



The Perks of Partnering with BigCommerce

BIGCOMMERCE PARTNER PROGRAM



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The BigCommerce Advantage

It pays to partner with BigCommerce

Since launching our Partner Program in 2015, BigCommerce has provided more than 4,000 design, development and agency partners with the support, marketing assistance, training and co-branding needed to grow their businesses.

Now we're here to help you grow yours.

As ecommerce has evolved over the years, so has BigCommerce. Today, we are the only independently-owned, widely adopted SaaS platform solution. Tens of thousands of brands use BigCommerce and our agency partners to build long-term ecommerce success, infrastructure and strategy.

BigCommerce differentiates in a way that is partner-friendly and partner-focused, allowing complete customization of the user experience from landing page to checkout, as well as enabling the data orchestration and integration needs of our innovative customers.

We call this an Open SaaS model.

The promise to our customers and our partners is that no platform in the market combines the best parts of SaaS, with the best parts of Open Source Software, better than BigCommerce.

Features and functionality that mean business:

- Low total cost of ownership
- Agility
- Security
- Ease of use
- Scalability
- Time to market
- Flexibility
- Extensibility
- Out-of-the-box functionality
- Rich ecosystem of apps and extensions

Why Open SaaS?

Powerful APIs and SDKs provide flexibility and customization options while maintaining all the uptime, no-cost maintenance and distributed technology updates that have made SaaS the preferred solution across nearly all industries.

Our partners have played a vital role in this API-first strategy, leaning the platform and our product roadmap away from traditional SaaS restrictions on customization, and instead, allowing for agency and developer innovation and flexibility at every step.

The challenges our merchants face present opportunities for partners to push the boundaries of what is possible in ecommerce. With the tools — and the platform — to drive ecommerce innovation, our partners can reach new audiences and attract larger enterprise clients.

Let's get started. Together.

Perks of Being a Partner

Better profitability

Lower cost of ownership means our partners benefit from higher margins. Focus your client budgets on value-added services instead of IT maintenance.

Unparalleled time to market

90% of BigCommerce Enterprise clients launch in under 90 days.

Robust enterprise offering

Our enterprise platform is PCI and GDPR compliant, our reliability is backed by SLAs and our API-first approach to product development means you can build world-class ecommerce sites. Robust reporting capabilities and dedicated support come standard.

A platform built for marketers

With more marketing tools than any other platform and best-in-class SEO, we allow agencies to bundle packages for their clients and create a search-optimized, commerce-first strategy.

Seamless API integrations

We integrate with hundreds of industry-leading business applications, letting you connect your clients to solutions they need to succeed.

Significant program benefits

Our Agency Partners enjoy generous commissions and access to marketing tools, account management and more.

28%

Annual Growth

According to research by Ipsos, BigCommerce merchants grow 28% year over year, nearly 2x the industry average.

99.99%

Average Uptime

Stores powered by BigCommerce are always open for business thanks to one of the best uptimes in the industry, including 100% availability during Cyber Week.

1/4

The Cost

BigCommerce can be a quarter of the cost of on-premise solutions like Magento, with no hosting, maintenance or update expenses.

What our Partners
are Saying



Many of the other platforms focus a great deal on marketing, where BigCommerce puts investment dollars into the product.

- Derek Cwick, Director of Integrations, Americaneagle.com



BigCommerce makes us feel like we can be successful by getting access to training materials, and to people. The transparency is helpful, and our values being aligned is GOLD.

- David Hughes, Director of Strategy, GRAYBOX





The response time from the BigCommerce team is leaps and bounds away from what other companies are like. If you reach out with an inquiry, whether it's sales, support, or just a general question, the team is quick to respond and willing to help.

- Jessica Lago, Manager of Marketing & Partnerships, iMedia Inc.



We were looking for a solid partner in the space and BigCommerce is just that; a partner who is as equally invested in the partnership as we are.

Greg Goodale, Director of Sales and Marketing, Classy Llama



Benefits and Responsibilities of Being a Partner

Partner perks designed for your success

Find out how partner success is built-in to the BigCommerce platform.

TRAINING

An enablement path designed to help you ramp up quickly

Both a requirement and a benefit, our courses are built to expand your knowledge of our platform, ecommerce best practices and sales approaches that convert.

