



Sales 201

Building a BigCommerce business

The enterprise eCommerce market is in a state of transition

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 →  /  → Enterprise Edition 2.1

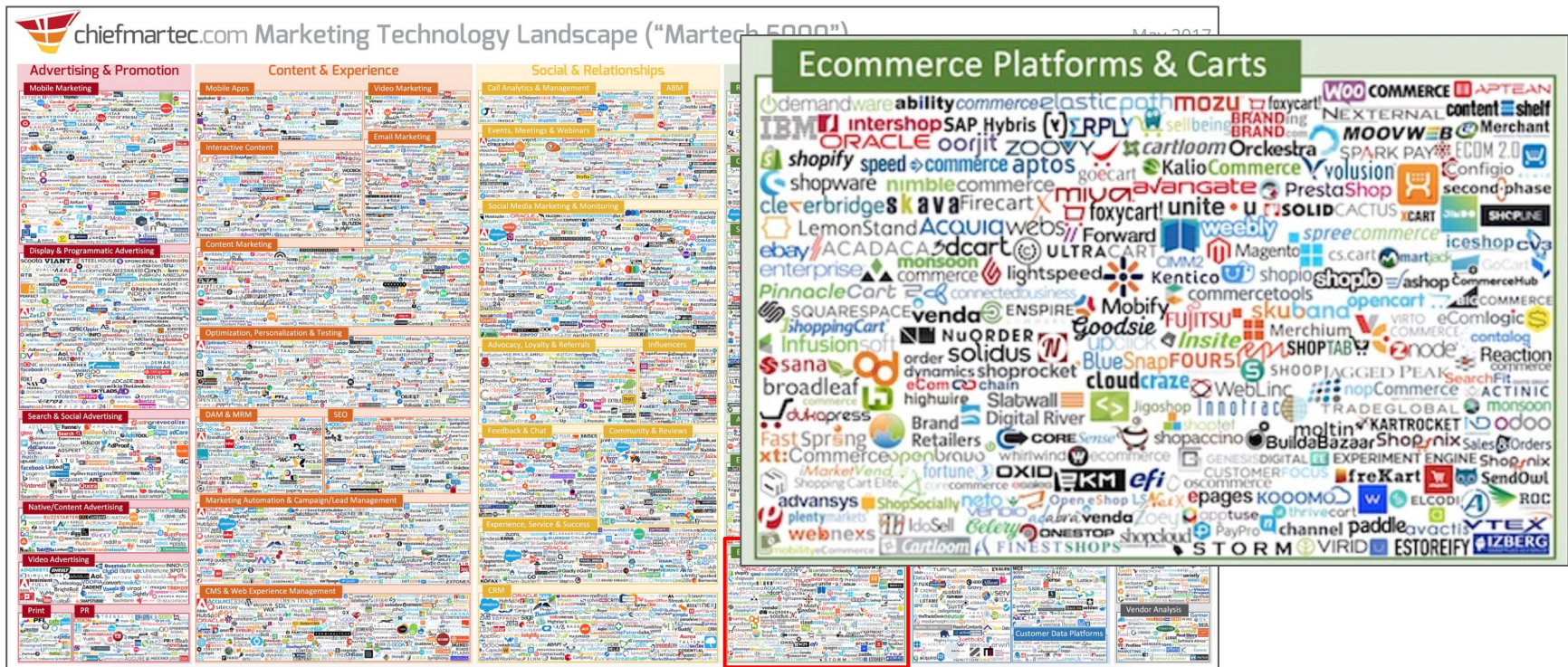
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 → SAP Hybris 

And it doesn't get any less confusing downstream



BigCommerce led the SMB transformation to SaaS. We are now disrupting the mid-market.

