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BigCommerce Named a Leader in Inaugural Headless Digital Commerce Applications in IDC MarketScape Evaluation

AUSTIN, Texas--(BUSINESS WIRE)--Dec. 17, 2020-- BigCommerce (Nasdaq: BIGC), a leading Open SaaS ecommerce platform for fast-growing and established brands, today announced it has been named a Leader in *IDC MarketScape: Worldwide Headless Digital Commerce Applications 2020-2021 Vendor Assessment*. The report evaluated 11 headless digital commerce platforms based on their ability to provide headless or API-first experiences that satisfy both B2C and B2B commerce requirements.

In the report's evaluation of BigCommerce, Jordan Jewell, research manager of IDC's Digital Commerce program, said "Consider BigCommerce if you are a fast-growing, experience-driven brand looking for a multitenant SaaS headless digital commerce platform," and "if your organization is primarily focused on differentiating with business agility and a fast time to market with a platform that is very business user-friendly." Additionally, the IDC MarketScape report cites BigCommerce's usability as a core strength in headless digital commerce, noting the large steps taken to reduce complexity of the headless implementation experience.

"As commerce moves online, many innovative businesses seek to pair a customized and differentiated web experience with a world-class commerce backend - this is headless," said Brent Bellm, CEO at BigCommerce. "BigCommerce has spent years investing in our platform APIs and integration capabilities to enable headless commerce as a full-featured option. IDC MarketScape's positioning of us as a Leader in its headless digital commerce evaluation confirms the efficacy and value we provide businesses seeking experience-led headless ecommerce."

"The proliferation of channels and devices where commerce happens, as well as customers' heightened expectations for frictionless experiences on these channels, has driven a substantial interest in headless digital commerce in the past couple of years. As a result, the headless digital commerce applications market has seen rapid growth," Jewell said. "But there is also a lot of misinformation and confusion about what headless – or API first – digital commerce is and which merchants it is a good fit for. The top headless digital commerce vendors must provide merchants with full API support, a wide array of developer tools and have a large partner ecosystem devoted to headless digital commerce in order to enable great commerce experiences while nailing the fundamentals for an ecommerce store."

To download a complimentary copy of *IDC MarketScape: Worldwide Headless Digital Commerce Applications 2020-2021 Vendor Assessment*, visit www.bigcommerce.com/headless-IDC-report.

[1] *IDC MarketScape: Worldwide Headless Digital Commerce Applications 2020-2021 Vendor Assessment (Doc #US45741620, December 2020)*

About IDC MarketScape

The IDC MarketScape vendor assessment model is designed to provide an overview of the competitive fitness of ICT (information and communications technology) suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT and telecommunications vendors can be meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective vendors.

About BigCommerce

BigCommerce (Nasdaq: BIGC) is a leading software-as-a-service (SaaS) ecommerce platform that empowers merchants of all sizes to build, innovate and grow their businesses online. As a leading open SaaS solution, BigCommerce provides merchants sophisticated enterprise-grade functionality, customization and performance with simplicity and ease-of-use. Tens of thousands of B2B and B2C companies across 150 countries and numerous industries use BigCommerce to create beautiful, engaging online stores, including Ben & Jerry's, Molton Brown, S.C. Johnson, Skullcandy, Sony, Vodafone and Woolrich. Headquartered in Austin, BigCommerce has offices in San Francisco, Sydney and London. Learn more at www.bigcommerce.com.

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