Online resources to keep you moving

Further your education, find answers and troubleshoot challenges in our [help center](#).

SUPPORT

A dedicated account manager to keep you on track

Get personalized help with BigCommerce or business-related questions from your dedicated channel account manager. Your account manager will work with you to create annual business and marketing plans supported by quarterly reviews to help you stay on track.

Priority support when you need it most

Partners receive the same level of priority support that BigCommerce merchants receive, and have access to chat-based support from within the Partner Portal.

SALES AND MARKETING ASSISTANCE

Tools and content to promote your services

We'll provide a press release template, partnership badges, and access to co-brandable collateral, such as ebooks, infographics and emails you can use to market BigCommerce and your services.

A Partner Marketplace that shines a light on your business

Our Partner Marketplace is a public, merchant-facing, faceted search tool that includes your business overview, competency, specialization and contact information so that our clients can learn more about your services and proactively engage you.

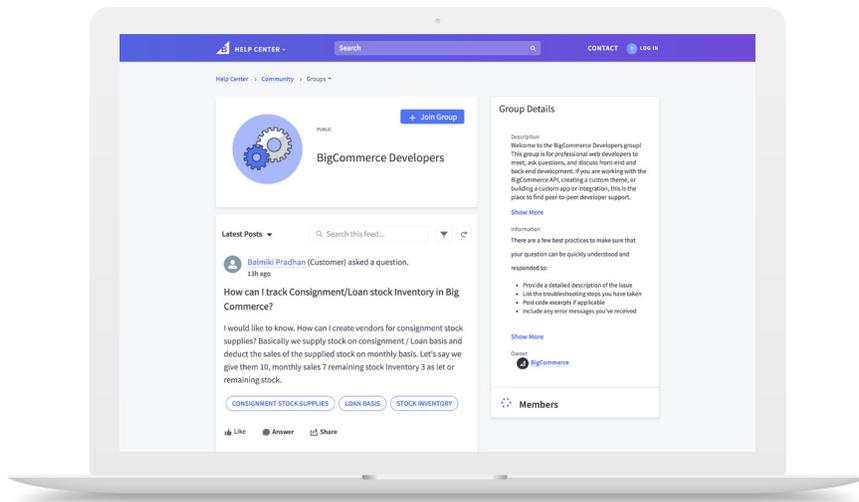
DEVELOPMENT SUPPORT

Test drive your work before it goes live

Use the non-transacting sandbox environment to stage and test your website before pushing it live.

Developer tools to do your best work

With **Stencil**, we help developers create beautiful, dynamic and powerful storefronts. We also have a forum for **developers**, an engineering blog, changelog, API status and special support features in our Partner Portal.



BigCommerce Developer Forum

Join us Today

A Big future ahead.

Plan your future by knowing ours

We keep you in the know with regular access to product roadmaps.

Win more business with qualified leads

We hear from clients all the time looking for businesses like yours, and we distribute these qualified leads to eligible partners based on the client's requirements, scope of the project, services you offer and your partner tier.

Grow business with support for enterprise-level opportunities

All partners receive support from a BigCommerce sales engineer for deals that involve an enterprise-level plan. This sales engineer will work with you to scope projects and help win business.

Take your business even further with a higher tier partnership

We believe in rewarding partners that consistently bring quality customers to BigCommerce with higher commissions and exclusive perks. Some of those benefits include:

- **Product roadmap input**

We encourage product roadmap feedback during webinars hosted by key BigCommerce personnel, and developers may also provide feedback on upcoming API releases.

- **Marketing support**

Increase your reach with joint go-to-market activities including blog posts, joint press releases, content marketing, social marketing, events, meetups and campaigns. You can also submit proposals for co-marketing funds.

- **Beta program access**

Be one of the first to try our newest products while they're still in beta.

- **Sales Engineer Support**

Receive sales engineer support from BigCommerce experts when you need it most.

Get started today

Our partners have discovered that working with BigCommerce means more time adding value for their customers and less time working on technical issues. Our support, services, platform and commitment to agencies and developers makes partnering with BigCommerce a revenue-driving experience.

Join the BigCommerce partner program today and see why more agencies, designers and developers are introducing their customers to the cloud-based solution that is powering the next retail innovation.

[JOIN TODAY](#)