachusetts, Acquia has a bigger customer presence in North America and a smaller presence in Europe. Acquia serves customers like AT&T, Edward Jones, and Pfizer, with a bigger presence in financial services, healthcare, and retail. Acquia has an open DXP strategy that emphasizes composability and has made acquisitions to round out its offering. In the past two years, Acquia has completed three acquisitions to build out its low-code (Cohesion), CDP (AgilOne), and marketing (Mautic) capabilities.

  Compared with other vendors we evaluated, Acquia shows strength in practitioner tools and support, content hub, and platform certifications. It also has strength in search and digital commerce but has gaps in testing and optimization and integration tools. Reference customers told us that they like Acquia's easy-to-use personalization but would welcome improvements in the complicated technical setup of the CDP. One reference said, "The Acquia services team took the time to understand our business and our needs." Acquia is a good fit for brand-centric companies that want to increase the marketing team's agility with architectural composability and open source — less so for HIPAA-covered businesses providing medical experiences for patients.

- **Sitecore has strong content capability but limited developer tools.** Headquartered in San Francisco, California, Sitecore has a bigger customer presence in North America and a smaller presence in EMEA. Sitecore serves customers like Caleres, DP World, and Triumph Motorcycles, with a bigger presence in financial services, manufacturing, and professional or technical services. Sitecore's strategy is to be interoperable with customers' existing investments and to have a complete offering of capabilities. Sitecore is using a $1.2 billion private equity investment from January 2021 to acquire cloud-native capabilities as the basis for its next-generation offering. At the time of this evaluation, its first two acquisitions — Boxever, a customer data platform with real-time personalization and experimentation, and Four51, an API-first, headless e-commerce solution — had not yet been fully integrated.

  Compared with other vendors we evaluated, Sitecore shows strength in content hub. It also has good capabilities for omnichannel experience management, customer analytics, and platform certifications but has gaps in search and developer tools and support. Reference customers told us that they like Sitecore's well-thought-out marketing functionality but would welcome improvements in ease of use and documentation. One reference said, "Upgrade cost and performance of the latest release has significantly improved." Sitecore is a good fit for companies that are looking for an integrated, all-in-one experience platform, especially if they are committed to Microsoft Azure — less so for companies looking for a cloud-native, full-featured, integrated experience platform.

Contenders

- **Magnolia has solid content, commerce, and analytics capabilities but lacks campaigns.** Headquartered in Basel, Switzerland, Magnolia has a bigger customer presence in EMEA and a smaller presence in North America and Asia Pacific. Magnolia serves customers like JetBlue, Sainsbury's, and Toshiba, with a bigger presence in banking and securities, tourism and hospitality, and retail. Magnolia's open DXP strategy emphasizes composability, and it avoids making acquisitions to expand its offering.

  Compared with other vendors we evaluated, Magnolia has good search, content, commerce, and practitioner and developer tools but could improve in omnichannel experience management, campaign management, and platform certifications. Reference customers told us that they like Magnolia's flexibility, which comes from a headless approach to content, but would welcome improvements in the page load speed of the practitioner tools when managing large volumes of content items. One reference said, "Their approach is a breath of fresh air — they have a licensing model that works; people don't want monoliths." Magnolia is a good fit for companies that have multiple business units with agile teams committed to solutions with best-of-breed capabilities — less so for companies trying to consolidate their experience stack vendors.

- **Crownpeak has good content creation but lacks integrated commerce and campaigns.** Headquartered in Denver, Colorado, Crownpeak has an equally sized customer presence in North America and EMEA. Crownpeak serves customers like Associated Press, Freddie Mac, and Healthgrades, with a bigger presence in finance and insurance, pharma/life sciences, and high-tech. Crownpeak wants to be the simplest and easiest DXP on the market. It recently acquired e-Spirit and has a multiyear roadmap to enhance and modernize its core offering with those assets.

  Compared with other vendors we evaluated, Crownpeak has strength in testing and optimization, content creation, and platform certifications but has gaps in omnichannel experience management, digital commerce, and developer tools and support. Reference customers told us that they like Crownpeak's easy-to-use content editing but would welcome improvements in page load times of the practitioner tooling and in troubleshooting publishing errors. One reference said, "They are transparent with us and do a good job of keeping communication open and taking feedback." Crownpeak is a good fit for companies that need quick time-to-value — less so for industrial equipment manufacturers building post-purchase customer experiences.

- **Liferay has a solid content hub and developer tools but lacks campaign management.** Headquartered in Diamond Bar, California, Liferay has a bigger customer presence in EMEA and a smaller presence in North America and Asia Pacific. Liferay serves customers like Excellus BlueCross BlueShield, Tag, and Vodafone, with a bigger presence in banking and securities, government, and insurance. Liferay's product strategy focuses more on post-sale self-service experiences and less on inbound campaigns for demand generation. Liferay favors organic development over acquiring product capabilities.

