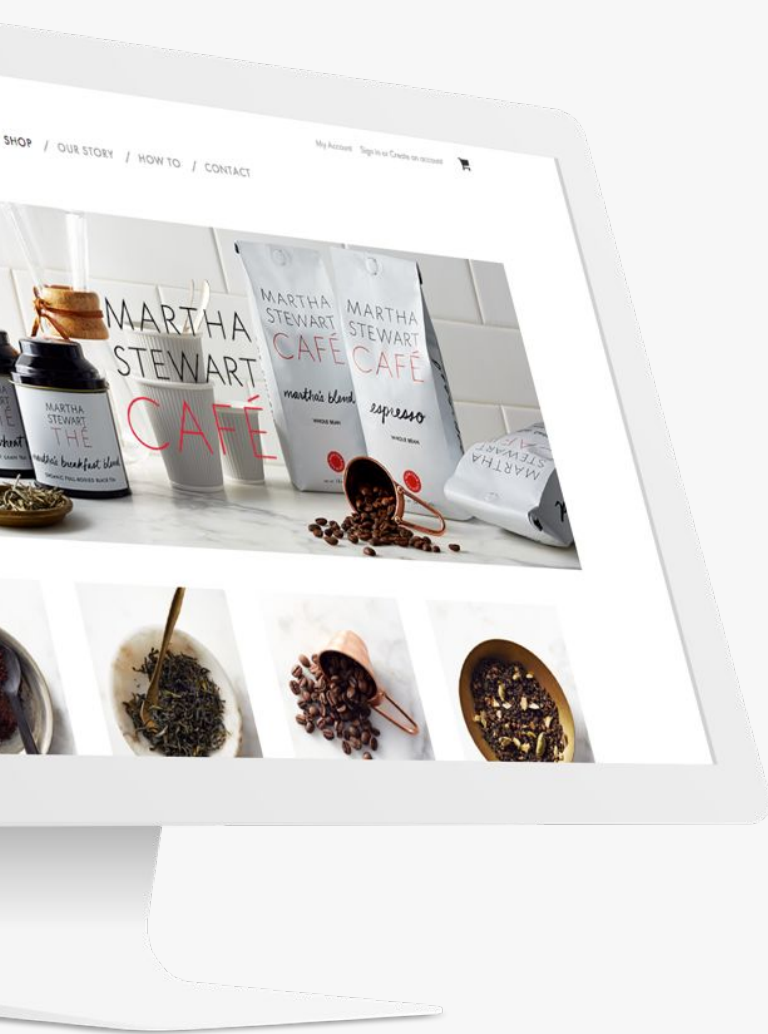




Sales 101

Winning the MidMarket



About BigCommerce

BigCommerce is the leading ecommerce platform for fast-growing and mid-market brands.

According to analysis conducted by market research firm Ipsos, online stores built on BigCommerce grow approximately twice as fast as the ecommerce industry average. BigCommerce's cloud-based platform enables merchants to cost-effectively grow their businesses with more traffic, higher conversion and superior performance. BigCommerce supports clients from its headquarters in Austin, Texas and offices in San Francisco and Sydney. No matter what size your business, BigCommerce has a solution that will help you sell more.



Redefining commerce for the mid-market

A powerful, flexible ecommerce platform that drives big results for established and emerging enterprises

Built to increase merchant sales and conversion

Our merchants earn more than retailers on other ecommerce solutions thanks to advanced features, better site performance and streamlined business processes.

Enterprise-grade ecommerce in days, not months

An easy-to-use platform, expert migrations team and dedicated account managers will have merchants selling in a fraction of the time of unwieldy on-premise solutions.

A Scalable SaaS Architecture: Manage your business, not your technology

BigCommerce Enterprise's cloud-based SaaS solution eliminates the hassles and costs of managing a self-hosted platform, letting merchants focus on growing business.



The platform

Why BigCommerce?

Market Leadership - the best ecommerce platform for growing businesses, helping them sell more.

Unparalleled Features

Continuous product enhancement, differentiation, and innovation delivered through a flexible SaaS model provides the lowest Total Cost of Ownership.

Infinite Scalability

Built for hyper-growth for small businesses to mid-market to large enterprise avoiding the need to manage costly and cumbersome on-prem tech.

Accelerate Sales

Mid-market merchants grow 2x faster than industry average based on independent surveys.

Bullet-Proof Reliability

Near 100% fault tolerance with a demonstrated track record of high-peak seasonality uptime during Cyber Week with an optional SLA.

Lightning Fast

A blazing 145 ms response time keeps rankings and conversion higher than any other ecommerce platform in the market.

Rock-Solid Security

PCI Level 1 compliance with automatic security updates take the guesswork out of deployment and allow merchants to focus on selling.

