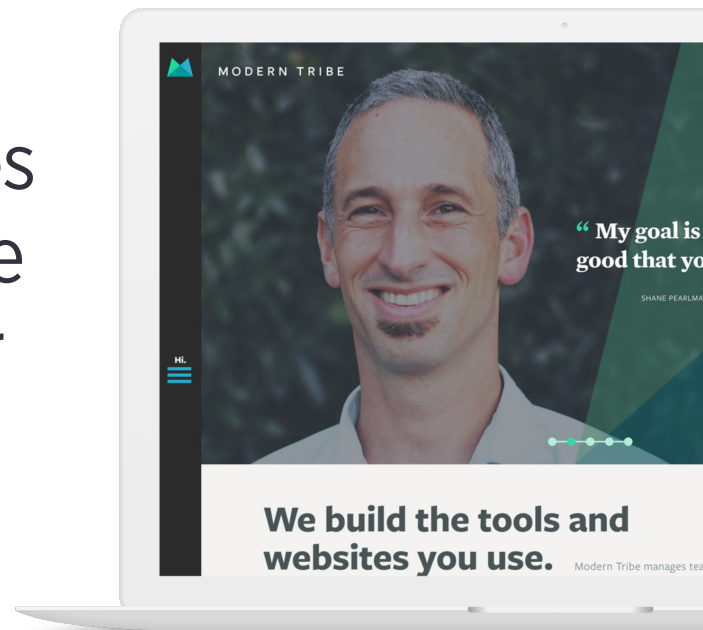


CASE STUDY

Modern Tribe combines content and commerce with BigCommerce for WordPress

How a leading WordPress agency delivered a headless commerce solution for all



Delivering Commerce-as-a-Service

In 2017, global ecommerce sales topped \$2 trillion for the first time, according to industry analysts at eMarketer. As competition has increased online, brands have increasingly looked to SaaS ecommerce platforms over the past decade to accelerate time to market, improve business agility and redeploy capital previously spent on maintaining technical infrastructure to fund growth initiatives and deliver differentiated customer experiences.

Historically, SaaS meant compromising on flexibility. However, with BigCommerce’s approach to open SaaS and customizability, these restrictions have been removed.

To serve the diverse needs of its global customer base, in 2017, BigCommerce began exploring ways to provide brands with even greater choice and control over how commerce was integrated into their digital presence. To do this, the company approached Modern Tribe, a leading WordPress development agency, with a simple proposition — building the industry’s first ‘headless’ commerce architecture.

Enter Commerce-as-a-Service.

“In 2017, after being introduced by a mutual partner, WP Engine, BigCommerce approached our agency with a simple proposition — how



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Travis Totz, Director of New Projects at Modern Tribe

do we enable brands to reap all of the benefits of SaaS ecommerce, while also providing best-in-class choice and a developer-friendly approach to delivering ecommerce websites without compromise?” says Travis Tutz, Director of New Projects at Modern Tribe. “After speaking with lots of stakeholders within the BigCommerce organization about their vision for this complex project, we knew it was a challenge we wanted to help solve.”

BigCommerce tasked Modern Tribe to build its first-ever CaaS integration, *BigCommerce for WordPress*, enabling millions of WordPress developers and websites to seamlessly deliver engaging commerce experiences through the WordPress content management system while centrally managing catalog, customer, and order data through BigCommerce.

Unlocking the Power of WordPress + BigCommerce

WordPress powers more than 30 percent of all websites and millions of businesses around the world, bringing brands large and small and their content to life. However, despite the significant size and scale of the WordPress community, it lacks access to modern, full-featured ecommerce solutions, particularly those built for high-volume businesses.

The vision for the *BigCommerce for WordPress* plugin was to enable content-first brands and developers to gain the ability to build and manage ecommerce experiences directly on the WordPress platform, improving storefront performance and customization capabilities while powering all commerce-related management through a purpose-built SaaS ecommerce platform.

