

Annexe 4 : Vendeurs de systèmes de personnalisation et leurs offres (Mulpuru et al, 2007)

Enterprise companies with suite offerings					
	Company/ product revenue from personalization tools*	Versioning	Simple cross-sells	Advanced cross-sells	Interactive filtering tools
ATG Adaptive Scenario (Engine)	N/A	Y	Y	Y	Y
Comments: Among the longest-standing tools in the eCommerce personalization space; versioning tool requires extensive resources to leverage 100%.					
CNET Intelligent (Cross-sell)	<\$3M	N	Y	N	N
Comments: Built on the data gathered from the company's comparison-shopping engine; enables merchant-driven rule to be layered atop algorithm; only works for CNET product categories (e.g., consumer electronics, computer hardware).					
Coremetrics Intelligent (Offer)	\$3M-\$10M	N	Y	Y	N
Comments: Recommendations powered by the core site analytics solutions can be integrated into an eCommerce platform or content management system; primarily designed for retailers.					
Endeca	N/A	N	Y	Y	Y
Comments: Core on-site search platform can be extended across client Web sites.					
FAST Recommendations	N/A	N	Y	Y	N
Comments: Core enterprise search platform powers cross-sells with Australian company Agent Arts, which started with large telco clients and was known for recommendations on mobile devices.					
Kefta	\$3M-\$10M	Y	N	N	N
Comments: Known for landing page optimization; recently acquired by Acxiom.					
Mercado	N/A	N	Y	Y	Y
Comments: Core on-site search platform can be extended across client Web sites.					
Touch Clarity	\$3M-\$10M	Y	N	N	N
Comments: Known for versioning of offers, primarily on financial services sites in the UK; recently acquired by Omniture.					

*Forrester estimate

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Source: Forrester Research, Inc.

Source: Mulpuru et al, 2007, p16

Standalone personalization engines

	Company/ product revenue from personalization tools*	Versioning	Simple cross-sells	Advanced cross-sells	Interactive filtering Tools
Aggregate Knowledge	\$3M-\$10M	N	Y	Y	N
Comments: Leverages data from a network of sites to create recommendations on retail and media sites; recently received \$25M from Kleiner Perkins, a key Google investor.					
Avail Intelligence	<\$3M	N	Y	N	N
Comments: Small Scandinavian firm with a solid technology that works primarily with European eCommerce clients.					
Baynote	\$3M-\$10M	N	Y	Y	N
Comments: Core technology initially deployed on content sites but now scalable to retail; funded by Hummer Winblad, former investors in NetPerceptions.					
Certona	\$3M-\$10M	N	Y	Y	N
Comments: Strong SaaS technology company focused on the retail sector; known for strong client service and reporting.					
Criteo	<\$3M	N	Y	Y	N
Comments: French company initially focused on media recommendations; primarily works with European clients.					
Choicestream	\$10M+	Y	Y	Y	Y
Comments: Largest and longest-standing of the "pure-play" personalization engines; started with media properties but has since expanded to softlines retail and a relationship with N2N.					
CleverSet	<\$3M	N	Y	N	N
Comments: Small company built on National Science Foundation grant; research focused primarily on small and midsize retailers.					
Loomia	<\$3M	N	Y	N	N
Comments: Northern California company focused on media and retail; featured on the <i>Wall Street Journal</i> Web site.					
MyBuys	<\$3M	N	N	N	Y
Comments: Primarily sends emails and RSS feeds to consumers based on preferences stated on product detail and category pages of retail Web sites.					

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