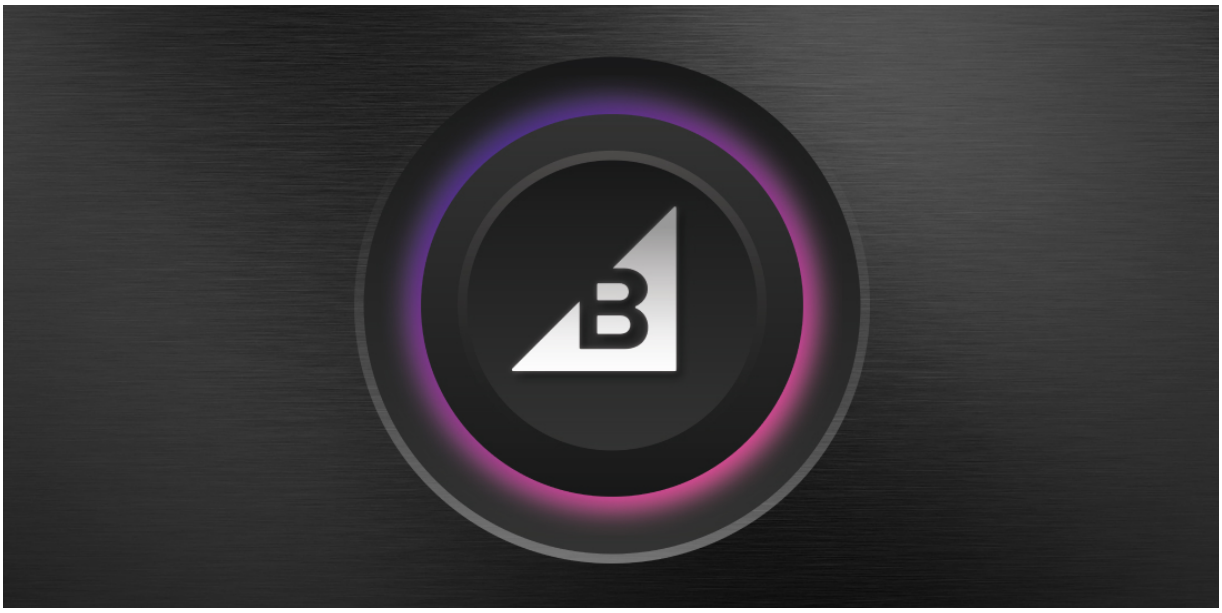
BIGCOMMERCE

How Ecommerce ERPs Empower Online Stores to Optimize Operations



What you'll learn:

- How ERPs act as the central hub for inventory, orders, finances, and supply chain, eliminating silos and manual busywork
- Real-world benefits like AI-driven forecasting, multi-channel sync, and faster fulfillment that directly impact your bottom line
- The three main ERP types (and why cloud-first powers 94% of enterprise organizations)
- Step-by-step guidance on choosing, implementing, and scaling an ERP without the usual headaches

---

Running an ecommerce business means juggling a million moving parts: inventory, orders, finances, suppliers, marketplaces. Miss one sync, and suddenly you're explaining stockouts to

angry customers. That's where enterprise resource planning (ERP) systems step in: your all-in-one command center that connects the dots, automates the grind, and scales as you grow.

As of 2025, 53% of businesses **consider ERP a priority investment**, with manufacturing and distribution leading adoption. The global ERP market is exploding from **$81.15 billion in 2024 to a projected $238.79 billion by 2032** — and ecommerce is fueling much of that fire.

What is an ERP platform?

Think of an ERP as the operating system for your entire business. It pulls procurement, logistics, finance, HR, inventory, and customer data into one real-time dashboard. No more toggling between spreadsheets, accounting tools, and warehouse apps.

The 2024–2025 shift? Composable and modular ERPs. Instead of a monolithic beast, you snap together only the pieces you need — like Legos for enterprise software. Add a demand forecasting module today, plug in a new marketplace connector tomorrow. This flexibility is why 70% **of mid-market companies have adopted composable architecture over monolith systems**.

How ERPs can benefit ecommerce businesses

The right ERP integration turns chaos into clarity. It automates the boring stuff, surfaces insights, and elevates every touchpoint, from warehouse to customer doorstep.

Improved inventory management.

Picture this: Stock syncing in real-time across your warehouses, Amazon listings, and brick-and-mortar spots. No more "sold out" surprises or excess dust-collectors.

ERPs deliver real-time inventory sync and AI-powered demand forecasting, predicting trends based on sales data. Automatic reordering kicks in when levels dip, keeping shelves (virtual or real) stocked without constant babysitting.

The result? According to McKinsey & Company, embedding AI in operations can lead to **reductions of 20–30% in inventory**, **5–20% percent in logistics**, and **5–15% percent in procurement costs**.

Enhanced customer experience.

