



# Future Proofing Your Ecommerce Business: Considerations for Choosing the Right Platform

Lauryn Spence  
Manager, Agency Partnerships  
[lauryn.spence@bigcommerce.com](mailto:lauryn.spence@bigcommerce.com)





# About Me: Lauryn Spence

---

## **Native Texan**

Born & raised in Austin

## **Entrepreneurial background**

Managed my own ecommerce store for a couple years

## **Manage agency partnerships at BigCommerce, Mother, Avid Traveler**

Cultivating a rich partner network for our merchants to support their growth, raising a 9 month old, and seeing the world when I can!















**HOUSE  
FOR SALE**

Price starts at  
**\$1,360,00**

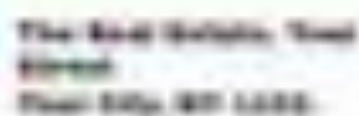


### Property Features

- ✓ Living Room
- ✓ Dining Room
- ✓ 2 Bed Rooms
- ✓ 3 Bath Rooms
- ✓ Swimming Pool

## About The Property

## Why Choose Us













Extensible/customizable?



Security



Apps/integrations/features



PCI Compliance







# COVID19





# Fact #1

---

**Replatforming your ecommerce business isn't fun at all**



# Fact # 2

---

**Replatforming your ecommerce business may be absolutely  
necessary**



# Signs you may need to replatform

---

## Who here has recently experienced one of the following?

- Major site outage at a peak traffic time
- Onsite bug or vulnerability that could have cost you millions of dollars (but hopefully didn't)
- Desire to implement a feature but an inability to do so due to cost, timeline or platform inflexibility
- Slow page load times and site performance that hinders conversion
- The total cost of ownership of the ecommerce platform has begun to seriously outweigh the benefits
- Lost sleep due to one or more of the above challenges



# Signs you may need to replatform

---

## Who here has recently experienced one of the following?

- **Major site outage at a peak traffic time**
- Onsite bug or vulnerability that could have cost you millions of dollars (but hopefully didn't)
- Desire to implement a feature but an inability to do so due to cost, timeline or platform inflexibility
- Slow page load times and site performance that hinders conversion
- The total cost of ownership of the ecommerce platform has begun to seriously outweigh the benefits
- Lost sleep due to one or more of the above challenges

SORRY  
something went wrong  
on our end

Please go back and try again  
or go to [Amazon's home page](#).





# Signs you may need to replatform

---

## Who here has recently experienced one of the following?

- Major site outage at a peak traffic time
- **Onsite bug or vulnerability that could have cost you millions of dollars (but hopefully didn't)**
- Desire to implement a feature but an inability to do so due to cost, timeline or platform inflexibility
- Slow page load times and site performance that hinders conversion
- The total cost of ownership of the ecommerce platform has begun to seriously outweigh the benefits
- Lost sleep due to one or more of the above challenges



