# Adobe Commerce vs. BigCommerce.

3 reasons B2B and B2C businesses say yes to Adobe Commerce.

# Choosing the right ecommerce platform has never been more important.

Ecommerce is growing in popularity among B2B and B2C customers, and it's happening faster than anyone ever expected. Consumers spent more than US$1.7 trillion during the pandemic. B2B ecommerce is forecast to reach US$20.9 trillion dollars globally by 2027. And virtually 100% of business buyers in some industries now prefer to self-serve the entire customer journey. Moreover, the lines are blurring between B2B and B2C as more companies become a mix of both and expand into D2C channels.

Because online selling now represents such a large share of company revenues, choosing the right ecommerce platform is a make-or-break decision that gets board-level scrutiny. Like enterprise resource planning (ERP) and other essential back-office technology, today's ecommerce platforms must meet stringent IT standards, incorporate forward-thinking front-end architecture, and offer enterprise-class scalability and extensibility.

In short, ecommerce is no longer a pilot project or an experiment. It is a core part of business operations for most firms—one that often requires a significant investment in a proven platform.

# Meet Adobe Commerce and BigCommerce.

When midsized and enterprise businesses shop for an ecommerce platform, two solutions commonly on the short list are Adobe Commerce and BigCommerce. Both offer B2B, B2C, and B2B2C capabilities, and both are often included in leading analysts' reports on digital commerce platforms.

## Adobe Commerce vs. BigCommerce— a quick overview.

| Adobe Commerce | BigCommerce |
|---|---|
| **Functionality:** B2B, B2C, B2B2C with cloud and on-premises options. | **Functionality:** Cloud-based B2B, B2C, B2B2C. |
| **Sweet spot:** Enterprise and midmarket companies with complex commerce models or customization requirements. Its out-of-the-box B2B capabilities are especially strong. | **Sweet spot:** Midsized and smaller companies with straightforward commerce models and limited customization requirements. Good for small and midsize businesses that need an affordable solution to address immediate needs. |
| **History:** Formerly known as Magento Commerce, Adobe Commerce originated as an open-source commerce platform and is now known for its open, flexible API-first approach to development. | **History:** BigCommerce got its start as a B2C solution for small to medium-sized businesses (SMBs). It has since adapted and extended its platform to support midmarket businesses and has added B2B functionality through the acquisition of partner BundleB2B and B2B Ninja. |
| **Headless:** Supports headless and component-based commerce architectures. | **Headless:** Supports headless commerce. |
| **Integrations:** Adobe Commerce is an enterprise ecommerce solution that integrates with other Adobe marketing solutions such as Adobe Experience Manager, Adobe Analytics, and Adobe Target. It can also integrate with other enterprise platforms via APIs—and connect seamlessly with thousands of third-party commerce tools available through the Magento Marketplace. | **Integrations:** Connects with back-office and third-party commerce tools through APIs. |

# Three big reasons businesses choose Adobe Commerce over BigCommerce.

We talk extensively with our customers to understand why they've chosen Adobe Commerce, how they're using it, and how it's helping them achieve and exceed their goals. This guide provides an overview of the reasons why customers select us instead of the competition in head-to-head evaluations.

## Reason 1

### Adobe Commerce supports multiple audiences and rapid expansion into new markets.

Adobe Commerce provides a single platform that supports virtually any business model, including B2C, direct-to-consumer, wholesale ecommerce, B2B buying portals, and B2B2C solutions. Because we offer a complete set of B2B and B2C functionality out of the box, you can add new stores quickly without investing in new tools, data models, or infrastructure. Also, your people can manage and report on all your stores through a single admin panel rather than having to be trained in multiple systems.

### Why choose Adobe Commerce at a glance.

With Adobe Commerce you can:

1. Sell to anyone—B2B, B2C, or both across markets

2. Rely on an open technology framework that's designed to support enterprise-class development and integrations

3. Design a unique customer experience

"Adobe Commerce is particularly well-suited to enterprise B2B companies looking for a vendor with a platform that is purpose built to support both B2B and B2B2C use cases, incorporates industry leading reporting and analytics capability and offers an impressive ecosystem of both point solution applications and implementation services.

**Paradigm B2B Combine 2022 Digital Commerce Solutions for B2B Enterprise Edition**

## Adobe Commerce has very strong B2B capabilities.

Adobe is known for its comprehensive B2B functionality. It comes with mature and market-tested B2B capabilities such as these—out of the box and at no additional charge:

- Customer account management with support for multiple buyers with unique roles and permissions
- Customer-defined purchase approval rules and workflows
- Customer-specific pricing and catalogs
- Request-for-quote tools and workflow
- Assisted selling, allowing sales reps to log in as their customers and place orders or troubleshoot issues on their behalf
- Quick ordering through quick order forms, CSV uploads, and requisition lists
- Customer payment via credit capability with credit balance tracking
- New customer online registration

## Adobe Commerce supports multi-region expansion.

Adobe Commerce has a long history of supporting large, multi-site deployments across regions and allows businesses to customize experiences depending on region. Our multi-site architecture supports the localization of product descriptions and attributes, currency, payment methods, taxes, promotions, inventory data, and more for each market.