Customers don't care about your backend. They just want accurate availability, fast shipping, and zero surprises. ERPs deliver:

- **Live stock visibility** across every channel (no more "in stock online, out in store" drama).

Growing your high-volume or established business?
Start your 15-day free trial, schedule a demo or give us a call at 1-866-581-4549.

BIGCOMMERCE

- **Automated order routing** to the closest fulfillment center, cutting delivery times by 1–2 days.
- **Unified customer profiles** that power personalized upsells without feeling creepy.

AI-powered ERP capabilities

AI isn't sci-fi. It's table stakes. Modern ERPs use it to:

- **Forecast demand** down to the SKU level (e.g., "We'll sell 87 red hoodies next Friday. Reorder now").
- **Predict reorders** based on lead times, supplier reliability, and sales velocity.
- **Send smart alerts**: "Shipment from Vendor X delayed 3 days. Reroute from Vendor Y?"

These features turn reactive firefighting into proactive wins.

Efficient financial management.

ERPs streamline financial management by automating invoicing, billing, and payment processing — reducing errors and saving finance teams valuable time. With real-time insights into cash flow, ERPs empower businesses to monitor their finances closely, making it easier to manage expenses and ensure steady operations.

Beyond basic accounting, ERPs simplify tax compliance by automatically applying the correct tax rules and generating accurate, detailed financial reports. This level of automation helps businesses stay compliant while gaining a clear, organized view of their financial health, which supports smarter, data-driven decision-making.

Simplified order processing and fulfillment.

Orders flood in from your site, marketplaces, and social. Without an ERP? You'll be copy-pasting into spreadsheets like it's 2015.

With one? Automation rules and triggers take over:

- High-value orders → priority pick/pack.
- International → auto-generate customs forms.
- Backordered items → trigger customer email + partial ship.

Growing your high-volume or established business?
Start your 15-day free trial, schedule a demo or give us a call at 1-866-581-4549.

BIGCOMMERCE

By reducing manual work, these automations help minimize errors and speed up order processing, allowing businesses to meet customer expectations for quick and reliable delivery every time.

Better decision-making with real-time data.

Ditch gut feelings. ERPs pack BI (business intelligence) dashboards for instant insights.

Typical ERP reports include:

- Sales performance by channel/product.
- Inventory turnover rates.
- Profit margins per SKU.
- Customer lifetime value trends.
- Supplier lead times and costs.

A single source of truth empowers bold, data-backed moves.

Enhanced supply chain and vendor management.

ERPs bring order to supply chain chaos by creating a clear line of communication between businesses, suppliers, and distributors. Everyone works from the same data — fewer surprises, faster collaboration.

With real-time, omnichannel visibility, teams can:

- **Spot bottlenecks early** and fix them fast.
- **See upstream issues** like delays or shortages.
- **Switch to alternate suppliers** before problems escalate.

That agility builds true supply chain resilience, keeping operations steady even when disruptions hit.

On the purchasing side, ERPs offer data-driven insights into vendor performance, pricing, and inventory needs — turning guesswork into smart, strategic decisions. The result? Stronger partnerships and smoother operations from supplier to customer.

Ready to explore? Browse vetted ERP partners in our app marketplace.

Growing your high-volume or established business?
Start your 15-day free trial, schedule a demo or give us a call at 1-866-581-4549.

BIGCOMMERCE

Types of ERP systems to consider

ERPs aren't one-size-fits-all. Most modern ecommerce brands lean cloud-first for agility — **94%**, according to G2 — but here's the full breakdown:

Type	Features	Pros	Cons	Example Vendors
On-premises	Installed on your servers; full data control.	Lower long-term costs; max customization; on-site security.	High upfront hardware investment; manual upgrades risky.	SAP, Epicor
Cloud-based	Hosted online; SaaS model.	Low entry barriers; auto-updates; scalable access.	Subscription creep; less control over data.	NetSuite, Acumatica
Hybrid	Mix on-prem and cloud modules.	Flexible cost/security balance; gradual migration.	Complex maintenance; sync challenges.	Microsoft Dynamics 365

On-premises ERP.

With an on-premises ERP system, you install the system on your own servers and manage everything in-house. It gives you full ownership and control over data and customizations.

Advantages

- No ongoing subscription fees, often lower costs in the long run for established operations.
- Full customization to match your exact processes, with no limits from a vendor.
- Data stays on-site, giving you direct control over security and compliance.

Disadvantages

- Significant upfront investment in hardware, licenses, and setup.
- You’re responsible for all updates and maintenance, which can disrupt operations if not handled carefully.
- Scaling requires adding physical infrastructure, making growth less flexible.

Example vendors: SAP, Epicor — reliable for large enterprises that prioritize control and complex workflows.

Growing your high-volume or established business?
Start your 15-day free trial, schedule a demo or give us a call at 1-866-581-4549.

