



# Town Hall



**Drew Bonillas**  
Community Manager

August 2024



# Agenda

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## Welcome & Company Updates.

CEO, Brent Bellm, shares BigCommerce news and innovative new merchants.

## BigCommerce Product Updates.

CPO, Troy Cox and members of our product teams will announce new features and platform improvements.

## BigCommerce Content News.

Sr. Director of Content Marketing, Melissa Dixon, highlights new content & educational resources from BigCommerce.

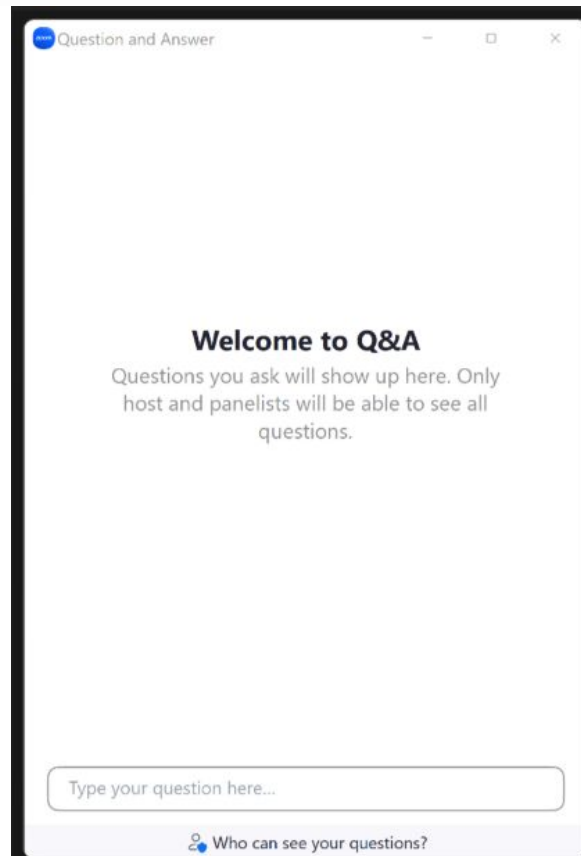
## Live Q&A.

Anonymously submit your questions for our team to answer live during today's webinar.

# How To Ask A Question

## Submit a question via the Zoom Q&A Panel

1. Navigate to the Q&A Panel
2. Privately submit your question to our moderator team
3. We'll address as many of your questions on air as we can!





**BigCommerce CEO**  
**Brent Bellm**





**\$346M ARR**

**Revenue growth**

+10% 1H24  
+11% 2023 | +27% 2022

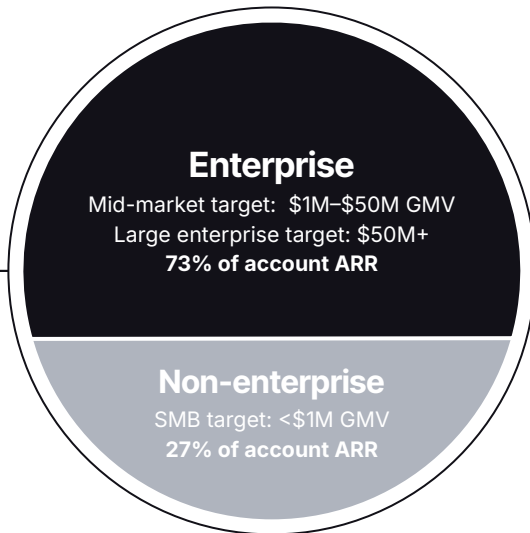
**↑ 7%**

Enterprise account ARR growth

**77%**

Q2'24 non-GAAP gross margin

Target Customer Segments



**Adjusted EBITDA**

↑ +4% of revenue Q2'24

**Operating cash flow**

↑ +\$12 million Q2'24 (14% of revenue)

**5,961**

Enterprise accounts

**Balance sheet**

\$277M cash, equivalents, and marketable securities

# External assessment of BC competitiveness

STRATEGIC  
PRIORITIES

## Enterprise (B2C)

### Leader

- IDC: Ent B2C

### Strong Performer

- Forrester: Ent (#2T; 0 leaders)
- Everest (#2T)

### Challenger

- Gartner: Ent

## International

## Omnichannel (Feedonomics)

### Leader

- G2 (#1)

## B2B

### Leader

- Paradigm: MM (#1), Ent (#T4)
- IDC: MM
- G2 (#2)

### Strong Performer

- Forrester Ent
- IDC: Ent

## Composable

### Leader

- IDC: Ent
- IDC: MM
- Mach Alliance

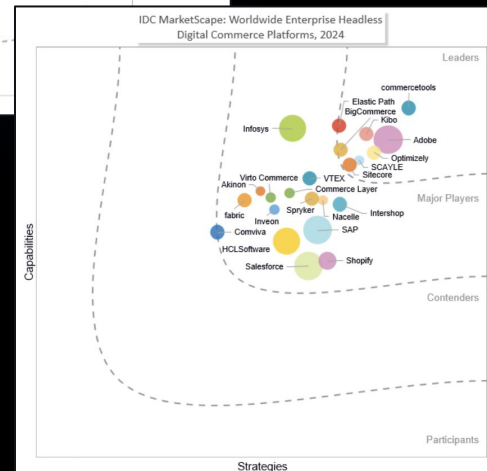
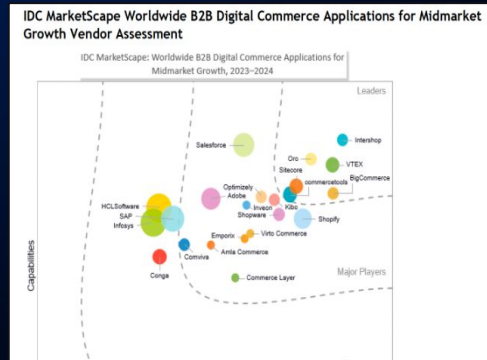
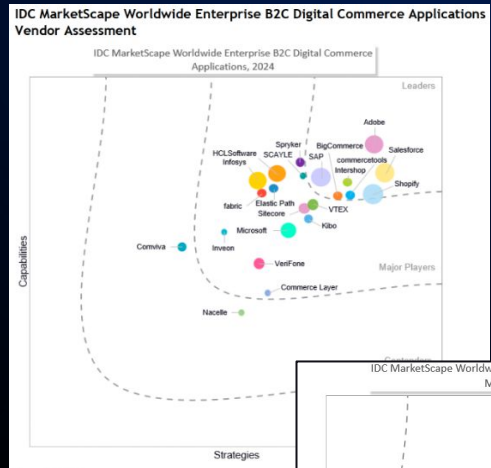


## Leader

In B2C, B2B and Headless (ENT & MM) ecommerce platforms

## Strengths

- Developer and business user–friendly
- Flexible microservices-based, API first, cloud-native, headless (MACH) architecture under the hood
- Open SaaS ecosystem





## 24 total medals

Across Paradigm B2B  
Combine's Midmarket and  
Enterprise editions

### 2024 Paradigm B2B Mid-Market Edition

**8 GOLD:** 

**Vision & Strategy,**  
Ability to Execute,  
**Customer Service & Support,**  
Partner Ecosystem, Total Cost of  
Ownership (TCO),  
**Site Search,**  
Sales & Channel Enablement, and  
Promotions Management

**3 SILVER:** 

Marketplaces,  
Transaction Management, and  
Integrations, Operations &  
Infrastructure


**1 BRONZE:** 

Content & Data Management

### 2024 Paradigm B2B Enterprise Edition

**4 GOLD** 

Total Cost of Ownership (TCO),  
Sales & Channel Enablement,  
**Site Search,**  
**Promotions Management**

**4 SILVER:** 

Transaction Management,  
**Vision & Strategy,**  
**Ability to Execute,** and  
**Integrations, Operations &  
Infrastructure**

**4 BRONZE:** 

Customer Service & Support,  
Partner Ecosystem,  
Content & Data Management,  
Marketplaces

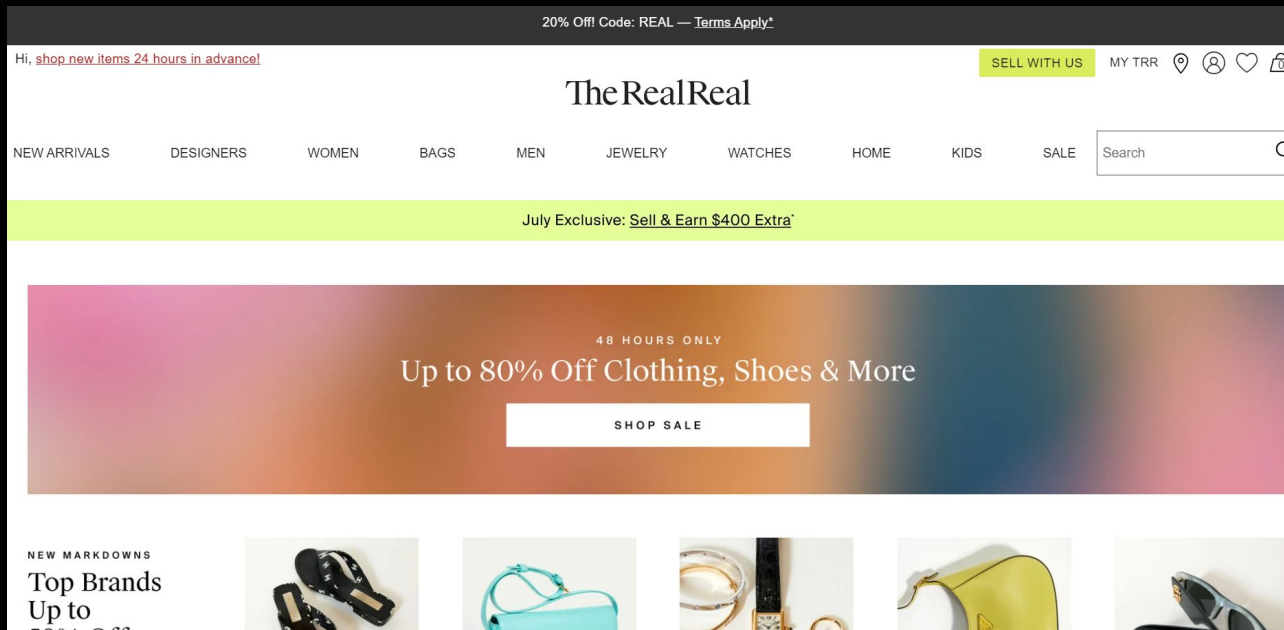
said Andy Hoar, chief executive officer at Paradigm B2B:

**“BigCommerce is particularly well-suited for enterprise B2B companies looking for a value-priced, partner-centric, multitenant SaaS eCommerce solution that leverages an extensive open application marketplace to deliver robust functionality.”**