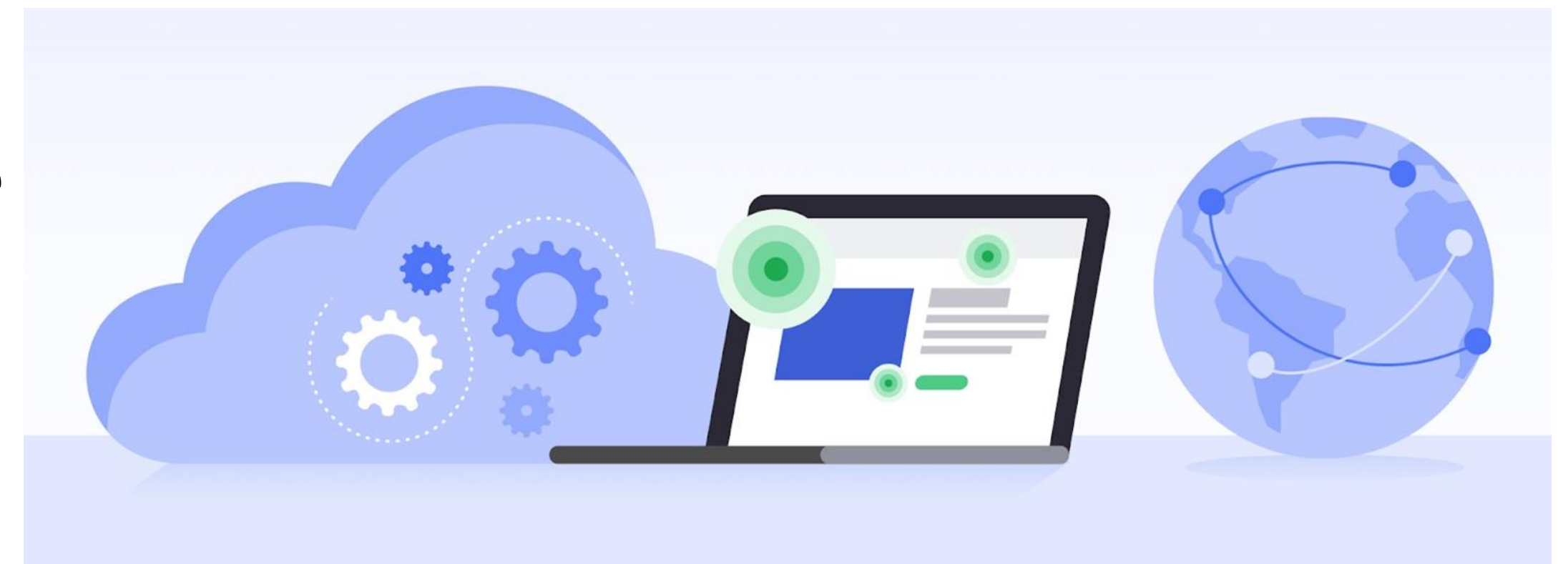


# Signs you may need to replatform

---

## Who here has recently experienced one of the following?

- Major site outage at a peak traffic time
- Onsite bug or vulnerability that could have cost you millions of dollars (but hopefully didn't)
- **Desire to implement a feature but an inability to do so due to cost, timeline or platform inflexibility**
- Slow page load times and site performance that hinders conversion
- The total cost of ownership of the ecommerce platform has begun to seriously outweigh the benefits
- Lost sleep due to one or more of the above challenges



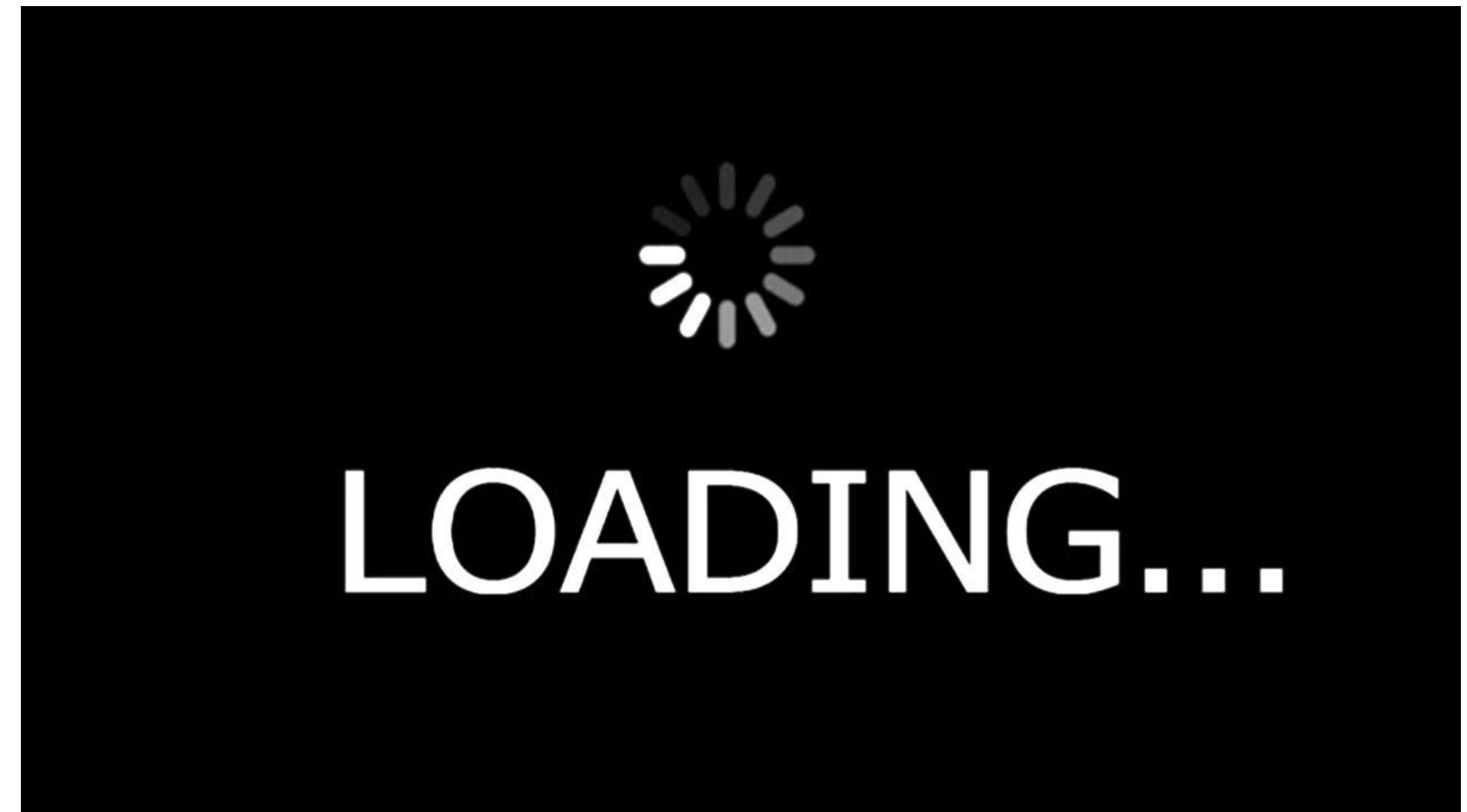


# Signs you may need to replatform

---

## Who here has recently experienced one of the following?

- Major site outage at a peak traffic time
- Onsite bug or vulnerability that could have cost you millions of dollars (but hopefully didn't)
- Desire to implement a feature but an inability to do so due to cost, timeline or platform inflexibility
- **Slow page load times and site performance that hinders conversion**
- The total cost of ownership of the ecommerce platform has begun to seriously outweigh the benefits
- Lost sleep due to one or more of the above challenges