BIGCOMMERCE

Cloud-based ERP.

The system runs on the vendor's servers, and you access it online through a subscription model (SaaS). This is the default choice for most growing ecommerce businesses.

Advantages

- Lower starting costs and faster rollout, often live in weeks.
- Automatic updates for security, features, and performance, handled by the provider.
- Real-time access from any device, anywhere, keeping teams aligned.
- Built-in backups and strong availability from the vendor's infrastructure.

Disadvantages

- Subscription fees can add up over time, sometimes exceeding on-premises costs as you scale.
- Customization has limits; deeper changes usually require vendor involvement.
- Data is stored off-site, so you depend on the provider's security measures.

Example vendors: Oracle NetSuite, Acumatica — both offer tight BigCommerce integration and support for multi-channel selling.

Hybrid ERP.

You run some modules on your servers and others in the cloud. It's a middle ground, useful if you're transitioning or have specific security needs.

Advantages

- Keep sensitive areas (like finance) on-prem while using the cloud for inventory or reporting.
- Move to the cloud in stages without committing everything at once.
- Added redundancy with data in both environments, reducing risk of downtime.
- More options to balance cost, security, and performance as your business needs change.

Disadvantages

Growing your high-volume or established business?
Start your 15-day free trial, schedule a demo or give us a call at 1-866-581-4549.

BIGCOMMERCE

- Managing sync between on-prem and cloud can get complicated and lead to inconsistencies.
- Higher ongoing effort and cost from maintaining two setups.
- Feature alignment isn't always perfect across environments.

Example vendor: Microsoft Dynamics 365 — designed for hybrid use and connects easily with BigCommerce through APIs.

How to choose the best ERP for your online business

Picking an ERP comes down to a few core factors that match your current setup and where you want to go. Get these right, and the system supports growth instead of holding you back. Here's what to focus on.

Scalability.

Your business won't stay the same size. If you're already managing more than 5,000 SKUs or pushing over 500 orders a month, spreadsheets won't cut it anymore.

Look for an ERP that handles increased volume — more products, transactions, users — without needing a full replacement down the line.

Ecommerce integrations.

Your ERP solution has to talk smoothly with your storefront. Seamless integration with platforms like BigCommerce means orders, inventory, and customer data flow in real time. Check our ERP category for prebuilt connectors that save setup time and reduce errors.

Additionally, look for an ERP that supports connections with third-party tools such as payment gateways, CRM (customer relationship management) systems, and shipping providers. These integrations allow businesses to operate more efficiently by centralizing workflows and minimizing manual data entry, ensuring that the ERP enhances rather than complicates ecommerce operations.

Customization and flexibility.

No two ecommerce businesses run the same way, so why settle for a one-size-fits-all ERP? A flexible, customizable ERP lets you tailor features to your unique workflows, whether that's inventory tracking, order management, or customer service.

Growing your high-volume or established business?
Start your 15-day free trial, schedule a demo or give us a call at 1-866-581-4549.

BIGCOMMERCE

Look for a system that adapts to your processes, not one that forces you into rigid templates. The best ERPs grow with you, refining and expanding as your business evolves.

Modern ecommerce solutions built on headless architecture or composable stacks make this even easier, letting you plug in new tools or integrations without starting from scratch.

Ask yourself: *Can this ERP adapt as your product catalog or fulfillment model changes?*

If the answer's yes, you've found a system built for long-term scalability, not short-term compromise.

Cost-effectiveness.

Choosing an ERP isn't just about the price tag. It's about the total cost of ownership (TCO). Beyond upfront setup or licensing fees, consider the full picture: implementation, training, maintenance, and support.

Cloud-based ERPs often come with lower initial costs and faster rollouts, while on-premises systems may deliver long-term savings and greater control. The key is understanding which model fits your financial strategy.

Also, think ahead: What's the future cost of switching or scaling?

A system that looks affordable now could become expensive later if it can't grow with your business. The right ERP balances value and sustainability, delivering efficiency without breaking the budget.

Best ERP software solutions for ecommerce growth

With so many ERP options out there, finding the right one can feel like searching for a needle in a haystack. The "best" ERP really comes down to your brand's specific needs: your workflow, industry, growth goals.

For example, some ERPs emphasize strong human-resources or retail modules. But for ecommerce brands working with BigCommerce (and similar), you'll want systems that integrate deeply, scale well, and streamline the back-office so you can focus on front-office growth.

Below are four standout platforms that ecommerce businesses rely on to streamline operations, enhance scalability, and support growth, each with its sweet spot and integration strength.

Acumatica.

Ideal business size: Small to mid-market (growing ecommerce brands).

Growing your high-volume or established business?
Start your 15-day free trial, schedule a demo or give us a call at 1-866-581-4549.

BIGCOMMERCE

Integration with BigCommerce: Native connector built in; real-time bidirectional sync between BigCommerce and Acumatica modules.