## Paradigm B2B Mid-Market Combine 2024 - Olympics-style medals table

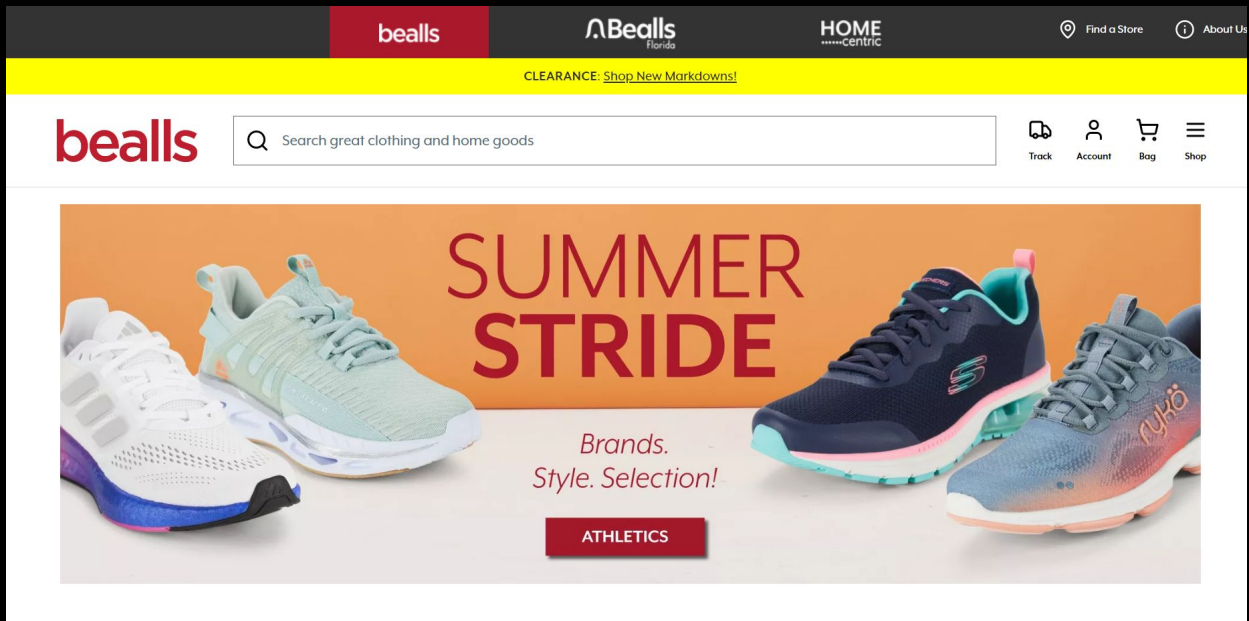
	Golds	Silvers	Bronzes	Points
<b>BigCommerce</b>	8	3	1	31
commercetools	7	3	1	28
<b>VTEX</b>	6	2	4	26
<b>HCL</b>	5	2	5	24
Optimizely	5	3	3	24
Unilog	6	3	0	24
Miva	5	4	0	23
<b>Shopify</b>	4	4	3	23
znode	5	2	2	21
<b>OroCommerce</b>	4	2	4	20
SF B2B Lightning	4	3	2	20
RocCommerce	2	5	2	18
Shopware 6	3	3	3	18

# Innovative New Merchants



## Leading marketplace for authenticated luxury goods (apparel, jewelry, art, home, collectibles)

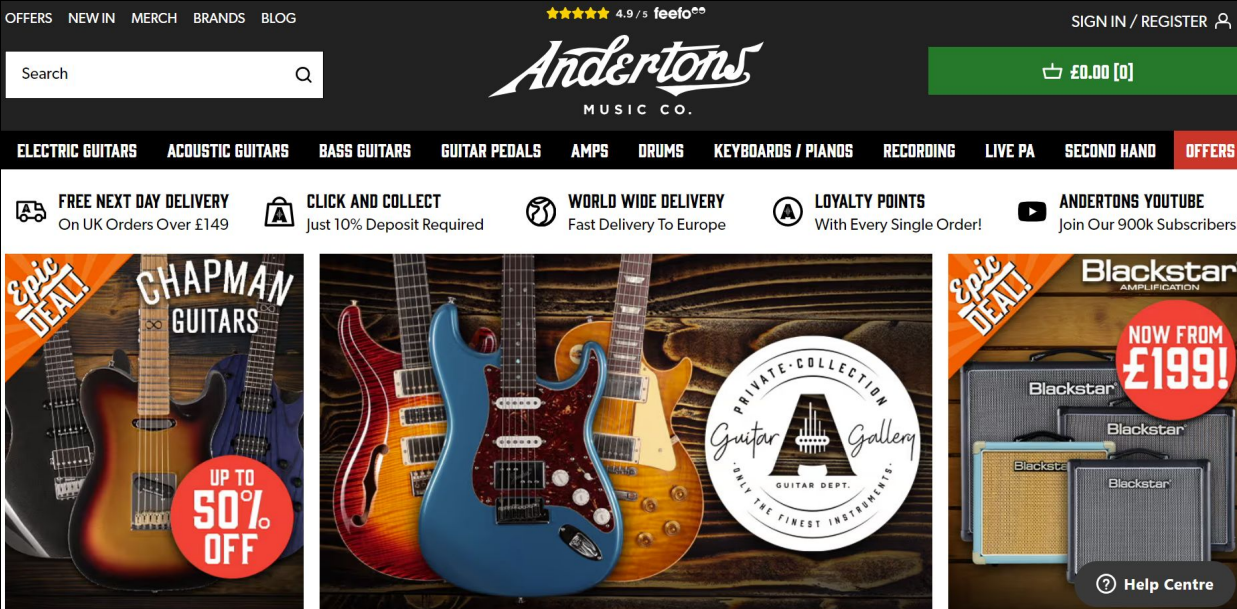
- ▶ Serves 36 million members and \$1.5B online GMV in 2023. Composable use of BC cart and checkout.
- ▶ Migration from custom.
- ▶ Apps: Braintree
- ▶ Partners: Trellis



## Family-owned, Florida-based apparel retailer since 1915 with 650+ stores under multiple brands

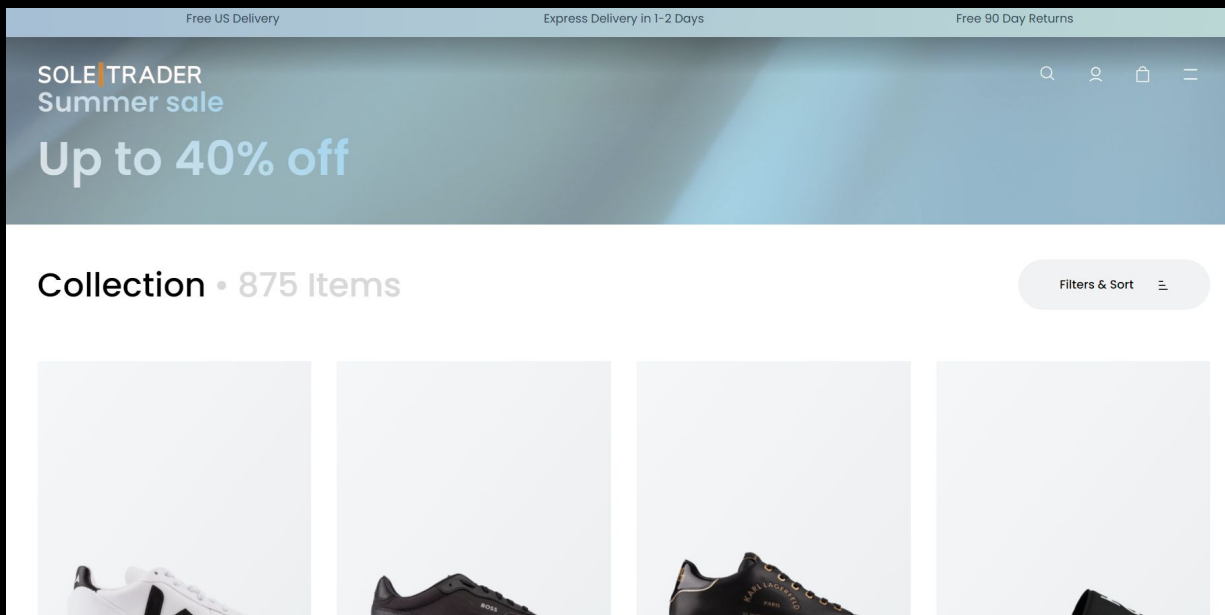
- ▶ Marquee implementation of Catalyst (composable [Next.js/React](#)). Live in three months.
- ▶ Migration from IBM Websphere (aka HCL)
- ▶ Apps: Manhattan OMS, Ampliance CMS, Sovos tax, WorldPay
- ▶ Partners: DMC Inc.





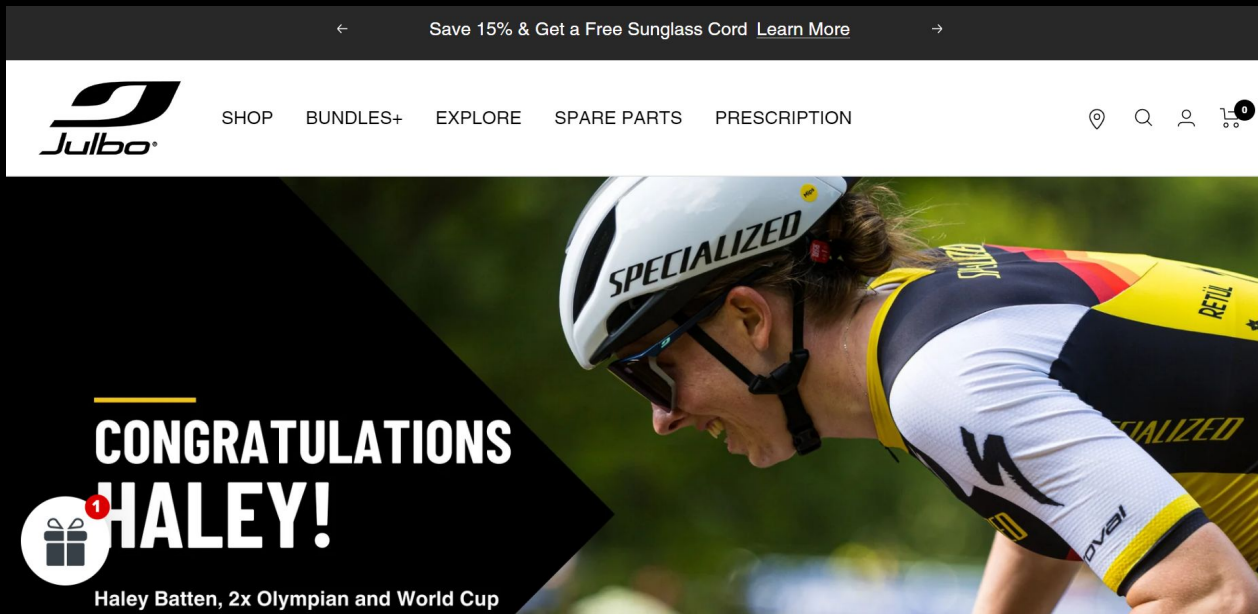
## Family-owned iconic UK supplier of guitars, drums, keyboards, and pro audio since 1964