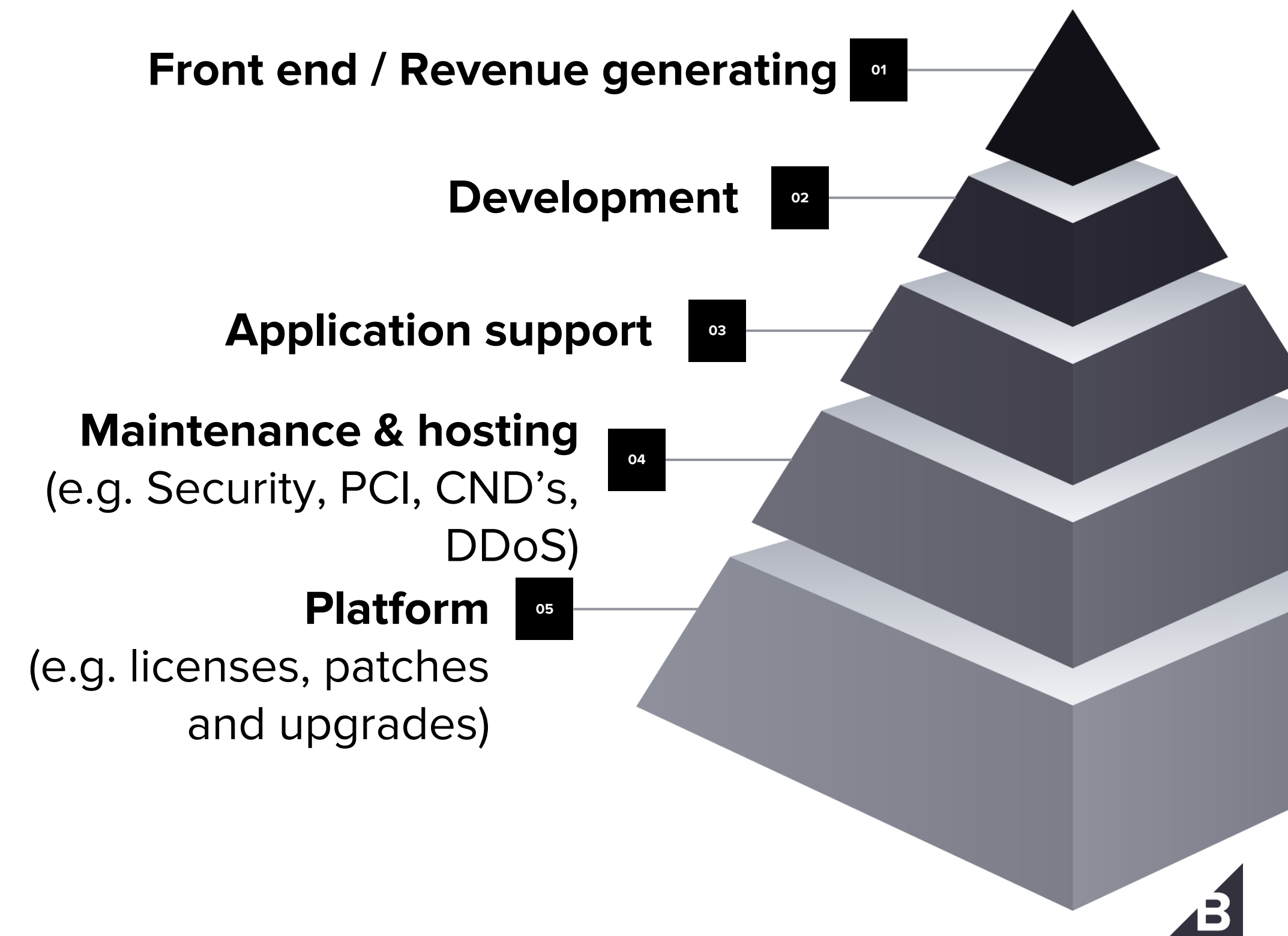




# Signs you may need to replatform

## Who here has recently experienced one of the following?

- Major site outage at a peak traffic time
- Onsite bug or vulnerability that could have cost you millions of dollars (but hopefully didn't)
- Desire to implement a feature but an inability to do so due to cost, timeline or platform inflexibility
- Slow page load times and site performance that hinders conversion
- **The total cost of ownership of the ecommerce platform has begun to seriously outweigh the benefits**
- Lost sleep due to one or more of the above challenges





# Signs you may need to replatform

---

## Who here has recently experienced one of the following?

- Major site outage at a peak traffic time
- Onsite bug or vulnerability that could have cost you millions of dollars (but hopefully didn't)
- Desire to implement a feature but an inability to do so due to cost, timeline or platform inflexibility
- Slow page load times and site performance that hinders conversion
- The total cost of ownership of the ecommerce platform has begun to seriously outweigh the benefits
- **Lost sleep due to one or more of the above challenges**





