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## IDC MarketScape Names BigCommerce a Leader in B2C Digital Commerce

*BigCommerce also recognized as a Major Player in B2B Digital Commerce by the IDC MarketScape*

AUSTIN, Texas--(BUSINESS WIRE)--Sep. 24, 2020-- [BigCommerce](#) (Nasdaq: BIGC), a leading open SaaS ecommerce platform for fast-growing and established brands, today announced it has been named a Leader in B2C Digital Commerce in the new *IDC MarketScape: Worldwide SaaS and Cloud-Enabled B2C Digital Commerce Platforms 2020 Vendor Assessment*. The report evaluated 19 digital commerce platforms based on both their capabilities and strategy for B2C use cases.

In the report's evaluation of BigCommerce, Jordan Jewell, research manager of IDC's Digital Commerce program, said, "Consider BigCommerce if you are a fast-growing, experience-driven brand looking for a multitenant SaaS B2C digital commerce platform," and "if your organization is primarily focused on differentiating with business agility and a fast time to market with a platform that is very business user-friendly."

"IDC MarketScape's positioning of BigCommerce as a Leader for B2C digital commerce platforms is a major achievement for the company and validation of our open SaaS approach, which combines enterprise-grade flexibility with the speed, performance and low cost of SaaS," said Brent Bellm, chief executive officer at BigCommerce. "In the wake of the pandemic, we have seen many customer-focused B2C and B2B brands make ecommerce their top business priority. Following this year's launch of BigCommerce's native multi-currency functionality and our intuitive, drag-and-drop Page Builder tool, we believe BigCommerce is the best SaaS ecommerce platform in the world for established brands and complex, global businesses creating next-generation online shopping experiences."

"Selecting the right cloud B2C digital commerce platform can be extremely hard; there isn't a one-size-fits-all vendor, and the market is evolving extremely fast," Jewell said. "The right B2C digital commerce software vendor must provide you with a competitive advantage in areas including business agility, customizability, experience management (content), and technology agility while also supporting sales across geographies and industries. The platform must also be architected to support substantial commerce business model changes in the years to come."

The IDC MarketScape report cites BigCommerce's strengths in B2C digital commerce as:

- **Level of value:** Customers that IDC interviewed rated BigCommerce above average for the level of value delivered, relative to price paid for the application.
- **App Marketplace:** BigCommerce offers an App Marketplace for add-ons to the core commerce offering in areas such as PIM, order management, shipping, and marketing content management. In total, there are over 800 apps on the marketplace.
- **Implementation experience:** Customers that IDC interviewed rated BigCommerce above average for its implementation experience. Smaller customers IDC spoke with were able to implement without developers.

BigCommerce was also recognized as a Major Player in the 2020 MarketScape for B2B Digital Commerce Platforms, which IDC simultaneously published alongside its MarketScape for B2C Digital Commerce Platforms.

To download a complimentary copy of *IDC MarketScape: Worldwide SaaS and Cloud-Enabled B2C Digital Commerce Platforms 2020 Vendor Assessment*, visit [BigCommerce.com/IDC](https://www.bigcommerce.com/IDC).

[1] *IDC MarketScape: Worldwide SaaS and Cloud-Enabled B2C Digital Commerce Platforms 2020 Vendor Assessment (Doc #US45741420, September 2020)*

[2] *IDC MarketScape: Worldwide SaaS and Cloud-Enabled B2B Digital Commerce Platforms 2020 Vendor Assessment (Doc #US45741520, September 2020)*

### 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 software-as-a-service (SaaS) ecommerce platform that empowers merchants of all sizes to build, innovate and grow their businesses online. As a leading open SaaS solution, BigCommerce provides merchants sophisticated enterprise-grade

functionality, customization and performance with simplicity and ease-of-use. Tens of thousands of B2B and B2C 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, Sony, Vodafone and Woolrich. Headquartered in Austin, BigCommerce has offices in San Francisco, Sydney and London. Learn more at [www.bigcommerce.com](http://www.bigcommerce.com).

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