

CPQ on BigCommerce

How shoppers can configure, price, and generate quotes on BigCommerce



CPQ Software is primarily used by B2B sellers who need tools to help their customers **configure** complex products, **price** their configurations based on business rules, and generate **quotes**. BigCommerce can achieve the same results using built-in tools and integrations.

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Configure

Choose from available configurations, upgrades, and add-ons to configure the product.

Native Tools

- Product Options
- Pick Lists
- SKU-Level Dimensions
- BOGSEF (Buy One Get Something Else Free) Discounts

Custom Tools Examples

- [Frequently Bought Together \(Amazon Style Upsell\)](#) | IntuitSolution

Example

A buyer may want to configure a desktop computer to include a trackpad instead of a mouse, and add speakers



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Price

Apply business logic based on the configuration and customer to generate a custom price

Native Tools

- Price Lists (Customer, SKU, and Quantity-Specific Pricing)
- SKU-Level Pricing
- Cart-Level Discounts

Custom Tools Examples

- [BundleB2B Price Lists](#) | Silk Software

Example

A buyer may be entitled to an account discount they have negotiated with the seller, in addition to bulk discounts and promotions.

\$ Catalog Price
-5.00% Account Discount
-2.25% Bulk Discount

\$ Buyer's Price

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Quote

Apply any additional special negotiated discounts and generate a quote for the buyer

Native Tools

- Draft Orders

Custom Tools Examples

- [BundleB2B Order Requests](#) | Silk Software
- [PDF Quote Creation](#) | Quote Ninja
- [Mobile Order Writing](#) | Handshake

Example

A user on the buyer's account may configure and price the product, then need to provide their finance or procurement team a quote for final approval

