The Business Value of BigCommerce B2B Edition

Heather Hershey
Research Director,
Worldwide Digital Commerce, IDC

Megan Szurley
Business Value Manager,
Business Value Strategy Practice, IDC

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BUSINESS VALUE HIGHLIGHTS

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$393,446
average annual benefits per 1,000 unique customers

391%
three-year return on investment

7-month
payback on investment

37%
more efficient IT platform support teams

$10,536
in IT cost avoidance per 1,000 unique customers

50%
more productive digital platform managers

24%
more productive sales teams

31%
quicker page loads

25%
quicker business transaction execution

82%
more platform stability

13%
increase in order value

$321,861
in additional net revenue per year per 1,000 unique customers

Executive Summary

In an increasingly complex and AI-driven digital commerce landscape, technology buyers face pressure to modernize without sacrificing operational control or time to value. This report evaluates the business value of BigCommerce as an API-first commerce platform designed to balance composability with usability. BigCommerce is a product of Commerce (Nasdaq: CMRC), which, along with the Feedonomics and Makeswift products that the same parent organization owns, aims to provide an open, AI-driven commerce ecosystem.

Positioned as a scalable solution for both midmarket and enterprise brands that can accommodate B2B and B2C/DTC commerce operations, BigCommerce offers a unified architecture that supports rapid deployment, modular integrations, and differentiated customer experiences. The platform's ability to align with emerging buyer preferences—such as streamlined application portfolios, AI readiness, and agile execution—positions it as a cost-effective and resilient choice for commerce leaders navigating market volatility and shifting customer expectations.

Through a series of in-depth interviews, IDC conducted research that explored the value and benefits for organizations using BigCommerce B2B Edition to manage and grow online revenue sources.

Based on this extensive data set, IDC calculates that these customers achieved benefits worth an annual average of $765,500 per organization ($393,446 per 1,000 unique customers) and a three-year ROI of 391% by:

- Fostering greater operational efficiency by streamlining processes and reducing manual work related to order management, customer account handling, and product updates
- Simplifying IT dependency through tighter integrations and SaaS-based architecture
- Enabling sales to perform with greater productivity with tools and automation to manage pricing, promotions, and customer-specific resources
- Enhancing customer experiences through simplification, personalization, customization, and unique pricing capabilities
- Supporting business growth and scalability through improvements in digital marketing capabilities and expansion possibilities

Situation Overview

Digital commerce platform buyers continue to face tension between the ideals of composability and the realities of midmarket and enterprise software management. While the architectural flexibility appeals to IT, line-of-business stakeholders prioritize ease of use, lower integration overhead, and reduced vendor management complexity. Therefore, digital commerce platforms that combine modular architecture with broad, horizontal functional coverage are gaining the most traction across the category due to a "best of both worlds" approach that can appeal to each type of buyer. Platforms, while API-first, further reinforce this strategy by providing comprehensive merchant centers and business-facing tooling. These enable operational autonomy for non-technical teams while preserving architectural modularity for IT stakeholders.

Digital commerce technology vendors must offer robust, extensible horizontal platforms (broad foundational systems that support multiple functions across the commerce value chain) that support core commerce capabilities while enabling easy interoperability with adjacent systems, such as ERP, CRM, and PIM. These solutions allow organizations to maintain agility and customization without the risk and cost of full replatforming or custom builds.

This "composable edge" approach aligns well with enterprise modernization goals while avoiding the fragmentation and complexity associated with fully decoupled architectures.

Another key motivator for the purchase of composable digital commerce platforms is the push to integrate AI into commerce operations. Advanced AI experimentation, orchestration, and operationalization require a blend of architectural flexibility and ease of use. Modular APIs, granular data exposure, and independent service layers make it easier to integrate intelligent agents, train models on real-time transactional data, and orchestrate context-aware customer experiences. As AI becomes a prerequisite for competitive differentiation in commerce, platforms that enable composability without sacrificing coherence will continue to provide a meaningful strategic advantage.

In B2B scenarios, for example, composable platforms allow AI agents to dynamically configure complex product bundles, predict reorder cycles, and automate quote generation based on contract terms and historical purchasing patterns — capabilities that tightly coupled legacy systems cannot easily support. As AI moves from augmentation to automation, platforms that support composability without fragmenting the user experience will increasingly define competitive advantage.

