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BigCommerce Scores 24/24 Total Medals in 2024 Paradigm B2B Combine Midmarket and Enterprise Editions for Second Consecutive Year

Company scores more Gold medals than other participating platforms in the Midmarket Edition; receives customer accolades for its extensive partner ecosystem, rich application integrations, robust APIs and ease-of-use, validating the platform's ability to modernize B2B operations to grow, scale and meet digital buyer needs

AUSTIN, Texas--(BUSINESS WIRE)--Jul. 17, 2024-- BigCommerce (Nasdaq: BIGC), a leading Open SaaS and composable ecommerce platform for fast-growing and established B2C and B2B brands, today announced it has scored 24 out of 24 total medals in the 2024 Paradigm B2B Combines for Digital Commerce Solutions (Enterprise and Midmarket Editions) for the second consecutive year. BigCommerce advanced its rankings in a total of eight categories in both Editions and achieved more Gold medals in Midmarket than other ecommerce participating platforms, further positioning the platform as a preferred choice for midmarket and enterprise B2B organizations looking to innovate, grow and scale their businesses.

BigCommerce has transformed the way sellers and buyers do business, turning legacy B2B practices into a modern and agile digital operation with a composable foundation ready to ambitiously scale with the business.

B2B Edition, BigCommerce's flagship suite of B2B functionalities, gives large global manufacturers, wholesalers and distributors the flexibility, agility and customization to elevate online selling experiences and meet digital buyer expectations, drive conversion and build brand loyalty. B2B Edition's new Open Source Buyer Portal takes customization to the next level by giving B2B enterprises full access to the open-source code for a robust buyer portal foundation to build and create tailored buyer experiences that meet their unique industry demands and workflows.

"To extract maximum value from an ecommerce site, B2B companies should view ecommerce as more than a mere shopping cart and checkout process. Rather, it should be regarded as a comprehensive 'buyer portal' where buyers can manage all aspects of their interactions with the business, from product discovery and purchase to service and warranty management," said Lance Owide, general manager of B2B at BigCommerce. "BigCommerce continues to invest in ways that manufacturers, distributors and wholesalers can unlock the full potential of B2B ecommerce and capitalize on gaining a competitive advantage, increasing market share and improving buyer satisfaction."

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:

- Vision & Strategy, Customer Service & Support and Site Search moving from **Silver to Gold** (Midmarket Edition)
- Site Search and Promotions Management from **Silver to Gold** (Enterprise Edition)
- Vision & Strategy, Ability to Execute, and Integrations, Operations & Infrastructure from **Bronze to Silver** (Enterprise Edition)

"B2B organizations recognize that today's digital buyer expects their purchasing journey experience to be frictionless and personalized in order to carry out distinct tasks and responsibilities that are crucial for their organization's success," said Andy Hoar, chief executive officer at Paradigm B2B. "BigCommerce's well-developed partner ecosystem, rich best-of-breed integrations, robust set of APIs, strong pricing engine and impressive channel enablement capabilities are particularly well-suited for midmarket and enterprise B2B companies seeking a value-priced, multitenant B2B ecommerce solution."

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 vice presidents of ecommerce and IT decision-makers. Medals were awarded based on composite scores in 12 distinct categories.

The breakdown of award categories include:

- Vision & Strategy
- Ability to Execute
- Customer Service & Support
- Partner Ecosystem
- Total Cost of Ownership (TCO)
- Site Search
- Sales & Channel Enablement
- Promotions Management
- Marketplaces
- Transaction Management and Integrations

- Operations & Infrastructure
- Content & Data Management

Download complimentary copies of both Paradigm B2B Combines to get a deep dive on the categories where BigCommerce placed Gold, Silver and Bronze:

- 2024 Paradigm B2B Combine Midmarket Edition
- 2024 Paradigm B2B Combine Enterprise Edition

“B2B Edition is a complete out-of-the-box experience and has been critical in helping us scale globally,” said Sam McGee, president at Green Egg Design LLC, d/b/a The Beer Bat. “B2B Edition’s Multi-Storefront capability allows us to create custom storefront experiences that give a localized look and feel specialized for our various buyers. Having the ability to analyze our business activity and performance either holistically or dialed down to a specific storefront is invaluable. Coupling MSF with the new buyer portal has leveled up the buyer experience because it gives them full control to manage and design orders, shopping lists, purchases, invoicing and shipping all from one place. B2B Edition handles everything. I can't tell you enough how scalable it is.”

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 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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