# How BigCommerce Supports B2B by Adam Semien

Video: https://youtu.be/lb6UPJDSsHs

**Introducing Adam Semien (00:13: 02:35)**

Good morning, everybody, or good evening, depending on where you guys are at.

Welcome to the DCKAP esessions for 2021. This is our February edition. And we'll be talking about how we went live with Cathy's concepts. So looking forward to this event, we have an awesome lineup of just all the partners that were involved with the process of Cathy's concept website.

So Cathy's concept is a premier customizable gifts provider that sells items ranging from travel, home wedding, and other related product lines. Information related to new orders, product details, real-time inventory, and customer information work to be manually transferred from one application to another. This is one of their biggest pain points with the site. orders placed in big commerce had to be manually entered into distribution one, and the latest information inventory and product details from distribution one had to be updated manually into Big commerce.

Cathy's concepts required the automation of data entry related to orders, products, inventory and other key business data from into their ERP and e-commerce software. So today, we'll be going over the case study with some of the partners who were involved with this project. Before that, I'd like to have a big shout-out to all the sponsors for distribution, one from big commerce and from DCKAP Cloras.

These are the guys that will be speaking today. So and you know what DCKAP, we are really a big community and we love to bring the ecosystem together. So all these different companies, they have lots of skills, and they're very good at what they do. So if there's anything that we could do to help to even connect you guys, to the right technology partner, do let us know You can reach me at Timothy D at DCKAP.com.

I'd like to bring up Adam Semien. So, Adam Semien, he's the partnership manager at BigCommerce, working with strategic partners like DCKAP and has many years of experience in e-commerce and SAS technologies.

Lately, Adam has worked with several partners and merchants to build out specific b2b solutions on BigCommerce and would like to share a bit on why BigCommerce is a good fit for merchants who want to sell b2b exclusively, or b2b to b2c all inside one place. So I'd like to bring up Adam Semien to the stage.

Thank you. I'm just working on sharing my screen here. Great intro. Okay. Perfect, excuse me about bandwidth is a little bit slow. I'm actually in a cabin in Lake Tahoe right now. It's beautiful. But the internet is a little bit choppy.

So bear with me if my video lags a little bit, but I'll be here. So really quickly. b2b eCommerce is projected to hit $1.8 trillion in the US by 2023. So what we're seeing is more and more companies are going online. This is actually from Forrester,, I think it's a little bit outdated. With the uptick that we saw due to everything that happened with COVID, we're finding that more b2b businesses are joining, are coming, and trying to get online even faster considering they weren't able to sell on their traditional channels and methods previously.

So we think this industry is going to go pretty dramatic. Just to put this into context. The overall technology industry is about $32 trillion. Artificial intelligence sits around $16 trillion. So again, b2b e-commerce is going to be a force to be reckoned with, and it already is. And that's just growing faster and faster due to everything that's happening in the world, and how people have had to been forced to adapt. So again, just some more stats here. Really, what this represents is the forecast and e-commerce sells, we're expecting it to grow about 16 17%, almost by 2023, which is a pretty dramatic increase for an industry that's already so large.

And when we talk about those buying experiences that b2b buyers are having, what more companies are realizing and what we've certainly realized here at big commerce is that b2b buyers and sellers prefer the new digital reality. And what that really speaks to is the overall experience that they have buying. Buying b2b items, they realize that what they really would like is a more consumer-oriented buying path and customer journey. And I'll speak to that a little bit more later in the presentation. So let's speak specifically associating b2b and big commerce. So BigCommerce was founded in 2009. We recently went public in October. So you can find this under this stock ticker, Big C, we have about 750 employees across the world.

Our headquarters are in Austin, Texas. They're actually originally in Sydney, Australia, but the founders decided to move the official headquarters to Austin. We still do have offices in Sydney. We are actually working across 120 countries Overall, we have 5000 different agency and technology partners, and like very much like DCKAP. And we have 25 billion in merchant cells that we see on an annual basis. So a little bit more about why big commerce is good for b2b. We're actually getting recognized by some of the largest publications, that analysts that are critiquing and examining these different platforms, so Forrester named us a strong performer. There's a paradigm B, the B report that was a bit commerce was one of the only partner actually to achieve gold and partner ecosystem as well as the total cost of ownership, as well as the IDC market scape.

