BIGCOMMERCE

BigCommerce vs. Salesforce Commerce Cloud

Discover the Right Ecommerce Platform for Your Business

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INTRODUCTION

According to Statista, worldwide ecommerce revenue is projected to reach $4.48 trillion in 2023, with a projected annual growth rate of 9.3% that will result in a market volume of $6.39 trillion by 2027. In addition, Forbes estimates that over 265 million U.S. consumers will be shopping online in 2023.

Needless to say, ecommerce is moving full speed ahead, but choosing the right platform isn't as simple as picking the most affordable option. As an enterprise business, choosing an ecommerce platform often requires buy-in from multiple stakeholders, each of whom may have varying priorities and business needs.

To help you make the right choice for your business, we're giving you an expert head-to-head comparison of BigCommerce vs Salesforce Commerce Cloud. In this guide, we'll explore five key areas to consider as you determine the right ecommerce platform for your business:

- Core commerce features
- B2B commerce functionality
- Composable commerce
- Omnichannel commerce
- Professional services and support

BIGCOMMERCE VS. SALESFORCE AT A GLANCE

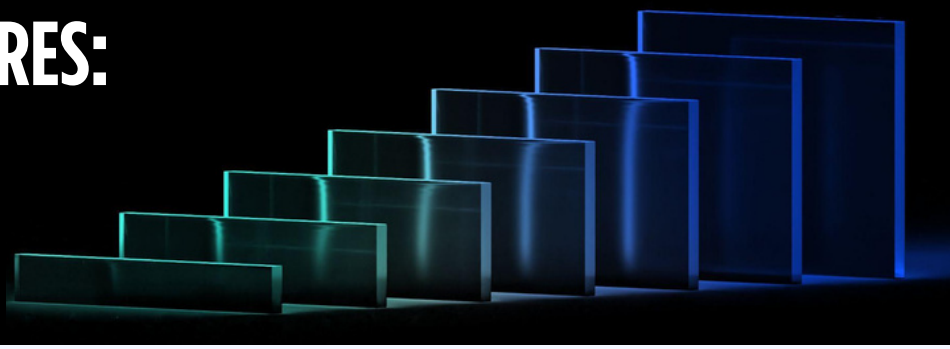
Salesforce is largely known for its portfolio of products that provide merchants with a “360° view” of their customer journey. However, while the company may market itself as a unified platform solution, many of the products in the companies portfolio, such as Salesforce Commerce Cloud B2C (Demandware) and B2B Commerce Classic (CloudCraze), is acquired software built outside of the Salesforce ecosystem and remain as separate products today. As a result, Salesforce’s feature development has had a focus on brand acquisitions, rather than core commerce innovation.

In contrast, BigCommerce offers only one core product: our ecommerce platform.

Rather than acquiring more “Clouds” in order to monetize pieces of the entire tech stack, we focus all of our resources on building the best cloud-based, multi-channel solution in the industry that works out of the box without boxing you in.

Our goal is never to trap you into proprietary services; our goal is to provide you with the ecommerce engine to power your enterprise business. With the flexibility of composable commerce, we give you the tools to fit your business — not the other way around.

CORE COMMERCE FEATURES:
FASTER TIME TO MARKET, LOWER TCO



Since both BigCommerce and SFCC are SaaS solutions, both platforms do share some similarities when it comes to core commerce features. For instance, both solutions offer Level 1 PCI compliance, hosting and automatic site updates. Like many SaaS platforms, these security and maintenance benefits are included with the subscription fee, in addition to several other native features.

But the real differentiators between the two platforms are time to market and total cost of ownership (TCO).

Especially in today's climate, enterprise businesses need technology that provides the agility and flexibility to respond to launch quickly and adapt to ever-changing customer and business needs. However, monolithic platforms like SFCC can make it difficult for businesses to achieve this kind of speed to market.

In addition, SFCC also comes with a high total cost of ownership. With expensive licensing fees (1-3% GMV take rate annually), limited integrations and high development costs, merchants may find it difficult to improve and optimize their sites without first paying a hefty fee. Even for a smaller merchant, implementation costs on SFCC can run $250K to $500K, and even $1M+ builds are not uncommon. Plus, Salesforce apps require configuration and customization, which can ultimately lead to greater development costs and timelines for developers. On top of high annual fees and ongoing development costs, launching a store on SFCC can quickly become cost-prohibitive.

