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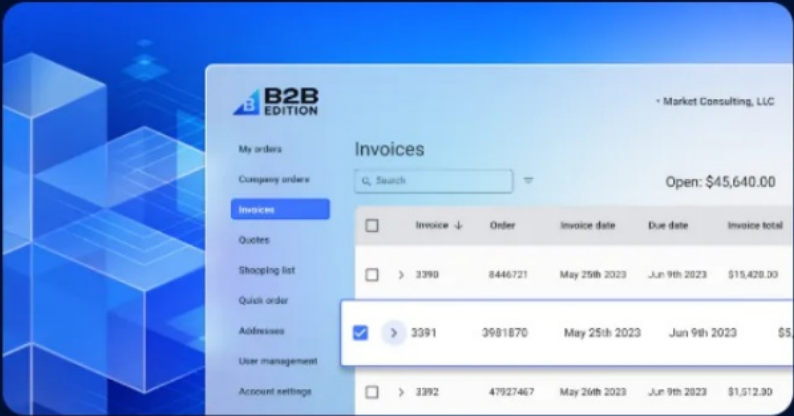


BigCommerce B2B Ecommerce Website



**BIGCOMMERCE
B2B
EDITION**

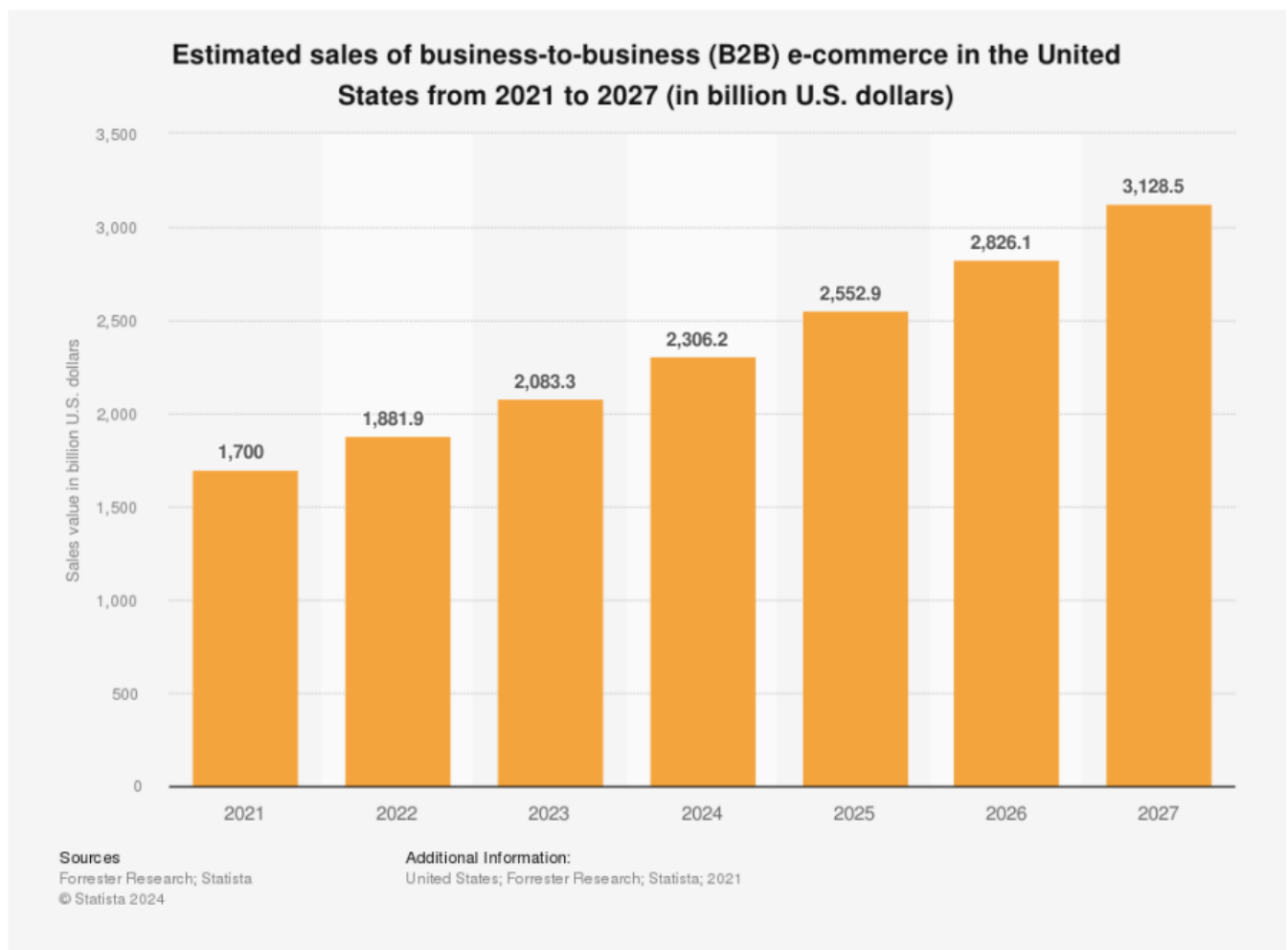
**OPEN SOURCE
BUYER PORTAL**



The screenshot shows the 'Invoices' page in the BigCommerce B2B Edition interface. The page header includes the 'B2B EDITION' logo and the company name 'Market Consulting, LLC'. The main content area displays a table of invoices with columns for Invoice, Order, Invoice date, Due date, and Invoice total. The table shows three invoices, with the second one selected. A sidebar on the left contains navigation links for 'My orders', 'Company orders', 'Invoices', 'Quotes', 'Shopping list', 'Quick order', 'Addresses', 'User management', and 'Account settings'.

