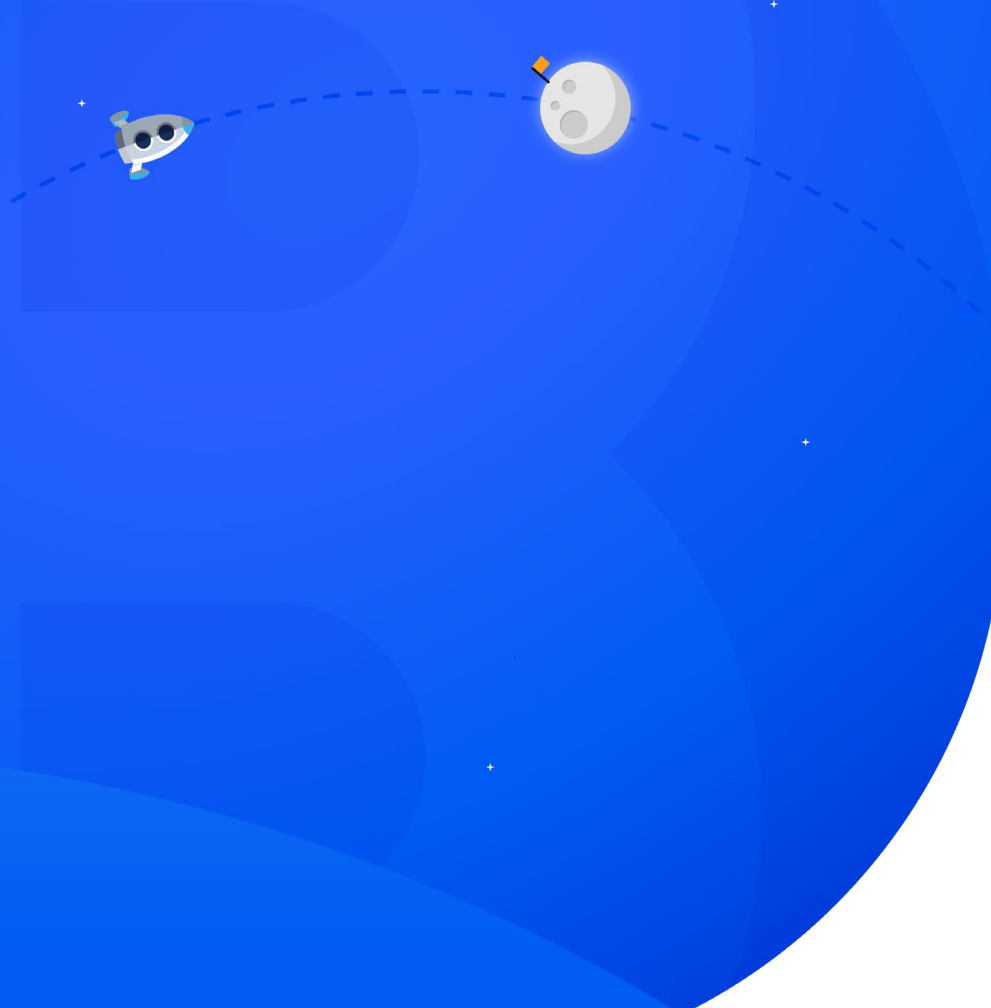**BRILLIANCE**

Optimizely Commerce: Working Together to Win

October 2022

Lori McDonald

How can we work together, as an Optimizely/OMVP community, to best position Optimizely Commerce Cloud vs it's commerce competitors.

Trust Through Healthy Conflict

Ground Rules

Trust that we all want to see Optimizely succeed. That is our common goal.

Do our best to steer away from complaints.

Identify the issue(s) as we see it.

Focus on how we can find solutions together.

Look for ways we can be a part of the solution or provide support.

Ultimately, we are in this together.

The Issue (as I see it)

Disconnect between messaging and actions for Optimizely Commerce Cloud causing:

- A lack of confidence – customers / partners

- Decreased competitive performance

The greater impact

Over time, I believe that this will cause:

- Loss of partners

- Loss of customers

- Loss of consideration for commerce where experience is important

The Issue (as I see it)

Disconnect between messaging and actions for Optimizely Commerce Cloud causing:

- A lack of confidence – customers / partners

- Decreased competitive performance

I think there are ways we can solve this together, but before we can solve it, we need to be clear on what the issue is.

What I have observed

2021 Magic Quadrant

2022 Magic Quadrant

Decreased position in the Gartner Magic Quadrant for Digital Commerce.

Opti B2B (Insite) was the only platform submitted to Gartner.

What I have observed

Optimizely

Peer Insights
★★★★☆
(27 Peer Ratings)

Optimizely is a Niche Player in this Magic Quadrant. It sells two products: Optimizely Commerce Cloud for B2C and Optimizely Commerce Cloud for B2B. The latter is its main offering and is the only Optimizely product evaluated for this Magic Quadrant. The platform is available as single-tenant SaaS deployed on AWS or Microsoft Azure; its other components, such as PIM, content optimization and analytics, are multitenant. Optimizely customers are mostly in EMEA and North America. They come from a wide range of industries, and are primarily midmarket and smaller B2B companies (with $50 million to $250 million in annual GMV). Alongside its core commerce platform, Optimizely sells a broad CX suite, including products for personalization and testing, a DXP and a CDP. Optimizely is suitable for businesses looking for a broad suite of digital experience and commerce capabilities from a single vendor. In 2021, Optimizely entered into a definitive agreement to acquire Welcome, to add a content marketing platform to its wider CX suite.