The Modern Tribe Success Story

Modern Tribe was founded fifteen years ago as a freelance agency. Since then, the company has evolved into a digital design and development agency specializing in user experience, content strategy, publishing, and product development. The team specializes in WordPress at scale, and its most widely known plug-in, The Events Calendar, is the most widely adopted calendar plugin within the WordPress space.



The ultimate goal of the BigCommerce for WordPress project was to provide a solution that would benefit both the WordPress community as well as the BigCommerce community.

Travis Tutz, Director of New Projects at Modern Tribe

The agency focuses on solving complex problems through technology by building enterprise solutions that address both internal and external challenges for its clients. In 2017, BigCommerce approached Modern Tribe to gauge its interest in collaborating to develop the industry's first WordPress integration for a full-featured SaaS ecommerce platform.

The Highly Extensible Plugin Solution

From the very beginning, Modern Tribe set out to build an integration the WordPress way, delivering value to the community and creating something developers can make their own. Modern Tribe understood what mattered most to the community and the integration reflects the WordPress culture of empowerment, inclusion, and individuality.

The integration enables brands to import a copy of its product catalog with a robust commerce feature so brands can build what they need for storefront experiences.

In addition, the enterprise-grade connector supports WordPress's standard method of overriding template files to ease modification of out-of-the-box designs. Product cards, lists, and carts are customizable without risking plugin updates that will undo changes.

Benefits for Brands

BigCommerce for WordPress offers great benefits for brands.

For brands, the experience of seamless content-and-commerce experiences is new. Merchants now have access to industry-leading ecommerce capabilities necessary to accelerate online businesses without compromising site content or user experiences. Merchants can enjoy an efficient experience that enhances ecommerce functionality as needed.

WordPress developers can quickly integrate end-to-end commerce capabilities to an existing site experience using BigCommerce's large ecosystem of apps and sizable catalog of fully-integrated payment and shipping methods to build an ecommerce offering tailored to suit business needs.



BigCommerce's commitment to open SaaS was a big driver in our decision to take on the project. The free integration lives within and is supported through the WordPress.org plugin directory. BigCommerce does development the WordPress way and supports the WordPress way as well.

Travis Totz, Director of New Projects at Modern Tribe

Lastly, BigCommerce guarantees a secure, PCI compliant checkout, enabling merchants to deliver a superior website experience without the added concern of managing and maintaining PCI compliance, and GDPR compliance for those operating globally.

Benefits for Developers

Developers experience improved benefits with *BigCommerce for WordPress*. WordPress developers get full catalog data access within WordPress, and the BigCommerce integration enables developers to port over a copy of the product catalog with a robust commerce feature set in order to build whatever they need for their storefront experience.

In addition, the plugin supports WordPress's standard method of overriding template files so developers can modify out-of-the-box designs without risking plugin updates that will undo their changes.

Benefits experienced by Modern Tribe

As told by Travis Totz, Director of New Projects, Modern Tribe

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We've recently become an official Partner with BigCommerce. As part of our collaboration together, we learned enough about the program to see how mutually beneficial it is. From what I've experienced thus far with BigCommerce, I believe the program will connect us with clients determined to tackle some unique integrations with both BigCommerce and WordPress.



We're looking forward to experiencing more high value collaborations through the BigCommerce partner program.

Travis Totz, Director of New Projects at Modern Tribe

It's really exciting to work with BigCommerce because the people within the organization are seeking to solve unique and complex problems. These types of challenges are ones in which we thrive — helping solve from both a design and development standpoint. We're looking forward to helping meet the needs of future clients by using the components we've built to integrate BigCommerce into other environments.

We're looking forward to experiencing more high value collaborations through the BigCommerce partner program.

What's Next for Commerce-as-a-Service

BigCommerce has built an industry-leading headless commerce integration for WordPress allowing retailers to combine the world's most popular content management system with its world class cloud commerce platform. Now you can incorporate the BigCommerce engine into any environment.

After the launch of its first Commerce-as-a-Service offering, BigCommerce has demonstrated and will continue to demonstrate its commitment to its customers to deliver the industry's most open SaaS ecommerce platform.