



# Sales 201

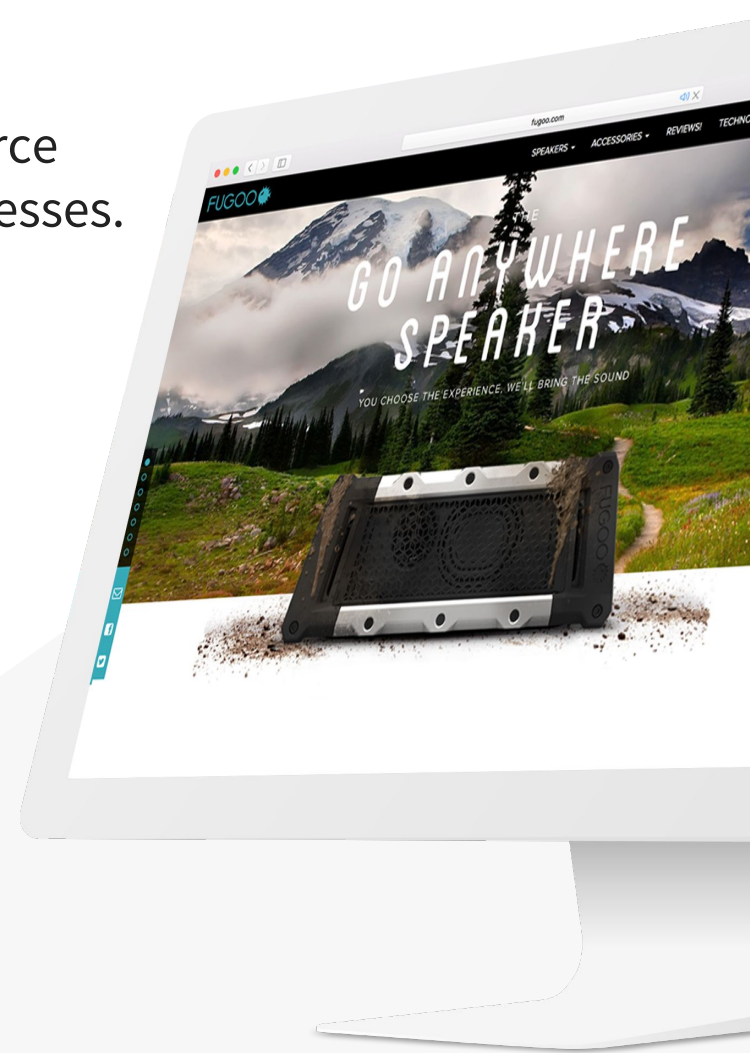
## Positioning BigCommerce against the competition

BigCommerce is the world's leading *SaaS* ecommerce platform for established and rapidly growing businesses.

By combining

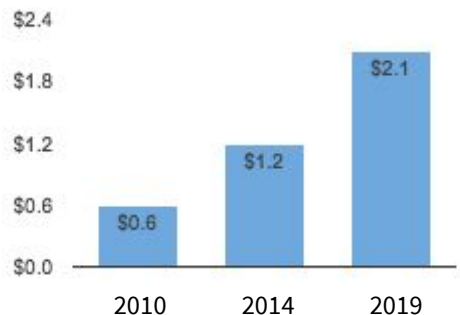
- ease of deployment and user friendly controls
- market-leading site performance
- extensive native functionality
- open architecture and app ecosystem

BigCommerce enables businesses to scale online sales at a fraction of the financial and operational cost of on-premise software.

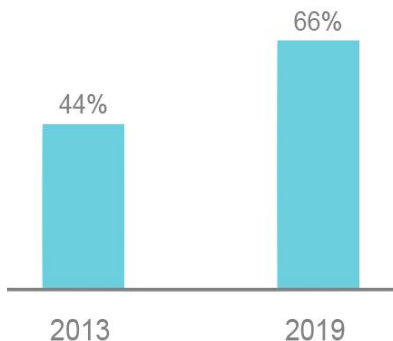


# There is a major shift occurring from On-premise to SaaS e-commerce platforms

Commerce suite technology market  
\$ Billions - US



SaaS % of ecommerce software spending



Source: Forrester, 2015

## Why is this shift to SaaS occurring?

### TCO:

On-premise and custom sites have a 5x annual cost of ownership vs SaaS, which allows customers to focus resources on growth vs. maintenance