- ▶ Stencil. Beautiful site launched in just 6 months.
- ▶ Migration from IBM Websphere.
- ▶ Apps: Sparkstone (ERP), Pimberly, Constructor, ShipperHQ, Shogun, Feefo, Cybersource, PayPal
- ▶ Partners: Apply Digital



## UK retailer since 1962 of shoes, boots, trainers, sandals with exclusive brand collaborations

- ▶ Full composable build featuring Storyblok, Algolia, Vercel, and Klaviyo. MSF: UK, US, Europe.
- ▶ Migration from Rockcommerce
- ▶ Apps: Storyblok, ZigZag, Custom ERP, Custom OMS, Vercel, Next.js, Algolia, Klaviyo, Klarna, ShipperHQ, Avalara, Braintree
- ▶ Partners: Cygnet



## French designer/manufacturer of high performance sunglasses, goggles, and eyewear since 1888

- ▶ Headless. Multi-storefront serving 9 different geographies (France, Italy, Benelux, Spain, UK, Asia)
- ▶ Migration from Magento 2
- ▶ Apps: Nosto, Instocknotify, Makewebbetter, Trustpilot, Hubspot, Sendcloud, B2B Edition
- ▶ Partners: Spirit



50% off All the features, half the price. Up to 50% off on Quicken. New customers, limited time only.

Quicken

I want to ▾

Why Quicken ▾

Plans & pricing ▾

Learn ▾

Support ▾

Sign in ▾

Get started

## Powerful budgeting. Even better financial insights.

Feedback

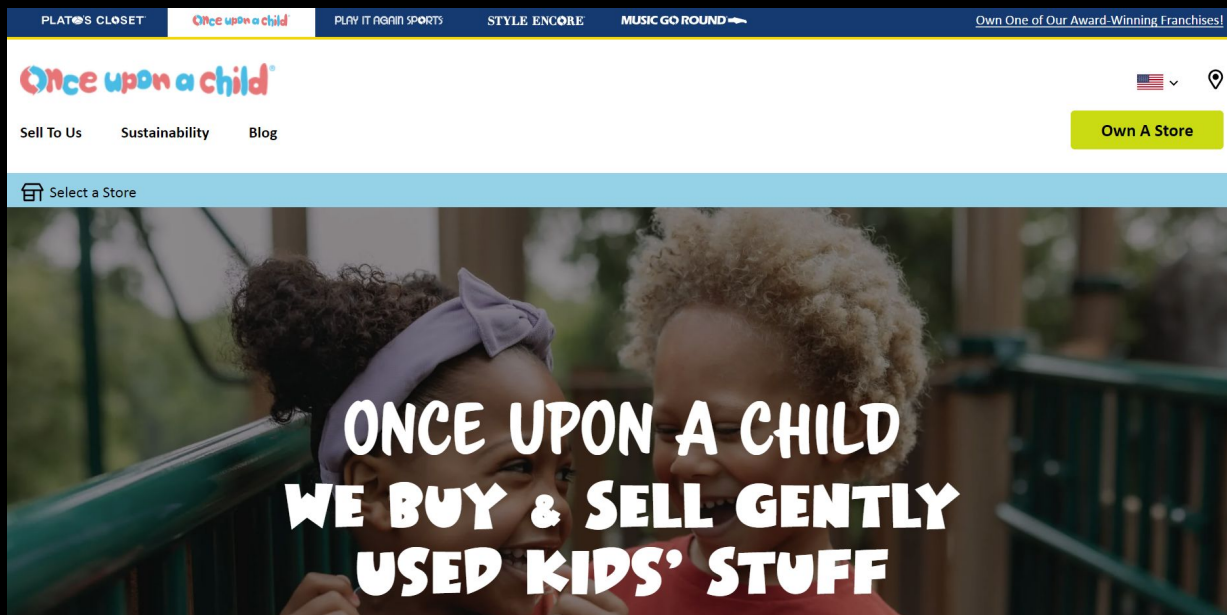
Get to know Quicken Simplifi

See all plans



### Leading personal finance management application

- ▶ New BC payments feature: Braintree ACH via API. \$0 free trials with payment token capture to begin subscriptions. Custom Quicken Care Agent portal connection. Custom marketing promotion app connection. Digital products with multiple SKUs by region using IP lookup. Launch in just 10 months.
- ▶ Apps: Contentful, Avalara, Salesforce Pixel
- ▶ Partners: EPAM



## Part of Winmark (also Play it Again Sports), a store-based marketplace to buy/sell gently used kids items

- ▶ Custom Sellers App built on top of BC APIs that franchisees use to showcase items for sale in their individual locations. Non-transacting branded site that supports sales in-person and via franchisees.
- ▶ Apps: Custom "Sellers App" built by Right Point
- ▶ Partners: Right Point





Free Shipping on all orders Australia wide

I'm Looking for...  SIGN IN  

Gift Vouchers Clearance Bags Balls Clubs Buggies Technology Clothing Shoes Accessories Lessons & Fittings Sellers



**INFINITE PUTTER  
JUNE PROMO**

PURCHASE A WILSON INFINITE PUTTER THROUGH  
THE MONTH OF JUNE TO RECEIVE  
A FREE TOUR TOWEL VALUED AT \$29.95

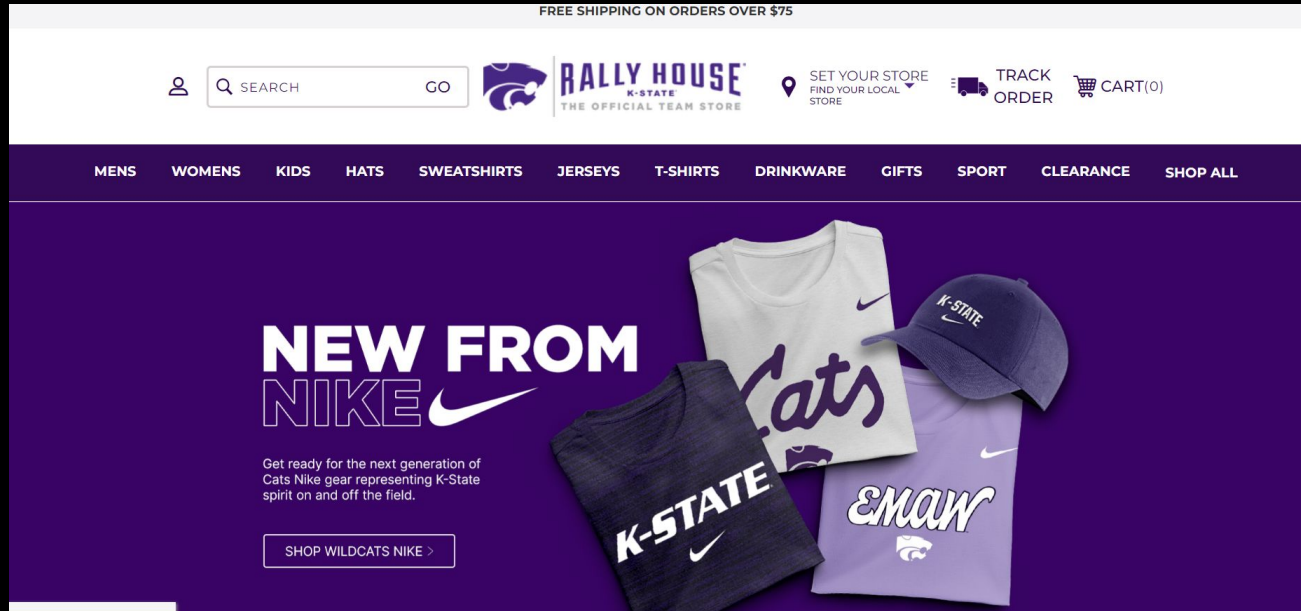
VALID FROM SATURDAY 1ST JUNE TO SUNDAY 30TH JUNE.

## Largest national golf retail group in Australia with 200+ stores and official partner of PGA of Australia

- ▶ Uses Marketplacer to manage its brands marketplace. Click & collect from local “pro golf” shops.
- ▶ Apps: Marketplacer Connector, Klaviyo, Shippit, Gift Up!
- ▶ Partners: Web Force 5



# Rally House - Kansas State University



## Official team merchandise for Kansas State U. from Rally House, a pro/college team specialty retailer

- ▶ Integration with RandemRetail BOPIS app and OMS.
- ▶ Migration from Netsuite Commerce.
- ▶ Apps: RandemRetail BOPIS, Netsuite, TaxJar, CouponBrew, Listrak, Mega Menu Builder by Hypa, Adyen
- ▶ Partners: Mira Commerce

✓ Vandaag voor 15:30 besteld, morgen in huis

✓ Gratis bezorgd vanaf €100,-

✓ Onze kwaliteit, bij jou thuis



Producten



De geur van onze hotels, nu bij jou thuis

Creëer een sfeer van ultieme luxe met de huisparfum van Valk Exclusief

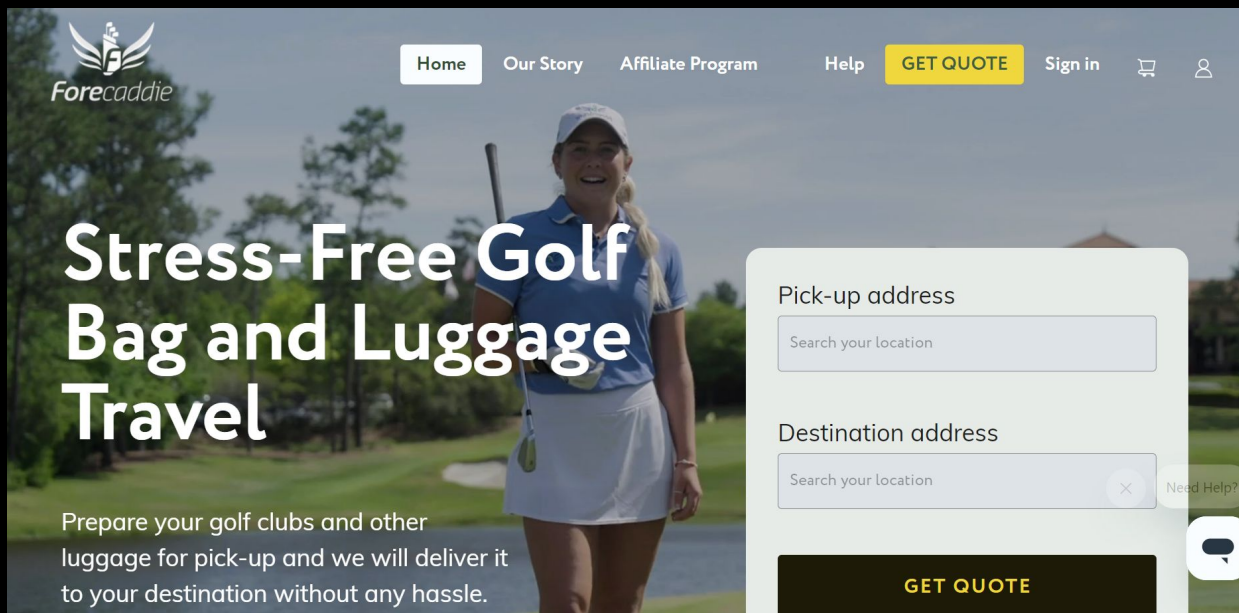
Shop nu

Navigation icons: bed, table and chairs, sofa, crown, and plant.