Invoice	Order	Invoice date	Due date	Invoice total	
<input type="checkbox"/>	> 3390	8446721	May 29th 2023	Jun 9th 2023	\$15,428.33
<input checked="" type="checkbox"/>	> 3391	3981870	May 25th 2023	Jun 9th 2023	\$5
<input type="checkbox"/>	> 3392	47927467	May 26th 2023	Jun 9th 2023	\$1,512.30

As we move deeper into a digital-first world, traditional B2B sales methods are quickly taking a back seat to faster, more streamlined online experiences. Gartner even predicts that 80% of B2B Interactions will take place digitally by 2025, reinforcing that the days of cold calling are rapidly fading. In this new landscape, having a well-designed e-commerce website isn't just nice to have — it's a must-have. With the B2B ecommerce market sales expected to surpass \$3 billion in the US alone by 2027, businesses need to get on board with this modern approach to effectively scale and meet the changing expectations of today's buyers.



User experience matters

With today's heightened competition and consumer demands, a quality user experience is everything. Shoppers in the B2B marketplace expect a fast and intuitive user journey. Meeting these expectations is a surefire way to attract and retain existing and potential customers. Let's dive into some of the top ways B2B brands can offer a stand-out online user experience. Well-designed UI/UX.

First impressions are everything, and the appearance of an e-commerce site is what

catches a shopper's attention right away. Offering an easy-to-use online experience that embodies company branding across the homepage, product pages, and checkout is key to keeping shoppers on a site. Through streamlined, thought-out UI/UX features and website design, brands can make their online store a pleasure to browse and more effectively drive customers to checkout.

While creating a well-designed e-commerce store may seem like a heavy lift, platforms like BigCommerce offer a wide range of self-service B2B-specific themes that allow brands to effortlessly build an aesthetically pleasing, user-friendly site. Speed-focused. Few things are more frustrating than navigating a slow, cumbersome website. 60% of B2B Buyers say the loading speed of online sites has stopped them from completing purchases. To deliver a modernised B2B customer journey, businesses must provide a fast online experience without delays.

E-commerce B2B brands can easily measure their site performance and page load speed by checking their Google Core Web Vitals. Strong Core Web Vitals also enhance a site's search engine optimisation (SEO) ranking, complementing a brand's marketing strategy by increasing visibility among target audiences. Learning how a brand's website scores can help them determine if they offer a fast and efficient experience that shoppers crave or need to make improvements.

Discover how LA Police Gear — a B2B and B2C tactical equipment brand — drastically improved.

Their user experience is overhauling their site to improve their Core Web Vitals. Have a great mobile experience.

To create a truly seamless shopping experience, brands need to focus on offering a smooth UX across all devices. With 78% of global B2B buyers wishing their suppliers offered a better mobile experience, brands have an opportunity to stand out against the competition by optimising their m-commerce customer journey.

Prioritising a mobile-first design can cater to the growing number of shoppers who prefer this buying medium, ultimately boosting conversion rates. BigCommerce offers mobile-responsive themes through the B2B Edition, allowing brands to easily translate their

desktop store to mobile devices.

Easy product search

The ability to easily find products is another essential component of a well-crafted e-commerce store, with 27% of US B2B buyers reporting that it's the most important online purchasing feature. By building intuitive category structures and leveraging filtering features such as BigCommerce's faceted search, buyers can easily find what they're looking for and even refine their search based on aspects like size and colour.

Third-party providers, such as Klevu, can further optimise the B2B search experience by using AI to strategically merchandise items, build personalised product recommendations, and more. Seamless checkout. One of the most important features of a well-crafted UX is the checkout process.

32% of the US B2B buyers say an easy checkout is the most important online purchasing feature. Building a fast and efficient experience is the key to minimising abandoned cart rates and securing sales. One-click checkout can streamline the buying process by allowing customers to make purchases with a single click. They can use their stored payment and shipping information. In addition to a SWI checkout, brands should accept a range of payment methods, like purchase orders, paper checks, credit cards, and bank-to-bank wire transfers. Ensuring their payment gateway can support these options allows them to cater to varying customer preferences and further enhance the purchasing process.

B2B e-commerce website development steps

Identifying how to create a world-class UX is just one part of building an e-commerce site. Once the brand knows how they want to design their B2B site, it's time to start bringing it to life.

Establish business goals

Establishing clear business goals is the first step in building a successful B2B ecommerce site. These unique needs help guide everything from choosing the right platform to deciding which features to include. Measurable goals also make it easier for brands to track progress and tweak their e-commerce strategy. Align on budget and

timelines. After establishing business goals, brands should set a clear budget covering platform costs, design, web development services, and ongoing maintenance.

Businesses planning to work with an agency partner should also factor this added cost into their budget. While an agency may be an added expense, it's a surefire way to get a polished site while saving internal teams significant time.

Additionally, brands should set realistic deadlines for each phase of the project, especially if adding custom features or complex integrations, as those can take more time. Be sure to account for testing and add a buffer in case issues arise. Determine needed features and functionality. When determining needed functionalities, brands must consider what features they need to improve team efficiency and bring the buyer journey to life.