### Speed:

Merchants can get to market materially faster with SaaS, and easily adapt to quickly changing channels, consumer shopping behaviors and payment mechanisms

# Our Story

- Founded in 2009
  - Headquartered in Austin, TX
  - 450 employees
  - \$160MM+ raised from top-shelf VC's
  - Product roadmap focused entirely on helping merchants grow
  - Operating globally
- 60,000+ active merchants
  - >2,500 mid-market merchants (\$1M-\$100M GMV)
  - Average per quarter
    - 2,500 new \$0 - \$750k GMV
    - 125 new \$750K - \$2M GMV
    - 15 new \$2-\$10M GMV
    - 10 new \$10-\$100M GMV
    - 2-3 Fortune 1000

# Representative Clients



# Case Study: Man Crates

Personality-driven brand turns “no ugly neckties” mantra into a booming business

369%

Increase in  
monthly  
visitors

203%

increase in  
conversion

7.2%

Increase in  
average order  
value

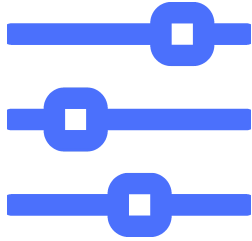


*Operational execution is mission critical for us, and BigCommerce was great for delivering exactly what it said it would.*

[www.mancrates.com](http://www.mancrates.com)



# Delivering the Highest Value Amongst eCommerce Platforms



CUSTOMIZABLE  
& EXTENSIBLE



SECURE  
& RELIABLE



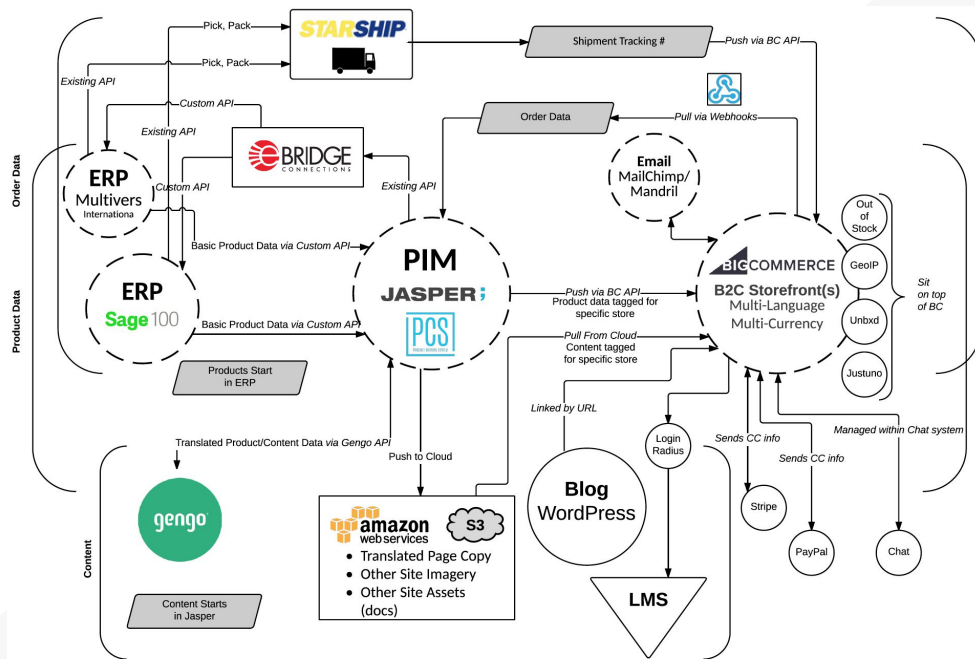
ATTRACT  
& CONVERT

CUSTOMIZABLE & EXTENSIBLE

# Build for Today **and** Tomorrow

Meet the unique needs of your business with our adaptable platform

- Stencil for frontend customization
- Built-in capabilities
- Pre-built integrations
- Unparalleled compatibility
- Flexible APIs and webhooks