## Largest Dutch hospitality chain with 65 Dutch locations and 15 more in other countries

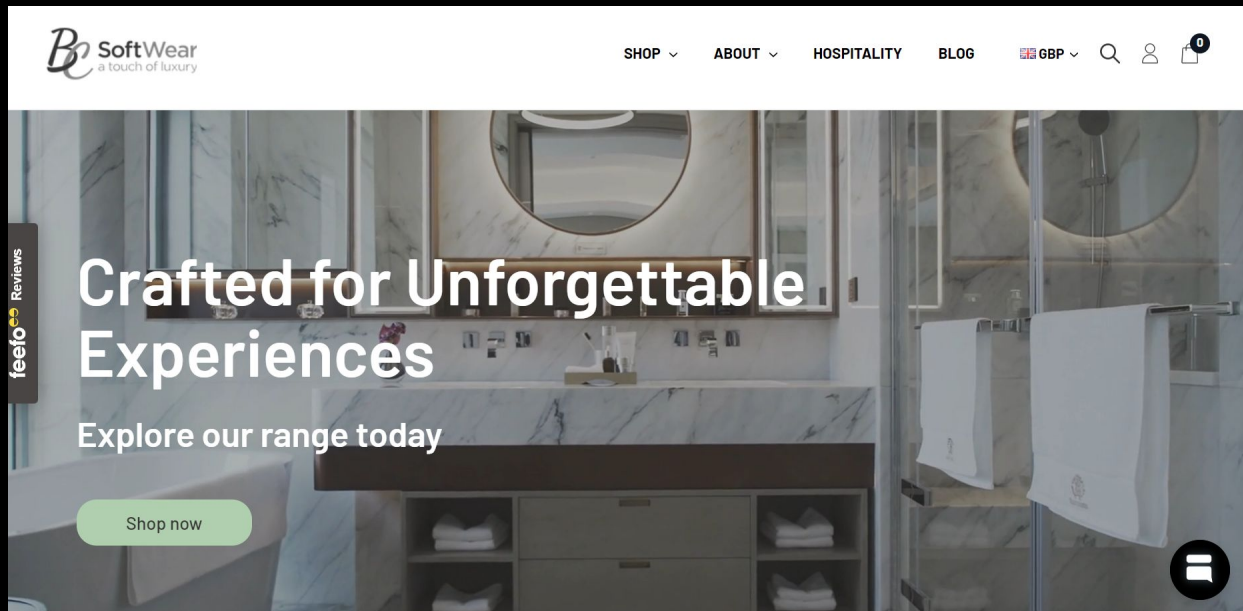
- ▶ Multi-storefront on Stencil with three sites: furniture, wine, and food
- ▶ Migration from Magento 2
- ▶ Apps: Onport, Search & Filters by FreshClick, Sendcloud, Supr Product Badges & Labels, Kit Builder, Bloomreach Discovery, Ads & Listings on Google, Marketplacer, Adyen
- ▶ Partners: Nxtlvl





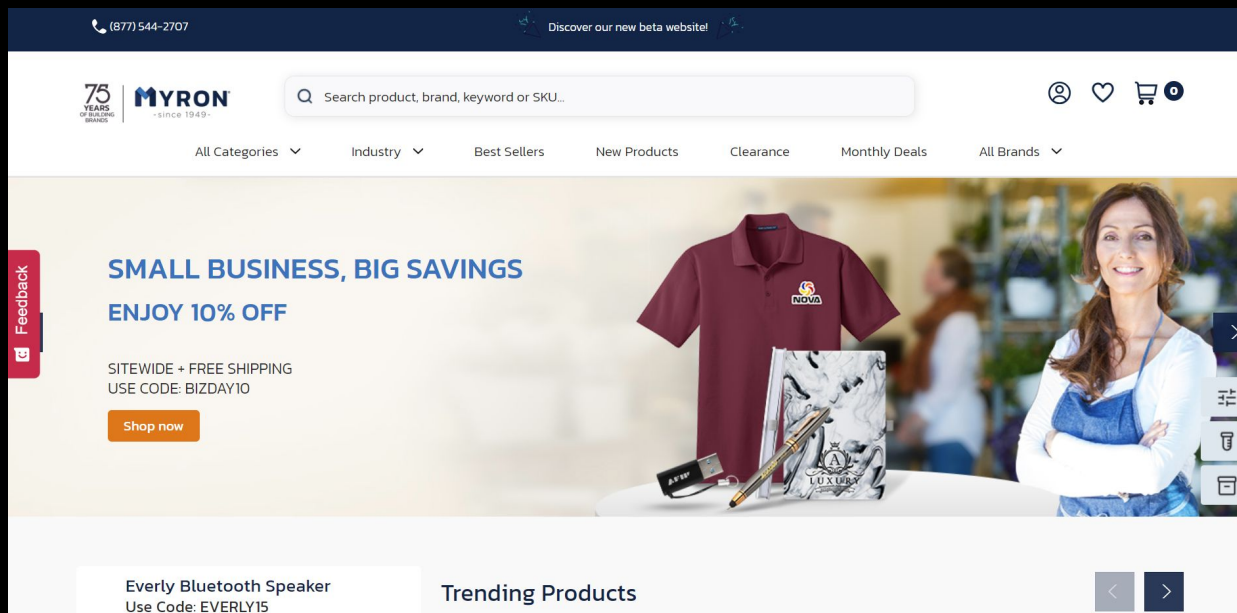
## Custom round-trip shipping of luggage and golf bags from the customer's location to destination

- ▶ Headless with unique custom shipping integration. Aftership used for shipment tracking.
- ▶ Launched in 1 month.
- ▶ Apps: Aftership, Zendesk, Klaviyo, Quickbooks Online, Custom shipping integration
- ▶ Partners: Solyse



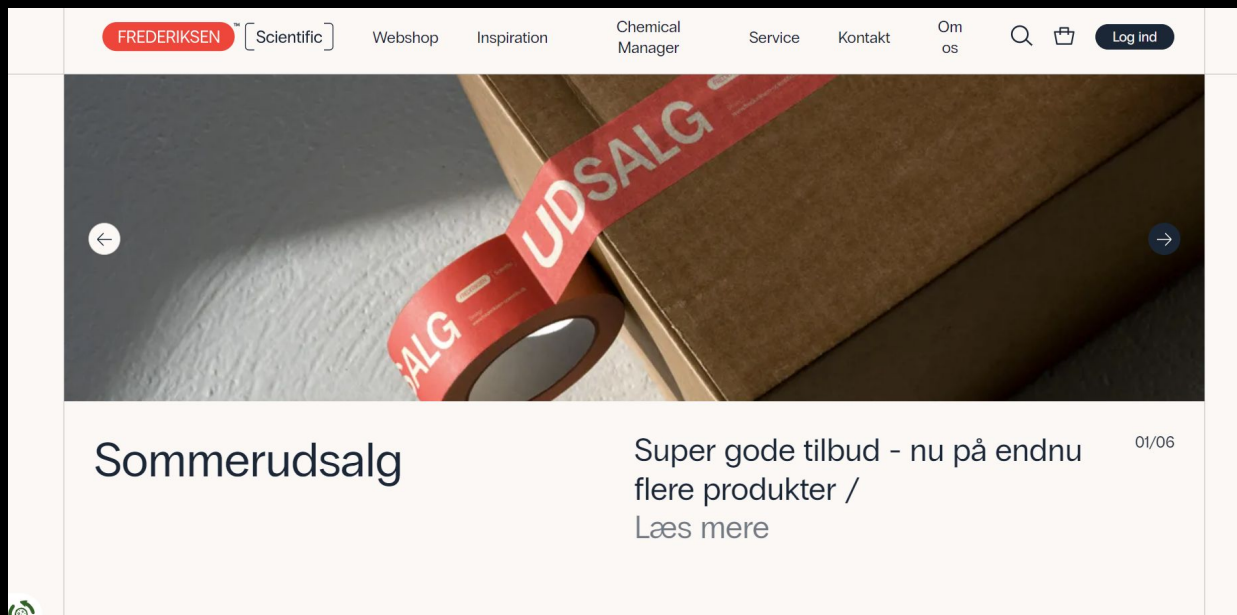
## Luxury towels, bathrobes, and footwear as supplied to the UK's most prestigious hotels and spas

- ▶ B2C + B2B. Uses Tavano's Netsuite ERP connector. Stencil with a beautiful theme by Flair Consultancy.
- ▶ Migration from SuiteCommerce (Netsuite)
- ▶ Apps: Netsuite connector by BigSynapps (Tavano), B2B Edition, Feefo, Mailchimp, PayPal, Windcave



## Leader in promotional business gifts and related branded merchandise for 75+ years

- ▶ B2B site.
- ▶ Migration from Suite Commerce.
- ▶ Apps: Netsuite ERP, Artifi, ShipperHQ, Rewind, B2B Edition, Avalara, PayPal, Cybersource
- ▶ Partners: Plum Tree Group



## International supplier of innovative teaching material in the natural sciences

- ▶ Headless built on Umbraco and Vue.js. Quickpay for payments. Danish site live with Dutch, Norwegian sites to follow using product override multi-language enhancements. More sites to come.
- ▶ Apps: Umbraco, Vue.js, Quickpay
- ▶ Partners: Novicell



Sr. Director of Content Marketing

**Melissa Dixon**



# BigCommerce Content News

# The Make it Big Podcast

## Company Culture: Why Investing in People Matters

- Robert “RA” Alvarez, Former CFO of BigCommerce, and Becky Logan, Senior VP of People and Culture, discuss what company culture means to them.