As a composable commerce solution, BigCommerce provides the flexibility and agility to launch quickly and innovate on the fly. Both technical and non-technical users alike can make quick site changes and add new functionality with the speed your business demands - without depending on developers.



Rather than luring you into value-adds, we offer pre-built commerce components from omnichannel management and social media integrations to payment gateways and B2B capabilities, out-of-the-box to help minimize operational complexities and maximize your potential to move at scale.

> *"BigCommerce has strong performance against its product vision."*
>
> — **THE FORRESTER WAVE™**: B2B COMMERCE SOLUTIONS, Q2 2022

	BigCommerce	Salesforce CC
Unlimited products	✓	✓
Multi-Storefront	✓	✓
Multi-currency w/ support for prices set in a specific currency	✓	✓
Fully customizable checkout	✓	✓
Page Builder (drag-and-drop theme editor)	✓	✓
Abandoned Cart Saver	✓	✓
Quantity-based price breaks/discounts	✓	✓
Cart level discounts	✓	✓
Multiple option display types	✓	✓
Custom fields	✓	✓
Persistent cart	✓	✓
Customer groups	✓	✓

Disclaimer: Features verified as of March 21, 2023

"Salesforce Commerce Cloud was expensive to manage and maintain. It didn't have a lot of agility and our team was tied to using external development resources that resulted in higher costs."

— **MARK HOPKINS**, CHIEF INFORMATION OFFICER, SKULLCANDY

B2C AND B2B COMMERCE
ON ONE PLATFORM



If you're a hybrid enterprise business selling both B2C and B2B, you probably already have enough complexity to deal with — the last thing you need is a platform that adds even more.

However, while Salesforce may tout itself as a unified platform solution, merchants have reported finding their offer structure confusing. Since much of its acquired software was built outside of the Salesforce ecosystem, many of its products remain as separate systems — including its B2C and (two) B2B platforms.

While SFCC (B2C) and Salesforce B2B Commerce on Lightning both fall under the Salesforce umbrella, the two platforms have completely different underlying architectures, and hybrid merchants who sell both B2C and B2B must build two separate stores, one for each platform. As a result, merchants must manage two separate pricing models, licensing fees, admin panels, third-party apps, documentation and more.

But if that wasn't complex enough, add in the fact that Salesforce has not one but two B2B platforms. When Salesforce began its B2B journey in 2018, the company acquired Cloudcraze, later renamed Salesforce B2B Commerce Cloud (Classic). Salesforce has since B2B Commerce on top of its CRM from the ground up, naming it Salesforce B2B & B2B2C Commerce on Lightning Experience. While hundreds of merchants today are still on B2B Classic, Salesforce has stated publicly that it will continue to support B2B Classic, but future feature development and innovation will be focused on B2B on Lightning.

In contrast, BigCommerce enables merchants to deliver a unified commerce experience to both wholesale and retail customers — all from one ecommerce platform. Our enterprise solution has been featured in the latest Forrester, Gartner Paradigm B2B Combine (Mid-Market and Enterprise) and SoftwareReviews reports and has received recognition for its ability to deliver modern buyer experiences for B2B, B2C and hybrid B2B2C businesses.

Not only can you manage your B2C and B2B sales all in one place, but another huge advantage to BigCommerce is its ability to create B2C experiences for your B2B customers. In fact, BigCommerce includes native B2B functionality, including restricted login, customer groups and price lists for merchants on Enterprise plans. But if you want to take it one step further, merchants can also take advantage of our B2B Edition, which offers everything in BigCommerce Enterprise, plus more next-level features designed to meet the additional complexities for B2B ecommerce.