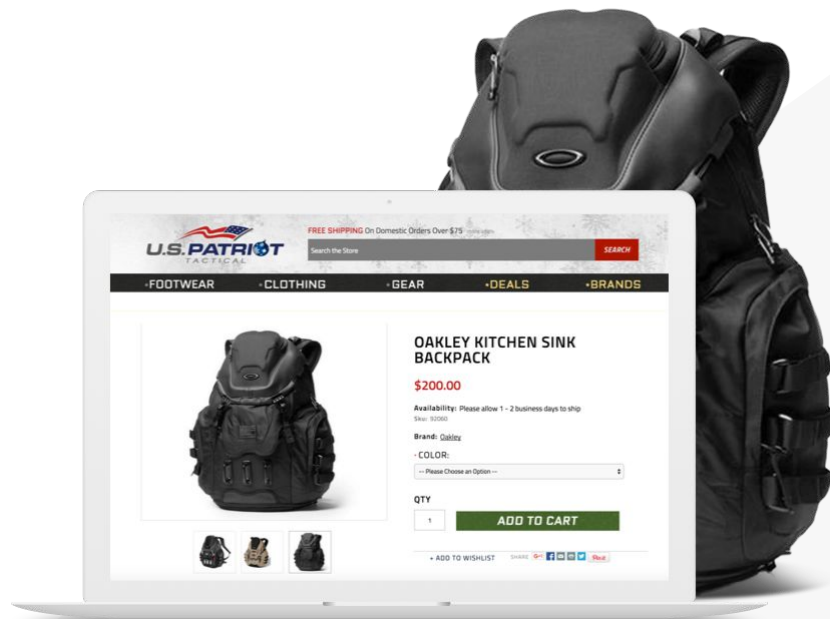


SECURE & RELIABLE

# Secure ecommerce with unmatched performance

Industry-leading uptime and load time to maximize conversion no matter the circumstances

- 99.99% uptime
- Managed PCI compliance
- Simplify and accelerate deployment
- Zero maintenance and hosting costs
- Enterprise-grade DDoS protection and CDN



When we were on Magento, our site was down about once a week over the course of three years.

Paul Yoo, [US Patriot Tactical](#)