BigCommerce B2B Edition Overview

BigCommerce B2B Edition is a part of the BigCommerce product portfolio that supports B2B technology buyers. BigCommerce is also a part of a larger parent company — Commerce — that consists of the aforementioned BigCommerce platform (including the B2B Edition), Makeswift (a visual website page builder), and Feedonomics (a channel feed management system that can syndicate product content to owned and unowned sales channels).

BigCommerce is a multitenant SaaS digital commerce platform that serves both midmarket and enterprise organizations through a single, unified architecture. Its core value proposition centers on providing an API-first, composable, MACH-aligned foundation that supports headless implementations, modular integrations, and high-performance digital storefronts. Unlike many competitors that bifurcate offerings between segments, BigCommerce delivers a single platform with extensible capabilities, enabling brands to scale without replatforming. This approach supports a diverse range of use cases — direct-to-consumer, B2B, B2B2C, and multibrand retail — through built-in multistorefront capabilities and flexible APIs that allow seamless integration with ERP, CRM, PIM, and other enterprise systems.

In a digital commerce landscape increasingly shaped by the dual pressures of platform consolidation and composability, BigCommerce occupies a pragmatic middle path that allows for both. The BigCommerce platform offers a compelling balance of extensibility and operational simplicity. Brands benefit from reduced implementation timelines, lower development overhead, and the flexibility to innovate without departing from a fully supported SaaS environment. The platform is optimized for experience-driven brands that need to move quickly but also require long-term architectural flexibility. IDC MarketScape assessments from 2024 identified BigCommerce as a Leader in both midmarket and enterprise headless commerce, citing its fast time to value, strong B2B functionality, ease of use, and support for both business and tech agility. These strengths make it particularly well-suited for organizations that prioritize differentiated customer experiences but lack the resources or appetite for complex custom builds. The platform natively integrates AI-enhanced capabilities, including semantic search, product recommendations, and predictive analytics, positioning BigCommerce as a modern engine for intelligent digital commerce.

For B2B businesses looking to modernize their online experience, BigCommerce offers a robust set of out-of-the-box features, including RFQ and CPQ tools, an invoice portal, a multi-company hierarchy, buyer approvals, and shared requisition lists.

For buyers seeking to modernize their commerce operations without inheriting the complexity of managing a fully decoupled stack, BigCommerce provides a modular yet coherent alternative that capitalizes on performance, usability, and a growing set of intelligent features.

The Business Value of BigCommerce B2B Edition

Study Firmographics

IDC conducted research that evaluated and quantified the benefits and costs for organizations using BigCommerce B2B Edition to streamline operations, enhance customer experience, and support growth. The study involved interviews with seven organizations using the platform. IDC gathered responses to both quantitative and qualitative questions about the offering's impact on their IT department, digital commerce operations, and core business.

Table 1 presents study firmographics. Please note that the figures it shows represent average and median values derived from seven organizations of varying sizes and employee counts. While these results are aggregated, the benefit and ROI findings from this report can be extrapolated to organizations of different sizes, with expected variations depending on organizational scale and workforce size.

TABLE 1

Firmographics of Interviewed Organizations

Firmographics	Average	Median	Minimum	Maximum
Number of employees	148	95	7	400
Annual revenue	$80M	$30M	$2M	$200M
Countries	United States (6), Australia			
Industries	Manufacturing (3), Wholesale (2), Food and Beverage, Equipment Supply			

n = 7; Source: IDC Business Value In-Depth Interviews, June 2025

Choice and Use of BigCommerce B2B Edition

Participants chose BigCommerce B2B Edition for its ability to meet diverse operational and strategic needs. They valued its cost-effectiveness, scalability, and support for complex pricing and cataloging. The platform's flexibility and robust toolset enabled tailored customer experiences, workflow customization, and alignment with unique industry requirements.

Selection criteria included:

Price and backend simplification (equipment supply):
"My organization was originally on a different commerce solution, and updates and patches could take about six weeks to work on and deploy. We were doing a lot of manual work for simple things, and the solution was expensive and going up in price. We decided to move to BigCommerce B2B for the price and simplification."

