July 1, 2024

# BigCommerce Named a Leader in Both IDC MarketScape Worldwide Headless Digital Commerce Applications for Enterprise and Midmarket Growth 2024 Vendor Assessments

*Platform's strength in API-first, headless (MACH) architecture is recognized to deliver the critical functionalities, ease-of-use and flexibility large brands and retailers need to scale more efficiently, maintain high performance and create frictionless customer experiences*

AUSTIN, Texas--(BUSINESS WIRE)--Jul. 1, 2024-- 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 the both the IDC MarketScape: *Worldwide Enterprise Headless Digital Commerce Platforms 2024 Vendor Assessment*[1] and IDC MarketScape: *Worldwide Headless Digital Commerce Applications for Midmarket Growth 2024 Vendor Assessment*[2].

Heather Hershey, research director, Worldwide Digital Commerce at IDC states in both of the report's evaluations: "Consider BigCommerce if you are a fast-growing, experience-driven brand looking for a multi-tenant SaaS B2C digital commerce platform. Buyers should consider BigCommerce when business agility, tech agility, and experiences are core differentiation strategies."

Both IDC MarketScape reports cite BigCommerce's strengths as a Leader in *Headless Digital Commerce for Enterprise and Midmarket Growth* as:

- **Developer- and business user-friendly:** The company designed everything about BigCommerce — integrations, interfaces, and the low-code/no-code front end — to be accessible for 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 microservices-based, API-first, cloud-native, headless (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, multigeo, B2B2C, omni-channel, and multi-language commerce deployments.
- **Open SaaS ecosystem:** BigCommerce offers open-sourced checkout, 95%+ API coverage of its platform, and a large app marketplace with easy, business-friendly integrations that don't generally require an expert to install. (Note: BigCommerce sells in every buyer market segment in digital commerce, so some of these apps may be better suited to SMBs.)

"We believe BigCommerce has been named as a Leader in headless commerce for enterprise and midmarket growth by prioritizing the framework in product development and making APIs available for the majority of its catalog features," said Kirk Cornelius, strategic director at The ZaneRay Group. "Yeti Cycles has already seen a significant increase in online sales, which the marketing team attributes to the ability to merchandise and market products using core BigCommerce functionality."

In addition to Yeti Cycles, other BigCommerce customers worldwide are taking advantage of the platform's composable and headless architecture to create unparalleled shopping experiences including Black Diamond, LARQ, Bestway Europe, Brompton, Burrow and White Stuff, to name a few.

"Over the last six months, BigCommerce has been recognized as a Leader in four IDC MarketScape vendor assessments[1234]. In our opinion, these accolades demonstrate why modern businesses, from brands and retailers to distributors and manufacturers, pick BigCommerce for their digital commerce requirements," said Meghan Stabler, senior vice president of marketing at BigCommerce. "Our open, flexible platform is designed to be user-friendly for both developers and businesses, provides unparalleled extensibility with seamless integrations, intuitive interfaces and a low-code/no-code front end that simplifies operations without requiring extensive developer support."

BigCommerce has also been recognized as a Leader in the following IDC MarketScape reports:

- *IDC MarketScape: Worldwide Enterprise B2C Digital Commerce Applications 2024 Vendor Assessment*[3]
- *IDC MarketScape: Worldwide B2B Digital Commerce Applications for MidMarket Growth 2023–2024 Vendor Assessment*[4]

To download a complimentary excerpt of the *IDC MarketScape Worldwide Enterprise Headless Digital Commerce Platforms*, please click here. To download a complimentary excerpt of the *IDC MarketScape Headless Digital Commerce Applications for Midmarket Growth*, please click here.

Learn more about how to build a resilient tech ecosystem using MACH principles by downloading BigCommerce's recent guide *Resilient*

*Ecommerce Architecture: Build to scale with composable commerce*.

**About IDC MarketScape**

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.

[1]*IDC MarketScape: Worldwide Enterprise Headless Digital Commerce Platforms 2024 Vendor Assessment (doc #US50626423, June 2024)*

[2]*IDC MarketScape: Worldwide Headless Digital Commerce Applications for MidMarket Growth 2024 Vendor Assessment (doc #US50626523, June 2024)*

[3]*IDC MarketScape: Worldwide Enterprise B2C Digital Commerce Applications 2024 Vendor Assessment (doc #US49742623, March 2024)*

[4]*IDC MarketScape: Worldwide B2B Digital Commerce Applications for MidMarket Growth 2023–2024 Vendor Assessment (doc #US50625723, December 2023)*

**About BigCommerce**

BigCommerce (Nasdaq: BIGC) is a leading open SaaS and composable 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 rely on BigCommerce, including Burrow, Coldwater Creek, Francesca's,  Harvey Nichols, King Arthur Baking Co., MKM Building Supplies, Ted Baker, United Aqua Group and Uplift Desk. For more information, please visit www.bigcommerce.com or follow us on X and LinkedIn.

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Source: BigCommerce