BigCommerce offers several robust features for B2B brands, like B2B Edition. With this tool, businesses can optimise both the front and back end experience with capabilities like the open-source buyer portal, multi-storefront, invoice portal, enhanced mobile optimisation, and more. In addition to the B2B Edition, brands can take advantage of native BigCommerce features like customer groups and price lists, and explore the platform's wide selection of third-party B2B apps.

Understand which current systems need to be integrated.

Before choosing a platform, B2B ecommerce brands should examine the tools they currently use — like an ERP, CRM, or inventory management system — and figure out how they will connect to the ecommerce software they're considering. By identifying these integration needs early, B2B brands can avoid future headaches and create a more streamlined experience for both their team and customers.

Determine who will execute

Before a brand selects a platform, it needs to decide who will create its e-commerce site. This can either be an internal team or an external agency. Factors like cost, team bandwidth, development capabilities, and launch timelines should influence this decision. Deciding this early on helps make the project run smoothly and stay aligned with overall goals. Decide on an e-commerce platform. After determining these critical aspects, it's time to start researching B2B commerce platforms. Businesses should start by looking

at the features, scalability, total cost of ownership, and complexity of the different tools available.

Once they've determined their top contenders, they should take the time to engage with sales teams and request demos to assist in their decision-making. Platforms like BigCommerce offer a 15-day free trial that enables brands to test the various features and functionalities of the tool. By carefully exploring various platforms, like BigCommerce and Shopify, and understanding how each aligns with their business needs, companies can make a well-informed decision that supports their long-term goals.

Start building an e-commerce site. Once a B2B brand selects a platform, it can begin executing the project. It's important to follow the project timeline closely throughout the site's development, ensuring that it meets key milestones. Regular check-ins with the internal team or the external agency will help keep everything on track and address any challenges.

The biggest issues B2B companies face with their website

When building a B2B ecommerce site, it's important to be aware of the common challenges many B2B businesses face. Let's look at some of the headwinds B2B brands experience with their online store and how to avoid them. Security and performance maintenance.

Many B2B businesses handle sensitive customer data and large transactions. To ensure this information is safe, brands should evaluate their e-commerce platform's security standards. For instance, all BigCommerce stores come equipped with Level 1 PCI compliance, and the platform undergoes regular safety and security audits to receive certifications that reflect its high standards. Meanwhile, stores hosted on open-source software are responsible for their security and maintenance, leaving more room for error. To mitigate this risk, B2B digital commerce brands should learn about their platform's security protocol before hosting their online business on it.

Difficult to integrate current systems. Many businesses rely on a variety of tools, like ERP, CRM, and inventory management systems, that don't always easily connect with new e-commerce platforms. This lack of integration can lead to data silos, manual processes, and increased errors, slowing down operations and frustrating both sta and

customers. To avoid these issues, choose a platform that offers seamless integration with current systems, allows for custom integrations, and provides a customer support team to assist with any Challenges are crucial. Thankfully, tools like BigCommerce offer robust APIS that allow brands to effortlessly incorporate these technologies, as well as Professional Services teams that can help with implementation.

Total cost of ownership (TCO)

Total cost of ownership (TCO) is an essential factor B2B companies should consider when building or maintaining their e-commerce site. TCO includes all the ongoing expenses, such as maintenance, updates, security, hosting, and any additional tools or integrations required to keep the site running smoothly.

To get the best platform at the lowest cost, it's important to calculate the full TCO from the start to ensure that the platform remains sustainable as the business grows. Tools such as BigCommerce are known for offering the lowest TCO compared to other platforms like Adobe Commerce (formerly Magento).

How BigCommerce helps B2B companies

BigCommerce prides itself on offering robust functionalities designed to elevate B2B e-commerce brands. Discover the many ways BigCommerce serves as the platform of choice for B2B businesses.

Robust security and performance

BigCommerce offers the robust performance features that B2B ecommerce companies need to succeed. With 99.99% uptime and hosting powered by Cloudflare's CDN, businesses can feel safe hosting on a fast, reliable platform, even during peak traffic times.

Security is another one of BigCommerce's strengths, with the platform meeting PCI DSS 4.1 Level 1 Attestation of Compliance, ISO/IEC 27001:2022, ISO/IEC 27701:2019, ISO 22301:2019, ISO/IEC 27017:2015, and ISO/IEC 27018:2019, providing multiple layers of protection. This means both business and customer data are secure, giving brands peace of mind as they grow and scale their e-commerce operations.

Seamless integrations

BigCommerce's flexible APIs ensure smooth integration with essential systems, like a CRM, ERP, OMS, or other critical tools. It also comes with built-in connections to third-party online marketplaces — like Amazon and Alibaba — social media platforms, and business intelligence tools — like AI product description generators — allowing the entire business ecosystem to function seamlessly. This flexibility helps companies streamline their operations and keep their e-commerce site running efficiently without added complexity.

Low total cost of ownership

Recognised for its low total cost of ownership, BigCommerce offers a cost-effective solution for B2B companies. Forrester Consulting's Total Economic Impact™ study determined that BigCommerce customers break even just eight months after launch and see a 211% ROI by the third year. With predictable, flat-rate pricing, ecommerce businesses can confidently plan their finances, avoiding hidden fees and surprise costs. This financial clarity allows companies to allocate resources more effectively and focus on growth, knowing their e-commerce platform won't bring unexpected financial burdens. B2B-specific functionality.