Cataloging and pricing (manufacturing):
"When my organization originally built our website back in 2014, we selected BigCommerce as our platform, and we scaled from there. We decided to add B2B Edition for cataloging and convenient customer pricing."

Deep B2B capabilities (manufacturing):
"My organization evaluated the major commerce platform players. We selected BigCommerce B2B because we really liked how deep their B2B capabilities were. Our pricing model is very complex. We prototyped several platforms, and BigCommerce B2B did the best job at handling our complex scenario."

Customized capabilities (wholesale):
"My company was looking for a B2B solution that would allow our franchisees to review multiple units in one place. We appreciated that BigCommerce B2B could allow us to do this in a customized way."

Unique information capture (food and beverage):
"My organization decided to use BigCommerce B2B because the unique nature of selling to businesses required a company lens that could enable club accounts and order placement. We needed a platform that would help us capture both business information and user information."

Table 2 provides a quantitative view of BigCommerce B2B Edition usage across all companies at the time of interviews. The figures presented in **Table 2** showcase average and median values calculated from a sample of seven organizations' usage of BigCommerce B2B Edition, each with varying sizes and employee counts. The findings presented in this report are designed to be broadly applicable across organizations of varying sizes. While results are based on a specific sample, the per-user metrics shown in **Table 8** (page 18) provide a scalable benchmark regardless of company size.

TABLE 2
BigCommerce B2B Edition Environment

Environment	Average	Median
Transactions per year	8,901	2,695
Sales per year	$19M	$15M
Unique customers	1,946	1,200
Internal users	19	12
External users (non-customers)	11	5

Table 2 continued

Table 2 continued

Environment	Average	Median
SKUs	20,349	1,200
Customer catalogs	14	2
Brands	26	27
Countries	2	1

Note: “Sales per year” represents revenue processed through BigCommerce B2B Edition only.
n = 7; Source: IDC Business Value In-Depth Interviews, June 2025

Business Value and Quantified Benefits

Participants reported a wide range of benefits from using BigCommerce B2B Edition to cost-effectively achieve business scalability. Importantly, these users noted many IT-specific benefits from the platform’s SaaS-based architecture, which eliminated previous infrastructure burdens, such as updating, patching, and maintenance. Additionally, the platform provided the necessary tools, integrations, and extensions to reduce custom development and testing efforts. Interviewed organizations also benefited from the platform’s usability, which empowered active users to quickly launch new features and adapt to changing business needs without heavy technical lift. BigCommerce B2B also centralized their digital commerce efforts, enabling better oversight of pricing, customers, and user behavior.

Study participants offered these comments on the most significant benefits of BigCommerce B2B Edition:

Seamless integrations (manufacturing):
“BigCommerce B2B made it easy for our developers to integrate some of our less polished systems to work seamlessly with our front end. Our digitally adept customers took to it immediately. It’s fast, intuitive, and has everything they need. The scalability of the BigCommerce platform is another major advantage we’re planning to leverage as part of our broader digital channel strategy.”

Increased agility (manufacturing):
"Agility is so important to my organization. BigCommerce B2B Edition gives us the ability to expand quickly and to add new features and capabilities for our customers at a faster rate. We also enjoy that the platform removes a lot of day-to-day maintenance from our plate."

Quick extensions (equipment supply):
"The biggest benefit for my organization is that we can install an extension, try it out, and if it works, keep it — and if it doesn't, remove it. It can be done in minutes. With our previous platform, everything was a big process."

SaaS platform (manufacturing):
"A big benefit of BigCommerce B2B is that it is a cloud-based SaaS platform, so there is no hosting or infrastructure to worry about. They also have a bunch of prebuilt tools that reduce the need for custom development, like call management, customer-specific pricing, and catalogs. The platform is also very integration friendly."

Figure 1 (next page) presents IDC's calculations of cumulative customer benefits after adoption of BigCommerce B2B Edition. As it shows, average annual benefits were quantified at $765,500 per organization ($393,446 per 1,000 unique customers).