Why customers choose BigCommerce

Our enterprise ecommerce software enables retailers to **grow at 28% year over year**, nearly twice as fast as the industry average. Fortune 500 and Internet Retailer 1000 brands choose BigCommerce to power exceptional shopping experiences, grow sales and improve performance across all their channels.

Common reasons to re-platform

- **Extensive costs**
- Cart abandonment
- **Lack of design flexibility**
- Antiquated system
- **Security concerns**
- Low user adoption
- Cost of development & maintenance
- **Platform stability**
- Revenue lost to fraud
- Limited visibility into performance

What enterprise merchants need:

- **Scalable** built for growth, no need to manage on-premise technology
- **Fast** 145ms response time keep rankings & conversion high
- **Reliable** 99.99% uptime with an optional SLA
- **Secure** PCI compliant and automatic security updates
- **Future-Proof** continuous product enhancements and innovation
- **Robust** team of professionals to help you scope, sell, and support





Our merchants

Target Merchant Overview



Entrepreneurial Erica
<\$250k annual sales

How do I go from idea/ hobby to business?

- Limits investment until proven returns
- Trying to become more e-commerce savvy
- Looking for support to become self-reliant
- Limited integration, some inventory complexity
- Seeking cost-effective marketing
- Want to create optimal customer experience
- Simple transactions, limited logistical concerns



Operator Owen
\$250k - \$3M annual sales

How do I create sustainable growth?

- Transforming into a sustainable business
- Personal experience leads to savvy
- Fully self-reliant
- Growing interest in integration, apps and plug-ins
- Want to drive traffic and sales through website
- Growing customer base, less hands-on approach
- Increased sales volume creates logistical burden



Mid-market Marty
\$3M - \$20M annual sales

How do I build build a brand and credibility?

- Proven business leads to greater investment
- E-commerce savvy, but new level of complexity
- Allocates e-commerce responsibilities
- Integration essential for efficient operations
- Uses resources to optimize website marketing
- Provides professional customer experience
- Need for streamlined order processing/fulfillment



Omnichannel Olivia
>\$20M annual sales

How do I simplify & streamline?

- Invests in all sales channels
- Business savvy, e-commerce sophistication varies
- Support needs based on business size
- Highly complex inventory and integration
- Diverse customers, diverse marketing needs
- Wants to create a consistent customer experience
- Inventory complexity leads to transactional complexity

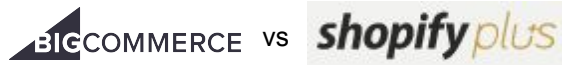
We have the most powerful ecommerce solution for growing and established brands



More built in core functions than Shopify to help growing brands

- With more features built into the platform, especially at the lower plans, we mitigate the need to have as many apps
- Stronger promotional and discounting tools to drive sales
- Better options for using leading payments and point-of-sale providers like PayPal and Square, without added fees

We have a strong “all-in-one solution” with more transparent pricing



Powerful sales-driving tools not available on Shopify Plus

- Catalog management capabilities, including native faceted search and category / sub-category structure optimized for large catalogs
- Built-in tools for conversion (one-page checkout, best-in-class SEO, advanced discounting and promotion rules)
- Superior premium support and onboarding services

Stronger features and services that established mid-market brands need



Lower total cost of ownership than Magento, as much as a 75% reduction

- Significantly lower ongoing maintenance fees
- Less investment in developer or other in-house resources
- No additional hosting fees; no costs to maintain servers and other expensive equipment
- Dead end with Magento 1.x, limited extensions today with 2.1 - more cost to replicate functionality

A scalable, easier to maintain solution at a fraction of the cost

Feature comparison across enterprise platforms

| Feature | | BigCommerce | Shopify Plus | Magento |
|--|--------------------------------------|-------------------------|--|--|
| Total Cost of Ownership | | ✓ | ✓ | ✗ |
| Beautiful, customizable storefront | | H2 superiority | ✓ | ✓ |
| Conversion tools | Faceted search | ✓ Available natively | ✗ Requires third party app, costing \$500+ more per month | ✗ Requires third party app, costing \$500+ more per month |
| | Advanced promotions & discounts | ✓ | ✗ | ✓ |
| | Site performance | ✓ | ✓ | ✗ |
| Robust, scalable catalog | | H2 superiority | ✗ | ✓ |
| Customer groups and pricing segmentation | | ✓ | ✗ | ✓ |
| Flexible API / extensibility | | H2 superiority | ✓ | ✓ |
| Premium services and support | Catalog transfer services | ✓ | ✗ | ✗ |
| | Express routing and priority support | ✓ | ✗ | ✗ |
| | Strategic account management | ✓ | ✗ | ✗ |



Partner Resources:

BigCommerce Partner Portal: partners.bigcommerce.com

Partner Support: partnersupport@bigcommerce.com

Partner Marketing: partnermarketing@bigcommerce.com