Key differentiator: Very flexible, commerce-centric with built-in workflows for B2C, B2B, and DTC via one system.

Why it stands out:

- The BigCommerce connector allows orders, inventory, financial data, and customer data to flow seamlessly between storefront and back office.
- Supports multiple stores and channels, letting you scale without reinventing your architecture.
- Because of its native connectors, you avoid heavy custom integration work (less developer time).

Best for: Brands that are expanding their channels, have complex product/fulfillment models, and want a flexible ERP that won't box them in.

Oracle Netsuite.

Ideal business size: Mid-market to enterprise (growing complexity, multiple locations, or brands).

Integration with BigCommerce: Dedicated partnership and integration via "NetSuite Connector" for BigCommerce, enabling unified order, inventory, and financial management.

Key differentiator: Broad, mature feature set covering global financials, multi-entity support, and robust logistics/inventory for complex operations.

Why it stands out:

- Proven in larger ecommerce operations with multiple locations, distribution centers, or global sales.
- The partnership is designed to help growing ecommerce brands scale efficiently with unified operations across BigCommerce and NetSuite.

Best for: Ecommerce brands that already have — or anticipate — multi-warehouse operations, international sales, heavy order volume, and require global finance and operations visibility.

Brightpearl.

Ideal business size: SMB to mid-market (especially retail & multichannel ecommerce).

Growing your high-volume or established business?
Start your 15-day free trial, schedule a demo or give us a call at 1-866-581-4549.

BIGCOMMERCE

Integration with BigCommerce: Built-in app/integration, orders, inventory, shipments, and warehouses all sync between BigCommerce and Brightpearl.

Key differentiator: Retail-operations focused ERP/OPS platform designed to reduce manual work, automate fulfillment, and support multiple warehouses and channels.

Why it stands out:

- Emphasis on high-volume order automation and multichannel inventory visibility; ideal for growth brands.
- Especially good for brands selling on multiple channels plus BigCommerce, wanting back-office automation without huge ERP overhead.

Best for: Retail- and ecommerce-centric brands that want a streamlined operations platform (ERP-lite) that handles fulfilment, inventory and multichannel well.

Odoo

Ideal business size: Small to mid-market (especially brands wanting modularity).

Integration with BigCommerce: There are dedicated BigCommerce connectors/modules that sync product information, orders, inventory, customers between BigCommerce and Odoo.

Key differentiator: Highly modular/open-source flavour which allows businesses to select what they need now, and add modules as they grow; good flexibility for future changes.

Why it stands out:

- Especially attractive if you want to start with core modules and scale as you grow.
- The architecture supports integrations, custom modules, and can evolve with your business.

Best for: Ecommerce brands just out of spreadsheets or basic systems who want something more powerful but not overly complex; companies comfortable with some customization and leaner budgets.

ERP implementation best practices for ecommerce

A smooth rollout keeps disruption low and helps you start seeing ROI faster. Implementing an ERP is about aligning people, business processes, and data management so the system actually works *for* your business.

Growing your high-volume or established business?
Start your 15-day free trial, schedule a demo or give us a call at 1-866-581-4549.

BIGCOMMERCE

Follow these best practices to avoid the most common headaches.

Phased rollout vs big-bang: Which is better?

A **phased rollout** is usually the safer play. Start with one area — like inventory and order management — get it stable, and then expand into finance, fulfillment, or supply chain. This approach keeps risk low and gives your team time to adjust.

A **big-bang launch** (going live with everything at once) can work, but only if your existing processes are already tight, your data is spotless, and your team is fully trained. Otherwise, it's like trying to rebuild the plane while it's in the air.

Common pitfalls to avoid during ERP integration

Even the best system can stumble if implementation isn't handled carefully. Watch out for these common traps:

- **Migrating bad data**: Clean up customer records, SKUs, and pricing before you import anything.
- **Skipping thorough testing**: Run end-to-end tests that mimic real-world scenarios, especially during peak sales periods.
- **Ignoring user training**: Adoption hinges on confidence. If your team doesn't understand the system, they won't use it.

Keys to a successful ERP migration

Think of your ERP launch as a team sport. Success depends on communication, collaboration, and continuous testing.

- **Build a cross-functional team**: Include operations, finance, IT, and at least one hands-on user from each department.
- **Test early and often**: Catch issues before they snowball.
- **Communicate progress**: Regular updates keep everyone aligned.
- **Celebrate small wins**: Momentum matters, and recognition keeps morale high through the transition.

Top challenges of ERP for ecommerce (and how to solve them)

Growing your high-volume or established business?
Start your 15-day free trial, schedule a demo or give us a call at 1-866-581-4549.

BIGCOMMERCE

ERPs solve big problems, but they can bring a few of their own. The key is knowing what to expect and planning for it before launch. Here are some of the most common hurdles (and how to clear them).

