



Openness without Open Source

HOW BIGCOMMERCE'S OPEN SAAS
PLATFORM ENABLES INNOVATION



Customer Expectations Spur Ecommerce Innovation

As new digital technologies have advanced what's possible in ecommerce experience, they have also recalibrated what customers expect from online shopping. After all, the interactions a customer has with your competitors elevate what they expect from you.

Regardless of who your customers are — from Gen Z fashionistas to B2B specialists — they have a growing appetite for immersive, personalized, omnichannel experiences.

Your customers want to be able to shop on their phones and computers, through social channels and in stores. And they want to be able to smoothly transition between all of them. They want to feel that every touchpoint in their path to purchase is tailored to them.

Providing these experiences starts with having the right technology at your foundation. Your tech stack needs to be nimble enough to make quick pivots to stay on the cutting edge of what customers want. It also needs to be reliable and scalable to grow as you grow. And it needs to not absorb all of your developer resources on security and maintenance, so that they can focus on creating innovative digital experiences.

As customers' rising (and shifting) expectations push ecommerce ever forward, leveraging flexible, open tech is key to building a future-proof business. The good news is that today there are more options than ever for achieving this flexibility.

Customer Spotlight: SOG Knives

This tactical knife company needed an ecommerce site as versatile as their blades. They switched from Magento — with the help of ecommerce agency [Mercutio](#) — because they were losing customers and needed a more experience-driven, high-converting website.



“With BigCommerce, I don’t have to spend my time thinking about the details related to operating the site; instead, I can spend more time strategizing about how to delight the customer and how to tell our new brand story in a really invigorating way.”

STEVE MILLER, DIRECTOR OF ECOMMERCE



Is Open Source the Only Way?

It wasn't that long ago that open source platforms were the be-all-end-all choice for businesses requiring flexibility. These platforms, like Magento, allow developers to alter the source code for nearly limitless customization.

However, with great freedom, comes great responsibility — and often great costs too.

- The initial build requires substantial developer resources and can be very expensive and time consuming.
- Once in operation, even minor updates to the backend require developers to make changes.
- The merchant's developers have to manage updates and security patches to maintain a secure platform.
- **All of the above becomes more complex and harder to manage, the more you change and the more integrations you add.**

That last one is a key point that gets right at the catch-22 of using open source.

By exercising the flexibility of open source, you also add complexity. This can lead to spending your developer resources making simple fixes, instead of creating the innovative experiences that were your reason for choosing open source in the first place.

What's the alternative? When SaaS (Software-as-a-Service) platforms came on the scene, they were seen as a black box without room for much customization. The only way to guarantee your ability to customize was to be able to adjust the source code. However, times are changing. Today there are SaaS options that can provide the flexibility and freedom of choice you need, minus the backend headaches you don't.

Customer Spotlight: **Fastfix**

Fastfix is a UK brand selling power tools online, and their ecommerce site needed a little more power too. They migrated from Magento because they wanted a platform that could allow them to make fast changes and wouldn't expend all of their resources on maintenance.



“One of the primary things we wanted was a system that could set a foundation for where we wanted to go and to further use technology to help modernize us and make us quicker...Since launching on BigCommerce in May 2020, the platform has given us a more modern approach for doing business online. It has given us the feeling that we’re back in control of our own site.”

LEE HACKETT, ECOMMERCE & MARKETING MANAGER

Enter: Open SaaS

BigCommerce marries the best of both open source and SaaS through a modular approach to ecommerce. Brands can assemble the components that support the range of their customers' unique needs to deliver exceptional shopping experiences.

By combining the freedom and flexibility of open source software with the convenience, security and reliability of a SaaS platform, businesses can reach customers where they are, and respond quickly to fluctuations in the market and changing customer expectations — often at a lower total cost of ownership.

This is what it's like to have the best of both worlds.



Customer Spotlight: [Online Stores](#)

Online Stores operates ecommerce sites selling everything from flags to discount safety gear to British teas. They switched to BigCommerce because they needed something that could handle multiple stores and would allow them to improve their customer experience.



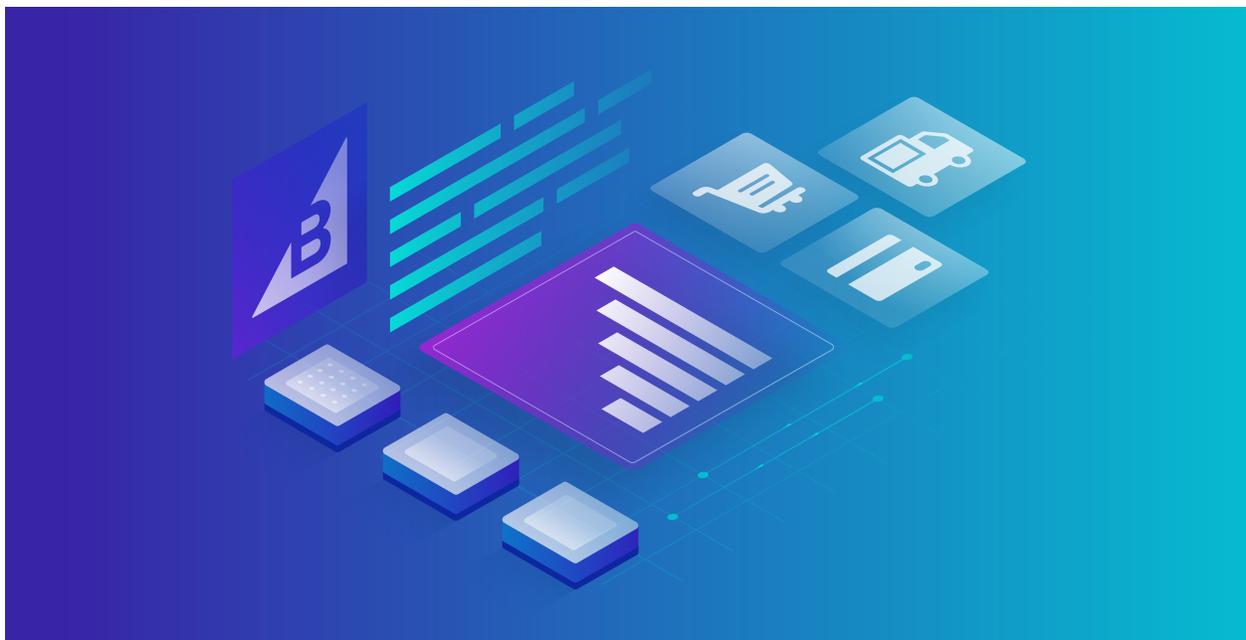
“Our developers needed to be able to get into the system to learn how to configure, develop and easily turn out results. Our customer service and merchandising teams wanted the new platform to be quick and easy to learn and use. The customer experience team wanted something that was going to be user-friendly to the customer, deliver quick page load speeds and enhance the team’s ability to market more effectively. We got that and more with BigCommerce.”