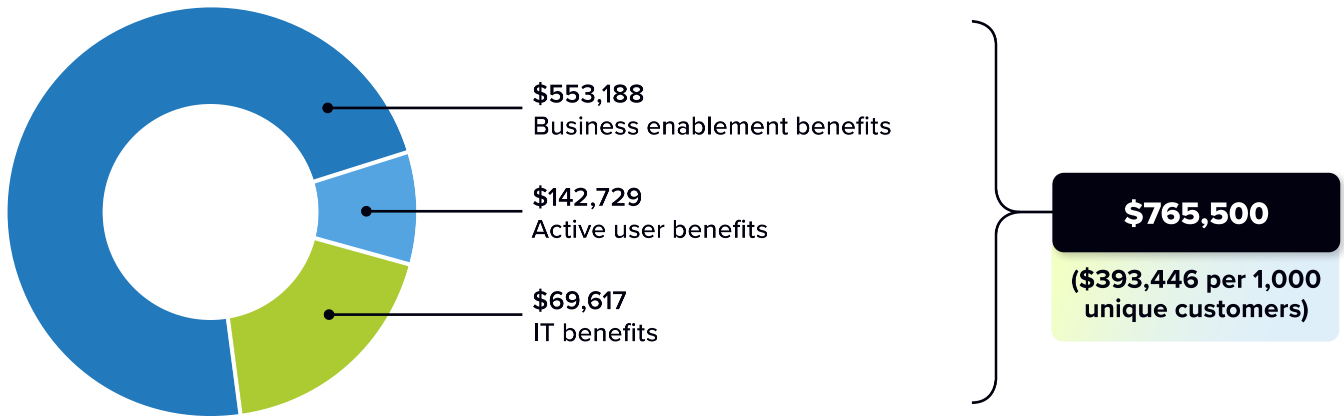
The figure breaks down these benefits further in terms of:

- **Business enablement benefits:**
  Interviewed organizations achieved significant revenue growth from better platform performance, expansion opportunities, streamlined purchase processes, and enhanced customer experiences.
- **Active user benefits:**
  IDC noted that digital platform managers and sales teams boosted their productivity levels through the reduction of manual work, process simplification, robust tools, and integrations.
- **IT benefits:**
  The SaaS-based platform eliminated the need for manual maintenance operations and enabled platform consolidation.

FIGURE 1

Average Annual Benefits Per Organization

($ per interviewed organization)



n = 7; Source: IDC Business Value In-Depth Interviews, June 2025

IT Benefits from BigCommerce B2B Edition

Interviewed organizations found that the SaaS-based architecture of BigCommerce B2B Edition enhanced the productivity of the team that managed the IT aspects of digital commerce platforms. This team benefited from consolidating multiple business sites into the SaaS-based platform, making them manageable from a single tech stack. This helped streamline their administrative efforts and provided self-service functionality to users. Compared to their legacy systems, BigCommerce reduced implementation and integration challenges, which made it easier to connect with existing systems and automate workflows. Participants also reported that BigCommerce provided strong support and cost savings. These enhancements allowed IT staff to shift focus from maintenance to strategic initiatives.

Study participants elaborated:

Headless architecture (manufacturing):
"The headless capabilities of BigCommerce B2B have helped with operational efficiency. The platform operates with greater speed and scalability than our previous solution."

Self-service capabilities (food and beverage):
"With BigCommerce, all of our business sites are on the same tech stack, which has been a major benefit. It has enabled self-service capabilities."

Fewer implementation problems (manufacturing):
"BigCommerce B2B is more intuitive for our customers than our previous solution. Our old website was slow and could not handle high traffic. There were major implementation headaches, and the core functionality wasn't great. BigCommerce has helped alleviate those problems."

Significant cost savings (equipment supply):
"BigCommerce B2B is 65% less expensive than our previous platform. We have recognized substantial cost savings. Most importantly, even though it costs less, the support from BigCommerce is much better."

IDC applied its Business Value methodology to validate this anecdotal reporting by quantifying the benefits of BigCommerce B2B Edition, beginning with the performance of the IT platform support and management team. The platform's architecture helped IT teams save time by eliminating the need for frequent updates, simplifying integrations, and reducing manual maintenance. Additionally, participants reported that there was less reliance on IT skill sets to update websites, do custom development work, and manage integrations. This enabled highly skilled individuals to focus on other strategic areas of business.

