

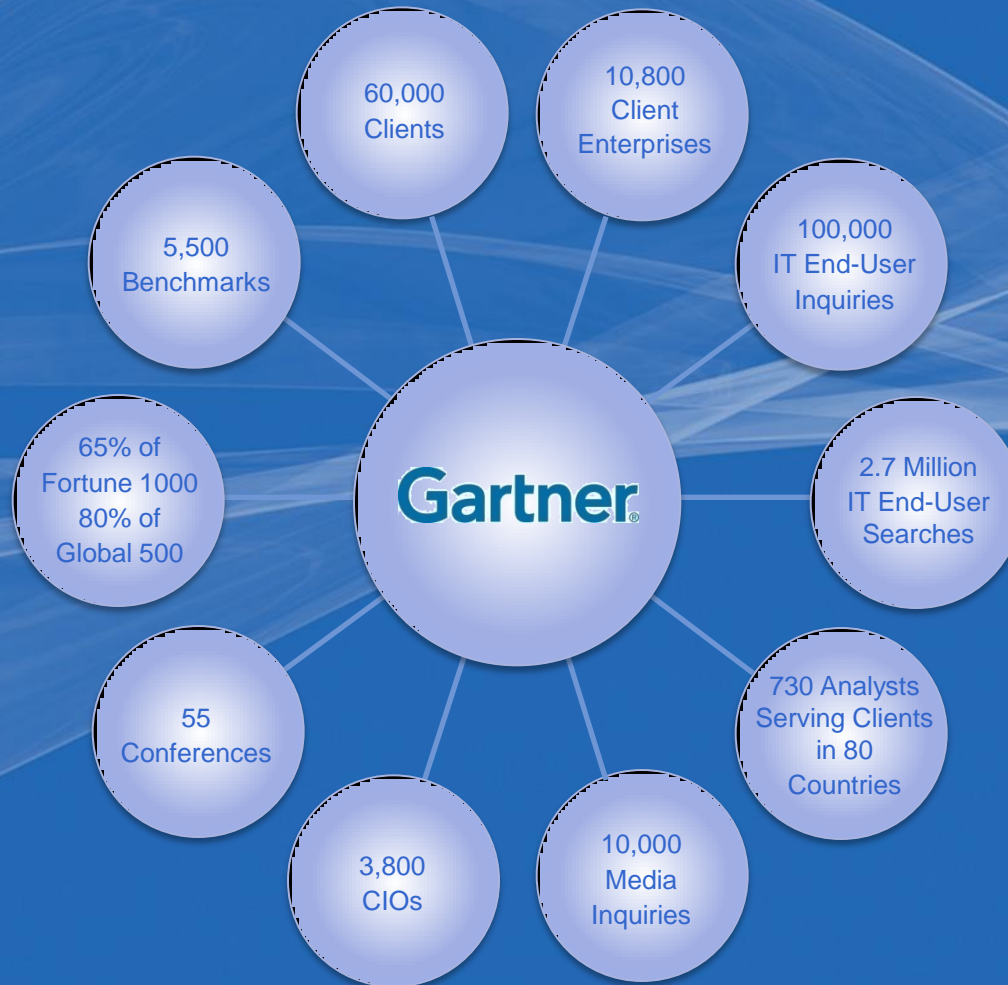
Top Trends in E-Commerce and the 2010 E-Commerce Magic Quadrant

Gene Alvarez
Bill Clark

Welcome!