	BigCommerce	Salesforce CC
Customer-specific catalogs and pricing	✓	✓
Restricted login	✓	✓
Support for selling B2C and B2B on a single store	✓	✗
Sales masquerading / log in as customer	✓	✓
Visibility and control on payment method	✓	✓
Price lists	✓	✓
Buy again option	✓	✓
Quick order form	✓	✓
Ability to set buyer roles and permissions	✓	✓
Customer ability to request quotes	✓	✗ *
Shared shopping lists	✓	✗

Disclaimer: Features verified as of March 21, 2023

> *"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."*
>
> **— SCOTT FERGUSON**, VICE PRESIDENT, UNITED AQUA GROUP

*Salesforce B2B Commerce on Classic does include the ability for customer to request a quote, but B2B Commerce on Lightning does not. Salesforce Sales Cloud is required for merchants who wish to respond to quotes

COMPOSABLE COMMERCE

FLEXIBILITY WITHOUT FRICTION

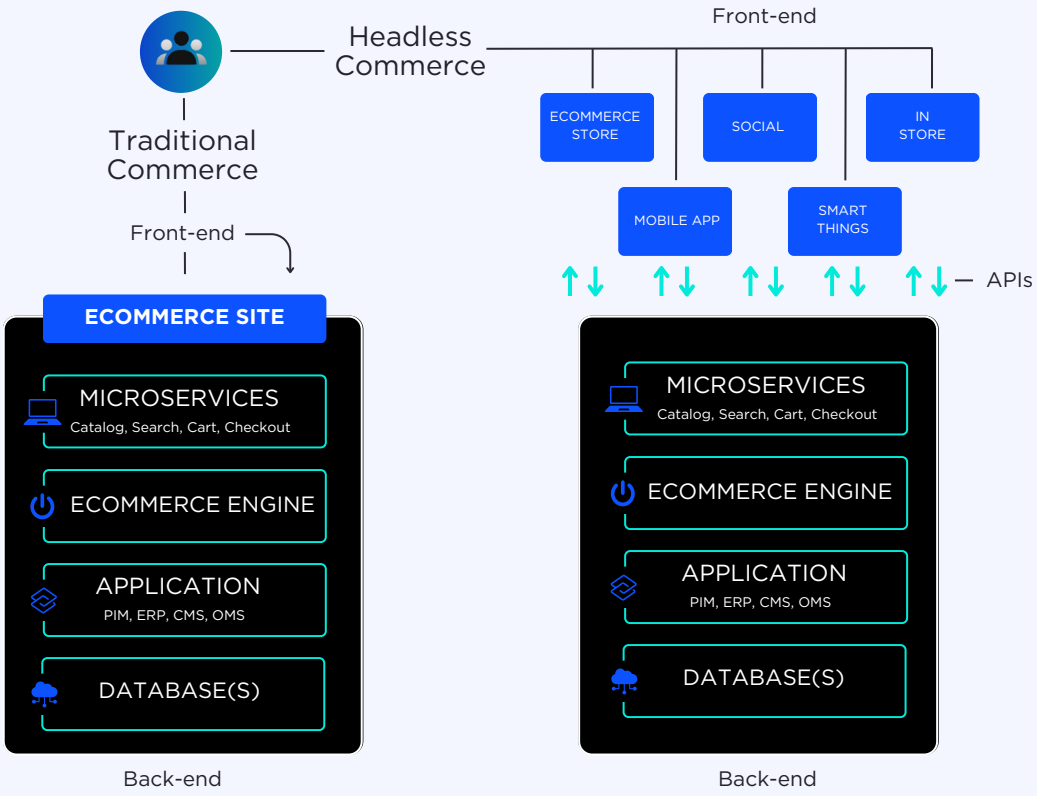


As an enterprise business, your ecommerce platform has the potential to be your greatest asset or your greatest liability — which is why it's crucial to choose one that will sustain your business in the long run. Especially in the face of shifting shopper behaviors and unpredictable economic conditions, enterprise businesses must be able to quickly adapt to whatever changes the future may bring.

However, legacy technologies like SFCC can hinder businesses from achieving this kind of agility and delivering innovative shopping experiences. While Salesforce does offer its own version of headless, its solutions are pre-built and bundled, making them rigid and challenging to add new functionality to. According to Gartner analysts, the B2C Commerce Cloud is still monolithic in nature, and companies pursuing composable commerce use cases will find more flexibility in other platforms.