Table 3 quantifies overall IT team benefits in terms of efficiency gains. After adoption, interviewed companies saw a substantial efficiency boost, requiring 0.6 fewer FTEs to manage the platform compared to their previous digital B2B commerce solution. This resulted in a 37% efficiency gain, valued at $58,311 in staff time per year.

TABLE 3

IT Platform Support and Management Team Efficiency Gain

Efficiency Gain	Before BigCommerce B2B Edition	With BigCommerce B2B Edition	Difference	Benefit
Total FTE count	1.6	**1.0**	0.6	**37%**
Value of staff time per year	$158,311	**$100,000**	$58,311	37%

n = 7; Source: IDC Business Value In-Depth Interviews, June 2025

IDC then shifted the focus to cost impacts related to IT. Interviewed organizations noted that they were able to consolidate platforms and tools to save on licensing and subscription fees.

Additionally, the platform reduced the need for complex, custom development work that often required additional software. On an annual basis, these organizations ultimately saved a total of $20,500 ($10,536 per 1,000 unique customers) with BigCommerce B2B Edition (**Table 4**).

TABLE 4

IT Cost Avoidance

Cost Avoidance	Annual Cost Avoidance	Per 1,000 Unique Customers
Annual cost reduction recognized	$20,500	**$10,536**

n = 7; Source: IDC Business Value In-Depth Interviews, June 2025

Active User Benefits from BigCommerce B2B Edition

On the user side, the deployment of BigCommerce B2B Edition positively impacted digital commerce platform managers and sales teams. In fact, participants cited that the platform reduced manual processes and streamlined workflows, which significantly enhanced productivity levels and simplified customer management. The intuitive interface, tight integrations, and out-of-the-box capabilities fostered self-sufficiency and workload centralization, enabling these teams to manage catalogs, content, customer interactions, and pricing with greater effectiveness. Furthermore, built-in analytics tools provided accessible, actionable insights without requiring complex setup or deep-rooted analysis.

Study participants discussed these and other key BigCommerce B2B Edition benefits:

Fewer manual processes (manufacturing):
"Our users are more efficient because the platform is very responsive, streamlined, less manual, and easy to use. There is a lot less back and forth, so it saves a lot of time."

Easier content management (equipment supply):
"A big impact for our digital operations team is that content management can be done in BigCommerce B2B, like blogs, banners, and ads. Before, posting required IT help because it was on a separate platform and technical in nature. Now, they handle homepage and product page updates themselves. The team is much more productive as a result."

Rich out-of-box capabilities (manufacturing):
"The out-of-box feature set provided by BigCommerce means the platform requires very little maintenance and management from our administration team. On the customer experience side, it's also easier than our old platform to add things like loyalty programs, tracking pixels, advertising, and more. It is easy to just keep adding pieces to the puzzle."

Analytics capabilities (wholesale:)
"BigCommerce B2B provides an analytics model for sales measurement and monitoring that is very user-friendly. It's directive, too. We don't need to boil the ocean to get the information we need. They have predeveloped analytics tools and reports that align to our needs."

Intuitive platform (wholesale):
"BigCommerce B2B is very intuitive and easy to use for our many internal end users. There is not a lot of training needed; staff can jump on the platform and use it the same day. Also, the integrated access to third-party apps has really helped us achieve our business goals."

Self-sufficient sales (manufacturing):
"Our staff is now pretty self-sufficient with BigCommerce B2B, especially sales. Due to the integration with our ERP system, a lot of automation has been added, and they can manage their own order flows and reporting."

Quicker orders (manufacturing):
"My organization is on a much easier path with BigCommerce. There are fewer touch points and much less work. Prior to deployment, there was a very manual process around providing quotes to customers. There was a lot of back and forth with price lists and taking orders. With the platform, everything is baked in and fast."

Keeping the above statements in mind, the first active user IDC examined was the digital commerce operations team at the interviewed organizations. This team significantly benefited from BigCommerce streamlining its operations, reducing the number of manual processes, and simplifying key tasks, such as catalog and user management. Additionally, the platform was very intuitive to use and included the tools and integrations needed to effectively manage digital commerce operations. These tools and integrations significantly reduce their reliance on IT and developers to update blogs, ads, promotions, and websites.

