



E2open Named a Leader in IDC MarketScape for Worldwide Manufacturing Track-and-Trace/Serialization Solutions 2026

Inaugural assessment recognizes e2open's connected supply chain platform, industry expertise, focus, and flexible, scalable architecture

ADDISON, TX, UNITED STATES, August 13, 2026 /EINPresswire.com/ -- [E2open](#), part of the

[WiseTech Global](#) Group (WiseTech), a leading developer and provider of innovative software solutions for the logistics, global trade and supply chain industries worldwide, has been named a Leader in the IDC MarketScape: Worldwide Manufacturing Track-and-Trace/Serialization Solutions 2026 Vendor Assessment (doc #US53758625, June 2026). The inaugural assessment recognizes e2open for its connected supply chain platform, industry expertise, focus, and flexible, scalable architecture.

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Pawan Joshi, Chief Strategy Officer, e2open, part of WiseTech

Manufacturers increasingly need traceability that reaches beyond individual sites and production records. Disruption, quality events, regulatory change, supplier

issues, and recall exposure require a clearer digital thread across products, components, materials, process steps, quality events, ownership transfers, and ecosystem handoffs. The IDC MarketScape Vendor Assessment highlights track-and-trace (T&T) and serialization as foundational to supply chain visibility, supplier accountability and performance, regulatory compliance, sustainability/ESG reporting, recall management/response, customer satisfaction/trust, anti-counterfeiting and brand protection, warranty and after-sales service, and continuous improvement/OpEx.

View a complimentary excerpt of the IDC MarketScape at [e2open.com](#).

“Manufacturers need to understand what happened, where it happened, and why – the genealogy of products and components across increasingly distributed, tiered production and partner networks,” said Pawan Joshi, Chief Strategy Officer at e2open, part of WiseTech. “We believe e2open's position as a Leader reflects the value of connecting manufacturing-native

traceability, site-to-network serialization, ecosystem connectivity, and adjacent supply chain workflows in one coordinated approach. That connection helps customers turn fragmented processes and data into intelligence they can use to investigate faster, respond with precision, and operate with greater confidence."

A connected view across internal and external production networks

E2open supports traceability at the site, enterprise, and network levels, helping manufacturers connect production visibility with broader supply chain context. This matters in complex tiered manufacturing environments, including semiconductor, high-tech, pharmaceutical, medical device, and food and beverage operations, where companies often need visibility and control across both in-house operations and contract manufacturing. By connecting manufacturing events with the surrounding supply chain processes, e2open helps companies trace products with greater precision and coordinate more targeted action when exceptions occur.

"As manufacturers look for ways to respond more effectively to disruption, the ability to track where a product or component went and trace where it came from is becoming essential. Ultimately, traceability helps manufacturers prevent small problems from becoming larger and more expensive ones. The more nodes, handoffs, geographies, and/or regulations involved in the supply chain, the more a manufacturer is at risk without T&T/serialization," said Reid Paquin, Research Vice President, Worldwide Industry Ecosystems and Business Networks Strategies at IDC.

"We believe this recognition also reinforces e2open's broader connected supply chain platform strategy," Joshi added. Track-and-trace and serialization are linked with adjacent distribution, planning, sourcing, logistics, global trade, and supplier collaboration workflows, giving manufacturers a more complete view of how products, materials, partners, and processes move through the network. This connected view can support earlier detection, faster root-cause analysis, stronger recall readiness, improved governance and audit support, and better coordination across suppliers, contract manufacturers, logistics partners, distributors, and global trade processes.

About IDC MarketScape

IDC MarketScape vendor assessment model is designed to provide an overview of the competitive fitness of technology and service suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT and telecommunications vendors can be meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective vendors.

Source: IDC MarketScape: Worldwide Manufacturing Track-and-Trace/Serialization Solutions 2026 Vendor Assessment (Doc #US53758625, June 2026).

About e2open

E2open, a WiseTech Global Group company, is the connected supply chain software platform that enables the world's largest companies to transform the way they make, move, and sell goods and services. With the broadest cloud-native global platform purpose-built for modern supply chains, e2open connects more than 500,000 manufacturing, logistics, channel and distribution partners as one multi-enterprise network tracking over 18 billion transactions annually. Our SaaS platform anticipates disruptions and opportunities to help companies improve efficiency, reduce waste and operate sustainably. Moving as one™. Learn more: www.e2open.com.

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