Not to mention adding a headless tech stack into an existing SFCC tech stack can be more complicated than it's worth. As mentioned, many of SFCC's acquired products — aka "Clouds" — were built outside of the Salesforce ecosystem and are, in fact, separate products — with different underlying architectures, back-end admin panels, user documentation, third-party apps and license fees. Needless to say, this can make customizing and building onto the platform a challenging and cumbersome task for developers.

Of course, headless commerce in and of itself can already be a complex and time-consuming undertaking. From implementing custom APIs to dealing with multiple vendors and technologies, headless undoubtedly comes with some complexities and expenses. Thus, adding an entire custom headless solution onto an already disjointed SFCC tech stack may create even more friction down the line.

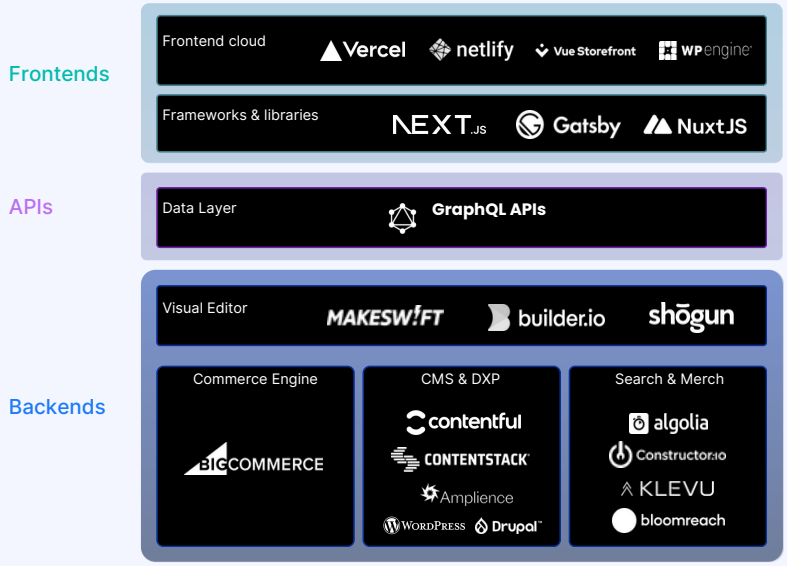


At BigCommerce however, we provide flexibility *without* friction.

> *"The value of the BigCommerce headless solution has been huge for Burrow, specifically in enabling us to craft a unique shopping experience. Along with operational functions, being headless has empowered us creatively as well; we use a headless CMS to drive modernization of our platform and to create a great digital experience across multiple channels."*
>
> **— KABEER CHOPRA,** CO-FOUNDER AND CPO, BURROW

Unlike SFCC, we take a modern composable commerce approach, which enables enterprises to customize their tech stacks and connect to critical systems with less cost and less hassle — since everything is connected through one unified back-end. Every essential component is available out-of-the-box and extensible for you to customize and build on top of.

Through reliable integrations, merchants can easily connect to leading third-party business applications, such as an ERP, OMS, PIM and more. However, should your business want to replace certain commerce components down the line, you're never locked into proprietary languages, tools or systems. Rather, we give you the freedom and flexibility to compose a modern, future-fit ecommerce store.



As a MACH Alliance pioneer, BigCommerce has a commitment to not be a conglomerate and instead subscribes to a best-in-breed approach, enabling every organization to truly embrace modern composable commerce solutions. This means businesses can innovate and iterate on the fly, creating differentiated shopping experiences on the front-end, while our platform runs the commerce engine on the back-end. We offer an array of headless integrations and endless opportunities for customization, including pre-built connectors for leading CMSs, digital experience platforms, custom front-end frameworks and progressive web applications. By building on a solid technical foundation with BigCommerce, enterprise businesses can remain agile and quickly respond to changing consumer expectations.

OMNICHANNEL COMMERCE

CREATE A SEAMLES SHOPPING EXPERIENCE



Today, the best ecommerce experiences are the ones that reduce friction and promote convenience — think mobile commerce, digital wallets, direct-to-consumer (DTC) and buy online, pickup in store (BOPIS). With shoppers now able to discover products on social media, check inventory online before visiting a store and buy on third-party marketplaces, there is an increasing need for both B2C and B2B businesses to embrace omnichannel commerce.