Data silos and poor integrations.

Legacy tools love to hold data hostage. When systems don't talk to each other, you end up with incomplete insights and manual workarounds.

The fix: choose an API-first ERP or use an integration platform that connects every piece of your tech stack: storefront, CRM, warehouse management, accounting, and more. Before go-live, map your data flows end-to-end to catch gaps or mismatched fields early.

High implementation costs and long timelines.

ERP setups can take longer (and cost more) than expected. Between configuration, testing, and training, expenses can balloon if not planned carefully.

To keep things on track, look for cloud-based systems with prebuilt connectors and templates for ecommerce. They typically roll out faster and require less custom development. And always budget realistically — implementation often runs two to three times the base software cost, but that upfront investment pays off in long-term efficiency.

Resistance to process change across teams.

Even the best software fails if people don't use it. Teams often cling to old workflows because they feel familiar or safer.

Combat that by involving users early, letting them shape how the ERP fits their day-to-day work. Highlight how the new system solves their specific pain points, and provide hands-on, role-specific training. Celebrate quick wins to show progress and keep momentum high.

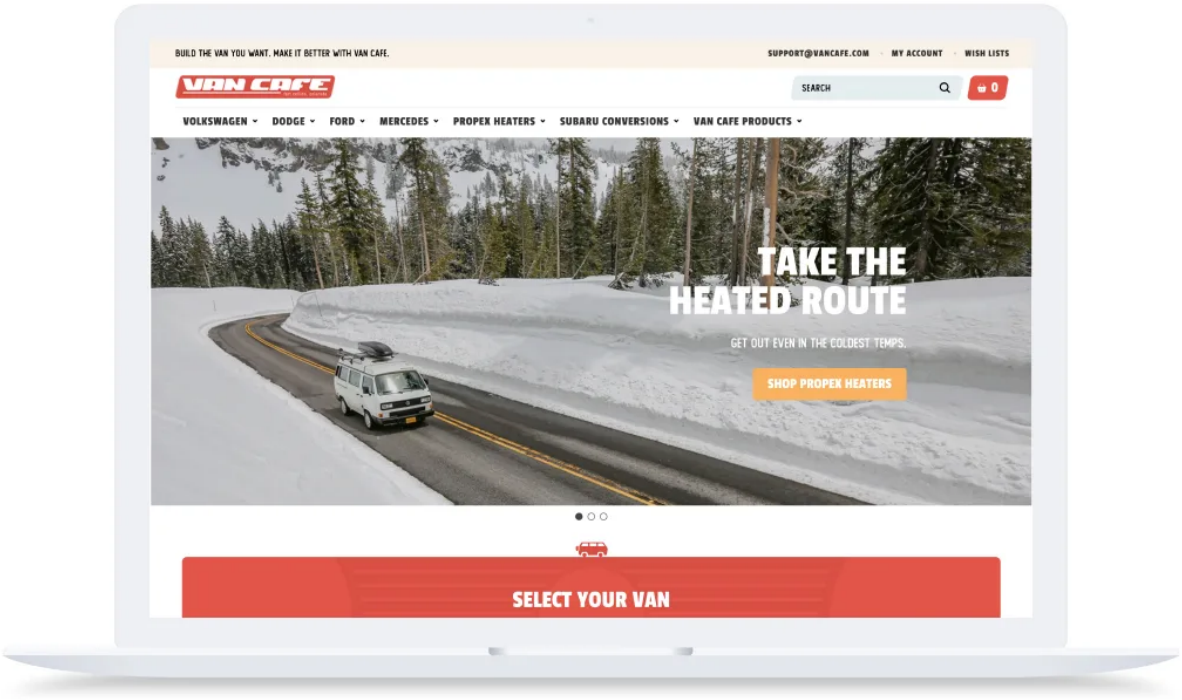
Success stories with Bigcommerce and ERP integrations

Countless brands take advantage of BigCommerce's ability to seamlessly integrate an ERP. Discover how the platform's freedom and flexibility enable these companies to improve the back end and customer experiences.

Van Cafe.

Growing your high-volume or established business?
Start your 15-day free trial, schedule a demo or give us a call at 1-866-581-4549.

BIGCOMMERCE



Case study: Van Cafe

Results: 24% increase in orders, 77% increase in AOV, 119% increase in revenue

Van Cafe manufactures and sells OEM parts for classic Vanagons, serving everyone from restoration shops to weekend warriors. Their old platform (Volusion) couldn't sync with Acumatica ERP, forcing manual inventory updates and constant errors.

After migrating to BigCommerce in January 2022, the **Acumatica connector** synced customers, inventory, products, and apps instantly.