BigCommerce offers a wide range of B2B-specific functionalities designed to meet the specific needs of these businesses. Below are a few features B2B brands can take advantage of. Open-Source Buyer Portal: Offer personalised self-service experiences that match your branding by utilising the source code of our Buyer Portal.

Price lists and customer groups: Provide custom pricing down to the SKU level, offer bulk order discounts, and run promotions. Buy again: Let users view their order history and quickly reorder all previously purchased products.

Payment method visibility control: Add, edit, show, or hide approved payment options for customers.

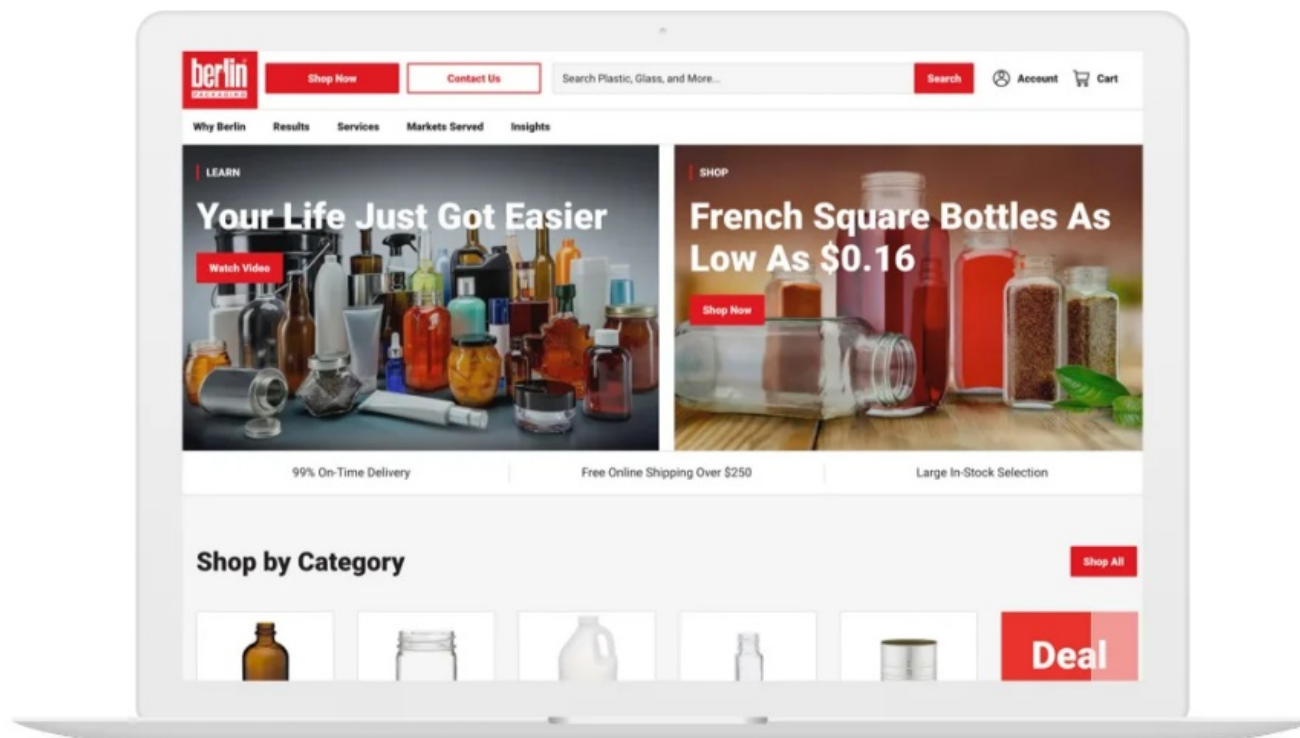
Set buyer roles and permissions: Enable customers to create a full corporate account Profile and set up multiple tiers of buyers. Invoice portal: Allow customers to easily manage and pay invoices online with multiple payment options.

Customer requested quotes: Let customers add items to their shopping cart and automatically request a total order value. Visit the BigCommerce B2B Ecommerce Solutions page to discover the platform's full range of B2B capabilities or talk with a

sales representative.