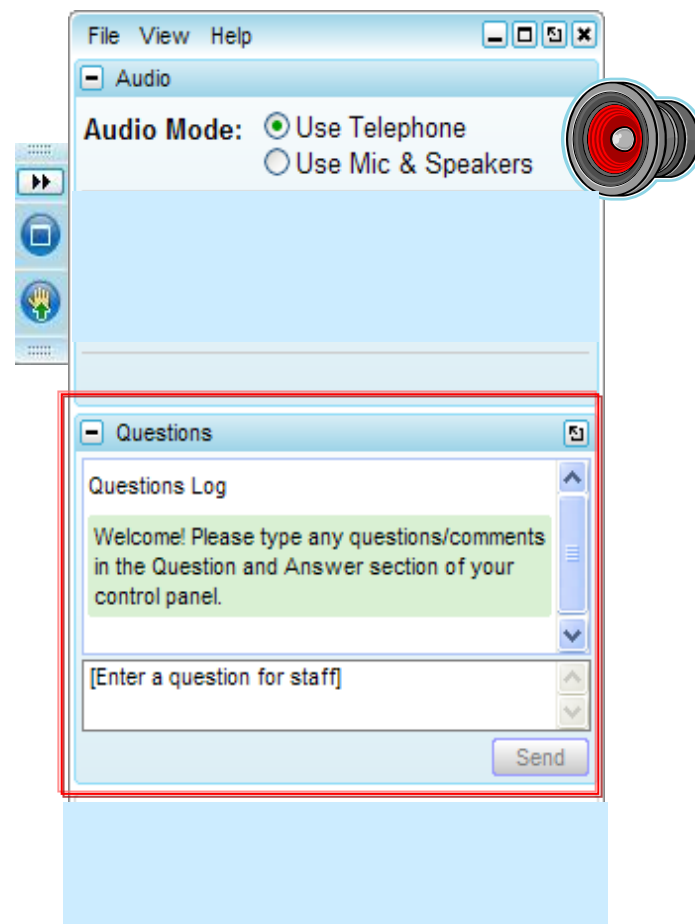
Thank you for joining this Gartner webinar.

Today's topic is "Top Trends in E-Commerce and the 2010 E-Commerce Magic Quadrant"



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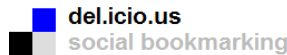


Top Trends in E-Commerce and the 2010 E-Commerce Magic Quadrant

Gene Alvarez
Bill Clark

Web 2.0 Social and Mobile Trends Are Affecting E-Commerce

Listen & Learn



Evaluate & Shop



Our Laptop-Based Tools:

- E-mail
- Instant Messaging
- Browsers
- Applications
- Camera

**Mobile and the Web
Make a Great Match**

Participate & Communicate



Our Mobile-Based Tools:

- E-mail
- SMS, MMS, Instant Messaging
- Browsers
- Applications
- Camera

Play & Interact



Share & Broadcast



Strategic Planning Assumptions

By 2012, 30% of smartphone users will browse the Web to shop, resulting in 3% of the smartphone population conducting an e-commerce transaction.

The total number of subscribers for location-based services worldwide will exceed 298 million by year-end 2011.

At year-end 2012, more than 75% of new search installations will include a social search element for relevancy calculation.

Key Trends in E-Commerce

- Client inquiries and projects significantly increased in 2009 and continue to rise.
- Companies want to replace outdated e-commerce systems and improve their online customer experiences with Web 2.0 and community capabilities.
- Software as a service (SaaS) is providing e-commerce capabilities to organizations that may not have had the resources or management support for Internet sales endeavors.
- Organizations are going global for new customers
- Mobile e-commerce is on everyone's mind.

