

The Best Enterprise Ecommerce Platforms and Solutions to Grow Your Business



What you'll learn:

- How to compare the top enterprise ecommerce platforms for your online business
- What features are essential for large-scale ecommerce growth and performance
- How platform pricing models, customization options, and TCO affect long-term ROI
- What to consider before replatforming, from data migration to SEO retention
- How to choose the right platform for B2B ecommerce, multichannel selling, and global expansion

Global [ecommerce](#) is expanding fast.

According to [Statista](#), global retail ecommerce sales exceeded \$6 trillion in 2024 and will surpass \$7 trillion by 2027.

With this rapid growth comes rising complexity, and greater expectations from customers.

Enterprise businesses need more than a basic online store.

They require [ecommerce platforms](#) that can support high traffic volumes, streamline operations across teams, enable international selling, and power custom experiences across multiple storefronts and channels.

But not all enterprise ecommerce solutions are built the same. Choosing the right one can shape your growth trajectory, operational efficiency, and total cost of ownership.

In this guide, we'll compare the top enterprise ecommerce platforms available to help you identify the best fit for your business needs.

Leading enterprise ecommerce solutions

BigCommerce.

Once known as a solution for small and midsize businesses, BigCommerce has become a leading platform for [mid-market](#) and enterprise brands.

Built on an open architecture, businesses can tailor their ecommerce experience, integrate best-in-breed technologies, and scale without replatforming.

This freedom empowers brands to design a flexible, future-fit tech stack. BigCommerce combines a wide array of native tools and third-party apps, enabling businesses to launch fast and customize deeply.

- [Coco Republic](#) leverages the platform's out-of-the-box features
- [UPLIFT Desk](#): accelerated performance and scalability using [Catalyst](#), BigCommerce's cutting-edge composable storefront

BigCommerce leads in innovation with enterprise-grade capabilities such as:

- [Multi-Storefront](#): Run multiple storefronts from a single backend
- [B2B Edition](#): Offer B2B-specific features like custom pricing and quoting
- [Buy Online, Pick Up In Store \(BOPIS\)](#): Let customers shop online and pick up locally

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To help brands expand across channels, BigCommerce integrates directly with [Feedonomics](#), making omnichannel selling more manageable. [LA Police Gear](#), for example, uses Feedonomics to streamline product feeds across marketplaces and advertising platforms.

Beyond features, BigCommerce stands out for its:

- [Lower total cost of ownership \(TCO\)](#)
- Enterprise-grade security with Level 1 PCI compliance
- World-class customer support
- Uptime reliability — 99.99% annually and 100% during Cyber Week since 2016

Pros.

- Highly flexible APIs and composable architecture
- Advanced features including [Multi-Storefront](#), BOPIS, and B2B Edition
- A [391% three-year ROI](#) for customers using B2B Edition
- Lower TCO than any other platform — [211% ROI by year three](#), with breakeven at eight months
- Secure and compliant, with regular audits and PCI Level 1 certification
- Manage advertising feeds via Channel Manager and Feedonomics
- Access to Catalyst, BigCommerce's new composable storefront
- Dedicated support team to assist with build, launch, and growth
- 99.99% uptime and flawless Cyber Week performance since 2016

Cons.

- Fewer theme options compared to some competitors
- May be too robust for businesses with basic needs
- Vendor lock-in may make switching platforms complex

Pricing plans.

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- Standard: \$39 per month
- Plus: \$105 per month
- Pro: \$399 per month
- Enterprise: Custom pricing options dependent on company

Shopify.

[Shopify](#) has long been recognized as a major player in ecommerce. In 2014, it launched Shopify Plus as its enterprise-level offering, which is now increasingly referred to as Shopify for Enterprise.

As a SaaS solution, Shopify offers built-in security, PCI compliance, and solid uptime. The platform is known for its user-friendly interface, mobile optimization, and customizable checkout — appealing features for fast-moving teams without deep developer resources.

Shopify also functions as an all-in-one system, bundling services like payment processing, shipping, and email marketing. While this convenience benefits smaller brands, it can limit flexibility for enterprise businesses. For example:

- Shopify charges a fee to brands that opt out of using Shopify Payments.
- The platform restricts integration with best-in-breed tools.
- There are hard limits on API calls per second, which can hamper performance at scale.

Enterprise brands may also find Shopify lacking in key functionality. The platform does not offer Multi-Storefront capabilities or native support for advanced B2B features, making it harder to manage multiple regions or serve business buyers efficiently.