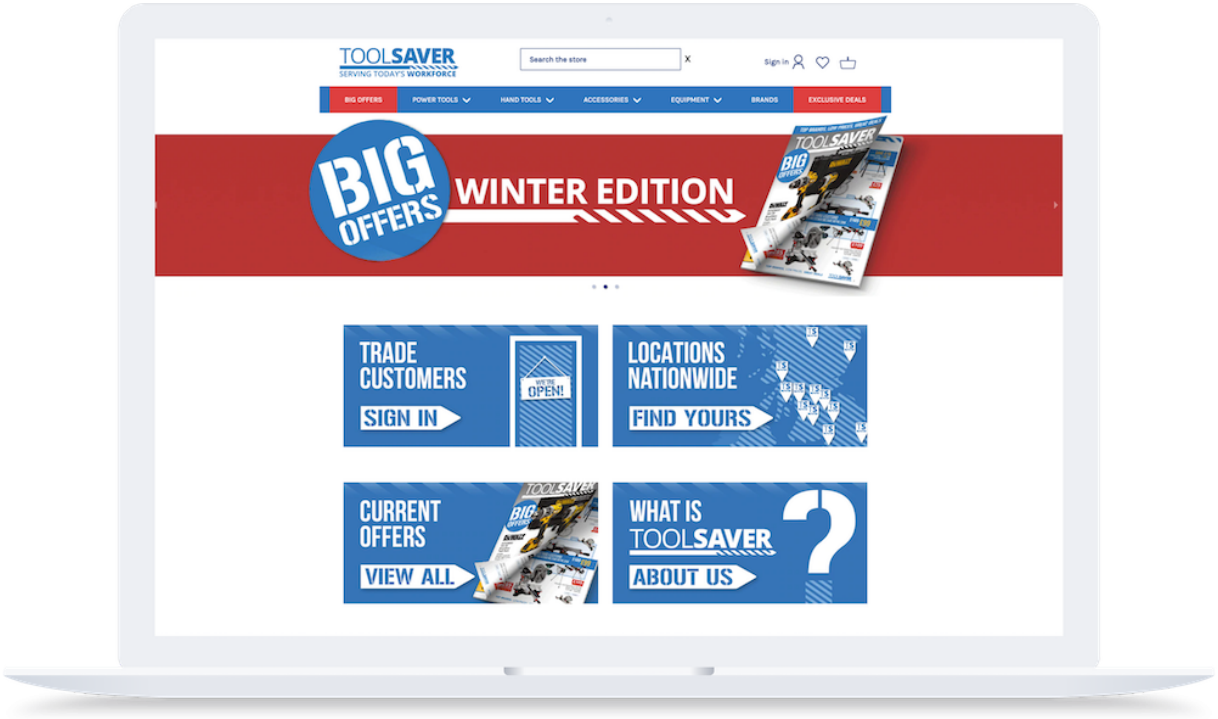
"Finding an ecommerce platform that could integrate with our ERP system drove our decision for who we were going to use as our next provider … BigCommerce did."

— Ingrid Getzan, Director of Sales and Marketing, Van Cafe

Toolsaver.

Growing your high-volume or established business?
Start your 15-day free trial, schedule a demo or give us a call at 1-866-581-4549.

BIGCOMMERCE



Case study: Toolsaver

Results: 19.9% increase in orders, 23.5%increase in revenue, 3% increase in AOV

Toolstop started as a single UK hardware store in 1965. By 2007, they'd launched online — and demand exploded. They created Toolsaver as a B2B brand, but wholesale orders were processed manually via email and phone.

BigCommerce + Sage 200 ERP changed everything. Orders from either site flow to warehouse scanners in real-time.