# Strength in Numbers

The fastest, most scalable infrastructure  
in the industry

350K

Orders/day

3B+

API calls a week

145 ms

Response time

25K

Product updates/min

175

Countries served

60K+

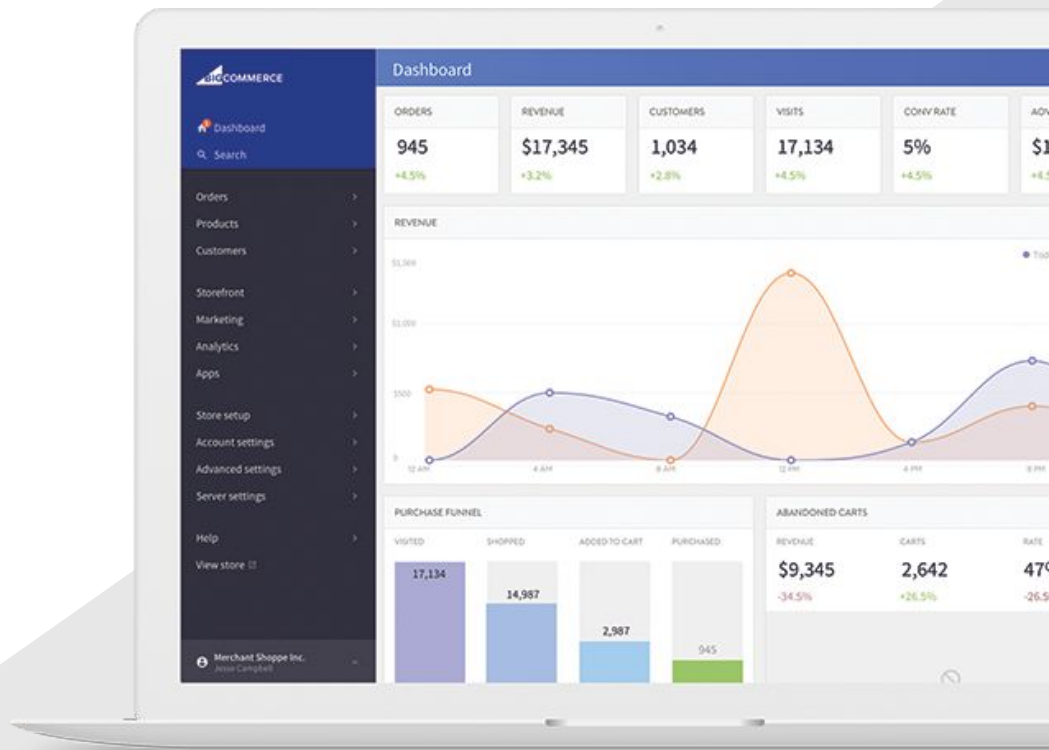
Online stores

\$25M

Order value/day

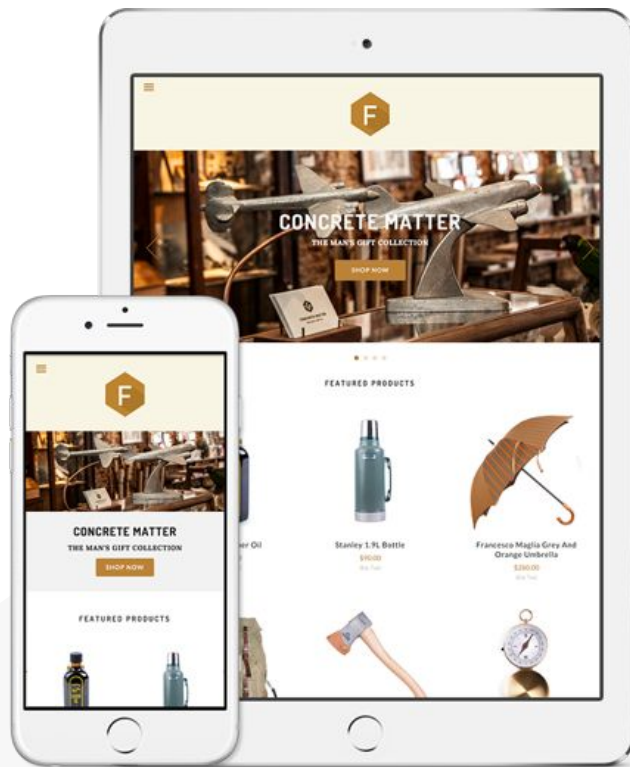
99.99%

Uptime TTM



# Build an intuitive and engaging store

- Increase search relevance
- Design a beautiful mobile responsive storefront
- Offer differentiated shopping experiences
- Incentivize buyers with discounts & promotions
- Remove friction from checkout
- Integrate with leading payment solutions

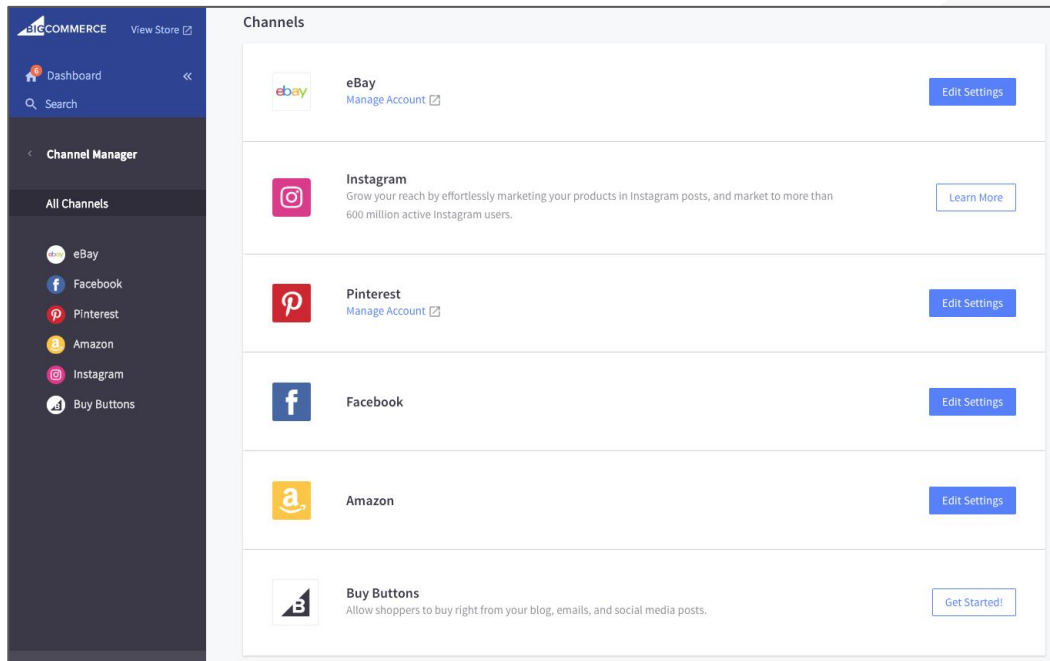


ATTRACT & CONVERT

# One platform for multiple channels

Native integrations that connect online and offline channels from a single location