# Your Website is your top sales representative

---

- Companies that thrive treat their ecommerce site as if it were a sales representative receiving those leads
- Would you accept a 1% - 3% conversion rate from your sales representative?
- Optimal **performance, merchandising, flexibility** and **innovation** lead in ecommerce, just as it leads in offline





# Consumers demand experiential commerce

---

- **Segmentation for Gen Z & Millennials vs. Gen X & Boomers**
- Omnichannel is key
- Consumers demand high engagement and high personalization through all channels

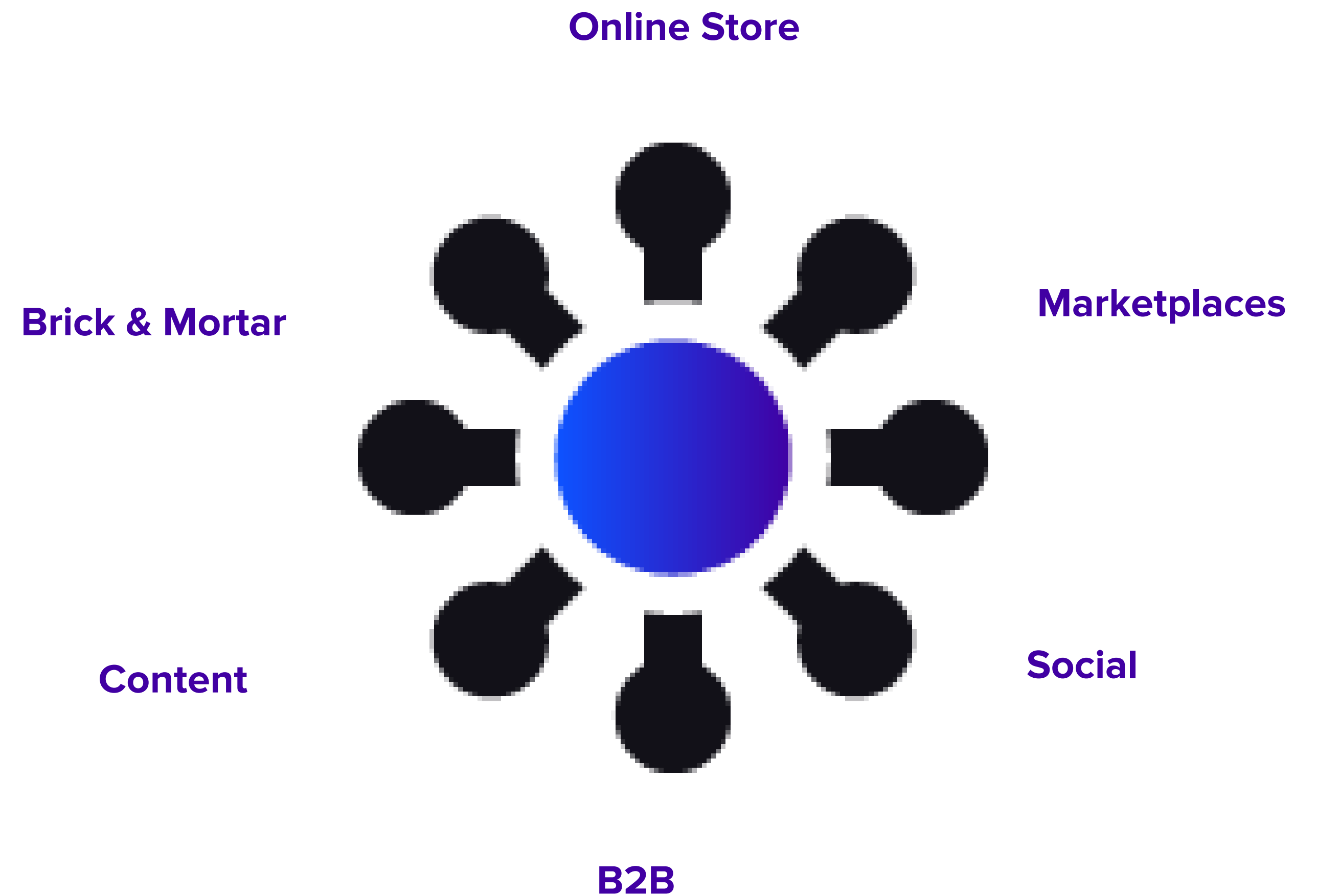




# Consumers demand experiential commerce

---

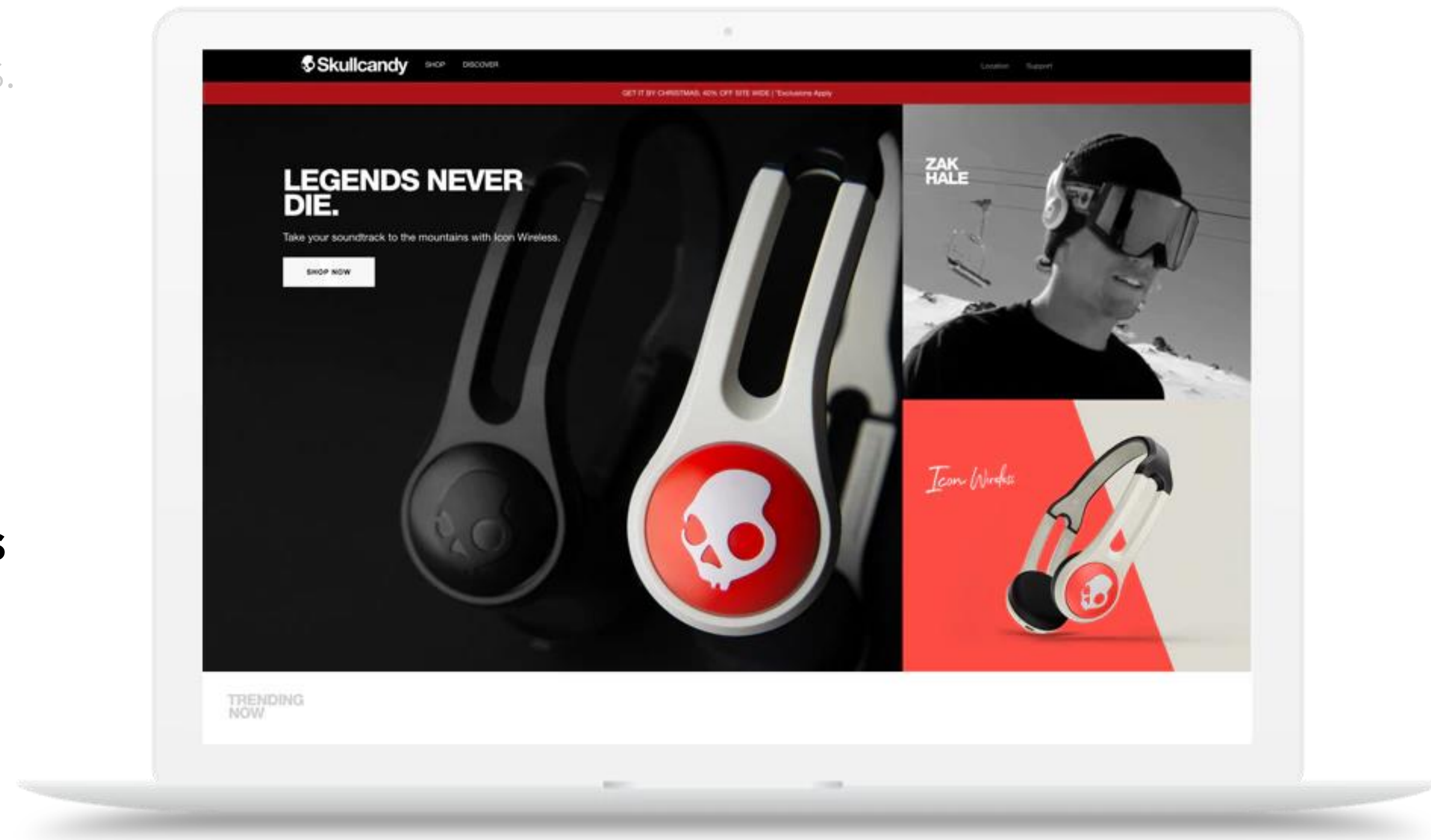
- Segmentation for Gen Z & Millennials vs. Gen X & Boomers
- **Omnichannel is key**
- Consumers demand high engagement and high personalization through all channels





