

Consumer Electronics owned by Amber Palmer

Consumer Electronics & Computers · Audio Equipment · Smart Home & IoT · Photographic & Optical Equipment · Videogames & Equipment

Global brands carrying channel conflict, regional catalogs, and a procurement process that looks nothing like retail.

BigCommerce builds our BigCommerce clients in this vertical



FUJITSU

BigCommerce, 2017. Enterprise brand, enterprise procurement.



Broadcast Integration Services + STILL ON BIGCOMMERCE

Professional broadcast and AV equipment. BigCommerce site build, 2015 — eleven years.

ALSO IN THIS SECTOR — DELIVERED ON OTHER PLATFORMS, NOT BIGCOMMERCE



BenQ America

Spigen

Muzik

Amerizon Wireless

Astart Technologies

PLATFORM FIT AT A GLANCE

Multi-region / currency

Open ERP / PIM APIs

B2B Edition

Spec-depth PDPs

Procurement / net terms

WHAT WE DO HERE

- Multi-region, multi-currency catalogs without multiplying storefront count.
- Reseller and channel pricing that does not undercut direct.
- Specification depth — in this category the spec table *is* the conversion asset.
- Enterprise procurement: quotes, approvals, purchase orders, net terms.
- Warranty, registration and support flows attached to the product record.

WHY BIGCOMMERCE WINS THIS VERTICAL

- Multi-storefront handles region and channel separation natively.
- Open APIs integrate the ERP and PIM that already hold the specification data.
- B2B Edition covers reseller and procurement without a parallel system.

QUALIFY IT IN FOUR QUESTIONS

- How many regions or channels do you sell through, and on how many systems?
- Where does specification data live, and who owns it?
- Do resellers buy through the same storefront as consumers?
- What does the procurement path look like for your largest customers?

WHAT A FIRST ENGAGEMENT LOOKS LIKE

Data-source audit first — PIM, ERP, specification ownership — then catalog architecture, then channel and region rollout.

THE OFFER

Implementation included under the BigCommerce partner programme — up to the \$20M cap, extendable with an approved partner incentive. We scope, migrate

and build; the platform investment is covered within that envelope.



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