To fill those gaps, Shopify relies heavily on a marketplace of over 8,000 third-party apps. But stacking plugins can drive up your total cost of ownership and introduce more technical complexity.

Recent changes have also affected pricing and support. Shopify raised the monthly price for Plus by 25% and reduced dedicated customer support for businesses with under \$10 million in annual gross merchandise value (GMV).

Pros.

- Intuitive user experience that simplifies management

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- Strong brand recognition in ecommerce
- Access to 8,000+ apps to extend functionality
- PCI compliance and strong uptime performance

Cons.

- Recent price increases for enterprise plans
- No native support for Multi-Storefront
- Limited B2B capabilities
- Penalties for not using Shopify Payments
- Reduced support for brands under \$10M in GMV
- Restrictive API call-per-second limits

Pricing plans.

- Basic: \$39 per month
- Grow: \$105 per month
- Advanced: \$399 per month
- Plus: starts at \$2,300 per month

Salesforce Commerce Cloud.

[Salesforce Commerce Cloud](#) (formerly Demandware) is a SaaS platform built to support omnichannel retail across both B2C and B2B models, as well as [hybrid B2B2C businesses](#). It allows brands to manage digital and sales channels from a centralized interface.

While Salesforce markets Commerce Cloud as a unified solution, many components, including the original Demandware B2C platform, were acquired and remain architecturally distinct. This can lead to fragmentation, particularly for developers managing integrations between Salesforce products.

Commerce Cloud's reliance on Salesforce's broader product suite may appeal to some brands, but can limit flexibility. Like Shopify, Salesforce aims to serve as an all-in-one system. But

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enterprise businesses that want to integrate external tools or build a composable stack may find these constraints counterproductive.

Technical teams may also face challenges. The platform's architecture differs from the rest of Salesforce's ecosystem, which can complicate development and slow innovation.

Cost is another consideration. Commerce Cloud's pricing model includes annual licensing fees based on gross merchandise value (GMV). Combined with limited out-of-the-box integrations and high development costs, this can result in a much higher total cost of ownership compared to platforms like BigCommerce.

Pros.

- Omnichannel selling capabilities
- Native support for multi-storefront, currency, language, and region
- Strong global brand recognition
- Options for B2C, B2B, and combined B2B/DTC selling

Cons.

- High TCO — licensing fees are a percent of annual GMV, plus development and integration costs
- Push to stay within the Salesforce ecosystem limits flexibility
- Monolithic architecture restricts composability
- Acquired software with different architectures can create developer challenges
- Smaller ecosystem of agency and implementation partners

Pricing plans.

Salesforce Commerce Cloud offers pricing options for B2B, B2C, and order management:

- B2B Commerce: Contact for pricing
 - Growth
 - Advanced
- B2C Commerce: Contact for pricing

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- Growth
- Plus
- Premium
- Order Management: Contact for pricing
 - Order visibility
 - Growth

Adobe Commerce (Magento).

Previously known as Magento Commerce, [Adobe Commerce](#) is an open-source platform that can be hosted either on-premise or in the cloud.

Its open-source architecture provides maximum flexibility, allowing brands to create fully custom ecommerce experiences. But with that control comes complexity. Businesses often rely heavily on developers, designers, and [agency partners](#) to maintain and scale their site.

This dependence makes total cost of ownership (TCO) harder to predict. Brands must cover the costs of hosting, development, updates, and ongoing support. Security is also a customer responsibility, requiring regular patching and upgrades to stay protected.

While Adobe Commerce supports headless builds, it was not built with composability in mind. Pre-built integrations are limited, especially for headless front ends or digital experience platforms (DXPs). To go headless, brands typically need to build custom connections, adding more time and cost to implementation.

Support can also be a challenge. Adobe lacks dedicated technical support for Commerce customers. Instead, users rely on developer forums, their own IT teams, or agency partners. This can lead to slower issue resolution and knowledge gaps.

Pros.

- Open-source architecture gives brands full control over customizations
- Ability to integrate with other Adobe tools (e.g., Experience Manager, Analytics)
- Large partner ecosystem and marketplace of extensions
- Supports multi-storefront, multiple currencies, languages, and inventory locations

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Cons.

- Customers are responsible for security patching and updates
- High TCO due to reliance on developers and agencies
- Limited out-of-the-box support for composable or headless architectures
- Lack of dedicated technical support from Adobe
- Updates can disrupt custom features or extensions

Pricing plans.