- Integrate with tools like ChannelAdvisor
- List products on eBay and Amazon
- Connect with modern POS providers
- Sell Anywhere: on Facebook, Instagram and Pinterest, Buy Buttons



# BigCommerce Services

## Ensuring your success

### Enterprise Account Management

Proven Enterprise account management expertise, exceeding merchant expectations and maintaining more than a 99% retention rate.

### 24/7 Customer Support

Historically, we answer all calls well under two minutes, and nearly 90% of issues are resolved on the first call.

### 30 seconds or less

Our Priority Support team answers calls in under 30 seconds on average.

### Move to BigCommerce with ease

On average, our standard catalog transfer is done in 9 days or less, with custom transfers done in 12 days or less.

95%

On average, 95% of our enterprise merchants launch their stores in 4 months or less.

Con'Olivo Oils & Vinegars

TASTING BAR of PREMIUM OILS & BALSAMIC VINEGARS

[Shop Online](#) [About Us](#) [Events](#) [FAQs](#) [Recipes](#) [Store Locator](#) [Contact Us](#)

The freshest olive oil in the world

Complete traceability of all our products

Shop now

#### Featured Products





# Competitive Differentiators

# Refresher on How We View the Market

	Small	Mid-market	Large
Annual Online GMV	\$0-\$1mm	\$1mm-\$50mm	\$50mm+
Solution Priorities	<ol style="list-style-type: none"> <li>1. Low price</li> <li>2. Beautiful themes / design</li> <li>3. Simplicity</li> </ol>	<ol style="list-style-type: none"> <li>1. Store merchandising &amp; conversion</li> <li>2. Features – growth, operations, etc</li> <li>3. Total Cost of Ownership</li> </ol>	<ol style="list-style-type: none"> <li>1. Brand differentiation</li> <li>2. Systems integration</li> <li>3. Unique requirements</li> </ol>
Platform Competition	<ul style="list-style-type: none"> <li>• 150+ in total</li> <li>• 60% SaaS</li> <li>• 5 SaaS leaders including Bigcommerce</li> </ul>	<ul style="list-style-type: none"> <li>• 80% installed (today)</li> <li>• No SaaS leader (yet)</li> </ul>	<ul style="list-style-type: none"> <li>• 95% installed</li> <li>• 1 SaaS leader</li> </ul>

WOOCOMMERCE

SQUARESPACE

shopify plus

Magento  
Open Source eCommerce

demandware

SAP

volusion

shopify

IBM

ORACLE





VS.



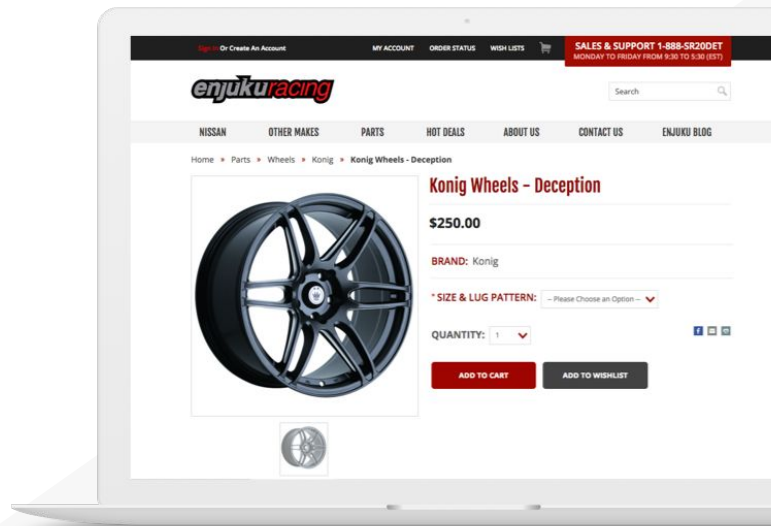


## WHY BIGCOMMERCE

# Open SaaS versus open source

Unlimited scalability, [guaranteed PCI compliance](#) and automatic upgrades

- Continuous product enhancement
- Pre-built integrations
- [Lower TCO](#) than on-premise solutions
- No hosting or support headaches



Since moving to BigCommerce, the majority of my time is now spent on marketing and sales versus cleaning up the website and keeping it running.