Examples of B2B ecommerce websites

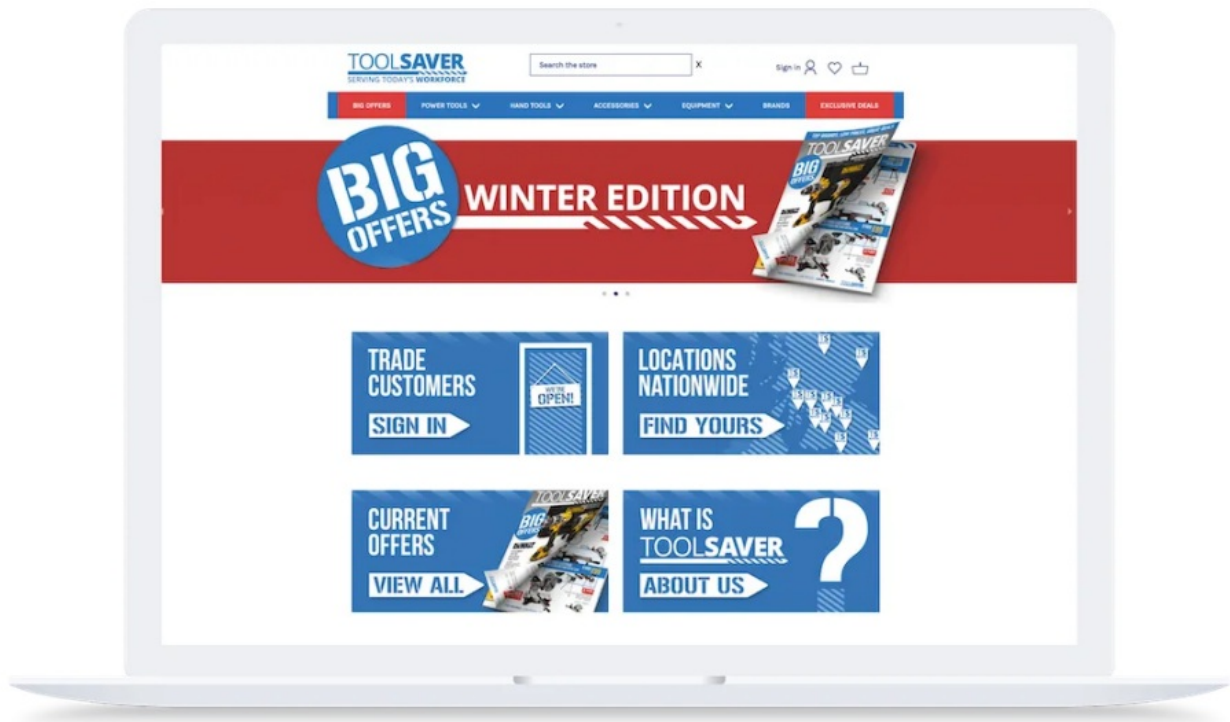
Berlin Packaging



Case Study: Berlin Packaging

Since launching over a century ago, Berlin Packaging has evolved from a small tinplate packaging business into a global company specialising in glass and plastic containers. As a successful B2B brand, the company leverages BigCommerce's powerful APIS to seamlessly integrate their ERP. The platform's ability to connect bespoke features has also allowed it to build custom shipping and handling capabilities to improve the overall customer experience. "The open API and the use of custom fields make BigCommerce extremely flexible, and the platform can do virtually anything you want it to do," remarked Chris Hiller, General Manager at Berlin Packaging.

Toolsaver

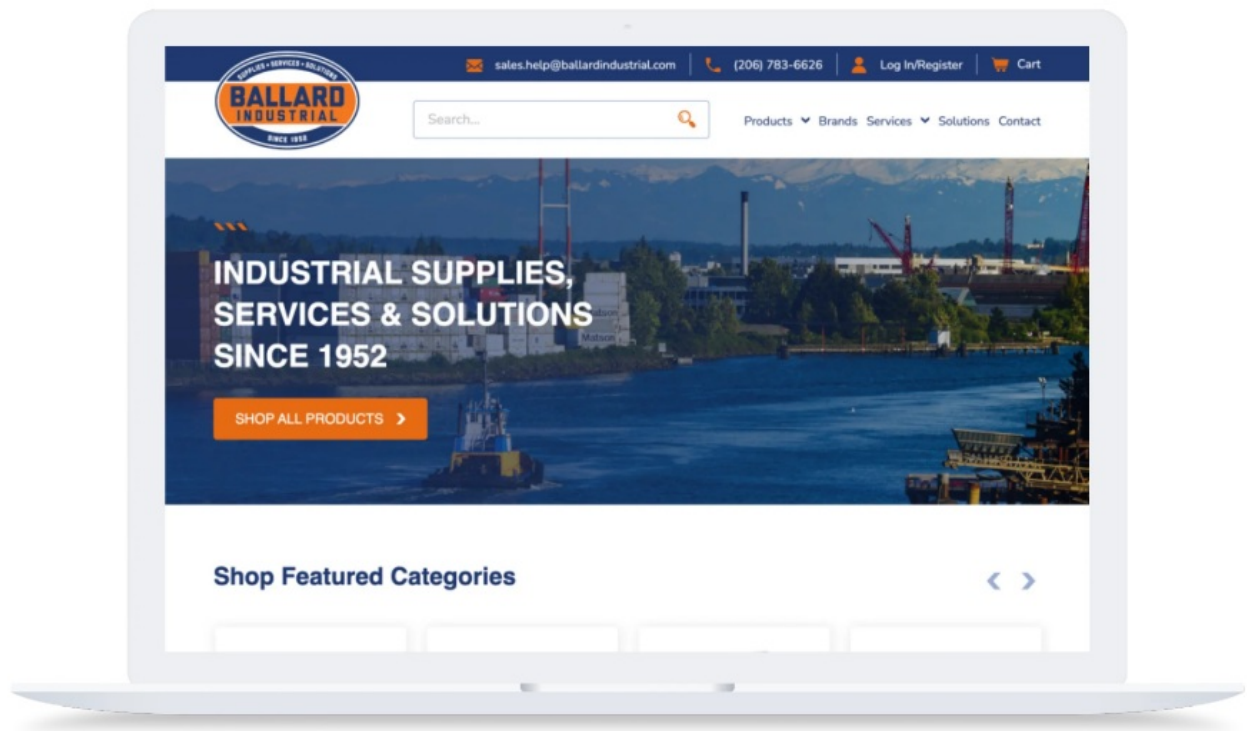


Case Study: Toolsaver

Toolstop started as a small business selling B2C hardware out of the UK and quickly evolved into a global company — ultimately leading to the launch of their B2B brand, Toolsaver. Through BigCommerce's open APIs, Toolsaver built SKUPAL, an in-house product that acts as a PIM but also manages deals and promotions. They also launched their warehouse management system that integrates with BigCommerce and their ERP, improving team workflows.