- Pricing for Adobe Commerce (on prem) starts at \$22,000, while Adobe Commerce Cloud starts around \$40,000

SAP Hybris Commerce and Commerce Cloud.

SAP originally offered SAP Hybris Commerce as an on-premise ecommerce solution. That platform has since evolved into SAP Commerce Cloud, a cloud-hosted option designed to support complex business operations, especially for large, international brands.

SAP Commerce Cloud includes advanced native capabilities such as:

Multi-site, multi-language, and multi-currency support

- Subscription order management
- Multiple product catalogs
- Complex data modeling and omnichannel tools

These features make it a compelling option for global enterprises with intricate business requirements. However, the platform is not without its challenges.

One of the biggest hurdles is usability. SAP Commerce Cloud is known for its steep learning curve and unintuitive interface. Most brands will require specialized developers or agencies to build and maintain the site, especially during the initial setup.

The platform also carries a high total cost of ownership. Between licensing fees, custom development, and ongoing support, many businesses find SAP Commerce Cloud expensive to maintain. And while powerful, some of its features lag behind the innovation pace of more modern platforms.

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Pros.

- Advanced native support for international selling (multi-site, language, and currency)
- Robust data and product catalog management tools
- Omnichannel functionality

Cons.

- Steep learning curve and unintuitive user experience
- Outdated features compared to modern competitors
- High TCO due to licensing costs and developer dependency
- Requires external or in-house technical expertise to build and manage

Pricing plans.

- Contact SAP directly for pricing information

Oracle CX Commerce.

Formerly known as Oracle Commerce Cloud, Oracle CX Commerce is the cloud-based successor to Oracle's on-premise ecommerce solution. Built on a single SaaS platform, it supports both B2C and B2B businesses across a range of verticals.

The platform features an API-first architecture, giving enterprise brands flexibility to build customized shopping experiences. It also includes AI-driven features and multichannel capabilities, making it a tool designed for scalable growth.

That said, there are key considerations before choosing Oracle CX Commerce.

Like SAP Commerce Cloud, Oracle's platform has a steep learning curve. It often takes time, and technical expertise, to feel confident using the tool. This can be a challenge for businesses with tight timelines or limited internal resources.

Hiring a developer team is one way to speed implementation, but doing so will drive up your total cost of ownership (TCO).

Another limitation is Oracle's ecosystem strategy. The platform encourages customers to use other Oracle products, which can restrict integration flexibility. While this may streamline operations in the short term, it can make future replatforming more difficult and expensive.

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Pros.

- API-first architecture supports customization
- Headless-ready framework for modern storefronts
- Serves both B2B and B2C business models

Cons.

- Learning curve is steep; onboarding takes time
- High overhead and maintenance costs
- Performance issues, including occasional lag
- Oracle-first ecosystem may limit integration flexibility and portability

Pricing plans.

- Contact Oracle directly for pricing information

Types of enterprise ecommerce solutions available

Before selecting your ecommerce tool, you should understand which type of solution it is and what that means for your business.

We'll go over the three types of ecommerce solutions below and their potential advantages and disadvantages so you can see which option is right for you.

- SaaS (software as a service, cloud-hosted by a third-party)
- Composable tech stack
- Open-source (self-hosted or cloud-hosted)

SaaS.

[Software-as-a-Service \(SaaS\) platforms](#) simplify the process of building, hosting, and maintaining an ecommerce site. Instead of owning the software outright, businesses rent it, allowing the platform provider to handle:

- Hosting and infrastructure

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- Security and compliance
- Platform maintenance and IT support

This means the business only needs to focus on site design, content, and updates. Most SaaS platforms are user-friendly and often require little to no developer involvement. With core costs bundled into a single subscription, SaaS solutions typically offer a lower total cost of ownership (TCO) than open-source alternatives.

Why enterprise brands are embracing SaaS

- **Predictable costs:** Hosting, security, and updates are included
- **Lower technical burden:** No need to manage servers or patches
- **Faster time-to-market:** Launch and iterate quickly
- **Scalability:** Built-in infrastructure supports growth

Despite its advantages, SaaS does come with limitations:

- Limited back-end and code-level control
- Constraints on building custom integrations or workflows
- Vendor lock-in can make future platform changes more complex

Composable tech stack.

A [composable tech stack](#) breaks down your ecommerce system into modular components that work together, but can also stand alone. According to [Gartner](#), a composable enterprise is built from interchangeable building blocks, allowing for more agility and innovation.