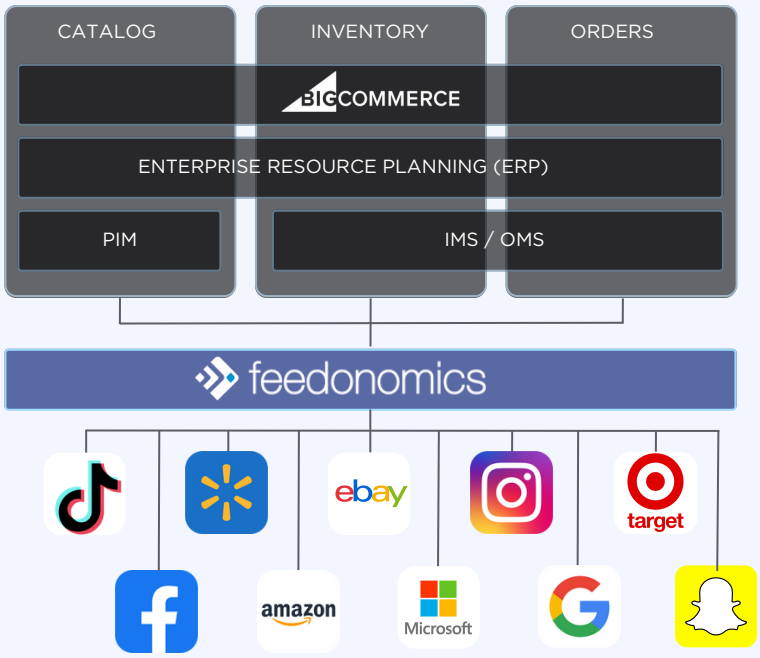
But while SFCC does offer some pre-built channel integrations — such as with Facebook and TikTok — any additional channels require the use of a third-party feed management tool or the Salesforce order management system (OMS). Not to mention these integrations are only for B2C merchants, not B2B.

For example, while SFCC does offer integrations with Walmart and eBay, the merchant is required to also purchase the Salesforce OMS — which is an add-on module of the B2C platform and requires a separate license fee. Furthermore, Salesforce does offer channel integrations with Snapchat and Google Ads, however these are only available through Salesforce Marketing Cloud and are not available natively on the Salesforce B2C platform.

So if a B2C merchant wishes to manage ads or ad campaigns for social channels or marketplaces, they would need to purchase Salesforce Marketing Cloud in addition to SFCC.

At BigCommerce, however, we help you to reach the right shoppers at the right place and at the right time to unlock digital growth.

We integrate with the world's largest search, social and marketplace channels including Google Shopping, Amazon, Facebook, eBay and Instagram, and we offer integrations and/or APIs for BOPIS, BORIS and more. Using BigCommerce's Channel Manager, merchants can discover, connect to and manage their sales channels — all from a single instance on a single platform.



Not only that, but we also offer native omnichannel integrations for both B2C and B2B merchants.

According to a study by McKinsey, B2B decision-makers are using more channels than ever before to interact with suppliers — averaging ten or more channels, up from five in 2016. Needless to say, an omnichannel sales model is essential for winning over modern B2B buyers. Luckily, BigCommerce includes B2B functionality for merchants on Enterprise plans, which means you can deliver unified commerce to both wholesale and retail customers using a single ecommerce platform. With out-of-the-box features — including native price lists, Multi-Storefront, customer groups and more — you'll be able to give your B2B customers the B2C-like experiences they're looking for.

	BigCommerce	Salesforce CC
Manage customers, products, and orders for multiple storefronts in a single control panel	✓	✓
Manage social media and marketplace ads natively from a single control panel	✓	✗
Manage product listings and feeds natively from a single control panel	✓	✓
BOPIS / Click and Collect	✓	✓*
Walmart integration	✓	✓**
Amazon integration	✓	✗**
Facebook and Instagram integration	✓	✓
eBay integration	✓	✓**
Google Ads and Shopping integration	✓	✗**
TikTok integration	✓	✓
SnapChat integration	✓	✓**

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*An additional license for the Salesforce Order Management System (OMS) is required if merchants want to offer BOPIS / Click and Collect

**Channel integrations require a merchant to also be using Salesforce Order Management System (OMS) / Salesforce Marketing Cloud or third party.