Numerous third-party extensions are available for both multi-region and multi-site deployments, and Adobe Commerce doesn't place tight restrictions on storefront orders or products. BigCommerce customers with multi-site licenses can only handle 200 orders/minute and have a maximum of 10,000 products per store ("Multi-Storefront Requirements and Limitations," BigCommerce User Guide, 2022). Adobe Commerce, a study by Accenture found, "can handle 15,000 concurrent consumer users submitting more than 1,000 orders per minute."

## Why pass up BigCommerce for Adobe Commerce?

- **Limited out-of-the-box B2B functionality**
  "Some customers expressed concern about limits to BigCommerce's out of the box B2B functionality and a user's ability to create and modify B2B workflows, as well as the solution's underpowered Product Information Management (PIM) and Order Management System (OMS)." (Paradigm Research B2B Combine)

- **Weak B2B partner ecosystem**
  "Its partner ecosystem is not as strong, particularly evidenced by not having partners engaged in the most complex B2B selling scenarios, and it has weakness in the breadth and depth of its supporting products and services." (Forrester Wave: B2B Commerce Solutions, Q2 2022)

- **Relies on third-party apps to meet some B2B use cases**
  "BigCommerce has a limited B2B offering: Although BigCommerce has now included B2B as part of its product stack, the capabilities are fairly basic and will still struggle to attract enterprise-level B2B clients. Even with the current offering, customers will need to integrate with other third-party applications to meet some B2B use cases. Some missing capabilities include the ability to set up configurable products and account-based navigation." (Gartner Magic Quadrant for Digital Commerce, 2021)

**Reason 2**

# Adobe Commerce is built on an open technology framework proven to support enterprise-scale commerce.

Adobe Commerce is designed to be flexible and extensible, so any business that uses it can achieve its vision. Customers say they choose us because they get control over user interfaces and experiences, architecture, infrastructure, and complementary technologies.

## Adobe Commerce gives you the freedom to choose your storefront development tools.

Adobe Commerce provides a robust headless, decoupled architecture that gives you the flexibility to use virtually any front-end solution—coupled responsive web, PWA Studio, Adobe Experience Manager, a third-party interface, or something you build yourself.

> " Development teams are on average 50% more productive working on the Adobe Commerce platform.
>
> **The Business Value of Adobe Commerce Cloud, IDC (sponsored by Adobe)**
>
> Read the white paper

## Adobe Commerce is flexible and extensible.

Adobe Commerce is an API-first platform that provides comprehensive coverage through REST and GraphQL APIs, enabling customers to extend the platform and integrate it with business systems of all kinds. In fact, because Adobe Commerce has already been integrated with hundreds of popular platforms and commerce solutions, many pre-built, ready-to-use connectors are readily available.

Adobe Commerce is a flexible, multi-cloud platform hosted on either AWS and Azure that delivers enterprise scale and security across a global footprint. It may be coupled with cloud services such as Fastly CDN, web application firewalls, and New Relic monitoring for security and performance optimization.

## Adobe Commerce has a robust integration framework.

Adobe's App Builder, an event-driven, cloud-native platform that allows developers to quickly build apps for Adobe solutions in a low-code environment, will soon be available for Adobe Commerce. Together, App Builder and the API platform, which allows customers to manage and stitch together multiple APIs, will greatly reduce the effort needed to build extensions and integrations while lowering the cost of maintaining them.

Adobe Commerce also works with multiple enterprise application integration (EAI) solutions, which help developers build fast integrations with enterprise systems like ERP, CRM, pricing, and more.

## Adobe Commerce has a rich extensions marketplace.

Our extensions marketplace delivers a vast range of native extensions from Adobe Commerce technology providers, with over 3,000 options available for payment services, marketing services, CRM integrations, shipping and fulfillment options, and more.

## Adobe Commerce integrates with other digital experience services.

Because Adobe Commerce is a part of the entire Adobe Experience Cloud, businesses can combine commerce with analytics, campaigns and promotions, content management, and other digital solutions. Many of our enterprise customers pair Adobe Commerce with Adobe Analytics, Adobe Campaign, Adobe Experience Manager, Adobe Journey Optimizer, Adobe Marketo Engage, and Adobe Target.

### Why customers choose Adobe Commerce technology.

- **BigCommerce capabilities may be better suited for SMBs.**
  "BigCommerce's customers are primarily in the SMB market, and the platform doesn't have many proven enterprise deployments. BigCommerce only has a small number of customers with a GMV over $50 million. Large/enterprise companies will need to ask for reference customers that suit their use cases." (Gartner Magic Quadrant for Digital Commerce, 2021)

- **BigCommerce is a better fit for companies with simple digital strategies.**
  "Reference customers want improvements such as broad support for multisite. BigCommerce is a best fit for digital businesses without very complex digital strategies, seeking a balance of standard functionality, unified administration, and extensibility." (Forrester Wave: B2C Commerce Solutions 2022)

## Reason 3:

# Adobe Commerce empowers personalization at scale and drives experience-driven commerce.

Adobe Commerce is designed to help businesses of all kinds deliver engaging commerce experiences at all stages of the customer journey. It gives you the tools to design, maintain, personalize, and extend experiences.