Evaluation Criteria — 2010

Weighting

Completeness of Vision

Ability to Execute

High

- Geographic Strategy

- Product/Service
- Overall Viability
- Customer Experience

Standard

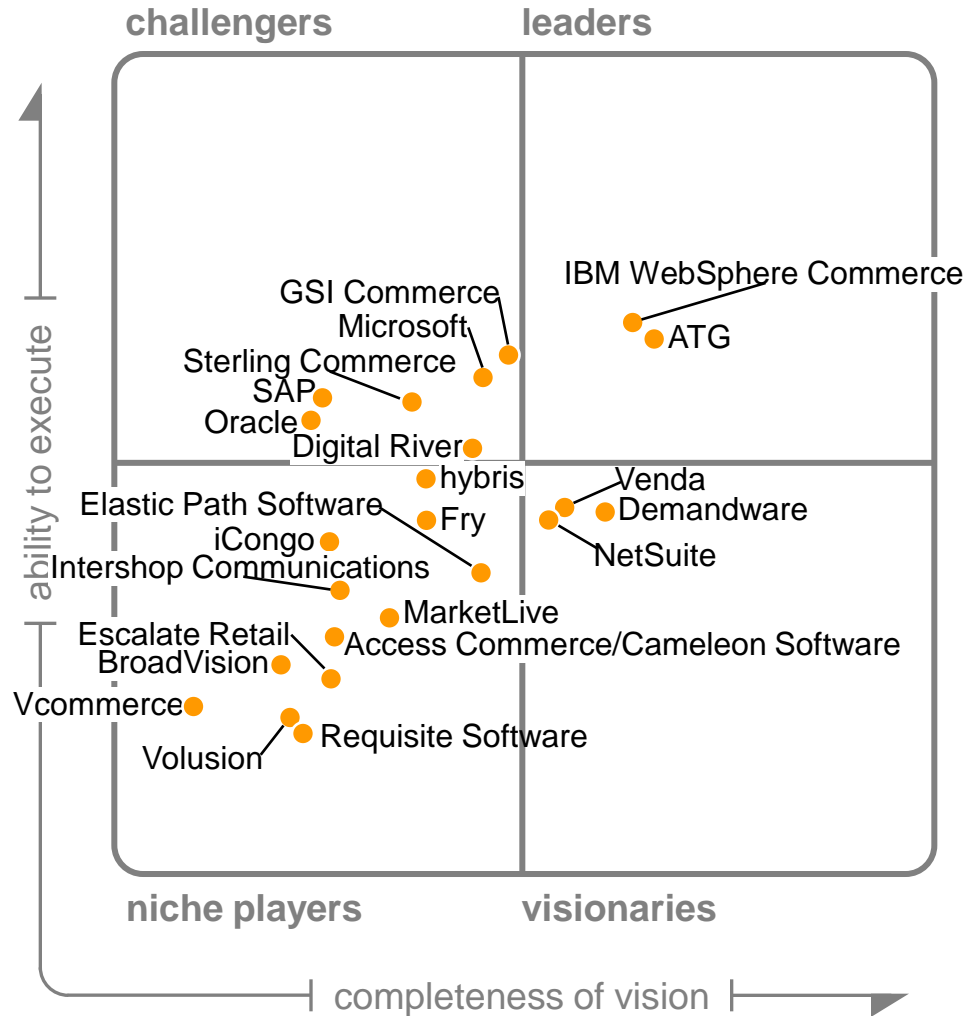
- Marketing Understanding
- Offering (Product) Strategy
- Geographic Strategy
- Sales Strategy
- Business Model
- Marketing Strategy
- Vertical/Industry Strategy
- Innovation

- Sales Execution/Pricing
- Marketing Execution
- Market Responsiveness and Track Record
- Operations

Low

Unrated

Magic Quadrant Analysis



As of May 2010

(From "Magic Quadrant for E-Commerce," 18 May 2010)

Smartphones' Impact on E-Commerce Sets the Foundation for Context-Aware Commerce



- User interfaces of smartphones are easy to use
- iPhone and other applications are easy, simple and fun
- Customers are hungry for these innovations
- Consumerization-driven impact on enterprises

Ovi Store is Here!