Ken Harrison, [Enjuku Racing](#)



# Shabby Apple gets stability to grow from BigCommerce Enterprise

Retro apparel company increases revenue, recovers lost sales and improves their brand

12%

improvement in  
conversion rate

44%

quicker  
deployment

81%

quicker page  
load speed

10%

decrease in  
abandoned carts

“We were always in crisis mode with Magento. Now we’re able to focus on our business.”





Magento is cutting support of 1.x by October 2018  
(e.g. security patches, features, extensions)

Of the 2,500 US Magento Enterprise customers on 1.x, only 130 have upgraded to 2.0 due to concerns around stability, performance and cost

# How Magento 2 Pricing Compares to BigCommerce

	Annual GMV	Percentage	License Cost Yr	Hosting Cost Yr	Total Monthly	BigCommerce Cost
Store 1	>\$1M	Min 2.2%	\$22k	\$12k	\$2,833	\$1,000
Store 2	\$1M-\$5M	3.2% - .64%	\$32k	\$18k	\$4,167	\$1,600
Store 3	\$5M-\$10M	.98% - .49%	\$49k	\$30k	\$6,583	\$2,400
Store 4	\$10M-25M	.75% - .3%	\$75k	\$40k	\$9,583	\$3,000

**Details:** The Magento 2 platform moved to a revenue model. The license cost is now based on how much your store makes. The percentage of revenue charged is based on four tiers.

With Magento 2 you can now use as many servers as you want. For companies using AWS Elastic Load balancing for example, they will likely be paying anywhere from 12k -40k+ per year for hosting.



VS.

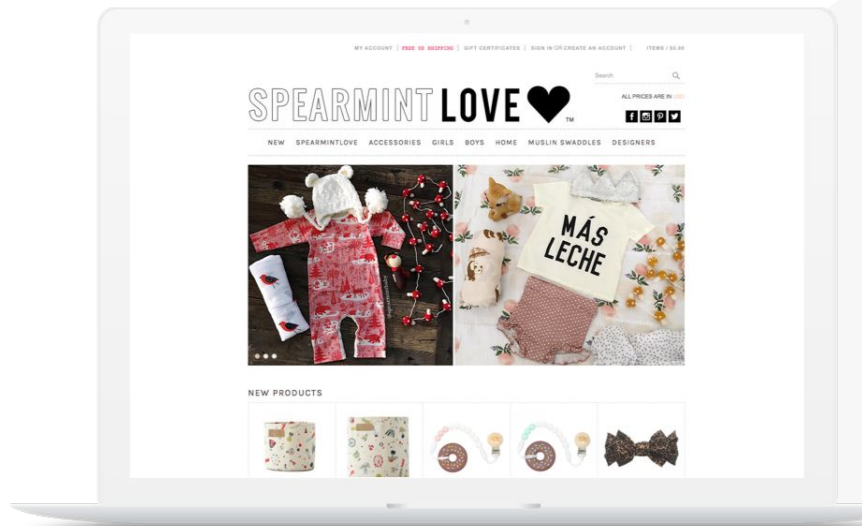
*shopify* *plus*

## WHY BIGCOMMERCE

# Enterprise-grade ecommerce without the costly add-ons

Mitigate risk, increase efficiency and eliminate multiple points of failure

- A robust scalable catalog API
- Advanced SEO capabilities
- Native faceted search
- Industry-leading checkout & shipping



We don't have to worry about traffic or checkout because BigCommerce scales. No matter how high demand goes up, you're able to do it.