## Personalize your shopping and buying experiences at scale.

The surge in online interactions since the start of the pandemic has raised expectations for buyers. Many expect businesses to understand and tailor every interaction to their needs and preferences. Adobe Experience Platform Connector enables businesses to build rich customer profiles and deliver personalized commerce journeys that meet these new demands. The powerful native integration gives marketers access to the rich commerce data they need to fuel more personalized, relevant, and timely messages and power in-context promotions or content to each prospect or customer.

## Adobe Commerce lets you create unique shopping experiences.

No matter what your vision looks like, you can achieve it with Adobe Commerce. With headless and composable commerce, you can build a customizable shopping experience. And with storefronts as a service, you can add commerce to all your touchpoints.

We also offer drag-and-drop tools so you can quickly create branded page designs integrating a wide variety of content types—text, images, video, banners, and more. You can edit text in context and, with instant preview capabilities, see exactly how your edits will look. You can also create personalized content through our Dynamic Blocks feature.

## Adobe Commerce is backed by powerful and proven AI for personalized product recommendations, search, and more.

Adobe Commerce comes with AI-powered product recommendations built in. Powered by Adobe Sensei—a framework that applies AI and machine learning to predictive challenges—our product recommendations feature automatically suggests relevant products based on shopper behavior as well as specific product attributes, popularity, trends, and more.

Meanwhile, its AI-powered search delivers fast, relevant results to shoppers' queries and provides intelligent faceting to help users narrow the search. More advanced search synonyms (one- and two-way) and merchandising rules to boost, bury, or pin products in search results for a defined period of time allow merchants to fine-tune search results, helping shoppers find what they need while also meeting business goals.

## Adobe Commerce PWA Studio delivers optimized mobile stores.

Adobe PWA Studio provides developer tools and libraries for building high-performing, mobile-optimized storefronts. Merchants can customize the Venia reference store and pre-built UI components to speed time to market.

## Adobe Commerce offers multiple CMS options.

In addition to its native CMS, Adobe Commerce integrates with Adobe Experience Manager or virtually any third-party CMS in a headless deployment.

## Adobe Commerce provides advanced promotions management.

Adobe Commerce lets businesses create and display very targeted promotions that are triggered by combinations of catalog attributes (such as category, SKU, material, new, and size), customer groups, cart conditions (such as subtotal, items quantity, weight, shipping method, and shipping location), and more. It also supports flexible pricing rules, and you can provide a range of discount options including percentage off, $ off, buy X get Y, and free shipping.

## Adobe Commerce provides flexible omnichannel fulfillment options.

Adobe Commerce connects with a wide variety of flexible order management services to offer multiple fulfillment alternatives, optimized sourcing, and easy returns.

Adobe also recently released Store Fulfillment for Adobe Commerce by Walmart Commerce Technologies, an omnichannel fulfillment solution (available at an additional fee) that delivers an end-to-end buy-online-pickup-in-store (BOPIS) or curbside solution that maximizes store employees' productivity by providing a smooth, mobile device-enabled workflow.

## Adobe Commerce provides the insights you need to continually improve customer experiences.

Magento Business Intelligence (MBI) is a robust business intelligence solution (available at an additional fee) for ecommerce websites. MBI provides many customizable reports, including campaign analysis, customer lifetime value (CLV), sales performance, top products, subsequent order probability, account registrations, and more. You can edit and save reports, customize dashboards, send scheduled reports, and configure alerts on events.

MBI can also import data from a wide variety of sources for deeper analysis, including AdWords, Salesforce, Zendesk, Facebook Ads, Google Analytics, and more. Its Visual Report Builder and SQL report building tool support custom analysis and data visualization.

## Why Adobe drives a better customer experience.

- **BigCommerce has weaker search and personalization capabilities.**
"BigCommerce comes with a basic search engine and personalization, as compared to other digital commerce platforms evaluated in this research. Customers with advanced requirements will need a third-party application or integration." (Gartner Magic Quadrant for Digital Commerce, 2021)

- **BOPIS fulfillment is not a native feature of BigCommerce.**
"Some common functionality requires partner integrations. For B2C clients, this includes functionality to enable 'buy online, pickup in store' (BOPIS) (also known as 'click and collect'), store inventory availability, and clienteling. BOPIS functionality is currently in beta testing. Multisite support was released only recently." (Gartner Magic Quadrant, 2022)

# Take the next step.

Adobe Commerce offers the extensibility and the flexibility you need to future-proof your commerce operations. It allows the addition of both channels and sales models. Plus, our API-first architecture natively supports more complex use cases and can be extended or integrated with other solutions to meet unique and evolving requirements.

Choosing Adobe Commerce is one of the best things you can do for the long-term health of your ecommerce business. If you're ready to learn more:

**Take a self-guided product tour**

**Schedule a demo**

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