"One of the big factors was that BigCommerce had such an open API architecture. It allowed us to bring people in-house who would be able to develop systems that would integrate seamlessly BigCommerce platform," explained Neil Bruce, Ecommerce Manager at Toolsaver.

Ballard Industrial

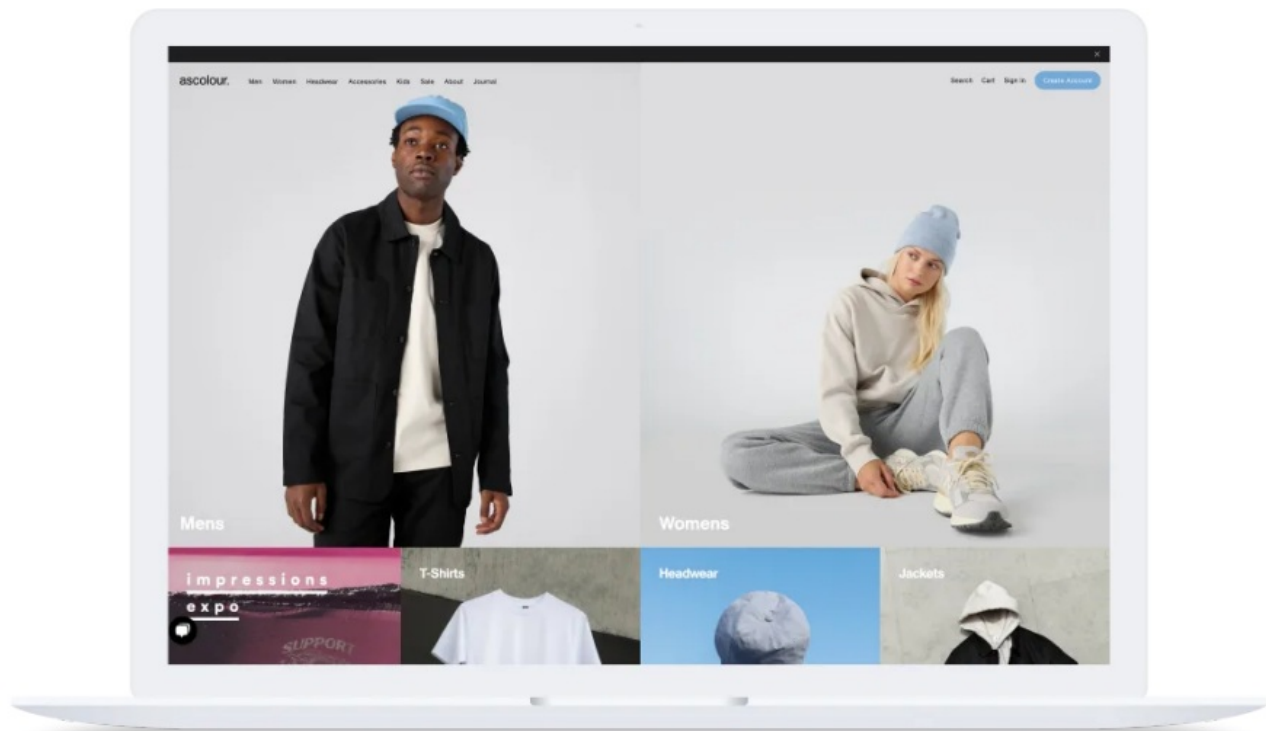


Case Study: Ballard Industrial

Since launching in 1952, Ballard Industrial has evolved into a leader in the marine industry. Manufacturing and industrial supply chain. Ballard Industrial takes advantage of BigCommerce's B2B Edition tool to offer a seamless buying experience for shoppers. They even launched a real-time pricing automation feature that tracks and updates the price of raw materials on their site with the help of their agency partner, Groove Commerce.

“When customers add products to their cart and check out, all those items are verified through Ballard’s ERP in a real-time call,” explained Justin Bright, Director of Technology and DevOps Engineering at Groove Commerce. “Let’s say pricing changes — it goes up a penny or goes down 10 cents. When a customer adds something to the cart, that update is checked and adjusted before they check out.”