Table 5 (next page) quantifies these benefits. After adoption, the companies interviewed recognized a noteworthy 50% productivity gain for this team. Teams of 2.3 FTEs could operate with the speed and agility of having 1.1 additional FTEs, demonstrating that this group could scale effectively to support and drive business growth. This improvement was valued at $78,750 annually.

TABLE 5

Digital Operations Team Productivity Gain

Productivity Gain	Before BigCommerce B2B Edition	With BigCommerce B2B Edition	Difference	Benefit
Equivalent productivity level, FTEs	2.3	**3.4**	1.1	**50%**
Value of staff time per year	$157,500	**$236,250**	$78,750	50%

n = 7; Source: IDC Business Value In-Depth Interviews, June 2025

Next, IDC evaluated the impact of BigCommerce B2B Edition on sales teams at the interviewed organizations. Participants found that the digital commerce platform simplified sales-related processes, such as order management. Centralized tools such as custom catalogs and unique pricing, as well as tight CRM integrations, enabled more accurate and faster customer support. They also reported that this centralization reduced a good deal of manual efforts, such as emailing or searching multiple databases to find customer or pricing information.

As **Table 6** shows, these enhancements helped sales teams work with 24% greater productivity. This meant that teams of 4.9 FTEs could work with the equivalent productivity level of having 1.2 additional FTEs on staff. This gain helped sales teams strategically address customer needs with greater speed and was valued at $82,829 annually.

TABLE 6

Sales Productivity Gain

Productivity Gain	Before BigCommerce B2B Edition	With BigCommerce B2B Edition	Difference	Benefit
Equivalent productivity level, FTEs	4.9	**6.1**	1.2	**24%**
Value of staff time per year	$344,167	**$426,996**	$82,829	24%

n = 7; Source: IDC Business Value In-Depth Interviews, June 2025

Business Enablement Benefits

Finally, IDC's assessment of total business value includes calculations regarding performance and revenue gains. Participants noted that BigCommerce B2B Edition shifted focus from platform maintenance to customer experience optimization, which they viewed as a key driver of growth. The platform enabled organizations to open new channels and storefronts, resulting in their ability to reach new customer segments, such as large retailers and franchise groups, which would have been difficult to support on previous systems. They also found that the platform improved organic search traffic, increased referrals, and supported higher levels of customer engagement. As a result of simplified and streamlined buying experiences, these organizations also reported that conversion rates improved.

Participants further discuss these business enablement benefits below:

Focus on customer experience (equipment supply):
"The big thing is that, as a team, we now get to work on improving the customer experience and increasing revenue instead of doing updates. Spending a month on security updates was not fun for anyone. The maintenance overhead is gone. We get to try a lot more now for customers, like adding new search capabilities and integrations with email marketing."

New customer opportunities (wholesale):
"BigCommerce B2B enabled my organization to open new channels and offerings to an entirely new set of customers — the MSOs and larger retailers. These customers required a more sophisticated ecommerce experience and have been our biggest gold-star wins since deploying. We would not be able to retain these customers without BigCommerce."

Increase in organic searches (manufacturing):
"My organization has great SEO controls with BigCommerce B2B. As a result, organic search and referrals have gone up. Organic search is now the majority of our traffic."

Increase in customer conversions (manufacturing):
"BigCommerce B2B is easier for our customers and staff to use, which has increased conversions."

New business wins (food and beverage):
"BigCommerce B2B has enabled us to create new storefronts, and when paired with our own marketing efforts, we were able to win new business."

Customers using BigCommerce B2B Edition experienced performance improvements, most notably an 82% increase in uptime annually, which ensured consistent access for users and customers.

This reliability was especially critical for high-volume businesses, where even brief outages could disrupt operations and impact revenue. In addition to improved uptime, participants reported faster page loads (31%) and quicker execution of business transactions (25%), illustrating better internal and external user experiences. These performance gains also contributed to measurable business outcomes, including a 13% increase in average order values.