CRYSTAL RHONE, DIRECTOR OF TECHNOLOGY

Open SaaS is created by a combination of factors:

- ▲ **Open platform:** Robust APIs and flexible webhooks enable businesses to expand the exact technology and customization they need.
- ▲ **Open ecosystem:** A wide selection of partners and pre-built integrations make it easy to expand the already feature-rich platform with the solutions of your choice.
- ▲ **Open choices:** Freedom to choose the solutions that best meet your business needs means you're the one dictating your strategy, not your platform.
- ▲ **Open innovation:** If you choose to go headless, leverage popular content management systems like WordPress and Drupal, digital experience platforms like Adobe Experience Manager, progressive web apps (PWAs), or even your custom-built solution. Our Channels Toolkit makes it easy to find and onboard headless solutions.

Open SaaS is all about enabling unique shopping experiences across a broad spectrum of complexity. BigCommerce gives you the flexibility to focus your developer resources on more growth-driving customer experiences without spending so much energy on maintenance and security patches.



Open Possibilities

Innovation isn't going to slow down. It's going to keep compounding — and we may even see more breakthroughs in the world of online shopping. That's why flexibility is critical.

With Open SaaS, you have the flexibility to deliver anything from a simple, beautiful storefront to a complex suite of integrated sales channels across multiple countries and/or devices.

The future-proof ecommerce technology stack is flexible, scalable and gives you freedom of choice, so you can keep up with an ever-changing, uncertain environment, and grow at the speed of your business, without worrying about security, servers or software upgrades.

When your developers aren't spinning their wheels on ground-floor maintenance, they can spend more time developing the innovative experiences you need to compete in today's ecommerce landscape.

Customer Spotlight: **Wittner Shoes**

This iconic Australian shoe brand was established in 1912, but that didn't mean it didn't need a modern digital experience. Wittner migrated from Magento 1 to BigCommerce for the freedom to create the experiences their customers want.



“We wanted something that had maybe more of an intuitive user interface, because Magento, our back end was you had to be a wizard to know where things really were. [We also needed] a website that just had a little bit more capability in terms of API functionality, and user experience and customizability.”

IONA SHEARER, DIGITAL LEAD



Magento vs BigCommerce

Which is the right choice for you? See how an open source and Open SaaS platform compare head-to-head.

MAGENTO

BIGCOMMERCE

Keeping up with the security patches necessary to have the latest secure, PCI compliant version of Magento is labor intensive, and it only becomes more complex the more you customize.



SECURITY

Spend your time building your business, not worrying about security. BigCommerce stores come standard with Level 1 PCI compliance and patches and bug fixes are automatically applied.

Platform does not have automatic feature and version updates, so your developers will need to handle these.



MAINTENANCE

Platform includes no hassle automatic updates, so you always have the latest features.

The resources required to build and run your site will vary based on your size and complexity. Don't forget to factor in developer fees for security and maintenance.



COST

You will need to get a specific quote for your business, but by and large, BigCommerce has a lower total cost of ownership.

Access to the source code means you have the ability to customize extensively; however, you may be limited by the cost and the complexity introduced.



FLEXIBILITY

Over 90% of the BigCommerce is exposed via APIs. This, along with pre-built integrations and an open checkout, allow you to adapt the platform to your exact needs.

Platform has integrations with AEM and Acquia and tools for creating a PWA storefront.



INNOVATION

Platform has integrations with AEM, Acquia, Bloomreach, WordPress, Drupal, PWAs and more. Plus our Channels Toolkit makes it easy for developers to create custom solutions.

The Flexibility to Future Proof Your Ecommerce

Merchants no longer have to make a choice between expensive, resource-eating, but customizable open source platforms like Magento and easy-to-manage but inflexible SaaS platforms.

BigCommerce's Open SaaS philosophy means the platform can change with the times and scale with its users. It empowers businesses to be flexible and fast to keep up with customer expectations for a powerful digital experience.

It allows developers to create custom solutions to complex problems, like adding commerce functionality in places commerce hasn't gone before or building new headless frontends, enabling the customization you need now and in the future.

BigCommerce set out to be an easy-to-use, all-in-one platform. Today, it's more than that. You aren't limited by just what's included in the platform and can add what you need to create something entirely your own.

It's the key to having it all — flexibility, speed, scalability, and security — so your business can be the one raising the bar for what customers will expect tomorrow.

