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Leading Sports Equipment Brand Mizuno USA Launches New Composable Ecommerce Website on BigCommerce

Since launching on BigCommerce, Mizuno USA observed improved average order value, conversion speed and marketing efficiency

AUSTIN, Texas--(BUSINESS WIRE)--Dec. 11, 2024-- [BigCommerce](#) (Nasdaq: BIGC), an open SaaS, composable ecommerce platform for fast-growing and established B2C and B2B brands and retailers, today announced that popular sports brand [Mizuno USA](#) launched its new website on the BigCommerce platform.

Mizuno, a global brand known for its forward-thinking digital approach, aimed to future-proof its business by employing an innovative composable commerce approach with a customized tech stack while still delivering a significant cost reduction. Mizuno turned to BigCommerce as the platform for the new composable site, which includes integrations with Deck Commerce for order management and Bolt Commerce for checkout. Award-winning design agency Mira Commerce led construction of the site.

"Our go-to-market (GTM) strategies and business objectives had changed a lot over the years," said Casey Rodriguez, direct-to-consumer manager at Mizuno USA. "We really needed to make sure that those new objectives aligned with our infrastructure. Modernizing our ecommerce platform has enabled Mizuno USA to enhance our customer experience, respond more effectively to market demands, and support ongoing growth and innovation in the competitive global athletic apparel market. We've already seen an increase in average order value by 12%."

Switching to BigCommerce enabled improvements in three key areas for Mizuno USA:

Improved Customer Experience

- **Real-time Product Availability:** Moving from scheduled updates to real-time product availability improved the accuracy of product listings.
- **Transactional Efficiency:** Streamlining the path-to-purchase process and integrating Bolt Commerce's one-click checkout reduced the time for customers to complete the checkout process by 90%.

"The thing that sticks out most for me, though, is how we streamlined our checkout process," Rodriguez said. "Implementing Bolt and offering a basically seamless checkout experience to our customers has been a game changer for us."

Future-Readiness

- **Flexibility:** Adopting a composable commerce framework ensures that technology services and custom functionality can be updated and replaced with minimal risk to the overall system.
- **Innovation:** Accessing the continually expanding app marketplace has allowed for quick, low-cost experimentation with adding new features and services that prove to help growth.

Operational Efficiency

- **Streamlined Processes:** The new system improved operational efficiency by optimizing order management and checkout processes, reducing friction and enhancing overall business performance.
- **Operational Capacity:** The marketing team has experienced a 40% decrease in time to deploy site content and marketing campaigns, creating more operational capacity without the need to increase operational expenses.

Mizuno USA's previous ecommerce stack had limited core functionality and a closed architecture that required significant investment to integrate third-party services and add new features. The absence of an active app marketplace further made it difficult to add new functionality to their site to keep pace with competitors and meet customer expectations. The expense and time needed to build upon their legacy systems was not sustainable and limited innovation, which led to unmet customer needs and missed opportunities to grow the online channel.

Rodriguez and his team knew they wanted to build a composable site designed with MACH Alliance principles (microservices-based, API-first, cloud-native SaaS and headless). Additionally, they sought an ecommerce platform with a track record of stupendous customer service and extremely competitive pricing. BigCommerce was identified as the ideal platform, featuring the best tech architecture and a strategic business and product focus that aligned perfectly with Mizuno USA's needs.

"With an eye on the future and scalability, Mizuno USA took an innovative composable approach to their digital architecture that will deliver flexibility and agility to keep up with the needs of their customer no matter how the business needs to shift," said Al Williams, general manager of B2C at BigCommerce. "Working with our great partners at Mira Commerce and leveraging our open platform, Mizuno USA now has a beautiful site that delivers engaging customer experiences and improved performance that scales for the future."

Mira Commerce was able to quickly design and develop custom apps and microservices using Amazon Web Services (AWS). These custom apps and microservices provided new site functionality, as well as processes that enabled real-time and near real-time data flows between Mizuno USA's legacy backend systems and other core digital commerce systems and third-party services.

"Mizuno USA was using a monolithic legacy solution that was heavily customized over the years, and that made innovation challenging. It limited the ability to experiment, try new things, or run necessary campaigns," said Sergei Ostapenko, CEO of Mira Commerce. "They needed a tech stack that balanced form, function and performance, and BigCommerce's composable solution was the perfect fit."

Mizuno USA joins a growing list of sports and outdoors brands on BigCommerce, including [Cordova Outdoors](#), [Rock Bottom Golf](#) and [Ventum Racing](#).

About BigCommerce

BigCommerce (Nasdaq: BIGC) is a leading open SaaS and composable ecommerce platform that empowers brands and retailers of all sizes to build, innovate and grow their businesses online. BigCommerce provides its customers sophisticated enterprise-grade functionality, customization and performance with simplicity and ease-of-use. Tens of thousands of B2C and B2B companies across 150 countries and numerous industries rely on BigCommerce, including Burrow, Coldwater Creek, Harvey Nichols, King Arthur Baking Co., MKM Building Supplies, United Aqua Group and Uplift Desk. For more information, please visit www.bigcommerce.com or follow us on [X](#) and [LinkedIn](#).

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About Mizuno USA

Mizuno USA is a subsidiary of Mizuno Corp., a global sporting goods manufacturer that specializes in high-performance equipment, apparel, and footwear. Since its foundation in 1906, Mizuno has developed products and services and utilized the value of sports under the management principle that "we will contribute to society through the advancement of sporting goods and the promotion of sports." The company actively spreads the value of sports even in everyday life and contributes to making people around the world happy through the power of sports.

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