Using customer-provided data sets, IDC calculated the following KPIs from BigCommerce B2B Edition deployment:

- **82% more uptime annually than their previous approach to B2B digital commerce**
- **31% quicker page loads**
- **25% quicker execution of business transactions**
- **13% higher order values**

These performance improvements enabled interviewed organizations to drive both strategic and organic revenue growth. Participants reported that streamlined purchasing processes, storefront expansion, and personalized pricing and promotions were key contributors to increased order volumes and higher average order values. These capabilities also helped organizations more strategically and effectively reach new customer segments and markets. On average, companies attributed an additional $4.2 million in gross revenue annually to their BigCommerce B2B Edition deployment. With an assumed 15% operating margin, this equated to $626,250 in additional revenue per organization.

TABLE 7

Business Enablement — Higher Revenue

Higher Revenue	Per Organization	Per 1,000 Unique Customers
Total additional gross revenue per year	$4,175,000	$2,145,742
Assumed operating margin	15%	15%
Total additional net revenue, IDC model	**$626,250**	**$321,861**

n = 7; Source: IDC Business Value In-Depth Interviews, June 2025

ROI Summary

Summing up the financial and business-related benefits from participant usage of BigCommerce B2B Edition, IDC calculated an average three-year ROI. As **Table 8** shows, IDC projects that these companies achieved three-year discounted benefits worth an average of $1,810,700 per organization through increased IT effectiveness, great user productivity, and business enablement. These benefits compare with total three-year discounted costs of $368,600 per organization. These levels of benefits and investment costs resulted in an average three-year ROI of 391%, with a payback period of seven months.

TABLE 8

Three-year ROI Analysis

Analysis	Per Organization	Per 1,000 Unique Customers
Discounted benefits	$1,810,700	$930,609
Discounted investment	$368,600	$189,442
Net present value (NPV)	$1,442,100	$741,167
ROI	**391%**	**391%**
Payback	**7 months**	**7 months**
Discount factor	12%	12%

n = 7; Source: IDC Business Value In-Depth Interviews, June 2025

Challenges/Opportunities

BigCommerce continues to evolve within a dynamic and competitive commerce technology landscape, offering a strong foundation while also identifying areas for further enhancement. Its API-first and headless architecture is well regarded, and the platform is steadily advancing its composable capabilities to meet the needs of modern digital commerce. While some competitors currently offer more mature microservice-based architectures, BigCommerce is making meaningful strides in enabling flexibility and modularity.

The catalyst front end, designed to accelerate composable storefront deployment, introduces new possibilities for faster time-to-market. Although it requires external hosting, this approach allows for greater customization and performance optimization outside the core SaaS environment. BigCommerce provides access to powerful tools such as React Hooks and GraphQL APIs, and, while the core source code remains proprietary, the platform supports a wide range of extensibility through APIs and integrations. This model suits many organizations well, particularly those prioritizing agility and scalability, though highly specialized enterprises may require additional customization pathways.

In a market shaped by both established players and emerging innovators, BigCommerce is positioned to compete by continuing to invest in its ecosystem, composability, and AI-readiness. Its opportunity lies in refining its modular architecture and expanding its partner network to support a broader range of use cases. By focusing on intelligent extensibility and usability, BigCommerce can offer a compelling solution for organizations seeking a flexible, future-ready commerce platform.

Conclusion

BigCommerce addresses a core set of challenges facing digital commerce leaders: the need to deliver differentiated experiences while managing operational complexity, accelerating innovation cycles, and maintaining cost efficiency. Organizations using BigCommerce B2B Edition were able to manage growth in digital revenue streams while avoiding the added burden of deeply customized infrastructure or fragmented point solutions.

The platform's headless, API-first architecture allows organizations to modernize without committing to costly custom development or full replatforming. Its support for both B2B and B2C models, multistorefront management, and modular integrations helps organizations rationalize their commerce infrastructure while remaining agile. This balance is particularly valuable in environments where composability is strategically important but where operational simplicity remains a practical necessity.

The business impact of adopting BigCommerce extends across IT, business operations, and revenue performance. IDC research found that companies realized a 31% improvement in page load speeds and 25% faster execution of business transactions — enhancements that directly contribute to better customer experience and conversion. Platform stability improved by 82%, reducing unplanned downtime and support overhead. Sales teams reported a 24% gain in productivity, and digital platform managers were 50% more productive on average. From an IT perspective, platform support teams operated with 37% greater efficiency, and companies achieved $10,536 in IT cost avoidance annually per 1,000 unique customers.