AS Colour

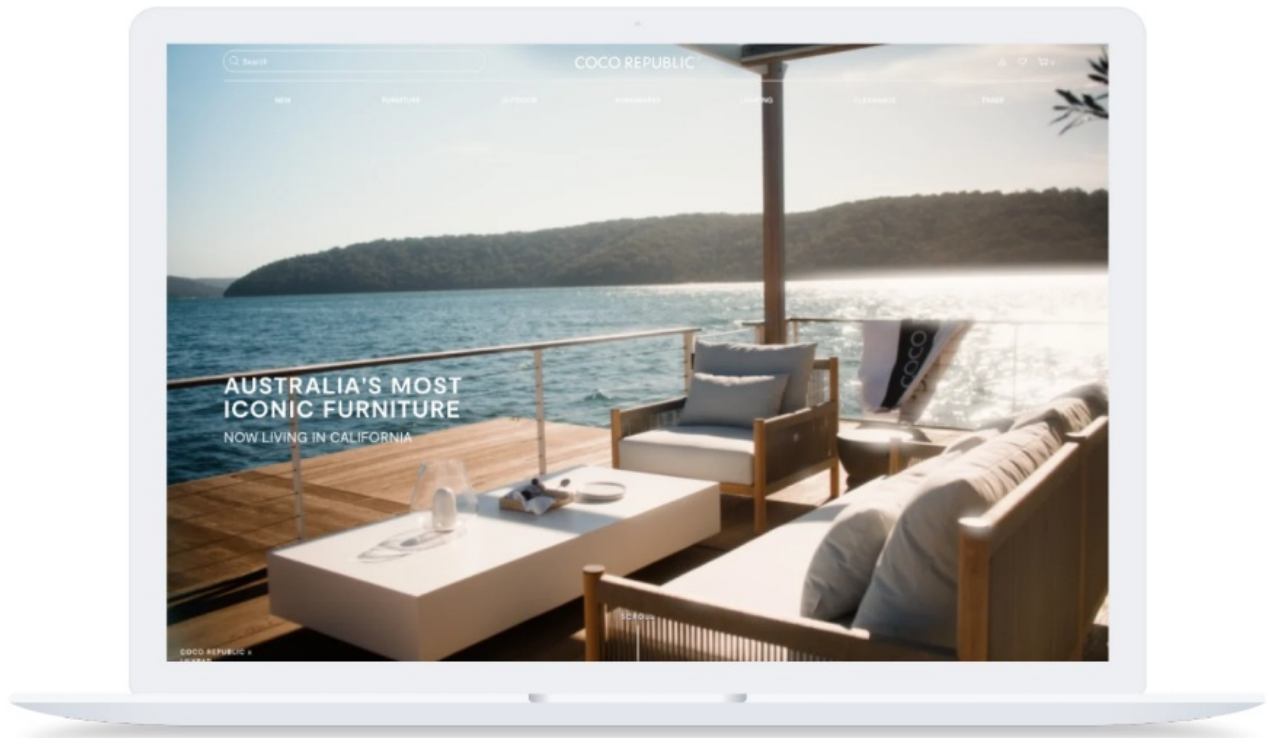


Case Study: AS Colour

Founded in 2005, AS Colour got its start creating high-quality clothing blanks, primarily for the music industry. Since then, the brand has expanded into the B2B space, supplying blank clothing for printers and embellishers worldwide. As a brand selling both B2B and DTC, AS Colour needed a platform that could easily support both business sides. With the help of BigCommerce's native functionality, the brand was able to take advantage of features such as customer groups to create a unique experience for B2B shoppers.

"Because we have the DTC and B2B sides of the business, we needed a website that had the look and feel of a retail site, while also providing that B2B functionality. BigCommerce is perfect in that aspect, because we can create a beautiful website, but also create customer groups, price tiers, and custom logins for business partners," explained Joe Sharplin, Head of Design at AS Colour.