This modularity empowers organizations to:

- Create smaller, autonomous teams
- Identify and scale what works
- Eliminate what doesn't
- Respond faster to digital disruption
- From monolith to MACH

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Traditional monolithic platforms bundle the front end and back end into one tightly integrated system. While this can simplify setup, it limits flexibility, especially for enterprise businesses that need to scale or innovate quickly.

In contrast, many brands are now shifting toward [MACH architecture](#), which stands for:

- Microservices
- API-first
- Cloud-native SaaS
- Headless

With MACH, businesses can select the best tools for their goals, creating a modular, future-ready tech stack.

[Headless commerce](#) decouples the front end from the back end, enabling brands to:

- Choose a front-end CMS like WordPress or Contentful
- Swap or upgrade components without disrupting the whole system
- Customize experiences faster with APIs

For enterprise businesses, this means:

- Greater development freedom
- Faster innovation cycles
- Easier integration with best-in-breed technologies

Platforms that support composable architectures give enterprise brands the control and agility they need to thrive in an evolving digital landscape.

Open source.

Unlike SaaS platforms, [open-source ecommerce solutions](#) are fully owned and managed by the business. This model gives brands complete control over their codebase, enabling them to build, modify, and scale their ecommerce site exactly as they see fit.

What makes open source appealing:

- **Full code access:** Customize every aspect of the site

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- **No platform restrictions:** Build features exactly to spec
- **Ownership:** The platform is entirely under your control

However, with complete control comes complete responsibility.

Businesses are accountable for everything, from hosting and security to platform updates and compliance. Building an open-source site typically requires:

A dedicated development team

- Ongoing support from an agency or internal IT staff
- Specialized resources to handle bugs, patches, and scalability

This level of customization can significantly increase total cost of ownership (TCO). As each feature is added, the site becomes more complex, and more prone to errors or instability. Maintaining long-term performance often requires deep technical knowledge and consistent investment.

Security is another concern. On platforms like WooCommerce, where the codebase is open to the public, vulnerabilities can be exposed and exploited if not properly managed.

Because of these challenges, many businesses have shifted toward SaaS or composable ecommerce platforms that reduce complexity and lower operating costs.

How to pick the optimal ecommerce platform

Now that you've seen an overview of the biggest players in digital commerce, it's time to go over key considerations that can help you decide which platform is right for you.

Ask other ecommerce owners.

When evaluating ecommerce platforms, it's a good idea to communicate with other customers to get an unbiased review.

Talk to similar businesses, in terms of factors like size or sales volume, who already use the platform you are considering, and find out what they like and dislike.

Another piece of advice is to see if the platform has a [case study library](#) available. Reviewing customer success stories can help you better understand what the platform offers.

Speak to ecommerce consultants and agencies.

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An additional way to learn about a platform's challenges and benefits is to talk with an [ecommerce consultant](#) who specializes in replatforming.

From [conversion optimization](#) to marketing strategy to business development, these consultants can offer firsthand knowledge and years of experience to help you find the right enterprise ecommerce platform for your business.

Although there are a variety of ecommerce consultants to choose from, you can check out our [BigCommerce Partner Directory](#) to find the ones we recommend.

Talk to the platform provider.

Once you have an idea of platforms you'd like to consider using, it's time to take the next step and talk with their sales teams.

The platform provider is the greatest expert on their tool, its native features, and what it can accomplish through third-party plugins and partnerships, so take time to have real conversations with them rather than relying solely on their webpage.

Be sure to come to the table with questions designed to help you fully understand the platform's pros and cons. Also, be very clear about your business requirements and where you can't afford to compromise.

Key features in an enterprise ecommerce solution

To grow successfully, enterprise businesses need a platform built to scale. One that offers flexibility, reliability, and integrations that support their [unique operations](#).

Platforms like BigCommerce offer robust native features and custom [integration capabilities](#) that help brands expand faster while maintaining control over the customer experience.

Here are key features to evaluate before choosing your ecommerce platform:

Integration capabilities.

Your ecommerce platform should seamlessly connect with your business systems to ensure smooth operations and data accuracy. Look for:

- [ERP](#), WMS, [PIM](#), [CRM](#), and MAP integrations
- Freedom to connect external tools — not just tools within the platform's ecosystem
- API flexibility to future-proof your tech stack

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BigCommerce stands out for its integration freedom. Brands like [Heat Transfer Warehouse](#) migrated to BigCommerce after facing ERP compatibility issues with a prior provider.