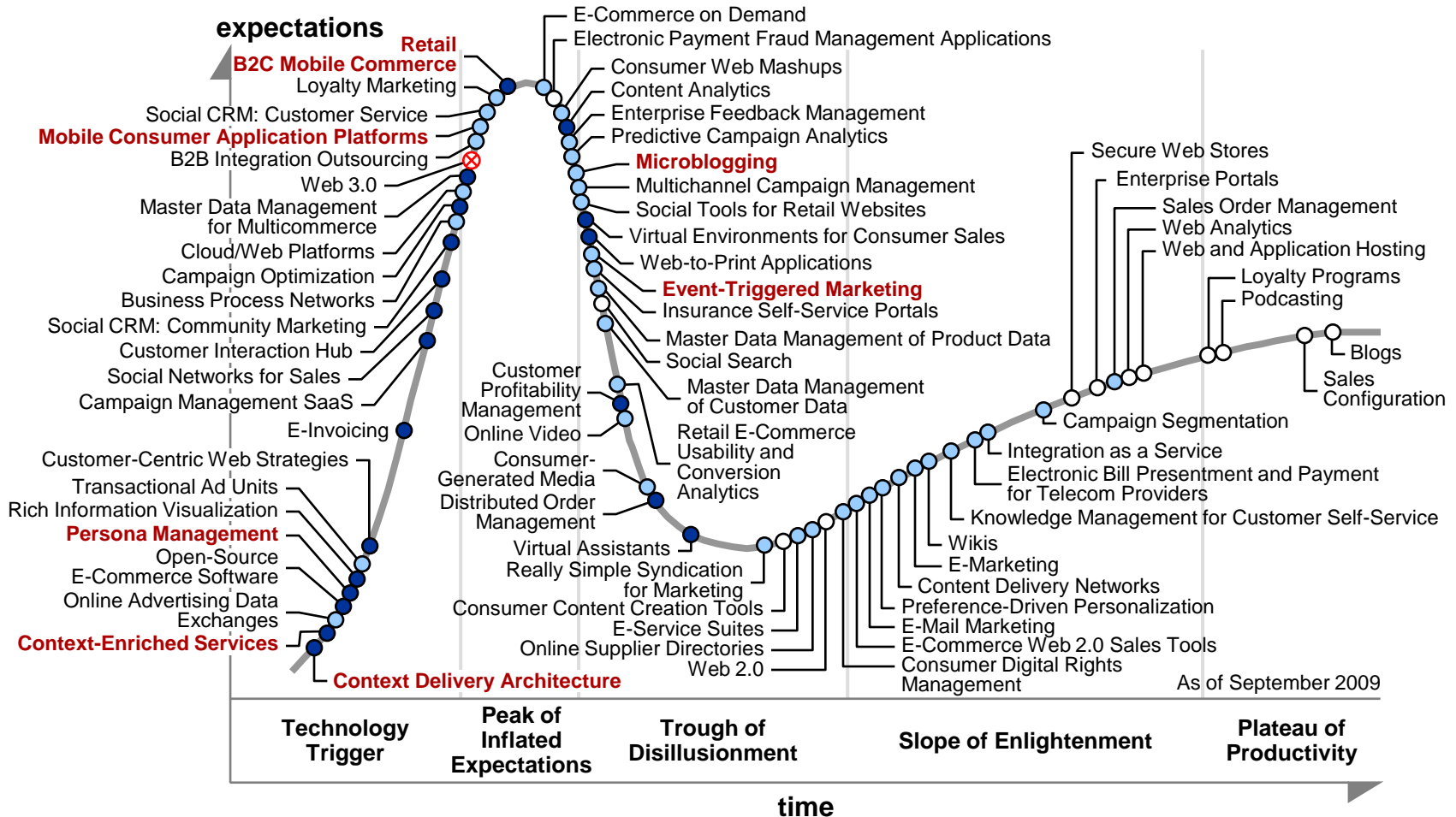
Gain access to the latest in free and premium applications, games, videos, ringtones, productivity tools, and more.

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Ease of use is driving adoption and demand for your website to be mobile-friendly

How Does Mobile Context-Aware Computing Impact E-commerce?