## How Cordova Outdoors Became an Outdoor Essential

- Learn about Cordova Outdoors’ commitment to sustainability, community building, and manufacturing in the USA.

## The Impact of AI on B2B Ecommerce

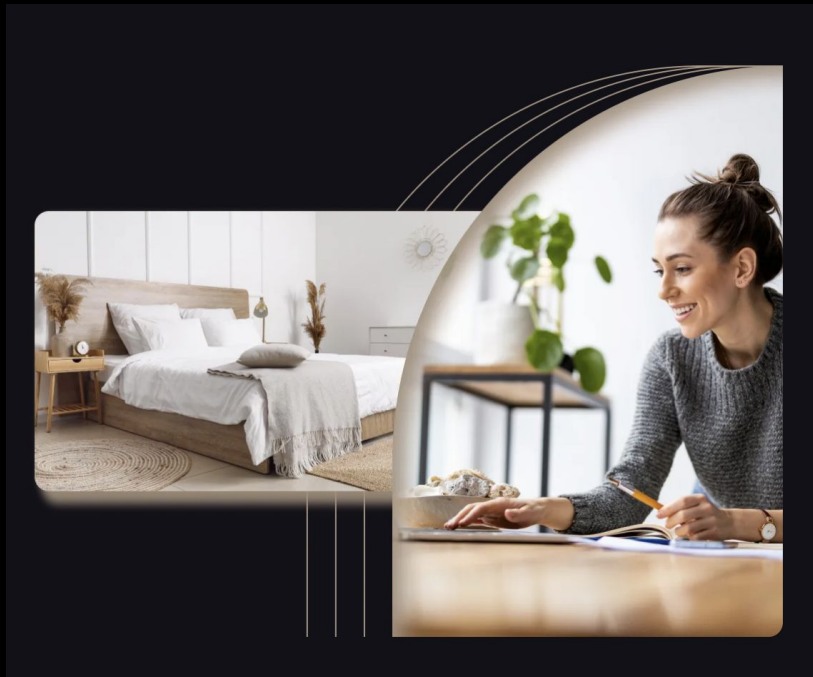
- Hear Lance Owide speak with B2B industry experts about the latest AI technology and its impacts on the future of ecommerce.





# New Resources for Fashion and Home + Garden

- [Driving Ecommerce Growth for Home, Garden, and Furniture Brands: 4 Trends for 2024 Webinar](#)
  - Discover strategies from industry experts that home furnishings brands can implement to drive sales in today's market.
- [Glossy Fashion Report](#)
  - Explore the digital marketing strategies of over 100 fashion and apparel brands across the US.





# New B2B Bites Episodes

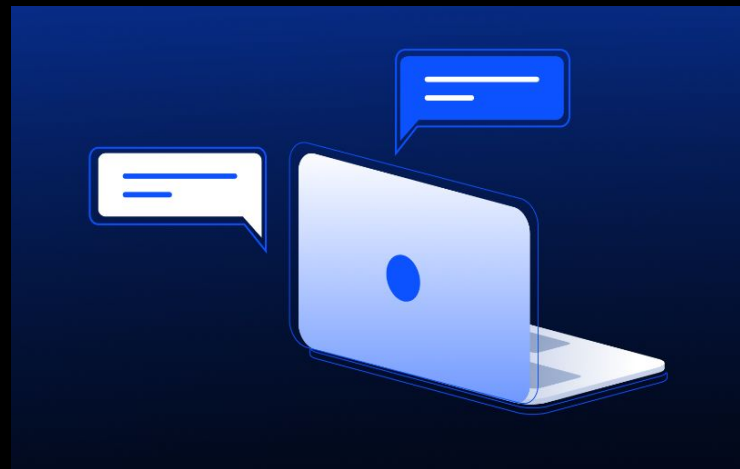
- Watch the latest videos:
  - The Benefits of Implementing an E-Procurement Solution with Kevin Kazenmeyer
  - Ecommerce Marketplaces with Virginie Cosset
  - How B2Bs Can Start Selling DTC with Jason Greenwood
  - Creating a Lasting B2B Network on LinkedIn with Curt Anderson





# New Blog Series: Pro Services + Launch Foundations

- Professional Services
  - This seven-part blog series highlights how Enterprise plan customers can utilize BigCommerce's Professional Services teams to develop and manage their ecommerce store.
- Launch Foundations
  - This six-part blog series dives into the essential components needed to successfully launch an ecommerce store.



# New Holiday Resources

## Holiday Ecommerce Playbook: Strategies and Insights for 2024

- Get holiday insights from some of our BigCommerce agency partners on consumer spending habits, shopping trends, and more.

## Top Ecommerce Holiday Trends for the 2024 Season

- Find out from BigCommerce experts what you can expect from this holiday season.

## Holiday Trends: Early Start to Back-to-School Shopping

- As summer winds down, we're seeing an early start to the busiest shopping season of the year.



HOLIDAY  
TRENDS



BigCommerce CPO

**Troy Cox**



# BigCommerce Product Updates

Coming August 27th:

# The Next **BIG** Thing

Introducing **powerful new capabilities**  
**for commerce.**

Selling globally, composability, B2B, unified commerce,  
conversion, AI for commerce, efficient operations, developer tools



## Storefront

- Catalyst + Makeswift

## Marketing

- SHEIN Marketplace
- TikTok Shops

## Convert

- Fastlane by PayPal
- BigAI Product Recommendations

## Expand

- Multi-geo selling

## B2B

- Improved buyer permission management
- Advanced account hierarchies

## Operate

- BigAI Copywriter
- Improved Control Panel navigation

## Develop

- Unified Billing
- GraphQL Admin API



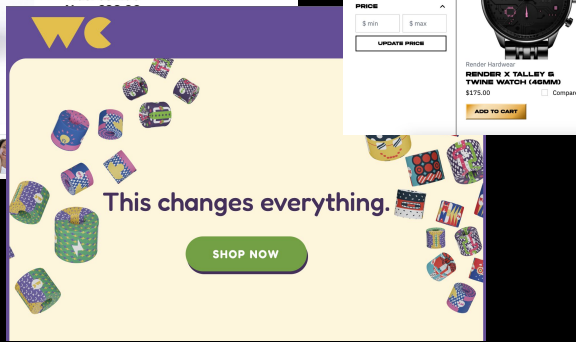
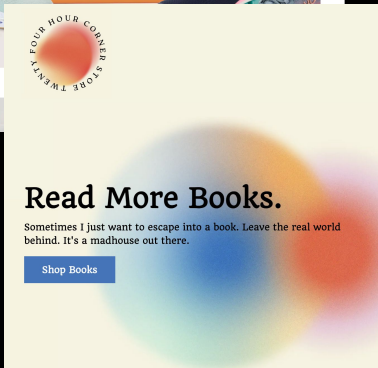
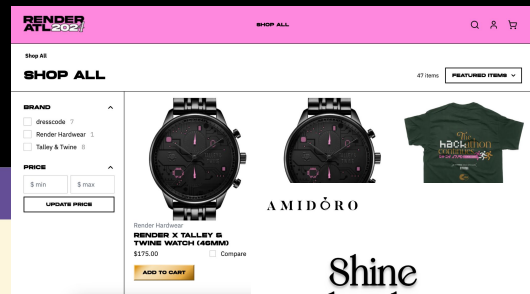
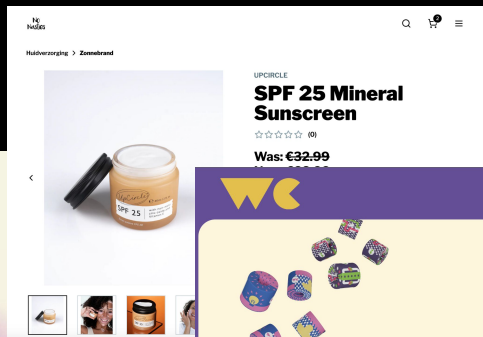
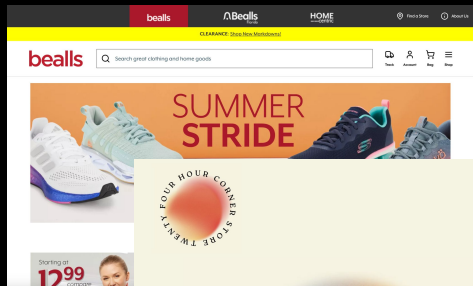
# Storefront





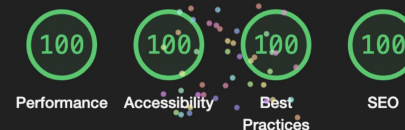
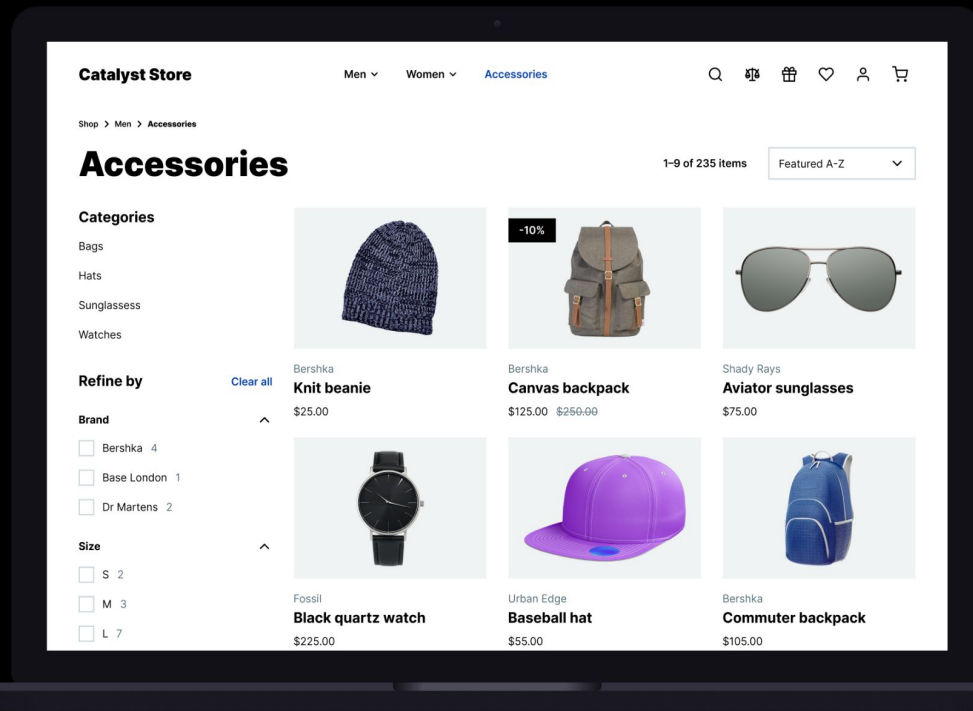
## February - Catalyst released as BigCommerce's fastest & most powerful headless framework ever

### Fantastic foundation for **developers** building composable.



## An ideal technical foundation, ready for your brand's unique identity and experience

- Research-backed UX
- Pre-optimized performance — perfect Lighthouse scores
- All BC features implemented
- Minimally styled, maximally styleable





In H2, Catalyst evolves into our next-gen storefront, with everything you love about SaaS:

- **Instant Deployment** – Launch new storefronts in moments.
- **No-code visual editing** – Empower marketing teams
- **Seamless Integration** – Control panel features work as expected



...and thanks to our composable foundation, you'll retain all these benefits:

- **Market-leading performance**
- **Extensibility & Customizability**
- **Productized Integrations**
- **Developer Experience**



Create stunning websites, without sacrificing developer flexibility.