Strengths

- **Experience management:** By introducing Optimizely Content Cloud integration and native CDP integration in 2021, Optimizely has improved its digital experience management capabilities for experience-driven commerce and customer portal use cases. The native integration with a DXP product is a differentiator for Optimizely.

- **B2B capabilities:** Optimizely provides a strong set of B2B features for the midmarket, including B2B-oriented product search, good RFQ workflow with in-platform communications, and role-based budget control.

- **Rule engine:** Optimizely Commerce Cloud for B2B has a no-code rule engine at its core. It enables rule-based approaches to personalization, promotions and other workflows.

Cautions

- **Monolithic core:** Although search capability was decoupled in 2021, Optimizely's core B2B platform remains monolithic. The solution remains versioned, with monthly releases. Single tenancy gives customers some flexibility in the timing of upgrades, but this approach does not take advantage of the versionless, continual upgrades offered by some vendors' SaaS products. Optimizely's roadmap includes a shift to a SaaS-based platform with customer customizations in a separate container and the core platform controlled by Optimizely.

- **Suite-based proposition:** Although some customers may prefer a single-vendor solution, the trend is toward best-of-breed, modular, composable approaches. Optimizely's broad suite looks inward, not outward to a wider ecosystem of partners.

- **Storefront limitations:** Optimizely's new React-based CMS and decoupled storefront has limited flexibility and is not yet mature. Recent integration with Optimizely Content Cloud has brought a fuller DXP integration to the B2B commerce platform, but this integration does not include a React (or other front-end framework) solution. Therefore, for a customer to use the DXP, decoupled front ends must be custom-built.

Read the full report yourself here: https://investors.bigcommerce.com/news-releases/news-release-details/bigcommerce-named-challenger-2022-gartnerr-magic-quadranttm

Feedback from Optimizely

When I asked about the Digital Commerce MQ, here is what I got back

Opti B2B is one of the "big bets"

Think Opti B2B will fair better than Opti B2C in Gartner review

Will cover additional "use cases" in the future

What I have observed

From analysts:

- Optimizely, not commonly on shortlists for commerce, outside of B2B or DXP

- Opti B2B is great for B2B

- Overall, Opti B2C Commerce is in major need of an overhaul to compete with other commerce platforms on the market

What I have observed

- Confusion from customers

- Optimizely downplaying the need for experience for B2B

- Business friction selling Opti B2B

- Overpromising capabilities

Competitive Chart for Opti B2C Commerce

From Optimizely (Confidential)

BRILLIANCE

B2C Adaptive Commerce

Business Outcomes	Business focused requirements that position us to win	Opti	shopify	BIG COMMERCE	Adobe/Magento	demandware
Advanced — Start with Optimizely's hybrid power of content and commerce and easily create a personalized shopping experience that drives more product revenue. (B2C Commerce, Content Cloud, Email Product Recommendations, Web Product Recommendations)	Build brand affinity with powerful commerce, highly customizable content, and high-performance search	●	◐	◐	●	◐
	Drive conversion with customer-specific content and product recommendations	●	○	○	●	●
	Prove ROI and prioritize best experiences with comprehensive customer profiles and an actionable customer data layer (*DCS coming soon)	●	◐	◐	◐	◐
Preferred — Bolster a personalized shopping experience with predictive intelligence that helps you intimately understand your customers and guide them through the brand journey. (Optimizely Data Platform, Personalized Search & Navigation)	Predictive analytics: don't react, anticipate, extend retention and drive repeat orders with CDP-driven insights. Measure success at every stage of the shopper lifecycle and make data-informed decisions.	●	○	○	◐	◐
	Advanced segmentation: customize content and improve engagement with advanced segmentation & personalized search (without added PS or data science intervention)	●	○	○	◐	◐
Premium — Control the brand experience across all channels, effectively converting customers into loyalists. (Web Experimentation, Web Content Recommendations, Email Content Recommendations, Content Intelligence)	Continually optimize, increase conversion rates and reduce cart abandonment for unknown reasons with world-class experimentation	●	○	○	●	◐
	Deliver hyper-relevant 1:1 content experiences leveraging AI-powered content recommendations	●	○	○	○	○
	Precisely measure success at every stage of the shopper lifecycle and make data-informed decisions driven by content intelligence	●	○	○	○	○

The Issue (as I see it)

Disconnect between messaging and actions for Optimizely Commerce Cloud

causing:

- A lack of confidence – customers / partners

- Decreased competitive performance

Discussion: Do we agree this is the issue? Have I defined this correctly?

If so, let's move forward in terms of how we solve this and win together.

How We Win Together

- A better story to tell that helps prospects and customers understand the vision for the Optimizely Commerce products

- Improved messaging around why and when to use Opti Content Cloud and Opti B2B together.

- Enabling more traditional Episerver partners to get up to speed with Opti B2B.

- Improving the Insite product in terms of user experience.

Discussion:
What other ideas do we have for how we win together?
How can we be constructive and solve this together?
What role can partners and OMVPs play?