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

WooCommerce

Squarespace

Shopify Plus

Magento
Open Source eCommerce

Demandware

SAP

Volusion

Shopify

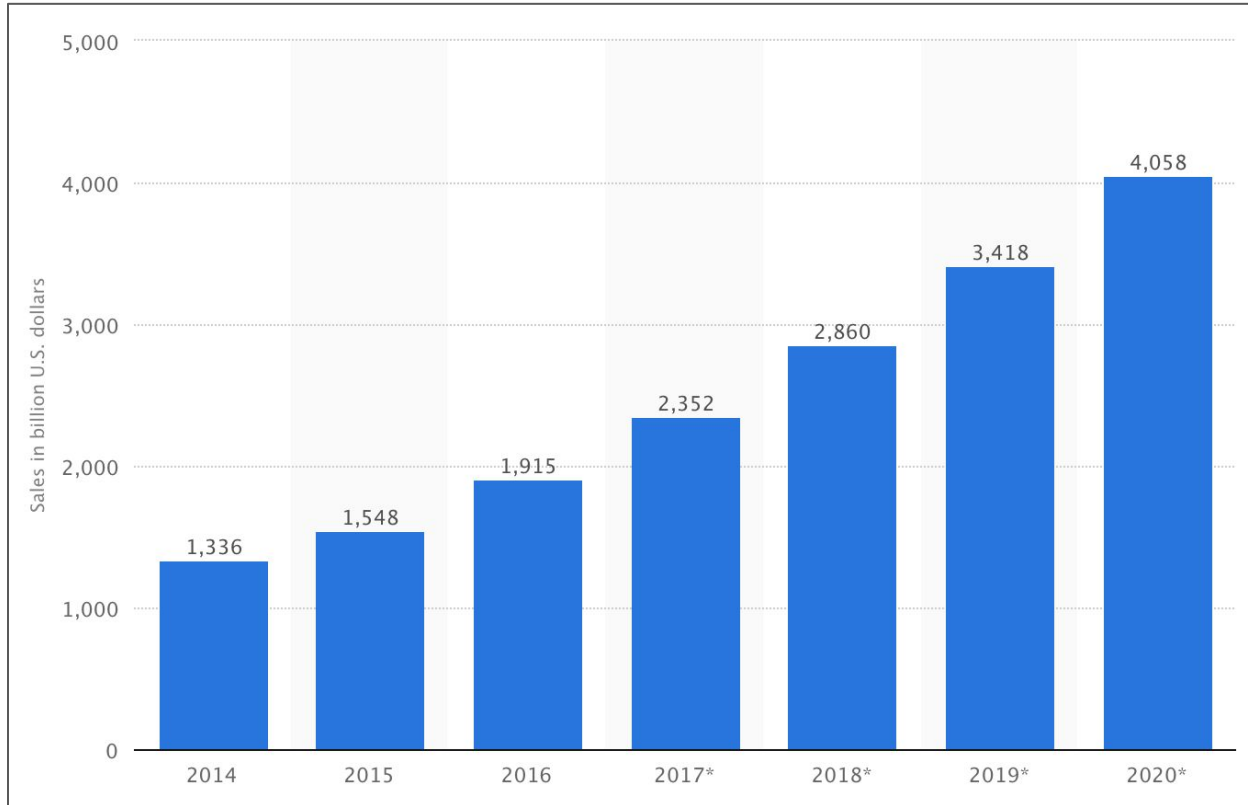
IBM

Oracle



BigCommerce

The Global eCommerce Market is Growing Quickly

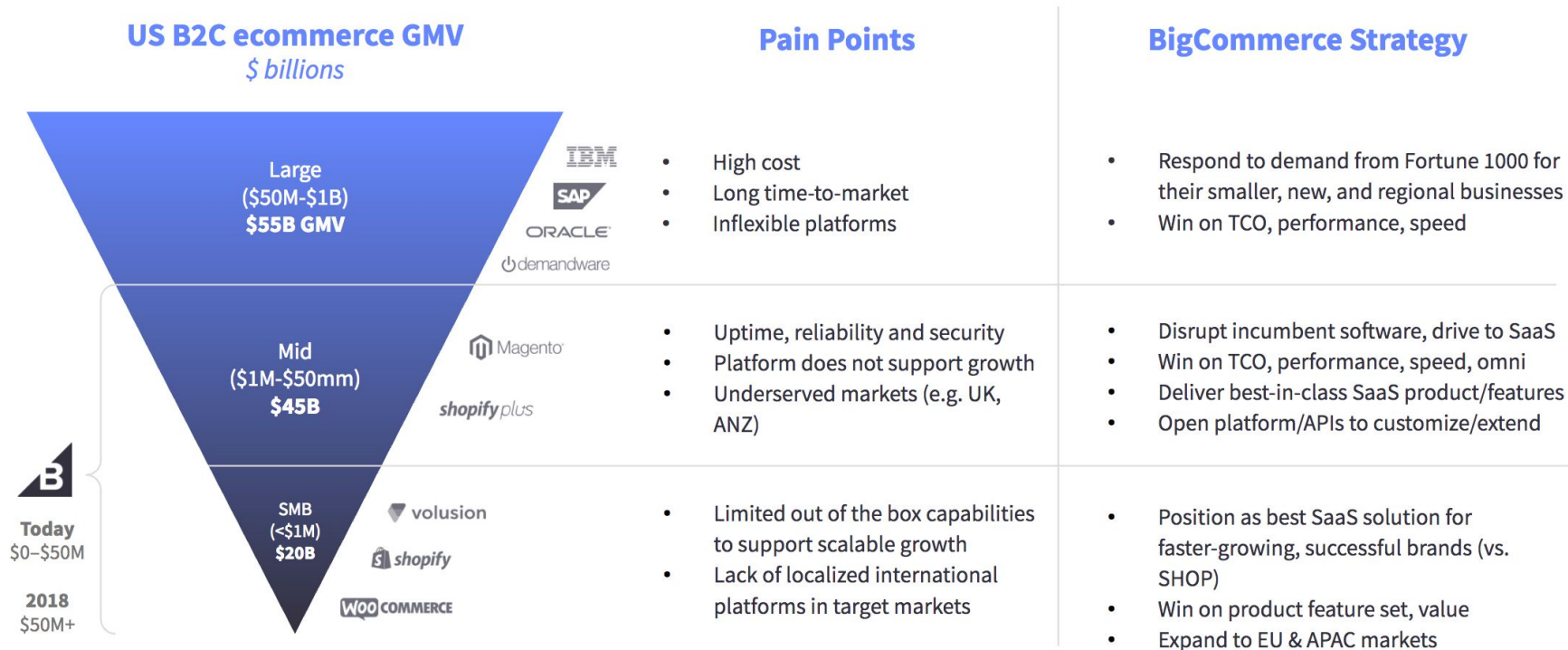


**Retail e-commerce
sales worldwide from
2014 to 2020**

(in billion U.S. dollars)

BigCommerce is disrupting how businesses sell online