**MAKESW!FT**



Collaborate in real-time like never before

Work together with your team to edit and publish content at the same time



Get started today

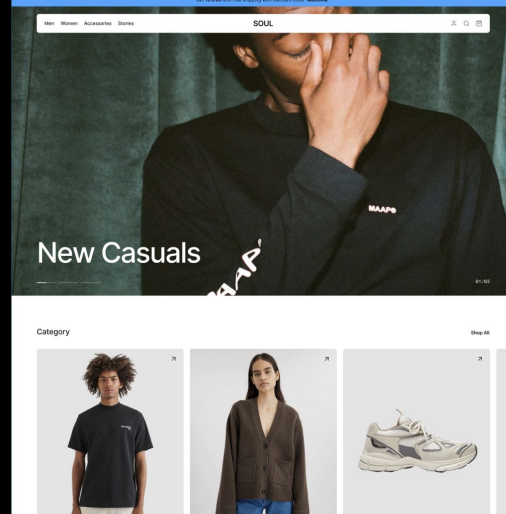
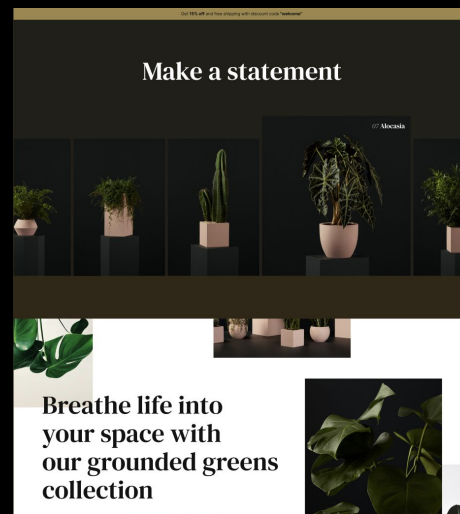
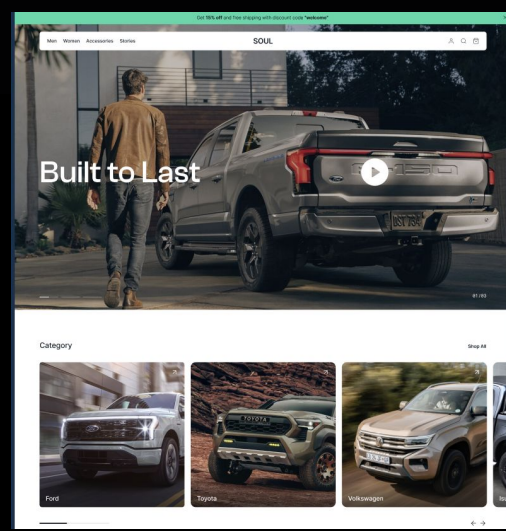
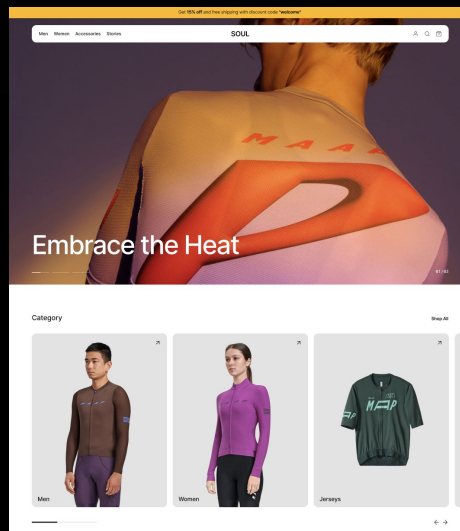
▶ Available in October



With **Vibes**, choose your aesthetic and quickly build beautiful shopping experiences from hand-crafted components.

**vibes.site**

▶ Available in October



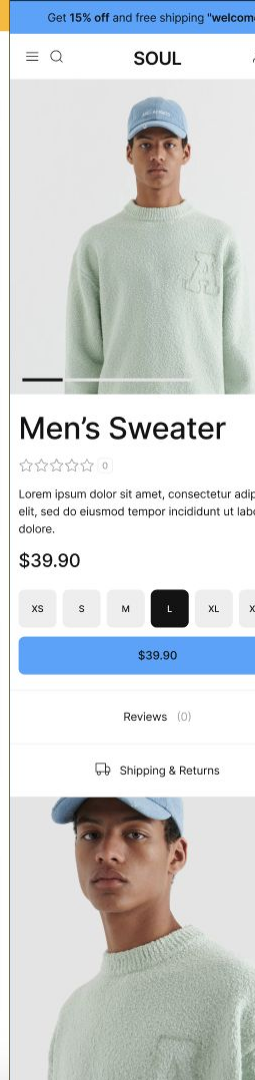
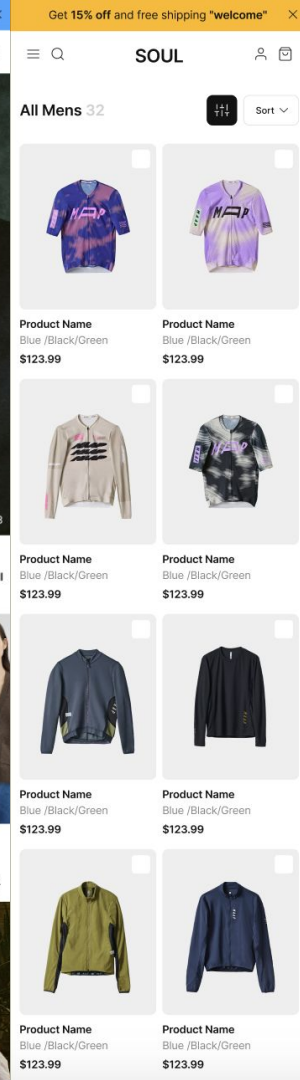
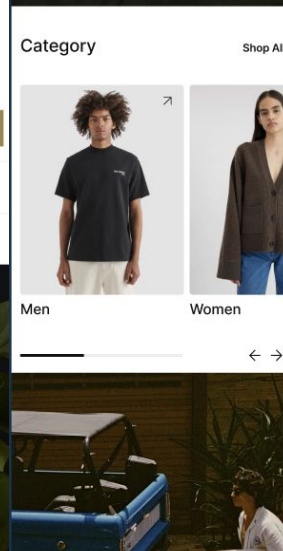
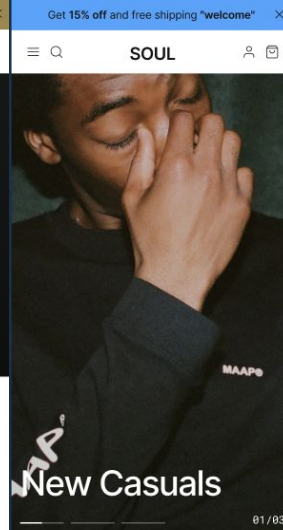




## Vibes improves upon themes

- **Component-first design system**
- **Guardrails to protect branding & improve productivity**
- **Beautiful, interactive components delivered as React code, Figma, and drag-and-drop**

▶ Available in October





# Deploy new Catalyst storefronts in moments with no code

- Coming soon to all customers as a free preview of your store in Catalyst
- Catalyst-optimized Vercel hosting available for purchase, or use your own host
- Deploy in ~2 minutes with no code
- Start visually editing in Makeswift in 1 click

▶ Available in October

## Overview

### Storefront



### Starting Setup

We're starting to set things up for you in Portland, USA.

Estimated time remaining: 1 minute.

### Recommended reading

#### Developing Catalyst storefronts

Need help getting started? Visit our knowledge base for answers.

#### Makeswift page builder tutorial

Get started with Makeswift page experience.

### Extensions



Algolia

Connect

Search-as-a-service API that focuses on providing the best experience for the end users. [Learn more](#)



Klaviyo

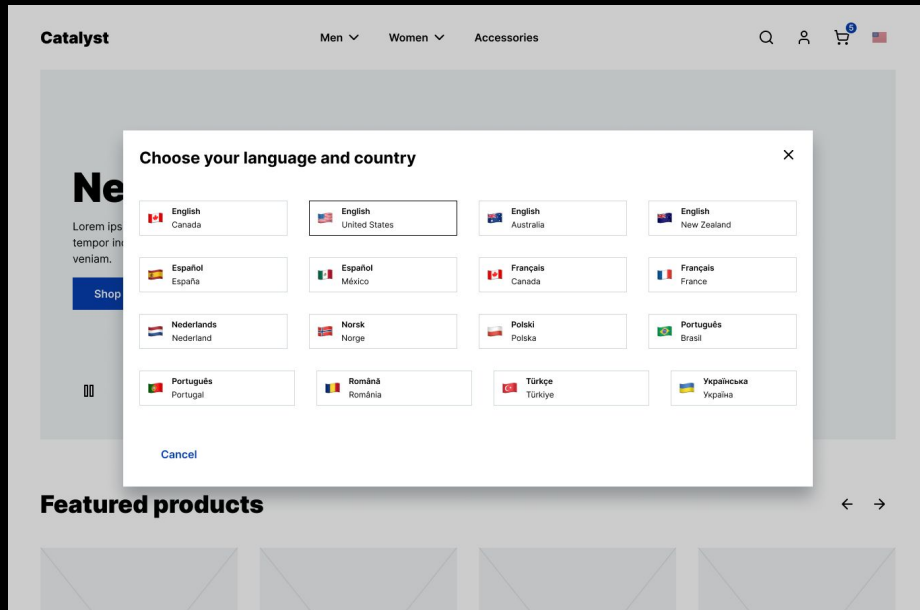
Intelligent email marketing, sms efficient growth. [Learn more](#)





# Sell cross-border and in multilingual markets with Catalyst

- Cater to locale language with native translation capabilities, including Makeswift content
- Meshes seamlessly with other parts of your content stack, like CMSes
- Plug in via API, or translate directly in the control panel



- ▶ Available early 2025



# One more thing...

- ▶ **Catalyst will become native to the platform — always composable, optionally headless**
- ▶ **Stencil isn't going anywhere — most of our investments will benefit all storefronts**
- ▶ **On Stencil and want to move to Catalyst? We'll make it easy**

# Marketing



# Omnichannel Updates

# New channel:

## SHEIN Marketplace

Tap into a new generation of customers - SHEIN is one of the fastest growing shopping destinations in the history of online shopping, building a loyal community of fans across digital media.



