



# ENTERPRISE ECOMMERCE, SIMPLIFIED.

BigCommerce empowers brands to build cutting-edge online experiences with a complete, composable ecommerce solution.



TED BAKER®  
LONDON

 solo stove

 Skullcandy

NATORI

UPLIFT DESK®

## More freedom. More sales. Less friction.

Ecommerce moves fast — and those one-size-fits-all platforms struggle to keep up. You need a flexible ecommerce platform that won't box you in and helps your business outpace the competition.

Ready to stop fixing, and start flexing? BigCommerce gives you a complete, composable ecommerce foundation with flexibility to customise — so you can drive revenue while managing costs.

## Why BigCommerce?

### ▲ Freedom and flexibility to customise with ease.

Build better with a platform and partner ecosystem that simplifies customisation. As an API-first — not API-only — platform, every major component on BigCommerce is ready to use and extensible to meet the demands of your business. Plus, connect to the tools your brand needs with our vast array of leading partner integrations.

### ▲ Uncompromised ecommerce expertise.

BigCommerce is your partner in growth — ecommerce is all we do. Our team of industry experts provide personalised guidance based on your needs, including Launch and Growth Services, Solutions Architecting, Customer Success and Technical Services.

“BigCommerce ticked all the boxes for us: functionality, future roadmap, cybersecurity, cloud-native, API architecture, proven capability and a great vendor team that we knew we could work well with.”

LEON SHEPHERD,  
CHIEF INFORMATION  
OFFICER,  
TED BAKER



#### ▲ Built for ambitious brands.

BigCommerce boasts a robust set of growth tools, such as search, marketplace and social connections, accelerated checkout buttons and powerful B2B tools. Let our high-performing platform handle your complex catalogues and high transaction volumes — you'll free up time to wow your customers while your platform keeps pace with you.

#### ▲ More flex, less stress.

As a secure, cost-efficient platform, BigCommerce handles maintenance, hosting, security, updates and compliance. With 99.99% uptime, we offer reliability you can count on — so that you can innovate more and maintain less.

## BigCommerce platform highlights

#### ▲ B2C and B2B on one platform

Grow sales and deliver a unified brand experience across wholesale and retail channels.

#### ▲ Leading omnichannel integrations

Increase revenue and ROAS with Feedonomics, the full-service feed management platform utilised by 30% of the IR 1000. Optimise your product data across nearly 300 global ad platforms, affiliate networks, social channels and marketplaces.

#### ▲ Expansive partner ecosystem

We've curated the world's leading network of agency and technology partners to help your business excel. From marketing and design to front- and back-end integrations, our network of best-in-class partners can tackle whatever your business demands.

#### ▲ Multi-Storefront capabilities

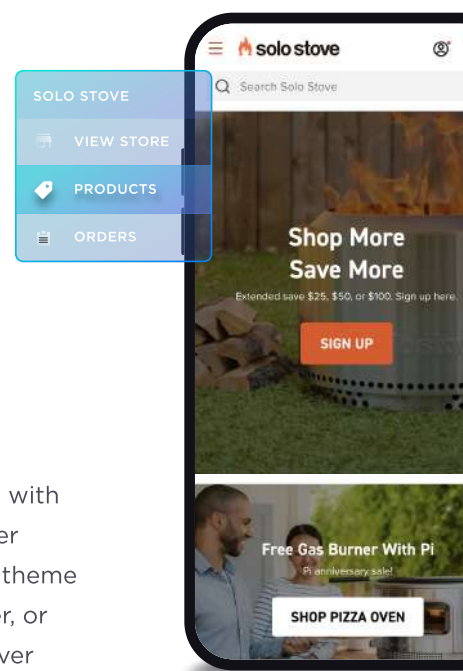
Expand your reach by seamlessly creating unique storefronts tailored for any audience, region or segment, all managed through one BigCommerce dashboard.

#### ▲ Endless customisation

Build standout customer experiences with the frontend of your choice — whether that's customising an out-of-the-box theme using our drag-and-drop Page Builder, or going headless for ultimate control over your customer experience.

*"While we were innovating, BigCommerce was innovating with us. For Solo Stove, BigCommerce has been a trusted partner that's helped us to scale and drive enterprise-level digital commerce."*

JOHN MERRIS, CEO,  
[SOLO STOVE](#)



Gartner

FORRESTER

IDC

PARADIGM B2B

See why leading analysts have made us one of the world's most acclaimed ecommerce platforms.

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## Trusted by tens of thousands of global brands

"BigCommerce's open APIs, plus its app marketplace with partners and solutions to fit almost every need are the things that make the platform a major asset to Natori's success."

COLIN TALBOT, DIGITAL MARKETING MANAGER, [NATORI](#)

"Previous to BigCommerce, we were on some other platforms that slowed down our ability to be agile. And for our brand, it's really important to us to move with the trends and current ecommerce happenings."

CHRIS SPRINGER, DIGITAL OPERATIONS DIRECTOR, [SKULLCANDY](#)

"One thing we were looking for was speed. BigCommerce B2B Edition found a way to deliver it. Everything functions at a lightning-fast pace and that's really important when you have 400,000 products to sell. We're confident knowing we now have a flexible platform that addresses all of our business needs."

SCOTT FERGUSON, VICE PRESIDENT, [UNITED AQUA GROUP](#)

"BigCommerce allows us to provide a great experience for customers while protecting our bottom line and keeping our company focused on growing the business."

BRYCE BOWERMAN, CHIEF OPERATING OFFICER, [UPLIFT DESK](#)

"The other platforms we spoke to didn't invest nearly as much time into coming up with a framework or solution that would work for our business, but instead tried to fit our business into their framework. Truly, the flexibility that BigCommerce has offered in terms of guidance, support and solutioning has been immense."

KABEER CHOPRA, CO-FOUNDER AND CPO, [BURROW](#)

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