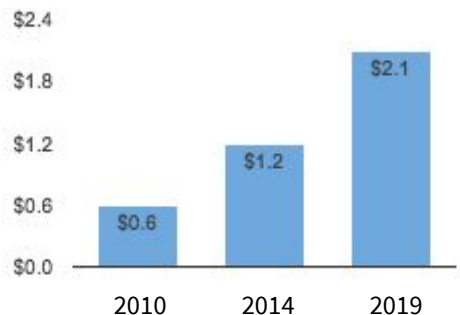
\$65B/year of GMV volume generated by our core target market just in B2C alone



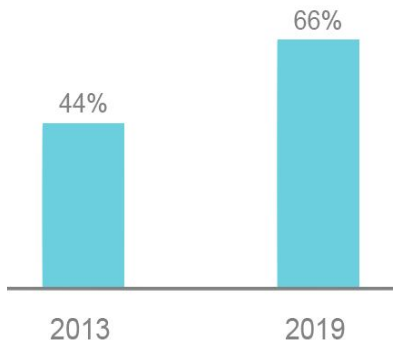
The eCommerce technology market is growing

SaaS continues to grow disproportionately

Commerce suite technology market
\$ Billions - US



SaaS % of ecommerce software spending



Source: Forrester, 2015

BigCommerce is Poised to Win

- YE 2015: 480 \$1MM+ merchants
- YE 2016: 2,200 \$1MM+ merchants

Why?