Shari Lott, Founder & CEO, [Spearmint Love](#)

# Competitive Differentiators

## Native Enterprise Functionality

- Faceted search for large catalogs
- Customizable single-page checkout
- Flexible Shipping quotes (even within “wholesale” you can’t do this)

## Payments Flexibility

- Choice of payment gateways & POS on BC without fear of penalties
- Development by BC is done to invest in customers rather than monetize them
- Shopify payments unsuitable for Midmarket merchants (1/22 IR1000 using SHOP Pay)

## Platform Design & Architecture

- Proprietary language, Liquid, on Shopify+ vs. HTML/CSS, JSON, etc.
- API limitations on SHOP
- SKU limitations on SHOP
- Lighting fast page load times (<300ms)
- Multi-level category structure on BC
- Ability for local development on BC

## Best in Class SEO

- Optimized URL structures
- BC uses “categories” rather than the “collections” on SHOP
- Full metadata access
- Canonical tagging
- Supported by an actionable analytics suite



# More Out of the Box Features

**BigCommerce includes the functionality of the majority of Shopify's top apps at no extra cost.**

**That's fewer:**

- Apps to pay for and install
- Apps to maintain
- Points of failure
- Points of site latency

**\$5,000**  
In Annual Savings

Our out-of-the-box functionality can save businesses up to \$300 – \$5,000 per year compared to Shopify.<sup>2</sup>

**Secure Checkout**

✓ **Customer** suzyshopper@gmail.com

✓ **Shipping** Suzy Shopper  
123 Main St / Austin, TX, 78701 / USA [Edit](#)  
📦 5-7 Business days **Free**

🔒 **Billing** Suzy Shopper  
123 Main St / Austin, TX, 78701 / USA [Edit](#)

🔒 **Payment**

✓ **Credit Card**

Credit Card Number  Expiration

Name on Card  CVV

**Order Summary** [Edit cart](#)

10 Items

- 2 x Small Hanging Planter \$140.00
- 1 x Fence \$80.00
- 1 x Large Tackled Vase \$260.00
- 3 x Bird Feeder \$12.00
- 2 x Watering Can \$32.00

Subtotal \$529.00  
Shipping Free  
Taxes \$47.61  
Total (USD) **\$576.61**

1 x Large Tackled Vase Price: \$260.00  
3 x Bird Feeder Price: \$4.00  
2 x Watering Can Price: \$16.00

Subtotal \$529.00  
Shipping Free  
Taxes \$47.61



With 100's of API calls per second on BigCommerce, you could sync your 25,000 product inventory from your ERP in minutes; Shopify Plus would take 2hrs with its 10 API calls/second limit.

Based on Shopify's public API limit of 2 requests/second and max of 10 requests/second on Shopify Plus, as of 7/20/16.



BigCommerce is built for big catalogs.  
Add 600 SKUs per product compared to the 100 SKUs per product  
cap of Shopify/Shopify Plus.

All Shopify plans, including Shopify Plus, have strict option and variant caps  
per product. See Shopify's Help Center for more details.

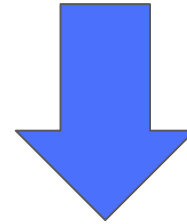
**shopify** *plus*

 **shopify** *partner*

Pricing



Commissions



# How Recent Changes to SHOP+ Pricing Compare to BigCommerce

	Annual GMV	Monthly GMV	At 25 basis points	SHOP Cost	SHOP + BYOP	BigCommerce Cost
Store 1	\$1,000,000	\$83,333	\$208	\$2,000	\$2,125	\$1,000
Store 2	\$2,000,000	\$166,667	\$417	\$2,000	\$2,250	\$1,500
Store 3	\$5,000,000	\$416,667	\$1,042	\$2,000	\$2,625	\$2,300
Store 4	\$10,000,000	\$833,333	\$2,083	\$2,083	\$3,333	\$3,000
Store 5	\$20,000,000	\$1,666,667	\$4,167	\$4,167	\$6,667	\$5,400

**Details:** The Shopify Plus platform will now be charged at 0.25% of monthly eligible platform transactions or \$2,000 monthly, whichever is higher, to a maximum of \$40,000 per month

Shopify will be extending the payment transaction fee that exists on all Shopify plans to Shopify Plus. For merchants not using Shopify Payments, there will be a 0.15% transaction fee applied.



## Partner Resources:

Bigcommerce Partner Portal: [partners.bigcommerce.com](https://partners.bigcommerce.com)

Partner Support: [partnersupport@bigcommerce.com](mailto:partnersupport@bigcommerce.com)

Partner Marketing: [partnermarketing@bigcommerce.com](mailto:partnermarketing@bigcommerce.com)