# Consumers demand experiential commerce

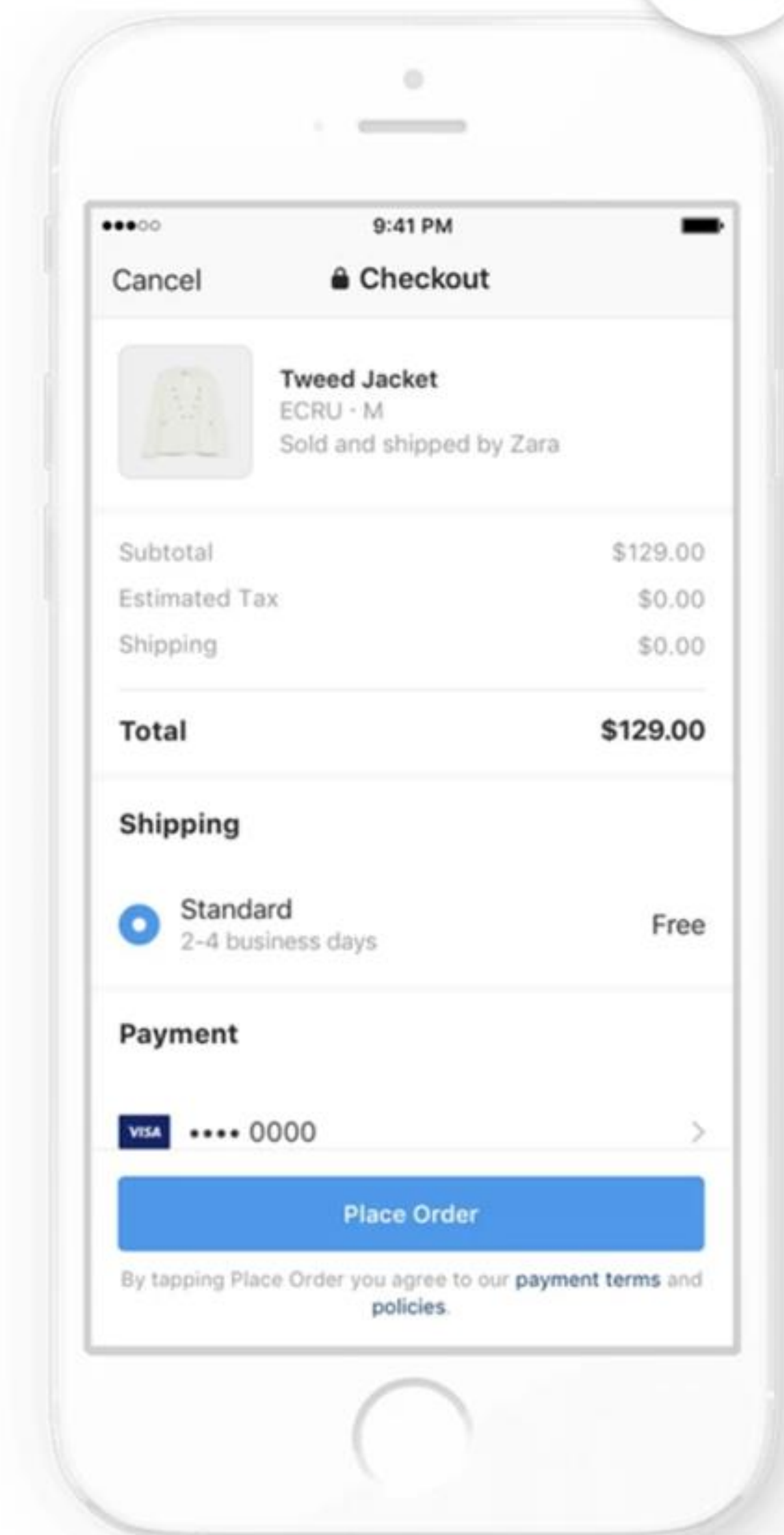
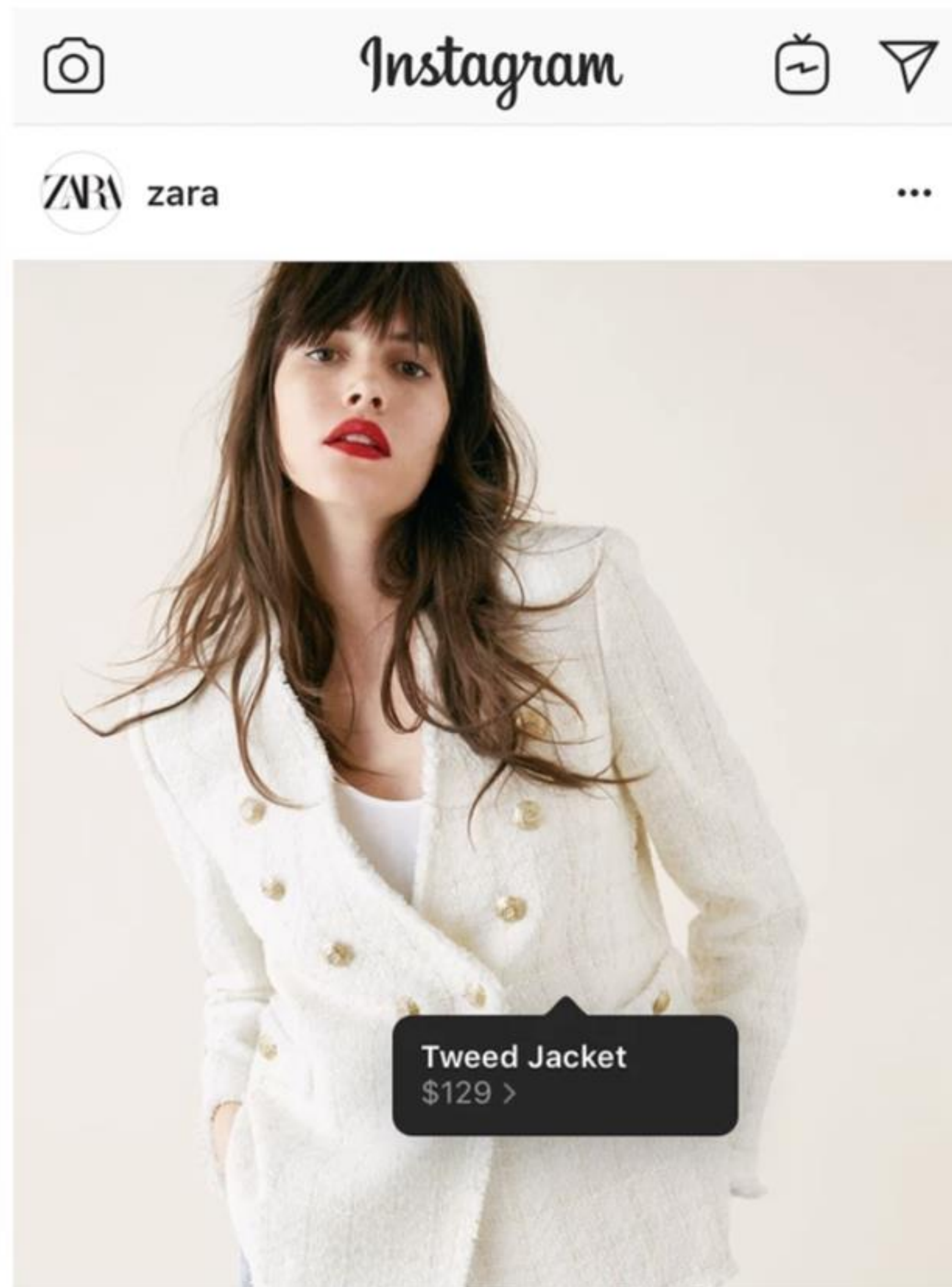
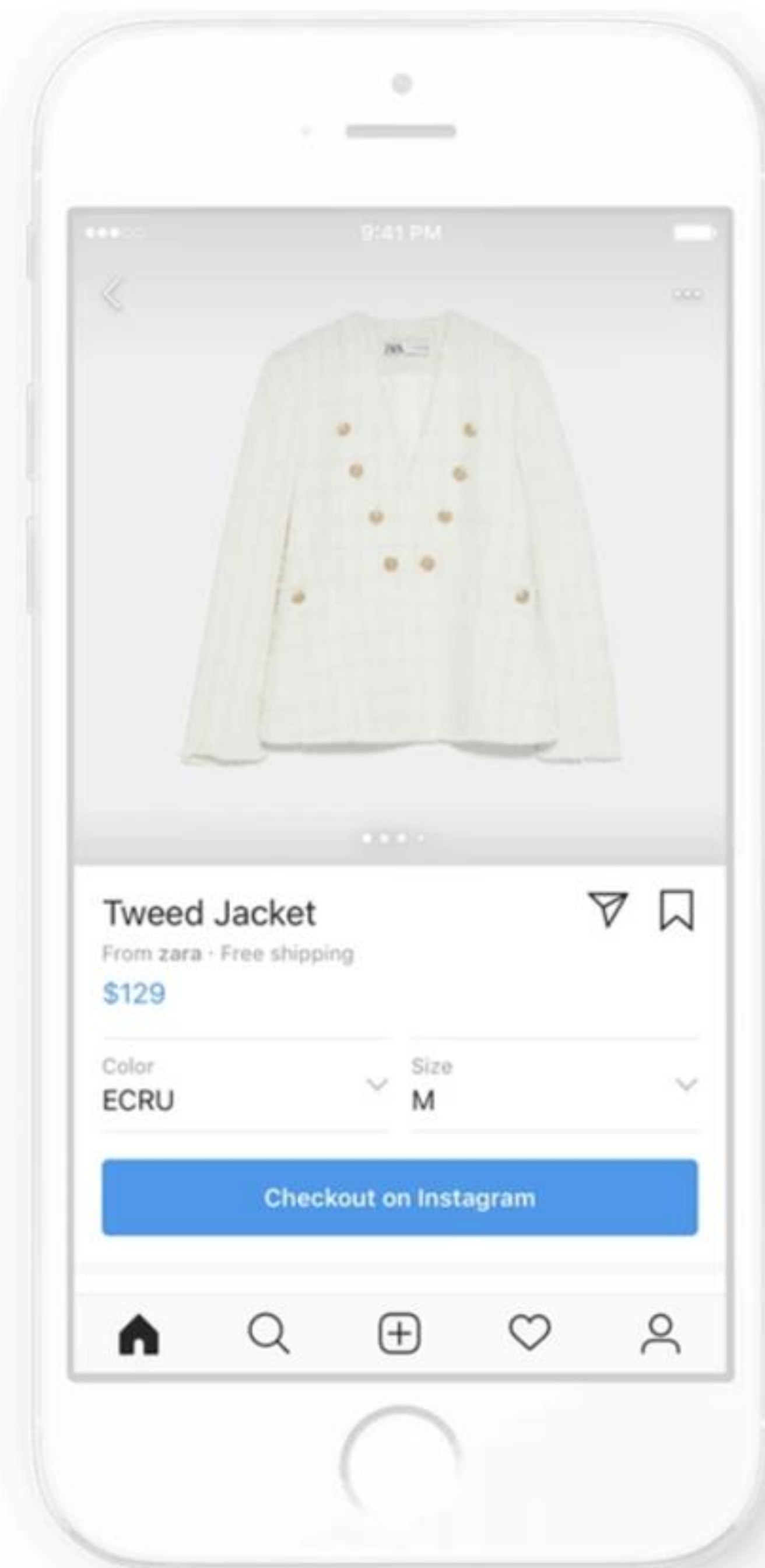
- Segmentation for Gen Z & Millennials vs. Gen X & Boomers
- Omnichannel is key
- **Consumers demand beautiful sites, high engagement, and high personalization through all channels**