These combined gains not only improved internal performance but also translated into measurable business enablement: Organizations saw an average increase of $321,861 in net revenue per year per 1,000 unique customers and a 13% lift in order value.

The cumulative effect of these operational and financial benefits was substantial. IDC calculates that organizations deploying BigCommerce achieved an average annual benefit of $765,500. For every invested dollar, companies realized $4.91 in return. The average three-year ROI reached 391%, with a payback period of just 7 months. These outcomes reflect the value of a platform that delivers both technical flexibility and business impact, enabling companies to compete more effectively in a commerce environment defined by speed, intelligence, and integration.

Appendix: Methodology

IDC used its standard ROI methodology for this project. This methodology gathers data from current users of BigCommerce B2B Edition as the foundation for the model.

Based on interviews with organizations using BigCommerce B2B Edition, IDC performed a three-step process to calculate the ROI and payback period:

1. **IDC gathered quantitative benefit information during the interviews using a before-and-after assessment of the impact of BigCommerce B2B Edition.** In this study, the benefits included IT cost reductions and avoidances, staff time savings and productivity benefits, and revenue gains.

2. **IDC created a complete investment (three-year total cost analysis) profile based on the interviews.** Investments go beyond the initial and annual costs of using BigCommerce B2B Edition and can include additional costs related to migrations, planning, consulting, and staff or user training.

3. **IDC calculated the ROI and payback period. IDC conducted a depreciated cash flow analysis of the benefits and investments for the organizations' use of BigCommerce B2B Edition over a three-year period.** ROI is the ratio of the NPV and the discounted investment. The payback period is the point at which cumulative benefits equal the initial investment.

IDC bases the payback period and ROI calculations on a number of assumptions, as follows:

- Time values are multiplied by burdened salary (salary + 28% for benefits and overhead) to quantify efficiency and productivity savings. For the purposes of this analysis, IDC has used assumptions of an average fully loaded $100,000 per year salary for IT staff members, and an average fully loaded salary of $70,000 for non-IT staff members. IDC assumes that employees work 1,880 hours per year (47 weeks x 40 hours).

- The net present value of the three-year savings is calculated by subtracting the amount that would have been realized by investing the original sum in an instrument yielding a 12% return to allow for the missed opportunity cost. This accounts for both the assumed cost of money and the assumed rate of return.

- Further, because BigCommerce B2B Edition requires a deployment period, the full benefits of the solution are not available during deployment. To capture this reality, IDC prorates the benefits on a monthly basis and then subtracts the deployment time from the first-year savings.

Note: All numbers in this document may not be exact due to rounding.

About the IDC Analysts

Heather Hershey
Research Director, Worldwide Digital Commerce, IDC

Heather Hershey is research director for IDC's Worldwide Digital Commerce practice. Hershey's core research coverage includes digital commerce applications targeting businesses of all sizes and industries (B2C, B2B, B2B2C); product information management and syndication applications; commerce personalization, search, and merchandising applications; CPQ and order management applications; digital marketplaces; headless digital commerce; enterprise partnership/integration strategies among digital commerce, supply chain, marketing, and content management vendors; commerce experience management across channels; digital shelf trends; and AI-enabled or intelligent commerce.

More about Heather Hershey

Megan Szurley
Business Value Manager, Business Value Strategy Practice, IDC

Megan Szurley is manager for the Business Value Strategy practice, responsible for creating custom business value research that determines the ROI and cost savings for enterprise technology products. Szurley's research focuses on the financial and operational impact of these products for organizations once deployed and in production. Prior to joining the Business Value Strategy practice, Szurley was a consulting manager within IDC's Custom Solutions division, delivering consultative support across every stage of the business life cycle: business planning and budgeting, sales and marketing, and performance measurement. In her position, Szurley partners with IDC analyst teams to support deliverables that focus on thought leadership, business value, custom analytics, buyer behavior, and content marketing. These customized deliverables are often derived from primary research and yield content marketing, market models, and customer insights.

More about Megan Szurley

IDC Custom Solutions

IDC Research, Inc.
140 Kendrick Street, Building B, Needham, MA 02494, USA
T +1 508 872 8200

idc.com
@idc
@idc