



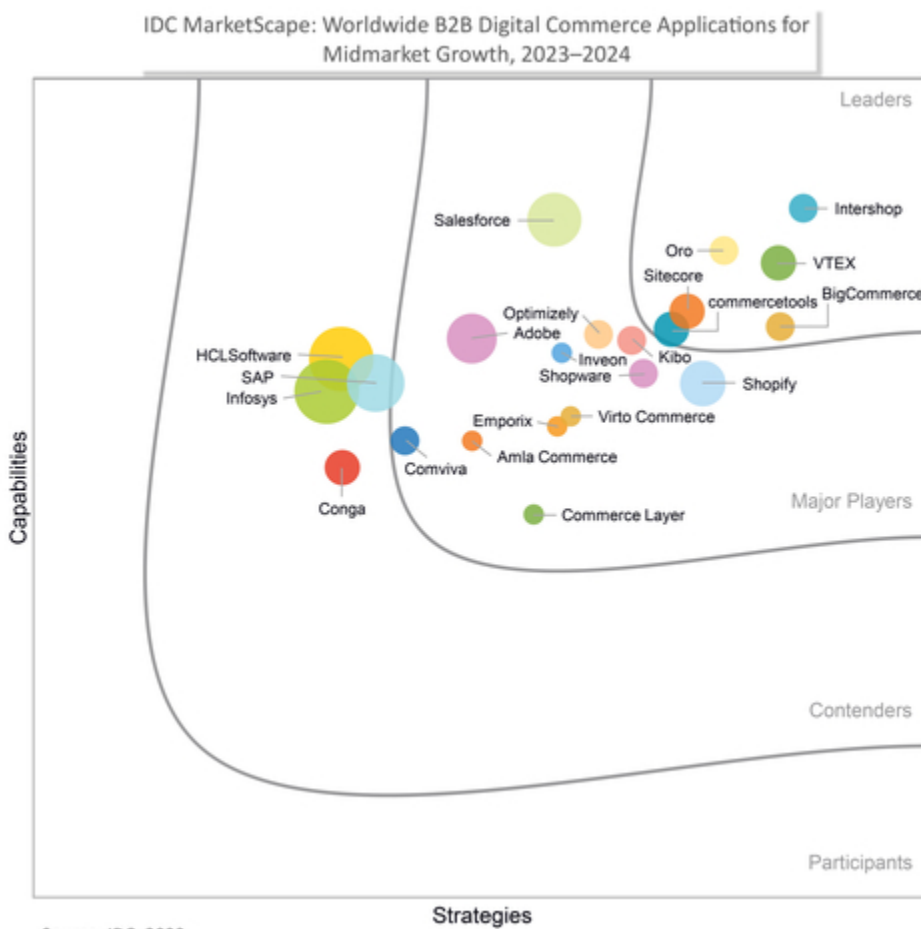
December 18, 2023

## BigCommerce Named a Leader in IDC MarketScape: Worldwide B2B Digital Commerce Applications for MidMarket Growth

*BigCommerce is also recognized as a Major Player in Enterprise B2B Digital Commerce Applications by IDC MarketScape*

AUSTIN, Texas--(BUSINESS WIRE)--Dec. 18, 2023-- [BigCommerce](#) (Nasdaq: BIGC), a leading Open SaaS ecommerce platform for fast-growing and established B2C and B2B brands, today announced it has been named a Leader in the new *IDC MarketScape: Worldwide B2B Digital Commerce Applications for MidMarket Growth 2023–2024 Vendor Assessment*. The report evaluated 22 digital commerce vendors based on both their capabilities and strategy for B2B use cases.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20231218455169/en/>



Source: IDC, 2023

Heather Hershey, research director, Worldwide Digital Commerce at IDC states in the report's evaluation <sup>1</sup>: "Consider BigCommerce if you are a fast-growing, experience-driven brand looking for a multi-tenant SaaS B2B digital commerce platform. BigCommerce potentially offers a high degree of business agility and fast time-to-market by offering a platform that is very business user-friendly, out-of-the-box, but also provides options to extend the platform via integrations with other applications (composable commerce). Buyers should consider BigCommerce when business agility, tech agility, and experiences are core differentiation strategies."

The IDC MarketScape report cites BigCommerce's strengths as a Leader in B2B MidMarket Digital Commerce as:

- **Developer and business user-friendly:** Everything about BigCommerce — integrations, interfaces, the low-code/no-code frontend — is designed to be accessible to business users without the need for developer support. BigCommerce is also versionless with an API-first design, providing ample flexibility for seasoned developers to create

headless and composable commerce experiences.

- **Flexible MACH architecture under the hood:** While it is user-friendly, BigCommerce is extremely extensible by virtue of its MACH architecture capabilities. BigCommerce provides APIs and developer-friendly features to give buyers the ability to create headless and composable ecosystems for commerce. BigCommerce can also natively support multisite, multi-geo, B2B2C, omni-channel, and multi-language commerce deployments.
- **Open SaaS ecosystem:** BigCommerce offers open-sourced checkout, 95%+ API coverage on its platform, and a large app marketplace with easy business-friendly integrations that generally don't require an expert to install.

BigCommerce was also recognized as a Major Player in the IDC MarketScape: *Worldwide Enterprise B2B Digital Commerce Applications 2023–2024 Vendor Assessment*<sup>2</sup>, which IDC simultaneously published alongside the midmarket growth report.

"We believe BigCommerce's positioning as a Leader in this year's IDC MarketScape affirms our standing as a trusted partner for manufacturers, distributors, wholesalers and other B2B companies worldwide," said Brent Bellm, CEO at BigCommerce. "Ecommerce is now a top priority in B2B and we believe BigCommerce is the best platform to help businesses sell faster and meet buyer expectations. Our recent B2B Edition enhancements and Invoice Portal launch demonstrate our ongoing commitment to equip businesses with the B2B functionalities to adapt, innovate and grow for long-term success."

### **IDC MarketScape Methodology**

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT 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. The Capabilities score measures vendor product, go-to-market and business execution in the short-term. The Strategy score measures alignment of vendor strategies with customer requirements in a 3-5-year timeframe. Vendor market share is represented by the size of the circles. Vendor year-over-year growth rate relative to the given market is indicated by a plus, neutral or minus next to the vendor name.

To download a complimentary excerpt of IDC MarketScape, please [click here](#).

<sup>1</sup>IDC MarketScape: Worldwide MidMarket B2B Digital Commerce Applications 2023–2024 Vendor Assessment (Doc #US49742523, December 2023)

<sup>2</sup>IDC MarketScape: Worldwide Enterprise B2B Digital Commerce Applications 2023–2024 Vendor Assessment (Doc #US49742523, December 2023)

### **About IDC MarketScape**

The IDC MarketScape vendor assessment model is designed to provide an overview of the competitive fitness of ICT (information and communications technology) 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.

### **About BigCommerce**

BigCommerce (Nasdaq: BIGC) is a leading open software-as-a-service (SaaS) ecommerce platform that empowers brands and retailers of all sizes to build, innovate and grow their businesses online. BigCommerce provides its customers 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](http://www.bigcommerce.com) or follow us on [Twitter](#), [LinkedIn](#), [Instagram](#) and [Facebook](#).

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Source: BigCommerce