Report named big commerce, a major player, and this is all specific to b2b. Some more on why big commerce for b2b what I would call is defensible differentiators. The first thing that I'll highlight is we have a flexible open SAS platform. And I'll get into all of these in the following slides. We have a modern buyer experience trusted technology like CLORAS and and distribution one that you can easily

integrate into our platform. And again, it's that low total cost of ownership when you compare this to other platforms like Magento or even Shopify.

**Rising up to the occasion and fulfilling the need with open SaaS** (07:20-11:54)

So a little bit on flexible open SaaS platform. So open SaaS is a term that many people aren't familiar with. But it's something we've kind of coined at big commerce. Effectively, what it means is we have six different open APIs that you are able to easily build any and every integration you'd like to inside of our platform. But out of the box, we have a lot of flexibility. And because we are SaaS, we are actually taking care of a lot of the difference. Because you're a SaaS, we take care of a lot of the different hosting, and different services you traditionally would have to get into, you'd have to do yourself. So we have a best-in-class ecosystem of agents and technology partners, we seamlessly connect to internal systems, such as GPS, LMS and much more. And then we give you the ability to go headless, and speed up your time to market by leveraging the existing investments that you've already made your C CMS, your DSP, or your custom front end. So you really can use that technology on top of BigCommerce and use BigCommerce as that back end technology if you choose to go the headless route.

So in terms of a modern buying experience, as I said before, what the industry has realized, and it's kind of funny, it's taking the industry quite some time to realize it. But a buyer and a consumer, when they're going through their customer journey as a consumer buying consumer-oriented goods, so you might buy it for your house or just yourself, when you're buying for business purposes, really, that buying experience shouldn't be any different. Sure, there's going to be some nuances they're going to make for that b2b buying experience to be a little bit different. But in terms of how you evaluate products, decide on which product is going to be the best for you, that should be a very consumer-oriented customer journey. So we have done our best to make that possible inside of big commerce. So with Kathy's concepts, specifically, their use of lightning, usually utilizing features on their platform like price lists, customer groups, one of the things that they wanted to do is create different pricing and different customer experiences based on the type of customer that was buying on their site. So we threw features in their platform like priceless and like customer types. They're able to create those differentiated customers. answers that allow for those unique customer journeys for each and every type of buyer. We are a trusted technology. So what we mean by that is we are secured and vetted by coal fire ISO certification.

It's an international gold standard for security. We allow for unlimited bandwidth on Google flat Google Cloud Platform. It's one of the most flexible and most secure global hosting providers. And we do have the industry-leading uptime at 99.99% backed by an SLA. And we can compare that to an industry average of 99.5. from other platforms like Magento, just as an example. And then, one of the biggest reasons that we win lots of deals. On top of just having that open SAS mindset, infrastructure is just our low total cost of ownership. So the cost savings of up to or up to 50%, compared to a different open SAS platform, we actually have the fastest and most optimized mobile shopping experience. We have benchmarks again to back that up. And then when you do sign up with BigCommerce Enterprise plans, you actually do get an unsigned implementation project manager. And we're able to get sites on average up up in just 90 days.

And if you compare that to other platforms that might be available. Those can take up to this can some of the fastest civilizations can take up to six months. So that's all I have for today. First, if you have any questions, throw them in the chat. I'm happy to address them. But otherwise, Tim, I can give it back to you.

### The Wrap up (11:54:14:15)

Thank you so much, Adam, great presentation. And I'm jealous that you're late to get one of my favorite cities. So yes, you have good Wi-Fi.

### 12:02
Yeah, it's beautiful out here. And we were lucky on the Wi-Fi. Thank you.

### 12:07

### Tim Diep speaking:

Yeah, thank you. That's a great presentation. And BigCommerce is one of our partners, premier partners for DCKAP, It has been a pleasure working with these guys.

So again, I would just like to thank all the sponsors for all the speakers as well. So that from distribution, one from BigCommerce and for Cloras, that was a great informative session, just by looking at the poll. Section two, it seems like a lot of you guys were looking for so for some help in integration, that was the number one aspect for maybe some of your pain points. But then also managing data, and even gathering requirements and better design. So if you guys do need any help with that do reach out. We will be having a post-event networking session after this. Let me click on that real quick. So I'll share that you guys could join that immediately after this session. So yeah, so what we'll have our sales team, we'll have other people in the ecosystem join that room as well. So there'll be a great way to network if you guys are still available.

And just upcoming. We'll have our next session on March 9, and look forward to having the next session on March 9. If you guys don't have any questions, we'll see you guys then.