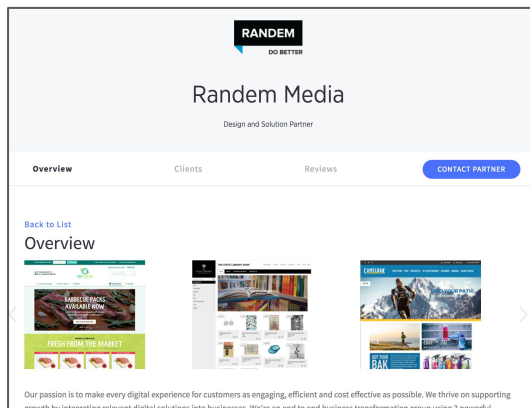
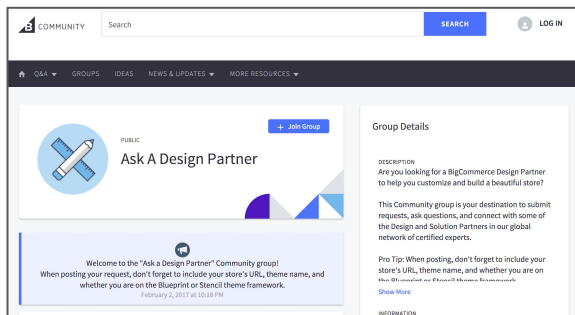
- Openness of platform/payments
- Investments in B2B & Int'l
- Scalable multi-tenant architecture that allows for frontend and backend customization

What Does This Mean for Design Partners?

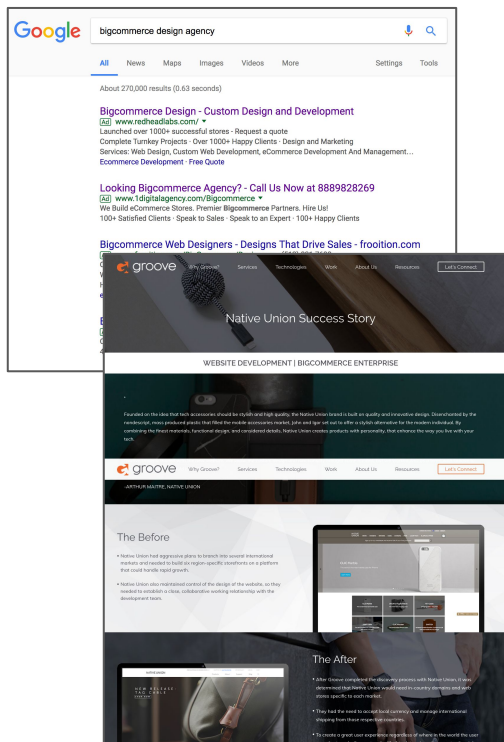
- A. More client budget available for strategic agency services
 - As Midmarket Merchants move from On-prem to SaaS, reducing dependency on partners for hosting
 - SaaS becoming table stakes for SMBs
- B. Market share
 - Get F1000 clients to spin up subsidiary stores
 - Give midmarket merchants a viable SaaS solution to Salesforce Commerce Cloud that is cost effective
 - Increase total number of implementations, and with less expensive resources (all common languages)
- C. Strategic investment in product to serve the \$1-\$50M merchant - int'l, B2b, open API
 - All the ease of deployment of SaaS, enterprise OOTB functionality and flexibility of open source
- D. Fully baked partner program
 - Free training, enablement
- E. Highly competitive commissions
 - 20%-30%
- F. Deal Flow
 - Selling 150+ >\$1M accounts/quarter
 - Selling 2,500+ <\$1M accounts/quarter