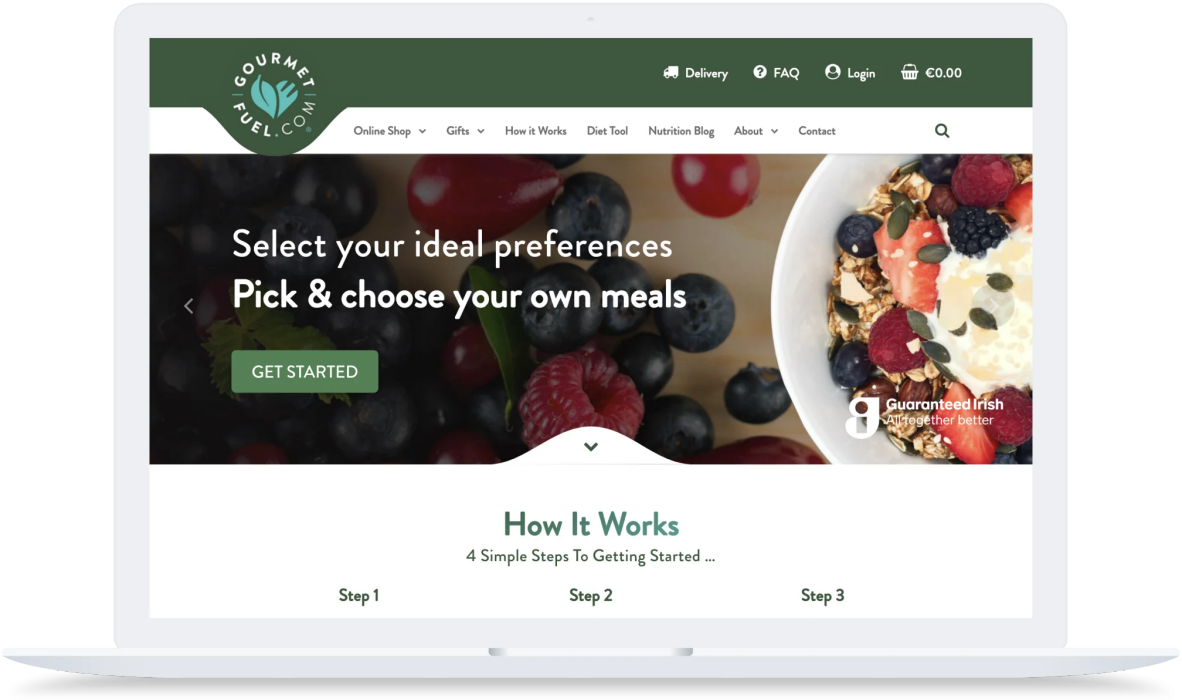
"BigCommerce had such an open API architecture. It allowed us to bring people in-house that would be able to develop systems that would integrate seamlessly with the BigCommerce platform."

— Neil Bruce, Ecommerce Manager, Toolsaver

GourmetFuel.

Growing your high-volume or established business?
Start your 15-day free trial, schedule a demo or give us a call at 1-866-581-4549.

BIGCOMMERCE



Case study: GourmetFuel

Results: 39% increase in conversion rate, 164% increase in orders, 239% increase in revenue

Since 2014, GourmetFuel has delivered chef-crafted, healthy meals on subscription. Multiple platforms meant data fragmentation, until they unified on BigCommerce with Odoo ERP.

The software's freedom and flexibility have enabled GourmetFuel to configure its ERP tool, Odoo, to complement the BigCommerce front-end and the brand's subscription management software.

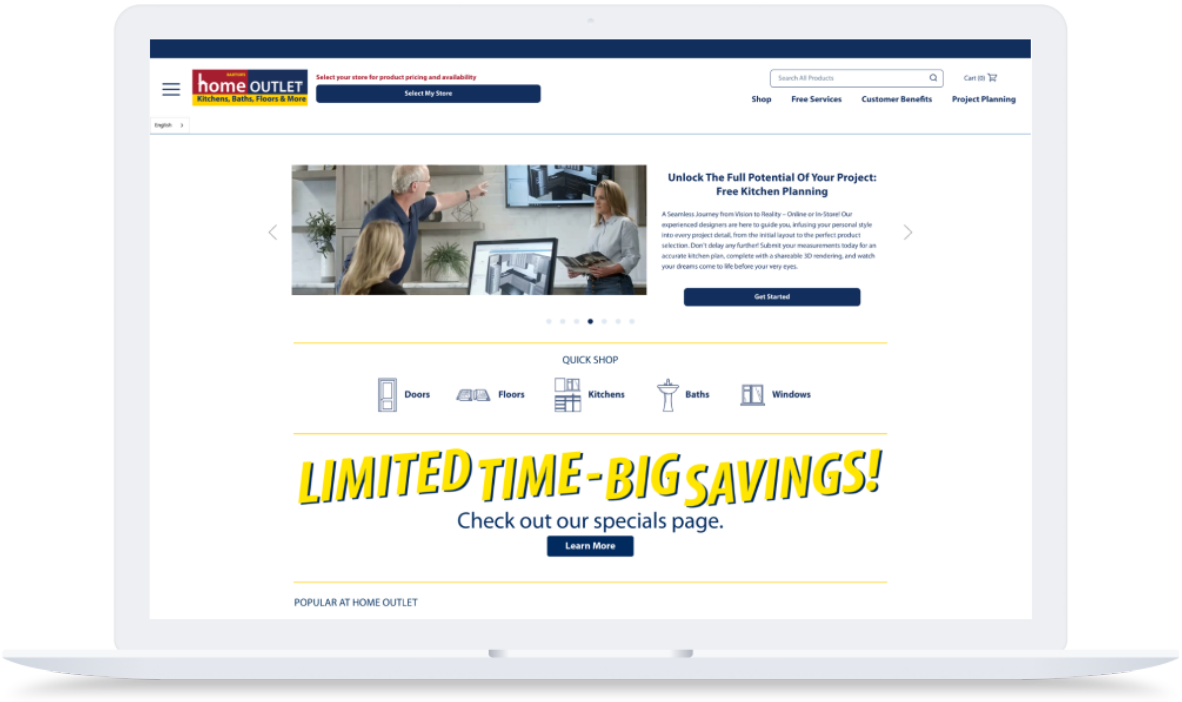
"The real beauty was being able to feed order information back into our ERP system to create accurate and efficient production plans, increasing quality control and reducing waste."

