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BigCommerce Scores 16 Total Medals in 2021 Paradigm B2B Combine Midmarket and Enterprise Editions

Company surpasses last year's analyst evaluation and broadens category wins in both editions, further cementing B2B ecommerce market traction

AUSTIN, Texas--(BUSINESS WIRE)--Aug. 23, 2021-- [BigCommerce](#) (Nasdaq: BIGC), a leading Open SaaS ecommerce platform for fast-growing and established brands, today announced it received high honors as a top solution in both the [2021 Paradigm B2B Combine \(Midmarket Edition\)](#) and [2021 Paradigm B2B Combine \(Enterprise Edition\)](#) with 16 total medals earned in ten featured categories. This year's evaluation debuts BigCommerce into the Paradigm B2B Combine (Enterprise Edition).

The new entry is attributed to [B2B Edition](#), a newly-launched suite of advanced B2B functionalities that delivers the flexibility and openness for B2B enterprise merchants to enhance online sales from within a single platform.

"BigCommerce continues to earn recognition as a top-rated SaaS platform for B2B ecommerce. Our Open SaaS approach gives B2B sellers the power to configure their technology to their business needs while creating beautiful, personalized B2C-like shopping experiences," said Brent Bellm, CEO at BigCommerce. "Our Paradigm B2B Combine score demonstrates excellence in our B2B product offering and high-value, easily-deployed Open SaaS platform."

This year, BigCommerce's platform received 9 medals in Paradigm B2B (Midmarket Edition) and 7 medals in Paradigm B2B (Enterprise Edition), including a superior (Gold) rating for Total Cost of Ownership and Partner Ecosystem for the second consecutive year. The breakdown of award categories are:

2021 Midmarket Edition

- 2 Gold (Partner Ecosystem, Total Cost of Ownership)
- 3 Silver (Customer Service & Support, Promotions Management, Vision & Strategy)
- 4 Bronze (Ability to Execute, Content & Data Management, Sales & Channel Enablement, and Integrations, Operations & Infrastructure)

2021 Enterprise Edition

- 1 Gold (Total Cost of Ownership)
- 1 Silver (Promotions Management)
- 5 Bronze (Customer Service & Support, Partner Ecosystem, Vision & Strategy, Content & Data Management, Sales & Channel Enablement)

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 35 detailed and weighted criteria based on Andy's years of industry experience, as well as his nearly 70 recent interviews with B2B practitioners such as VPs of ecommerce and IT decision-makers. Medals were awarded based on composite scores in 10 distinct categories.

"Customers spoke highly of BigCommerce's extensive partner ecosystem and rich open application marketplace with robust APIs, as well as the ease with which the solution can be configured by a business user," said Andy Hoar, chief executive officer at Paradigm B2B. "BigCommerce is particularly well-suited for B2B companies looking for a value-priced, partner-centric, multi-tenant SaaS eCommerce solution that leverages an extensive open application marketplace to deliver complementary functionality."

BigCommerce was also honored as a [Top B2B eCommerce Platform](#) from [SoftwareReviews.com](#), sweeping first place across categories including vendor support, reliability, availability and quality of training, usability and intuitiveness and order management. The SoftwareReviews Data Quadrant evaluates and ranks products based on feedback from IT and business professionals. Software placement in the Data Quadrant indicates its relative ranking as well as its categorization.

Download complimentary copies of the [2021 Paradigm B2B Combine Midmarket Edition](#) and [2021 Paradigm B2B Combine Enterprise Edition](#) to learn more.

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 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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