Opportunities for Deal Flow

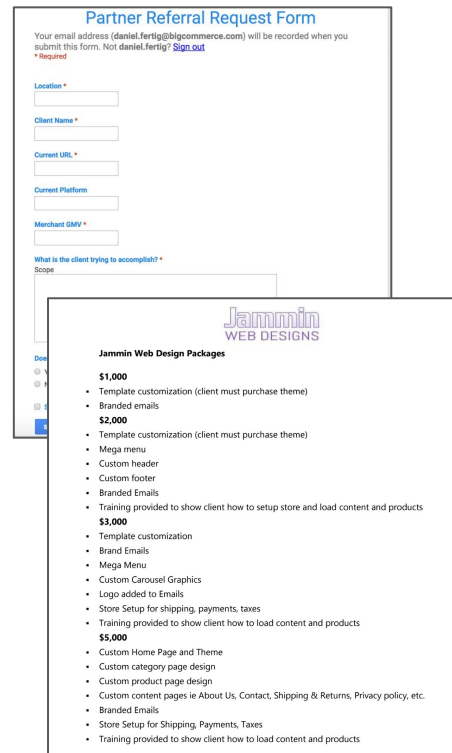
Marketplace + Forums



Marketing / Co-Marketing

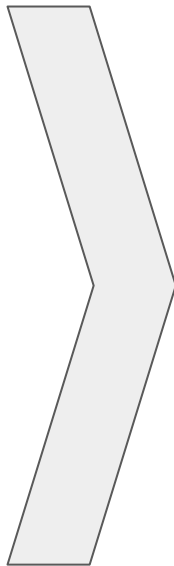


Sales Team Alignment



Partner Prioritization Criteria

1. Investment
 - a. Training & Certification
 - b. Pricing on competitive deals
 - c. Co-marketing/BC promotion
2. Execution
 - a. Client satisfaction
 - b. Referencability
 - c. Renewal rate
3. New Business Development
 - a. Influencing towards a close
 - b. Bringing opps to our sales team



Partner Referral Request Form

Your email address (daniel.fertig@bigcommerce.com) will be recorded when you submit this form. Not [daniel.fertig](#)? [Sign out](#)

* Required

Location *

Client Name *

Current URL *

Current Platform

Merchant GMV *

What is the client trying to accomplish? *

Scope

Does client want more than one partner referral?

☐ Yes

☐ No

☐ Send me a copy of my responses.

Submit

Case Study: BigCommerce Partner Snapshot

12 months into partnership

Opportunities: 22 implementations

Average Implementation Timeline: 12 weeks

Implementation Revenue: \$1.86MM

Retainer Revenue: \$35K monthly run rate

Annual Commission Revenue: \$19,210

Current Pipeline: 16 Enterprise opportunities

Case Study: Success Factors & Commitment

Sales Reps Trained: 6 total, including 1 who carries a BigCommerce rev target and has been Demo Certified

Developers Trained: 10 certified

Marketing Spend: \$20,000

- Trade shows
- Written Content and Case Studies
- PPC + co-branded landing pages by vertical
- Updated marketplace listing and partner 1- pager for reps

Targeted Verticals: B2B, Automotive, Home & Garden, Int'l

Ways to Get More Involved

- Voice of Ecosystem Surveys - quarterly
- Beta access to new products and features
- Ask A Design Partner Forum
- Certified Apps
- Written/Video Content
- Weekly Product tours & Monthly Town Halls
- Sponsorship & Co-marketing Opportunities



Partner Resources:

Bigcommerce Partner Portal: partners.bigcommerce.com

Partner Support: partnersupport@bigcommerce.com

Partner Marketing: partnermarketing@bigcommerce.com