— Rob Buckley, Managing Director, GourmetFuel

Home Outlet.

Growing your high-volume or established business?
Start your 15-day free trial, schedule a demo or give us a call at 1-866-581-4549.

BIGCOMMERCE



Case study: Home Outlet

Results: 22% increase in purchases, 19% increase in users, 17% increase in sessions

E.C. Barton & Company has supplied building materials since 1885. Their Home Outlet brand offers home improvement products nationwide, but their legacy platform struggled to integrate with their custom ERP.

With the help of their agency partner, Mira Commerce, Home Outlet migrated to BigCommerce and integrated their ERP, allowing for streamlined inventory, pricing, and order flow.

"Mira Commerce was instrumental in connecting our ERP system and making sure that everything talks and communicates."

— Shannon Russell, Ecommerce Manager, Home Outlet

The final word

ERPs have become a cornerstone of successful ecommerce operations. They centralize processes, reduce manual work, and turn data into decisions, and it shows: 66% **of organizations report improved operational efficiency after implementing an ERP system**.

Whether you're running a growing DTC brand or a complex multi-channel operation, today's ERP options offer something for everyone — from modular cloud systems that scale as you grow to

Growing your high-volume or established business?
Start your 15-day free trial, schedule a demo or give us a call at 1-866-581-4549.

BIGCOMMERCE

enterprise-grade suites built for global reach.

Pair one with BigCommerce, and you've got a flexible, scalable foundation built to support your business at every stage — improving customer satisfaction, streamlining operations, and setting you up for long-term growth.

FAQs about ecommerce ERP

How do I know when my ecommerce store needs an ERP?

You're past basic tools when you have more than 5,000 SKUs, over 500 orders a month, or sales across multiple channels. If inventory errors, slow reconciliations, or disconnected systems are costing time and money, an ERP will bring everything together.

Can I integrate an ERP with a headless ecommerce setup?

Yes. BigCommerce's APIs make it straightforward to connect an ERP to any frontend: React, Next.js, or custom apps. You get real-time data flow without locking into a single stack.

Can I run an ecommerce business without an ERP?

You can, especially as a small business. But once you're past a million in revenue or running three or more sales channels, manual processes break down fast. Most growing stores eventually need the structure an ERP provide

What ecommerce platforms integrate with ERP systems?

BigCommerce offers native connectors to NetSuite, Acumatica, Brightpearl, Odoo, and dozens more. The open API also supports custom builds. Shopify and Magento have options, but BigCommerce generally makes complex integrations faster.

How long does it take to implement an ERP for ecommerce?

Typically 3 to 12 months. Cloud systems with prebuilt connectors can go live in 3 to 6 months. Custom on-prem setups with heavy data migration often take 9 months or more. Phased rollouts speed up usable results.

Does ERP software support multi-channel or marketplace selling?

Yes, it's designed for it. Sync inventory, orders, and customer data across your site, Amazon, eBay, Walmart, TikTok Shop, and more. You avoid overselling and manage returns from one

Growing your high-volume or established business?
Start your 15-day free trial, schedule a demo or give us a call at 1-866-581-4549.

BIGCOMMERCE

place.

What's the difference between ERP and OMS (order management system)?

An OMS focuses on post-purchase tasks: routing, splitting, tracking, and returns. An ERP includes all that plus inventory, finance, procurement, and reporting. OMS is one piece; ERP is the full backend.

What is the difference between ERP and CRM?

ERP handles internal operations, such as inventory, finance, and supply chain management. CRM manages customer relationships, such as leads, support, and marketing. They often integrate so sales data flows into operations.

Are ERP and ecommerce the same thing?

No. Your ecommerce platform (like BigCommerce) is the storefront. ERP is the backend system that runs inventory, orders, and finances. They work best when connected.

How do APIs and ERPs work together?

APIs handle the data exchange. Your ERP uses them to push inventory updates to BigCommerce, pull in new orders, or send financials to accounting, all automatically and securely.

How can ecommerce ERPs improve supply chain resilience?

They give full visibility into shipments, supplier performance, and inventory levels. You can spot delays early, switch sources if needed, and keep business operations running through disruptions.

What kind of reports can an ecommerce ERP generate to support business growth?

Sales by channel or product, inventory turnover, profit margins, customer lifetime value, supplier lead times, cash flow forecasts. These reports turn raw data into clear next steps for scaling.

Growing your high-volume or established business?
Start your 15-day free trial, schedule a demo or give us a call at 1-866-581-4549.

BIGCOMMERCE