Years to mainstream adoption:

○ less than 2 years

● 2 to 5 years

● 5 to 10 years

▲ more than 10 years

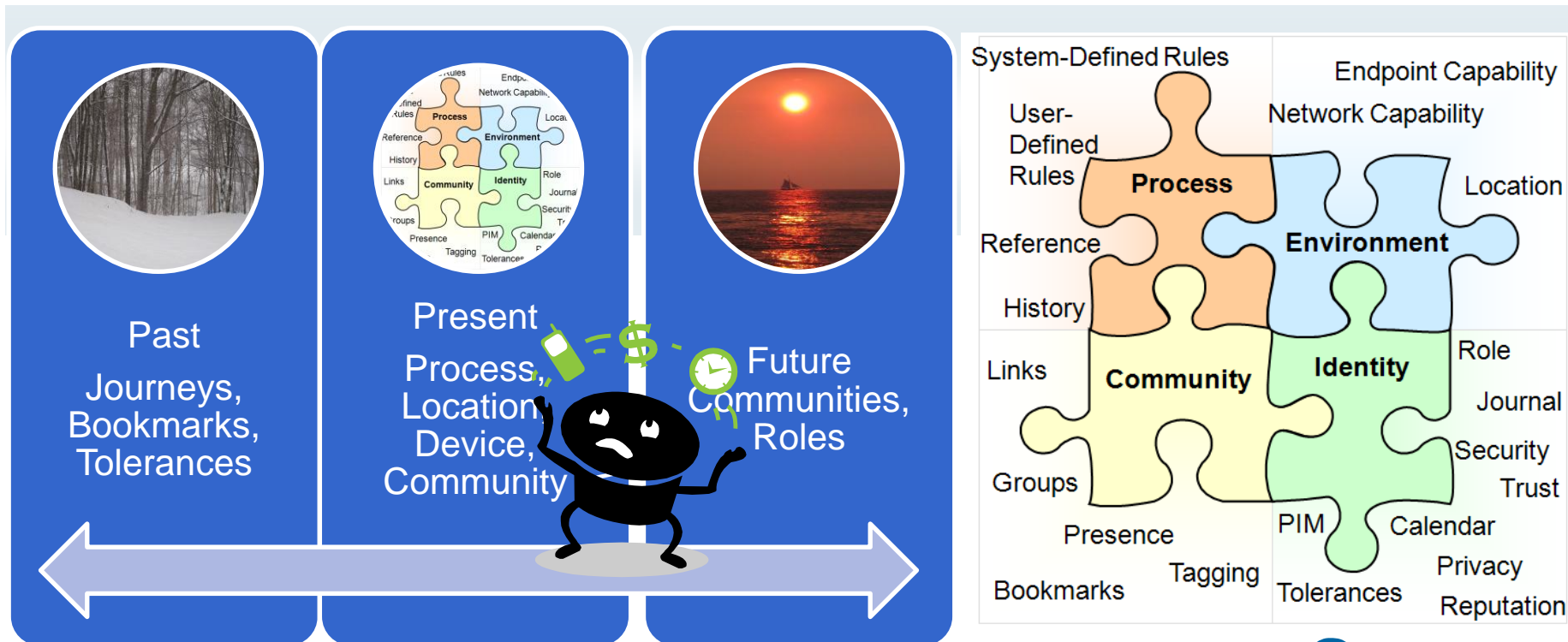
○ obsolete

⊗ before plateau

What Is Context All About?

Context-enriched services will use information about the end user to anticipate an end user's immediate needs and *proactively* offer more-sophisticated, situation-aware and usable functions.

- ✓ Enterprises can better target consumers and deliver on the promise of increased customer intimacy
- ✓ Compound context-enriched services will emerge between 2010 and 2015



Mobile Commerce — Steppingstone to Context



modomodo
the mobile serviceplace

Already a member? [Login](#)

Find places, people, tags

**CHECK-IN
FIND YOUR FRIENDS
UNLOCK YOUR CITY**



PLEASE ROB ME

Raising awareness about over-sharing


Check out our [quest blog post](#) on the CDT website.

Example of "Me" and a Mobile Application

Mobile Magic Application



Check out the weather report for the day, or the entire week



See what's going on today in the parks

Find out today's park hours

Today's Events

- Menu
- Attraction Information
- Character Finder
- Dining Finder

Download

Get Mobile Magic

For \$9.99, you get unlimited usage of the Mobile Magic application for 180 days. Message and data rates may apply. There are three easy ways to get Mobile Magic:

- 1 Text MAGIC to 2777
- 2 Visit the [Verizon Media Store](#)
- 3 Go to Media Center on your Verizon Wireless phone and select Browse & Download. You will find Mobile Magic in the Travel & Navigation folder.

