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BigCommerce Scores 24/24 Total Medals in 2023 Paradigm B2B Combine Midmarket and Enterprise Editions

Company increases rankings in both Midmarket and Enterprise Editions, achieves medals in every category and is rated as exceptional (Gold medal) for Total Cost of Ownership in both Editions, affirming its Open SaaS platform is becoming a preferred choice for B2B brands

AUSTIN, Texas--(BUSINESS WIRE)--Jul. 20, 2023-- BigCommerce (Nasdaq: BIGC), a leading Open SaaS ecommerce platform for fast-growing and established B2C and B2B brands, today announced it has achieved 24 out of 24 total medals in the 2023 Paradigm B2B Combines for Digital Commerce Solutions (Enterprise and Midmarket Editions), surpassing previous analyst evaluations for the fourth consecutive year. BigCommerce increased its rankings in a total of six categories in both Editions, solidifying its position as a preferred ecommerce platform for midmarket and enterprise B2B brands looking to grow and scale their business.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20230720846379/en/

(Graphic: BigCommerce)

With the latest release of B2B Edition, and acquisitions of long-time technology partners BundleB2B and B2B Ninja, BigCommerce has transformed the way sellers and buyers do business, turning legacy B2B practices into a modern, agile and nimble digital operation with a composable foundation ready to ambitiously scale with the business.

The global B2B ecommerce market size is estimated to reach just over $33 billion by 2030, registering a CAGR of 20.2%. As B2B ecommerce catches up to its B2C counterpart, BigCommerce remains invested in giving enterprise B2B brands the enterprise-grade capabilities that collectively bring the flexibility and customization needed to elevate online selling experiences and meet digitally native buyers where they are to influence conversions, repeat purchasing and loyalty.

“BigCommerce has incorporated a wide range of B2B functionality in the platform, making B2B ecommerce practical and accessible for large B2B brands seeking a simplified approach to ecommerce,” said Brent Bellm, CEO at BigCommerce. “The progress we’ve made in this year’s Paradigm B2B Combines validates our ability to meet midmarket and enterprise business needs to drive growth and exceed B2B buyer expectations.”

BigCommerce's platform received **12 medals** in the Paradigm B2B (Midmarket Edition) and **12 medals** in the Paradigm B2B (Enterprise Edition), including the advancement of Ability to Execute moving from Silver to Gold (Midmarket Edition) for a total of 5 Gold medals and the advancement of Sales & Channel Enablement from Silver to Gold (Enterprise Edition) for a total of 2 Gold medals.

The breakdown of award categories are:

2023 Paradigm B2B Midmarket Edition

- **5 Gold** (Ability to Execute, Partner Ecosystem, Promotions Management, Sales & Channel Enablement, Total Cost of Ownership)
- **6 Silver** (Customer Service & Support, Integrations, Operations & Infrastructure, Marketplaces, Site Search, Transaction Management, Vision & Strategy)
- **1 Bronze** (Content & Data Management)

2023 Paradigm B2B Enterprise Edition

- **2 Gold** (Sales & Channel Enablement, Total Cost of Ownership)
- **3 Silver** (Promotions Management, Site Search, Transaction Management)
- **7 Bronze** (Vision & Strategy, Ability to Execute, Content & Data Management, Customer Service & Support, Marketplaces, Partner Ecosystem, Integrations, Operations & Infrastructure)

Developed and personally evaluated by Paradigm B2B CEO and B2B ecommerce expert Andy Hoar, the Paradigm B2B Combine assesses all vendor solutions on a five-point scale across 38 detailed and weighted criteria based on Andy’s years of industry experience, as well as his nearly 80 recent interviews with B2B practitioners such as VPs of ecommerce and IT decision-makers. Medals were awarded based on composite scores in 12 distinct categories.

“With a new generation of B2B customers expecting transparency at all stages of the buying cycle, B2B sellers need to rethink the entire buyer/seller equation and how they approach migrating offline customers to online,” said Andy Hoar, chief executive officer at Paradigm B2B. “BigCommerce’s customers spoke highly of the company’s extensive partner ecosystem and rich open application marketplace with robust APIs and easy configuration. BigCommerce is particularly well-suited for both midmarket and enterprise B2B companies looking for a value-priced, partner-centric, multi-tenant SaaS ecommerce solution that leverages an extensive open application marketplace to deliver robust functionality.”

Download complimentary copies of both Combines here: 2023 Paradigm B2B Combine Midmarket Edition and 2023 Paradigm B2B Combine Enterprise Edition.

About Paradigm B2B

Digital innovation produces an ever-changing, unpredictable, and challenging environment that can make or break a B2B company. To be successful today, B2B companies must transform archaic business practices and business models and fundamentally rethink how they interact with customers.

Paradigm B2B's purpose is to help guide B2B companies through today's complex, digital-first environment. B2B companies need world-class strategies and roadmaps, as well as clearly differentiated customer experiences, in order to thrive in an increasingly disrupted commerce landscape. Paradigm B2B focuses on offering high-quality advice that's well-informed and immediately actionable. Paradigm B2B is based in Chicago, Illinois. Learn more at http://www.paradigmb2b.com.

About BigCommerce

BigCommerce (Nasdaq: BIGC) is a leading open software-as-a-service (SaaS) ecommerce platform that empowers merchants of all sizes to build, innovate and grow their businesses online. BigCommerce provides merchants sophisticated enterprise-grade functionality, customization and performance with simplicity and ease-of-use. Tens of thousands of B2C and B2B companies across 150 countries and numerous industries use BigCommerce to create beautiful, engaging online stores, including Ben & Jerry's, Molton Brown, S.C. Johnson, Skullcandy, Solo Stove, Ted Baker and Vodafone. Headquartered in Austin, BigCommerce has offices in London, Kyiv, San Francisco, and Sydney. For more information, please visit www.bigcommerce.com or follow us on Twitter, LinkedIn, Instagram and Facebook.

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