---

# 500M+

App Downloads

---

# 250M+

Social Media  
Followers

---

# 88M+

Active Shoppers

---

# 20+

Product Categories  
(and Growing Fast!)

\*Source: SHEIN Marketplace Seller Stats as of My 2024 - August 2024

# Channel Update:

## TikTok Shop Returns

Easily process TikTok returns through FeedAMP, reducing manual effort and errors by automating your return processing.

Integrate with the FeedAMP (RestAPI or SFTP) to support:

- Authorizing Returns
- Refunding Returns



---

# 33%

Of U.S. adults use TikTok. Up from 12% in 2021

Source: Pewresearch

---

# 1.5 billion

Total number of TikTok users in 2023

Source: Business of Apps

---

# \$16 billion

TikTok US revenue in 2023

Source: Financial Times

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# 53 minutes

Average daily time spent on TikTok by US adults

Source: Emarketer



# Convert

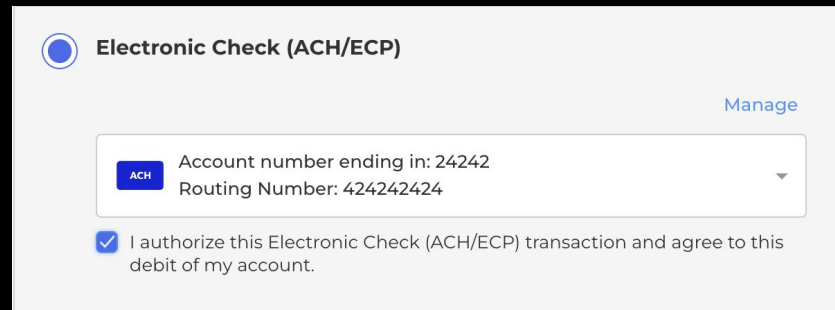
Turn shoppers into buyers with the best one-page checkout UX.



## BlueSnap Direct: Expanding your payment horizons

- ▶ **Stored ACH and SEPA** - Offer a fast and simple way to store and manage your shopper's bank account details with Bluesnap
- ▶ **Payment Instruments API (Plus or higher plans)**
- ▶ **New possibilities:**
  - Manual orders
  - iDeal
- ▶ [Knowledge Base Bluesnap page](#)

● Available now





# Drive conversion with *Fastlane by PayPal*, a frictionless checkout.

## Consumer benefits

- ▶ Recognized customers see a **high-speed checkout**
- ▶ Convenience - save their details for future use **across PayPal's network**
- ▶ **Fast and secure future checkouts** with any participating brand/retailer

## Brand/retailer benefits

- ▶ Deeply integrated into our **native checkout**
- ▶ Improve guest consumer recognition rate **~70%**
- ▶ Reduce time to complete checkout **~39%**
- ▶ Easy activation on Braintree & PayPal Complete Payments
- ▶ **Knowledge Base Fastlane page**

● Available now for US

**Fastlane by PayPal**

Fastlane by PayPal lets you:

- Recognize millions of shoppers and let them to pay in seconds
- Increase revenue by improving conversion and authorization rates
- Increase speed of checkout with passwordless login

[Set up](#)

Fastlane by PayPal

- Enable Fastlane by PayPal**  
Help accelerate checkout for guests with PayPal's autofill solution. [Find out more](#)
- Use Fastlane by PayPal's privacy setting**  
Show Fastlane branding next to the email field during checkout to let consumers uncheck, your store's privacy information is displayed next to the email field. [Find out more](#)

PayPal powers this accelerated checkout solution from Fastlane. Since you're using PayPal, you should consult with your legal advisors on the appropriate privacy setting for your business.

- Customize Fastlane's Appearance (optional)**  
Leave the default styling, or customize how Fastlane looks on your checkout. [PayPal's developer docs for info](#)

**General appearance**

Customize the look-and-feel of the Fastlane module

**Background Color (hex) (optional)**

**Font Size Base (px) (optional)**

9:41

MERCHANT

handmade pottery

Handmade bowls (set of 8)  
by Thecraftymommy

\$53.00 ~~\$68.00~~

Checkout

Buy with PayPal

Pay in 4 interest-free payments of \$13.25 [Pay in 4 terms](#)



# Increase engagement and revenue with **BigAI Product Recommendations** powered by Google AI.

- ▶ Developer documentation live

● Beta available now

**+100%**

in revenue among shoppers who engaged with related products

**+2%**

Increase in AOV

**+3%**

Total revenue per visit

(Results are from prior POC with Woolrich.com  
[Source 1](#), [Source 2](#))

# Maximize results with a choice of models and additional data events.

Home view	Category view
Add to cart, Cart view	Search
Detail view ✓	Purchase complete ✓

## ML Models

- ▶ Similar items
- ▶ Others you may like
- ▶ Frequently bought together
- ▶ Recommended for you
- ▶ On-sale
- ▶ Buy it again

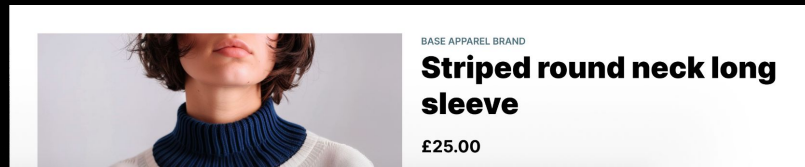


# Expand

Grow with new brands, geographies, and channels.

# Localize your **product catalog** for each country's storefront

Name, description, keywords	✓
URL, page title, meta description	✓
Options and modifiers	✓
Availability description	✓
Warranty info	✓
Pre-order message	✓
Custom fields	✓ <b>NEW</b>
Images	Coming soon
Variants assignment	Coming later
Variants name, description, image	Coming later





# Tailor product **custom fields** for different geographies, brands, shopper segments.

Custom fields

Visible	Name	Value
<input checked="" type="checkbox"/>	Matérielle	
<input checked="" type="checkbox"/>	Fit	
<input type="checkbox"/>	Lining	

Custom fields

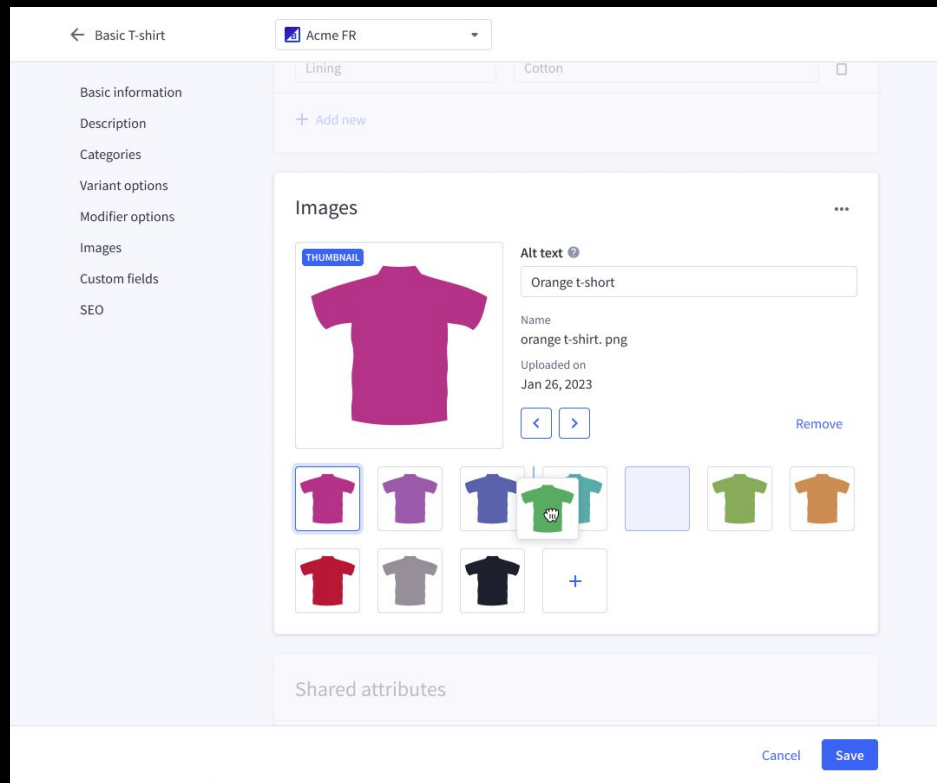
Name	Value	
Material	Metal	
Fit	Oversize	
Lining	Cotton	

+ Add new

Available now



# Add localized product images for the shoppers from different countries.



○ Coming soon



# Local experience for Japanese brands.

● Available now

## Locale

### Default country

Determines available payment, shipping and tax options.

Japan

Japanese / 日本語(ja)

ing content. [Learn more](#)

jap

Enable automatic translation based on shopper's browser language

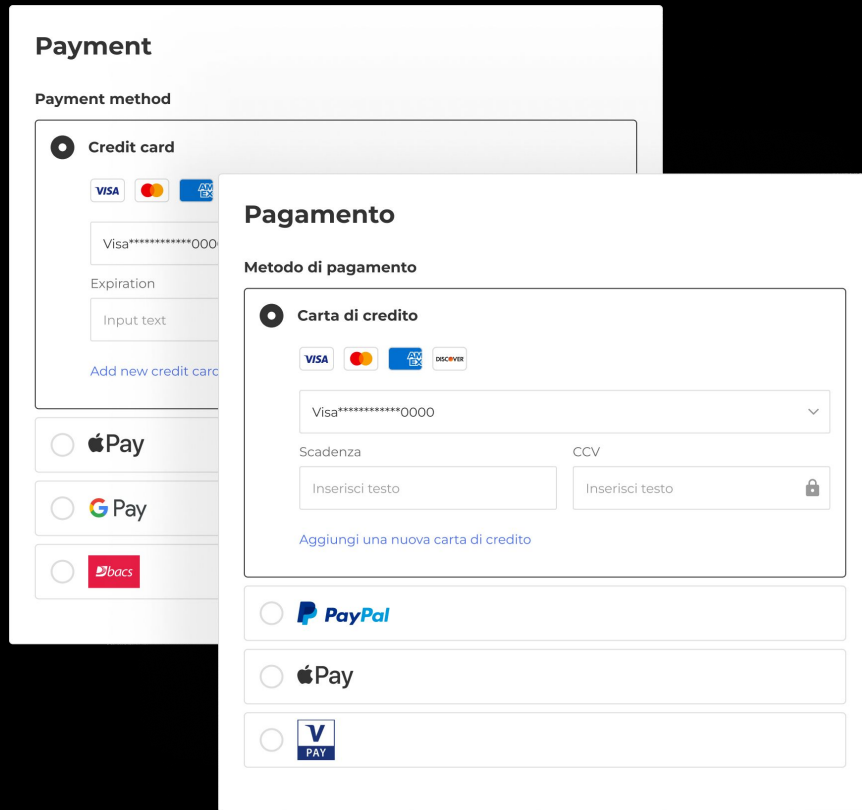




# Boost conversion and lower costs with local payment solutions.

\*Available now in Open beta with a select list of payment providers and more coming soon

● Available now\*





# B2B

Meet buyer demands with a more intuitive, customizable ecommerce platform — built for the unique needs of B2B.