Download

Get Bonus Text Features

Enhance your Park visit with the following:

- Special offers
- Personal messages from Disney

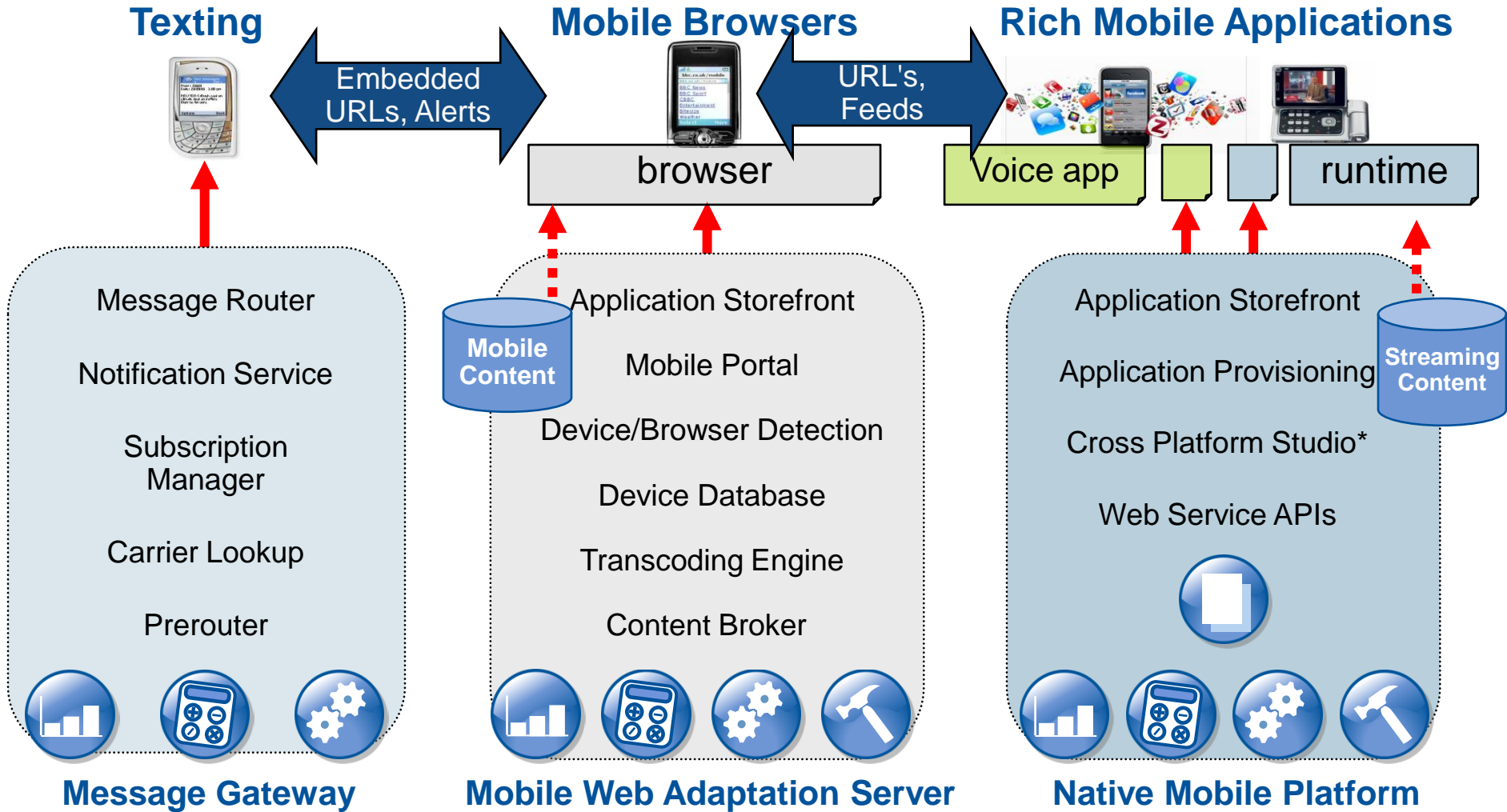
Sign Up Now

Strategic Planning Assumption

By 2013, mobile phones will overtake PCs as the most-common Web access device worldwide.

