

Industrial Machinery & Equipment

owned by **Riley & Nick Amelio**

Industrial Machinery & Equipment · Industrial Goods & Equipment · Agriculture Equipment & Farm Supplies · Multi-Level Marketing & Direct Selling

The companies that make the products used to make everything else — global catalogs, regional pricing, and distributor relationships that predate ecommerce entirely.

■ **BigCommerce builds** our BigCommerce clients in this vertical



Coats Group plc

Industrial thread and structural components, global manufacturer. BigCommerce, 2017.

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

EPLAN

efficient engineering.
EPLAN USA

Ingram Micro

PLATFORM FIT AT A GLANCE

Multi-storefront

Distributor pricing

PIM / ERP APIs

Spec-led discovery

Quote-to-order

WHAT WE DO HERE

- Global catalogs with regional pricing, availability and distributor rules.
- Selling alongside an established distributor network without cannibalising it.
- Specification-led discovery — buyers search by tolerance and standard, not product name.
- Technical documentation, CAD and datasheets attached to the product record.
- Quote-to-order for configured or engineered-to-order equipment.

WHY BIGCOMMERCE WINS THIS VERTICAL

- Multi-storefront separates regions and distributor channels cleanly.
- B2B Edition handles distributor pricing and account hierarchy.
- Open APIs integrate PIM and ERP that already own specification and stock.

QUALIFY IT IN FOUR QUESTIONS

- 1 Do you sell direct, through distribution, or both — and does that conflict today?
- 2 How do engineers find the right part: by name, by specification, or by drawing?
- 3 How many regions, currencies and price lists are in play?
- 4 Is anything configured or engineered to order?

WHAT A FIRST ENGAGEMENT LOOKS LIKE

Channel strategy first — direct versus distribution decides the architecture. Then specification data, then regional 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.