# Empower buyers with granular controls for enhanced operational efficiency

## Buyer Roles and Permissions Management

### ► Create custom buyer roles

Customize the permissions and access level to match specific job requirements

### ► Create custom permissions

Extend role permissions via APIs to support your custom developed buying experience

● Available now

Create Role

Details

Name  
Financial Manager

Permissions

Search permissions

Permissions	Level
> User management	
> Shopping list	
> Addresses	
▼ Quotes	
<input type="checkbox"/> View	None
<input type="checkbox"/> Request for quote	None
<input type="checkbox"/> Convert to order	None
▼ Orders	
<input type="checkbox"/> View	None
▼ Invoices	None
<input checked="" type="checkbox"/> View	User team
<input checked="" type="checkbox"/> Pay invoices	User team
> Others	



# New Companies Admin Page

● Available now

## Companies

Import ▾ Export ▾ [Add new](#) ⓘ

🔍 Search ⌵ Add filters

10 companies ⚙️ 1 - 10 of 110 < >

Name	ID	Storefront	Phone	Price List	Last Update ↓	Status	
<a href="#">Furry Friends Supply</a>	123	3 ▾	301-234-1235	Distributor Tier 1	16th Aug 2024	APPROVED	⋮
<a href="#">Happy Tails Pet Emporium</a>	121	3 ▾	02122256727	Wholesaler Tier 2	16th Aug 2024	APPROVED	⋮
<a href="#">The Barking Boutique</a>	4	1 ▾	9035159094	Preferred retailer	16th Aug 2024	APPROVED	⋮
<a href="#">Whisker Wonders</a>	119	3 ▾	02122256727	Premium Partner	16th Aug 2024	APPROVED	⋮
<a href="#">Purrfect Pet Care</a>	120	2 ▾	123123	Wholesaler Tier 1	16th Aug 2024	APPROVED	⋮
<a href="#">Tail Wags &amp; Co.</a>	118	1 ▾	1234567890	Distributor Tier 2	16th Aug 2024	APPROVED	⋮
<a href="#">Fuzzy Companions</a>	117	1 ▾	1234567890	Default	16th Aug 2024	PENDING	⋮
<a href="#">Paw Prints Pet Supply</a>	83	1 ▾	23242343253	Distributor Tier 1	16th Aug 2024	APPROVED	⋮
<a href="#">Furry Tails Pet Mart</a>	81	1 ▾	23242343253	Wholesaler Tier 2	16th Aug 2024	APPROVED	⋮
<a href="#">C&amp;C Shop</a>	69	1 ▾	3002012352	Default	16th Aug 2024	REJECTED	⋮

# Company Attachments

The screenshot displays a user interface for managing company attachments. At the top, there is a breadcrumb trail: < Companies. Below this, the company name 'Furry Friends Supply' is shown next to a green 'APPROVED' status badge. A horizontal navigation bar contains several tabs: 'Basic information', 'Company users', 'Super admins', 'Sales staff', 'Payments', 'Addresses', and 'Attachments', with the latter being the active tab. The main content area is titled 'Attachments' and contains three items: 1) A file named 'reseller certificate.pdf' with a document icon and a three-dot menu icon. 2) A file named 'Signed - Purchase Agreement.pdf' with a document icon and a three-dot menu icon. 3) A dashed blue box containing a document icon, the text 'Drag and drop file here', and an 'Upload' button.

● Available now

## Manage Company rules more efficiently with **Independent Company**

### No Customer Group Required!

○ Coming soon

Before

**Mandatory 1:1 Relationship**  
1 Customer Group = 1 Company

After

**Optional 1:N relationship**  
1 Customer Group : 50 Companies



# Operate

The clearest path to enterprise performance at lower cost.



# BigAI Copywriter — better than ever with Gemini.

● Available now

< Generate text Close X

**Guided** Custom

Style: Professional ▼ Word limit: ⊖ 250 ⊕  Optimize for SEO ?

Include product information ?

[Show less ^](#)

Brand voice ?

Additional keywords ?

Special instructions ?

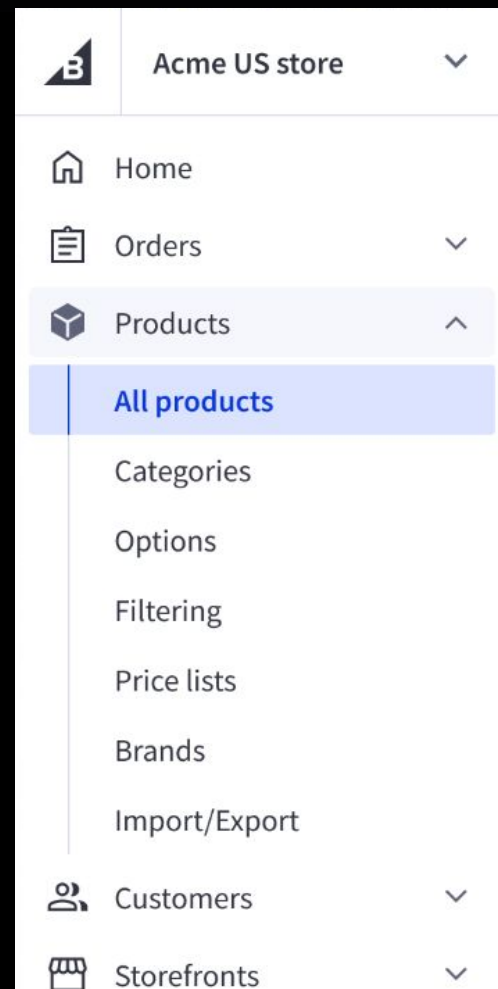
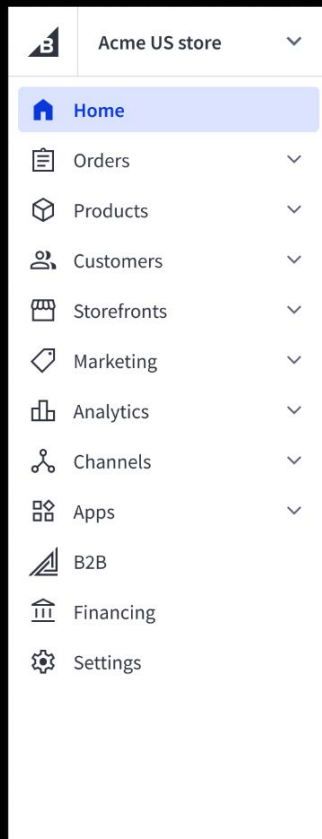
[Write](#)





# Work more efficiently with improved navigation.

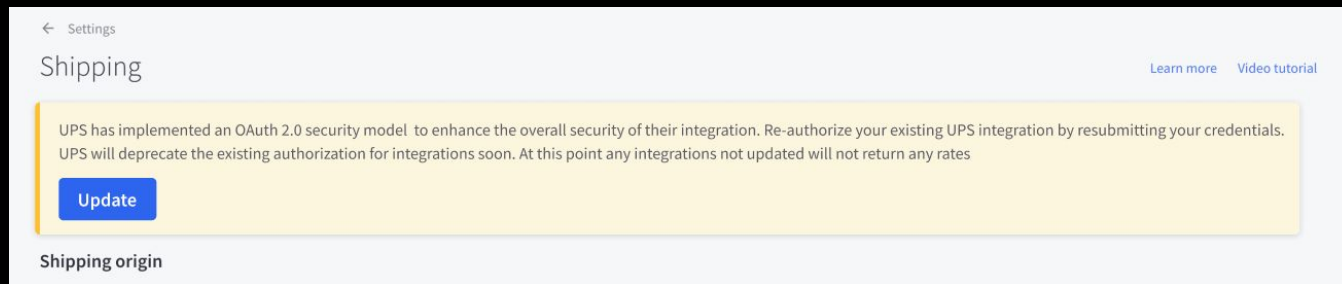
● Coming soon



# Utilize a modern security protocol via UPS

## Real-time shipping quotes on BigCommerce

- OAuth 2.0 integration for all first-time UPS account connections
- Existing connections require an update



● Available now

# Develop

# Simplify billing of your app with Unified Billing.

Brands love it too! They can pay for apps on a single bill along with their BigCommerce subscription.

● Coming soon

A unified bill for merchants.



# Managing your catalog using the GraphQL Admin API

- ▶ Mutations and queries to manage product information on global level and in a context of a channel and locale

● Available now\*

Example mutation: Set basic product information for a locale

```
1  POST https://api.bigcommerce.com/stores/{{STORE_HASH}}/graphql
2  X-Auth-Token: {{ACCESS_TOKEN}}
3  Content-Type: application/json
4  Accept: application/json
5
6  mutation (
7    $input: SetProductBasicInformationInput!
8  ) {
9    product {
10     setProductBasicInformation(input: $input) {
11       product {
12         id
13         overridesForLocale (localeContext: { channelId: "bc/store/channel/2", l
14           basicInformation {
15             name
16             description
17           }
18         }
19       }
20     }
21   }
22 }
```

# Improvements to catalog webhooks for more efficient integrations

- ▶ New webhooks for options & modifiers
- ▶ More informative event payload
- ▶ Subscription to granular events and data

● Available now

```
1 {
2   "scope": "store/product/updated",
3   "store_id": "1025646",
4   "data": {
5     "type": "product", // will always be product
6     "id": 205, // ID of the product
7     "properties": ["warranty", "is_featured", "custom_fields"],
8     "context": {
9       "channel_id": 2,
10      "locale": "fr"
11    }
12  },
13  "hash": "a833a57fadd56a32dc752fb6ca0841dc9602a495",
14  "created_at": 1561479233,
15  "producer": "stores/{store_hash}"
16 }
```



# Live Q&A.

# Have questions or want to continue the conversation?

## Join our online community!

- ★ **BigCommerce Help Center Community** - [support.bigcommerce.com](https://support.bigcommerce.com)
- ★ **BigCommerce Facebook group** - [facebook.com/groups/bigcommercecommunity](https://facebook.com/groups/bigcommercecommunity)
- ★ **BigCommerce subreddit** - [reddit.com/r/bigcommerce](https://reddit.com/r/bigcommerce)





**Thank you.**