By 2015, context will be as influential to mobile consumer services and relationships as search engines are to the Web.

Mobile Consumer Application Platforms — The Big Picture



* optional

The Evolution of Context Will Never Be Complete

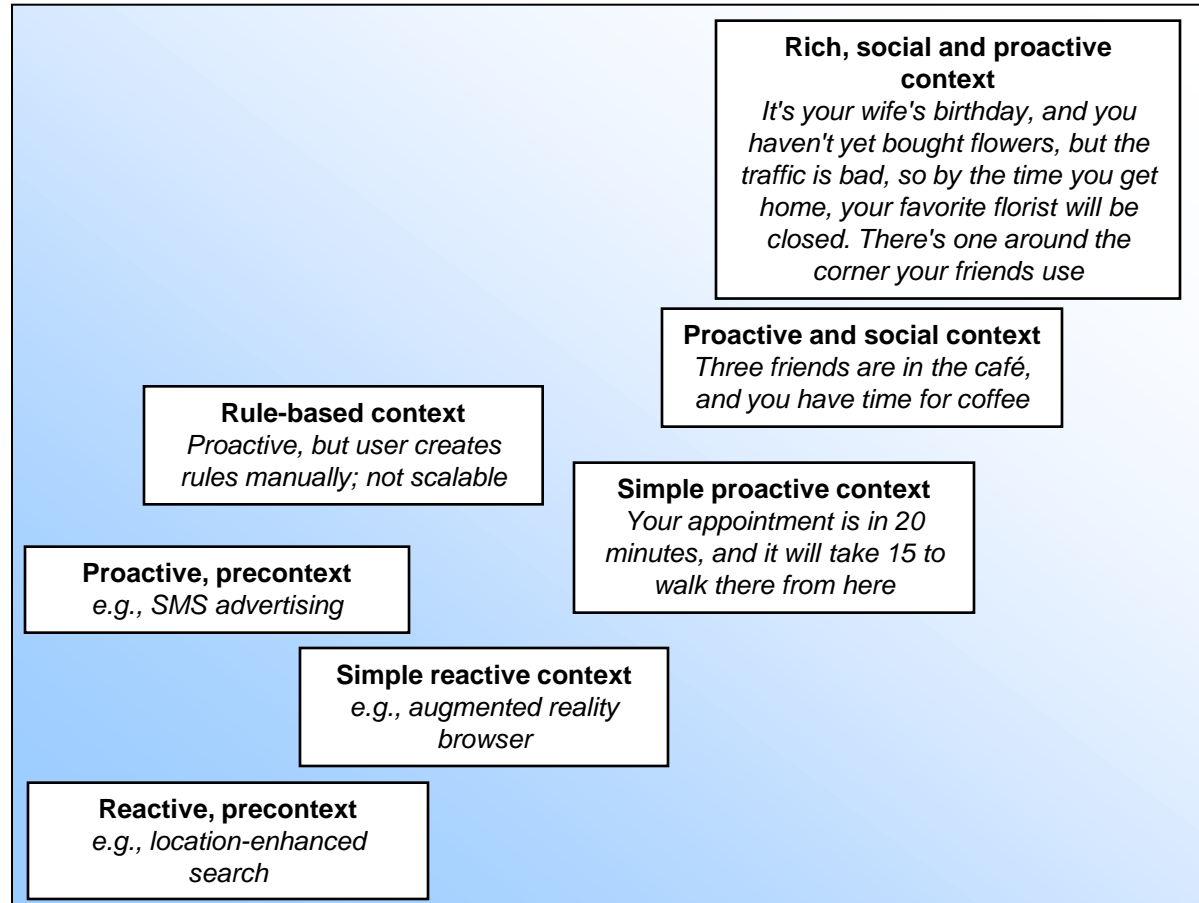
Proactive
relevant and socially
appropriate suggestions
based on knowledge