Coco Republic

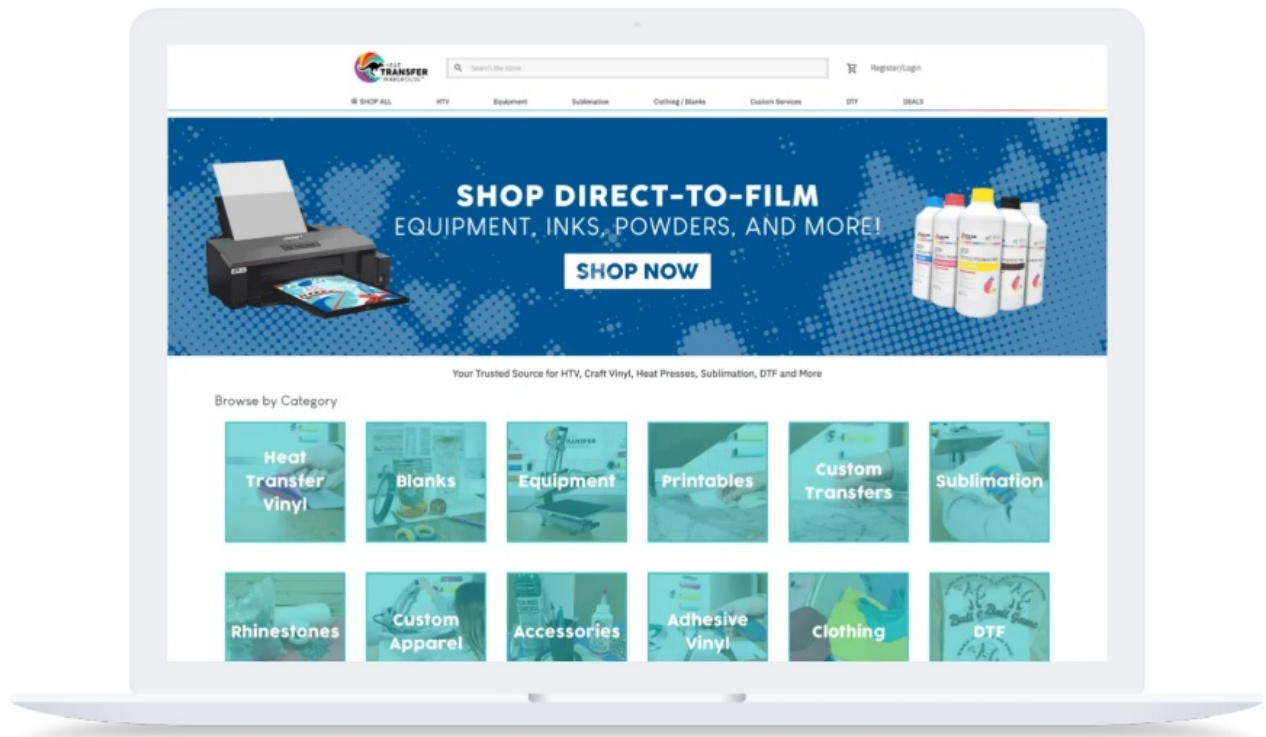


Case Study: Coco Republic

As a hybrid B2B and DTC brand, Coco Republic supplies quality furniture to both homeowners and businesses. However, the brand struggled to grow both sides of their global business due to their e-commerce platform, leading them to move to BigCommerce.

Since migrating platforms, Coco Republic has drastically expanded both its DTC and B2B sectors at a lower total cost of ownership. Thanks to features like B2B Edition, the brand has been able to customise its cart, build custom pricing, and offer a modern B2B shopping experience. "In home furnishings, our B2B customers are digitally native, and they're excited about the opportunity to have access to tools that allow them to do what they need to do for designing and servicing their customers," explained Jack Kiefer, Global Information Officer and Chief Technology Officer at Coco Republic.

Heat Transfer Warehouse



Case Study: Heat Transfer Warehouse

Since 2010, Heat Transfer Warehouse has established a strong DTC and B2B presence in the world of vinyl heat transfers. With the help of BigCommerce, Heat Transfer Warehouse has been able to amplify its B2B business through the platform's robust native features. With customer groups and price lists, the brand has enhanced its UX by creating pricing structures for specific types of B2B customers. "We liked BigCommerce because we had enough business customers that we could set up pricing structures, pricing guidelines, and base it on certain products," explained Kirk Anton, Senior Sales Manager and Owner at Heat Transfer Warehouse.

The final word

With 90% of global B2B customers expecting an online shopping experience that's similar to when buying on a B2C site, B2B brands must offer a world-class, frictionless journey. To stay competitive, these businesses need to host their online store on a modern e-commerce platform with robust B2B features that enable them to bring this top-of-the-line user experience to life. With tools like BigCommerce, B2B brands can create an e-commerce site that's built to scale and exceeds customer expectations. Explore how BigCommerce's superior B2B functionalities have helped countless brands see success on the platform.

Growing your high-volume or established business?

Start your 15-day free trial, schedule a demo or give us a call at +61 2 8188 1832.

FAQs

What are best practices for B2B ecommerce websites?

For a B2B ecommerce site to thrive, a few aspects must be considered. Before a brand can begin building its e-commerce store, it should assess the total cost of ownership of the platforms it's considering. This ensures they get the most platform benefits at the lowest overall cost. Additionally, it's important to prioritise the buyer experience. This means building a site that exceeds customer needs when it comes to navigation, web design, product information, checkout, and order processing. Offering a superior shopping experience can help brands build stronger customer relationships, leading to more sales. By taking these factors into account, brands can achieve maximum ROI on their platform and encourage more sale

Does BigCommerce have an open source buyers portal?

Yes, BigCommerce recently launched the Open Source B2B Buyer Portal, which enables brands to transform the buyer experience with more customisation options than ever before. Manufacturers, distributors, wholesalers, and other businesses can now build bespoke Buyer Portal applications, minimising the cost of solving complex, vertical-specific B2B challenges.

What's the difference between a B2B website and a B2C one?

Business-to-business (B2B) websites focus on sales transactions between businesses, while business-to-customer (B2C) focuses on the selling of goods from businesses to individual customers. While this gap has historically been significant, the lines between B2B and B2C have blurred over the last decade as B2B companies have been impacted by consumer trends towards increased customer engagement and the overall growth of online sales.


What's a good B2B ecommerce platform?

There are many B2B ecommerce platforms available that can get the job done and help businesses increase their online presence. However, there is one company that stands alone — and that is BigCommerce. BigCommerce is one of the leading open SaaS ecommerce platforms, internationally known for its low total cost of ownership and highly flexible APIs. It offers customers a multitude of B2B features and add-ons not found in competing software solutions to deliver a modern, price-commerce experience. BigCommerce also makes it easy for hybrid businesses with B2B and B2C customers to offer different price lists or product catalogues to customer groups with a centralised inventory management system.

How do I convert a B2C ecommerce website into a B2B focused one?

With the help of a dedicated ecommerce B2B platform, brands can easily transform their B2C website into one dedicated to B2B. BigCommerce is one of those companies, offering the ability to create B2C experiences for B2B customers. BigCommerce includes native B2B functionality for merchants on Plus, Pro, and Enterprise plans. Even for brands pursuing a hybrid business model with both B2B and B2C customers, the BigCommerce platform simplifies account management and allows businesses to offer different price lists or catalogues to specific customer groups

Documents / Resources

 <p>BigCommerce B2B Ecommerce Website</p>	<p>BigCommerce B2B Ecommerce Website [pdf] Owner's Manual</p> <p>B2B Ecommerce Website, B2B, Ecommerce Website, Website</p>
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References

- [User Manual](#)

📁 **BIGCOMMERCE** Website

💎 B2B, B2B Ecommerce Website, BIGCOMMERCE, Ecommerce Website,

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