Compared with other vendors we evaluated, Liferay has good platform operations. It also has strength in practitioner tools and support, digital commerce, and content hub but has gaps in search, campaign management, and customer journey management. Reference customers told us that they like Liferay's consultative approach to implementation projects but would welcome improvements in the cost of professional services. One reference customer said, "Their knowledgeable consultants helped us start the project on the right path." Liferay is a good fit for companies that need to consolidate a fragmented enterprise environment, and it's HIPAA compliance makes it ideal for patient healthcare experiences — less so for lifestyle brands creating direct-to-consumer experiences.

Challengers

- **CoreMedia offers solid content and commerce capability but lacks reach and data.** Based in Hamburg, Germany, CoreMedia has a bigger customer presence in EMEA and a smaller presence in North America. CoreMedia serves customers like Deckers Brands, Deutsche Telekom, and Emerson Electric, with a bigger presence in retail/consumer brands, communications/media, and B2B manufacturing. CoreMedia has a long history of co-innovating tools for building content experiences with its customers. Private equity firm OpenGate Capital took a controlling stake in CoreMedia in 2019 with the intent of modernizing based on MACH Alliance principles.

  Compared with other vendors we evaluated, CoreMedia has good omnichannel experience management. It also has strength in search, campaign management, and digital commerce but has gaps in customer profile and segmentation, customer journey management, and developer tools and support. Reference customers told us that they like CoreMedia's customer support but would welcome improvements in upgrades and training. One reference said, "The CoreMedia team has been great — and that sets them apart from other companies." CoreMedia is a good fit for companies with global brands that differentiate with content experiences — less so for financial institutions building customer account management experiences.

- **HCL Software invested heavily but is still weaker in many parts of digital experience.** Based in Sunnyvale, California, HCL Software (a unit of HCL Technologies) has a bigger customer presence in North America and a smaller presence in EMEA. HCL Software serves customers like Freedom Mortgage, the state of Ohio, and Penn Vet, with a bigger presence in financial services (banking, insurance), government, and healthcare. HCL Software uses a partnership approach to help clients extract business value from their existing investments in the products they acquired from IBM. HCL Software deploys its "Studio" team to provide hands-on assistance to clients and continues to close out technical debt and feature request backlogs.

  Compared with other vendors we evaluated, HCL Software is below par in many factors, including content hub and customer profile and segmentation, and is missing campaign management altogether. Reference customers told us that they like HCL Software's emphasis on providing guidance and support to their business and IT teams but would welcome improvements in integrations and training. One reference said, "The biggest reason I have brand loyalty is the sales and support team; they embody partnership in every sense of the word." HCL Software is a good fit for companies that had made significant investments in products that IBM has since divested — less so for companies going all in on cloud.

Evaluation Overview

We evaluated vendors against 26 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. Key criteria for these solutions include three categories of services: experience management to enable practitioners, platform capabilities to standardize assets for reuse, and infrastructure that drives scale, drives performance, and enables developers.
- **Strategy.** Placement on the horizontal axis indicates the strength of the vendors' strategies. We evaluated vision, market approach, partner ecosystem, delivery model, commercial model, and supporting services.
- **Market presence.** Represented by the size of the markers on the graphic, our market presence scores reflect each vendor's customer count and average deal size.

Vendor Inclusion Criteria

Forrester included 13 vendors in the assessment: Acquia, Adobe, Bloomreach, CoreMedia, Crownpeak, HCL Software, Liferay, Magnolia, Optimizely, Oracle, Salesforce, SAP, and Sitecore. Each of these vendors has:

- **An architectural approach to experience delivery.** With extensibility and interoperability core to the platform, these vendors provide APIs and integration frameworks. This integration strategy is supported by a marketplace of third-party connectors, apps, and add-ons.
- **Software that enables the creation, orchestration, and optimization of digital experiences.** By providing a critical mass of well-integrated capabilities (first or third party) comprising content, customer data, transactions, integration, infrastructure, analytics, and automation, these platforms allow practitioners to actively manage customer engagement across owned and third-party digital channels.
- **Enterprise relevance and a track record.** Customers and partners confirm that the vendors' product(s) acts as a core anchor tenant within the enterprise architecture, and there are enterprise-scale reference customers.
- **Mindshare among Forrester's enterprise customers.** The vendors we evaluated are frequently mentioned in Forrester client inquiries, shortlists, consulting projects, and case studies.

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.

Analyst Advisory

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

Learn more.

Webinar

Join our online sessions on the latest research affecting your business. Each call includes analyst Q&A and slides and is available on-demand.

Learn more.

Forrester's research apps for iOS and Android.
Stay ahead of your competition no matter where you are.

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.

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 (quarter and year) 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 April 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.

We help business and technology leaders use customer obsession to accelerate growth.

PRODUCTS AND SERVICES

- Research and tools
- Analyst engagement
- Data and analytics
- Peer collaboration
- Consulting
- Events
- Certification programs

Forrester's research and insights are tailored to your role and critical business initiatives.

ROLES WE SERVE

Marketing & Strategy Professionals

CMO

B2B Marketing

B2C Marketing

Customer Experience

Customer Insights

• eBusiness & Channel Strategy

Technology Management Professionals

CIO

Application Development & Delivery

Enterprise Architecture

Infrastructure & Operations

Security & Risk

Sourcing & Vendor Management

Technology Industry Professionals

Analyst Relations

CLIENT SUPPORT