**“Should I Stay or Should I Go Now?”**





# #1 Does your technology still work for you?

- *Stability & Reliability*
- *Catalog flexibility and API speeds that keep things fast*
- *Extensibility + a curated app ecosystem*
- *Quickly react to changing consumer behaviors*
- *Skill Shortage to operate your current systems at a reasonable cost*



# **#2** Is your total cost of ownership upside down?

- *Unforeseen upgrades, patches and development costs*
- *Testing new products & new markets is difficult and time consuming*
- *Inefficient utilization of IT resources due to tech debt*
- *Optimization of your ecommerce team*



# **#3** *Are you able to optimize marketing spend and earned marketing to fuel your growth?*

- *Audience is the new asset that will separate winners from losers*
- *Ability to be mobile-first (optimized checkout, payments, PWAs)*
- *SEO optimized with lightning fast page-load speeds*
- *Can you test and learn, personalize, run campaigns with your marketing teams?*
- *Are you able to focus on CRO*
- *Utilizing subscription to increase LTV*







# **#4** *Are you able to securely scale your business?*

- *DDOS protection, security patch handling to leave you worry free*
- *Omnichannel capabilities*
- *International expansion capabilities*
- *Frictionless payments*
- *Data privacy compliance*
- *Affordable ecosystem of trained and certified agency partners*



# Ecommerce Technology Spectrum

**Open SaaS**

**Open Source**

**Cloud Based**

Custom/On-Premise  
Most Flexibility

SaaS  
Restricted

 **BIGCOMMERCE**



# Your website is your top store associate

## The Old Way

**slow**

**inflexible**

**single web channel**

**closed**

**product centric**

**expensive**

**Buy the suite or “own it all”**

## OPEN SaaS Way

**fast**

**flexible**

**any channel**

**open**

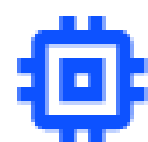
**experience centric**

**cost effective**

**Best in class ecosystem**



# Customer Snapshot





# Furniture store excels with the flexibility and openness of BigCommerce

## Problem

- ▲ Burrow's site is in constant need of content updating and landing page creation as a means to test and refine their marketing strategy.
- ▲ They needed a solution where templates were not limiting and developers were not required.

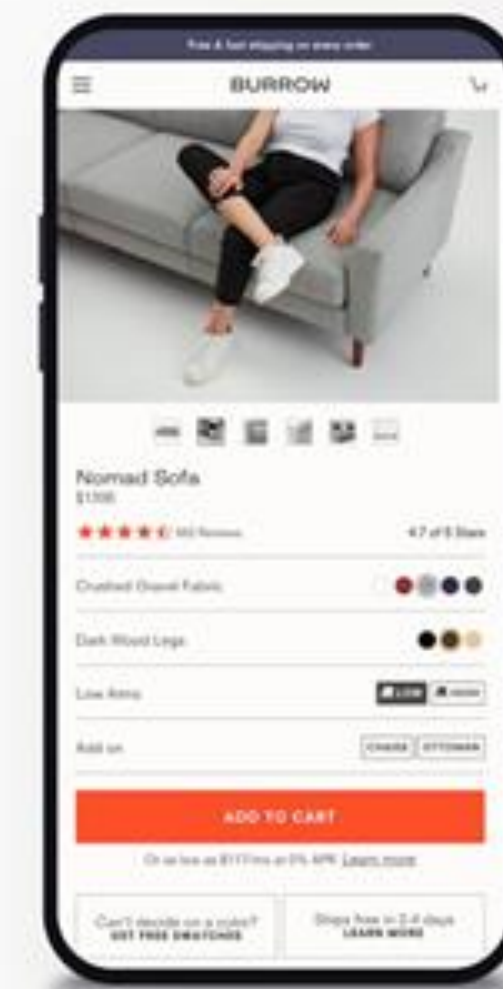
## Solution

- ▲ Burrow selected BigCommerce because it allowed them to create their own customized templates and handle their modular catalog in the back-end of BigCommerce.

## Outcome

- ▲ With headless on BigCommerce, Burrow found the flexibility they needed to create and maintain a unique shopping experience for their customers.
- ▲ Burrow has seen great success since launch. They've generated a total of \$28M in revenue and received 27k orders since their launch in Aug. 2019 (as of Dec 6, 2019).

# BURROW





*Utilizes BigCommerce For WordPress,  
with embedded checkout*

*Integrated into Acumatica as the source of  
truth for catalog and inventory*

*Custom built Volume Calculator that  
syncs to the ERP every 5 minutes*

*Results: 2x Site Speed, 325% increase in  
page views, double digit revenue  
increases since launch*

# LFT | Cymatic

Explore Dimensions

*“We’re so proud of it.”  
—Chris Grow,  
Global Marketing Manager  
Firewire Surfboards*



# Recap: 4 most important eCommerce Platform criteria



CUSTOMIZABLE  
& EXTENSIBLE



SECURE  
& RELIABLE



ATTRACT  
& CONVERT



LOW  
TCO





# Connect with Lauryn

[lauryn.spence@bigcommerce.com](mailto:lauryn.spence@bigcommerce.com)

512-294-3323