**Increasing
automation, personal
knowledge, social
content and
behavior analysis**



Reactive
on-demand



Number/richness of information sources →

For example:

Location, attitude/acceleration, compass/tilt, calendar, spending habits, imaging, audio, adjacent devices (e.g., via Bluetooth), bio sensors (e.g., temperature), presence, social location ...

Recommendations

- ✓ It's time to upgrade your site customer experience and capabilities — *get going now!*
- ✓ Make Web 2.0 technology, user-generated content and community capabilities part of the site upgrade.
- ✓ Begin to work on mobile e-commerce applications that leverage context aware elements to improve the customer experience.
- ✓ Advanced organizations can reframe mobile consumer apps investment as a business strategy for context aware
- ✓ Survey, segment and pilot new apps and experiences

Related Gartner Research

- **Magic Quadrant for E-Commerce, G00174404**
- **Toolkit Sample Template: How to Create an E-Commerce Sales Application RFP,(G00154669)**
- **How Mobile E-Commerce Should be Using Context, but Isn't, (G00171203)**
- **Context-Aware Computing and E-Commerce, (G00200943)**
- **How CIOs Can Introduce and Set the Scope for Context-Aware Computing Initiatives, (G00200616)**
- ***Context-Aware Computing: The Importance of Mobile Consumer Application Platforms***
William Clark, Michael J. King (G00170815)
- ***"Magic Quadrant for Mobile Consumer Application Platforms,"*** *Michael King, William Clark, Nick Jones (G00171503)*

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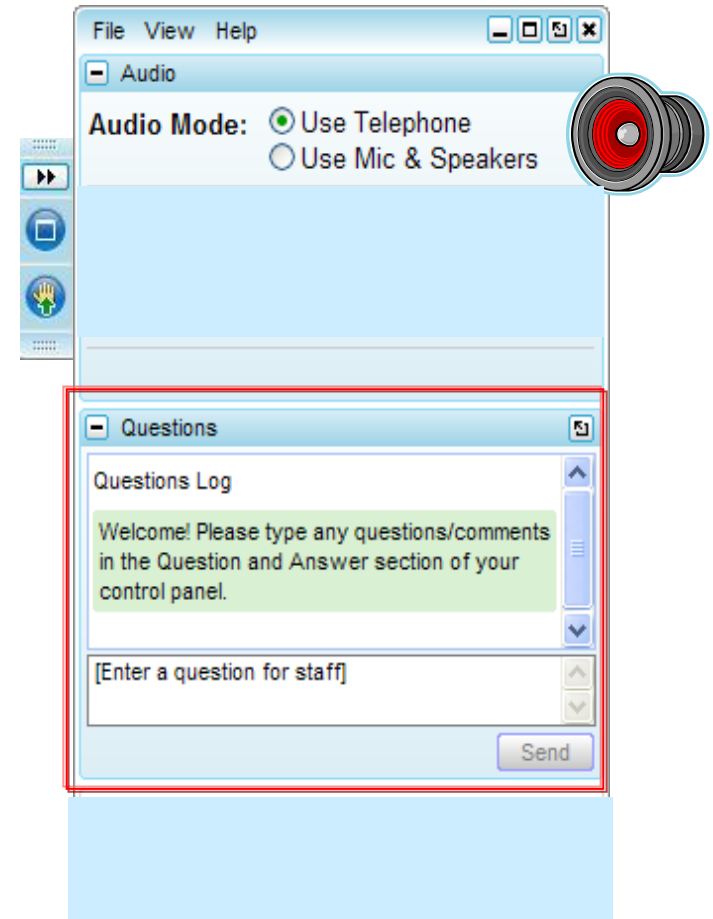


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