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BigCommerce Launches B2B Edition to Help B2B Enterprise Merchants Enhance Sales Operations

New offering expands B2B functionality to increase ordering efficiency, attract and engage new prospects and manage customer accounts from a single location

AUSTIN, Texas--(BUSINESS WIRE)--Jun. 2, 2021-- BigCommerce (Nasdaq: BIGC), a leading Open SaaS ecommerce platform for fast-growing and established brands, today announced the global launch of B2B Edition, a new offering that enhances the selling experience for B2B enterprise merchants. B2B Edition provides an advanced suite of B2B functionalities through our exclusive partner integration of BundleB2B with BigCommerce Enterprise to help merchants better facilitate online operations, and provide customers with seamless transactions and convenient self-service account capabilities.

BigCommerce Enterprise provides a host of enterprise B2B sales features and seamless integration with point-of-sale and ERP platforms. B2B Edition expands these functionalities to streamline onboarding, support and contract services into one all-inclusive bundle with a single point of contact. B2B companies with complex operations can now add new channels quickly, create B2C-level experiences and run operations for B2B and B2C audiences on a single platform.

"United Aqua Group has a unique membership-based business model for pool and spa business owners, which creates a complex set of requirements for our ecommerce backend," said Scott Ferguson, vice president at United Aqua Group. "Through the full suite of capabilities provided by BigCommerce B2B Edition, we are able to provide our members all the B2B functionality necessary for their business-specific purchasing while offering the visual, content-focused experience that gives the feel of a B2C site. We're confident knowing we now have a flexible and customizable platform that addresses all of our business needs."

U.S. B2B ecommerce transactions are expected to reach $1.8 trillion by 2023, which would account for 17% of all B2B sales in the country[1]. By 2025, 80% of all B2B sales interactions between suppliers and business buyers will take place online[2].

B2B Edition combines the speed and ease-of-use of BigCommerce's powerful ecommerce functionality with a focus on platform openness to easily connect to mission-critical systems and best-in-breed solutions where needed. It comes with six pre-installed B2B-optimized themes to help businesses get up and running quickly and enables developers to build freely with open APIs. Additionally, merchants with multiple stores can combine them into one contract whether each individual store uses B2B Edition or not.

Key benefits of B2B Edition include:

- **Empower sales teams.** Speed up deals with the ability for sales reps to create custom quotes and discounts, as well as log in, shop and purchase on behalf of customers.
- **Decrease friction in the path to purchase.** Attract new buyers and make life easier for loyal customers. Advanced payment options, shared shopping lists and buy-again capabilities allow customers to buy their way.
- **Tailor the customer experience.** Define custom account hierarchies and price lists to show each customer exactly what they need to see — all on a responsive, mobile-friendly site.

"We are advancing B2B digital experiences through enterprise functionality, platform openness and flexibility to enable a modernized ecommerce experience for B2B merchants and their customers," said MaryAnn Bekkedahl, senior vice president of business development at BigCommerce. "B2B Edition gives sellers a distinct advantage of a B2C-like shopping experience that helps businesses sell faster, convert at a higher rate and create repeat purchasing and loyalty."

To learn more about BigCommerce B2B Edition visit www.bigcommerce.com/b2b-edition. To see how United Aqua Group grew its business through the use of BigCommerce and B2B Edition, read the case study here.

[1] "US B2B eCommerce Will Hit $1.8 Trillion By 2023." Forrester. January 28, 2019.

[2] "The Future of Sales: Transformational Strategies for B2B Sales Organizations." Gartner. September 15, 2020.

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 and Vodafone. Headquartered in Austin, BigCommerce has offices in San Francisco, Sydney and London. For more information, please visit www.bigcommerce.com or follow us on Twitter, LinkedIn, Instagram and Facebook.

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