PROFESSIONAL SERVICES
TAILORED TO YOUR BUSINESS NEEDS



As a growing enterprise business, it's crucial that your platform is laser-focused on one thing: supporting you in your ecommerce efforts.

Luckily, both SFCC and BigCommerce offer learning options and professional services to help merchants make the most out of their platform. SFCC, on the one hand, offers Salesforce Trailhead — a free online learning platform with hundreds of modules (aka "Trails") covering a range of Salesforce skills and topics. However, with so many Salesforce products and Clouds to cover, going through every Trailhead module can be cumbersome. Plus, Trailhead modules are largely made for a generalized audience — particularly those who wish to learn on their own.

BigCommerce, on the other hand, offers BigCommerce University — a collection of self-paced courses, remote coaching and in-person training to ensure that everyone in your business has a solid understanding of the BigCommerce platform. Unlike Trailhead, BigCommerce University is for merchants who want a more tailored approach to learning. From self-paced courses for individual users to personalized, in-person instruction for entire teams, we've designed our learning options specifically for your ecommerce business needs. Our Senior Training Specialists are here to learn the ins and outs of your unique business and build the optimal learning plan for your team. Rather than overloading you with infor

In addition to learning options, BigCommerce offers a number of professional services. From implementation and launch-through optimization, our team of ecommerce experts is here to support you every step of your journey. We provide Launch and Growth Services, Solution Architecting, Technical Account Management, Customer Success Services, SEO and Conversion Coaching and more. As your partner in growth, BigCommerce offers personalized service that molds to your needs and allows you to architect the optimal solution for your business.

> *"The ongoing support we've received from the BigCommerce team has been an absolute asset to the success of our business. Our BigCommerce Customer Success Manager has been incredibly helpful in relaying new BigCommerce features and updates as well as getting us into beta programs. This has empowered us to plan more efficiently, make better decisions and develop a strategy around what new things we'll want to build into our store."*
>
> **— BIANCA PADILLA**, CO-FOUNDER & CEO, CAREWELL

	BigCommerce	Salesforce CC
24/7 support (phone, chat, email)	✓	✓
Customer Success Manager	✓	✓
Implementation Project Manager	✓	✗
Technical Account Manager	✓	✓
Data Migration Services	✓	✗
Solutions Architect	✓	✗
Instructor-led and/or on-demand store setup and management training for business users	✓	✓
Instructor-led and/or on-demand store setup and management training for developers	✓	✓
Personalized, in-depth SEO audit	✓	✗
Personalized, in-depth conversion audit	✓	✗
Omni Strategy Consultations	✓	✗

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> *"When I started and we were a $30 million company, BigCommerce was the right solution for us. Now that we are a $300 million dollar company, BigCommerce is still the right solution for us — and I feel like the support has only gotten better."*
>
> **— JOE BAGAZINSKI,** SENIOR WEBSITE PRODUCT MANAGER, SOLO STOVE

BUILD A FUTURE-PROOF SOLUTION WITH BIGCOMMERCE

With evolving consumer behaviors and economic headwinds coming in all directions, it's crucial that your business has the agility to quickly adapt in the face of change — and that all starts with a future-fit ecommerce platform. But a monolith solution simply isn't sustainable for an enterprise business in the long-term, and an API-only solution can cause more complexity than necessary.

Luckily, BigCommerce's open API gives you the best of both worlds. With all the pros of a SaaS platform — such as being hosted on behalf of a provider, lower costs and faster time-to-market — as well as the flexibility to create custom integrations and functionality, BigCommerce is a win-win for any business. Rather than spending time and resources worrying about lengthy implementations and costly customizations, you can run your business with the speed and agility to innovate on the fly — all with the peace of mind that you have a trusted ecommerce partner in BigCommerce.

Schedule a personalized demo with the BigCommerce team to find out how our platform advantages can help you exceed shopper expectations.