Multichannel selling capabilities.

Selling across multiple channels helps you reach more customers and build a consistent brand experience. Your platform should support:

- Centralized feed management
- Integration with marketplaces like Amazon and eBay
- Support for social commerce and advertising platforms

BigCommerce offers [Channel Manager](#) and a direct integration with [Feedonomics](#) to simplify omnichannel selling.

Enterprise brand [Badgley Mischka](#) takes advantage of BigCommerce's partnership with Feedonomics and has seen skyrocketed success since incorporating this feature.

Secure payments and data.

Data protection is non-negotiable. Look for platforms that provide:

- Built-in PCI compliance
- Regular security audits
- Secure payment processing out of the box

Every BigCommerce store includes Level 1 PCI compliance and undergoes regular security audits to ensure your customer data is protected.

Scalability.

Your platform must be able to handle traffic spikes, whether it's a holiday rush or a viral campaign. Make sure your solution offers:

- High uptime guarantees
- Scalable infrastructure
- Proven performance under pressure

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BigCommerce has delivered 99.99% uptime every Cyber Week since 2016, helping brands stay online when it matters most.

Mobile optimization.

More shoppers are turning to smartphones to browse and buy, and mobile ecommerce continues to dominate digital retail.

In 2024, [mobile commerce sales](#) reached \$2.07 trillion worldwide, and that number will climb to \$3.35 trillion by 2028. A seamless mobile experience is no longer optional, it's essential.

When evaluating ecommerce platforms, ensure they offer:

- Mobile-responsive themes that work across screen sizes
- Fast-loading pages that minimize bounce rates
- Streamlined checkout flows optimized for thumb-friendly navigation

Platforms like BigCommerce help brands deliver intuitive mobile shopping experiences across devices, allowing enterprise businesses to align with evolving customer behavior.

Global commerce support.

To scale globally, your ecommerce platform must support the complexities of international selling. Look for built-in capabilities that allow you to reach global audiences without managing multiple tech stacks.

Key features include:

- **Multi-Storefront:** Launch and manage region-specific storefronts from a single backend
- **Multi-currency support:** Let customers browse and check out in their local currency
- **Multi-language tools:** Customize content for local audiences

BigCommerce equips brands with global-selling tools out of the box:

- [Hatch Embroidery](#) uses multi-currency features to serve international customers
- [The Beer Bat](#) expanded into global markets using Multi-Storefront

Costs of ecommerce platform replatforming

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[Replatforming](#) is a strategic investment, but one that comes with significant cost considerations. The [total ecommerce cost](#) will vary based on your platform choice, business size, and technical requirements.

Here's a breakdown of key cost categories to expect:

Ecommerce platform cost.

Platform pricing models vary widely. Some charge based on gross merchandise value (GMV), others on usage or access to features.

Common pricing models include:

- GMV-based pricing (e.g., Adobe Commerce starts at \$22,000 per year)
- Usage-based pricing (e.g., Shopify Enterprise costs \$2,300 per month)
- API call-based pricing (common for headless platforms)

In addition to licensing, be prepared for add-on fees tied to functionality, support, or bandwidth.

Website design and development costs.

Replatforming is a prime opportunity to update your storefront design and functionality.

Design costs may include:

- Free or paid [themes](#) (premium themes can cost up to \$300)
- Custom templates or UI enhancements
- Development costs may include:
 - Site build and custom integrations
 - Third-party apps and API connections
 - Testing and QA environments

The cost of design and development for sites with under 1,000 products typically ranges from \$5,000 to \$55,000.

Tip: Hiring a developer or agency may increase upfront costs, but can save time and reduce risk in the long run, especially for complex builds.

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Data migration costs.

Data migration is one of the most sensitive and critical parts of the replatforming process. A poor migration plan can result in lost data, security risks, or broken site functionality.

Key costs and considerations:

- Safely transferring product, customer, transactional, and category data
- Ensuring compliance with data security standards
- Implementing access controls and encryption protocols
- Managing catalog transfers and custom fields

BigCommerce's Enterprise software includes built-in [data migration services](#), helping brands migrate safely while saving time and money.

Costs to retain SEO.

Retaining your SEO value during replatforming is critical. Losing it can impact traffic and revenue overnight.

SEO preservation costs may include:

- Content audit before the move
- Redirect planning and URL mapping
- On-page SEO optimization post-launch
- Ongoing monitoring and adjustments

Estimated costs:

- **Content audits:** [\\$500 to \\$15,000](#) depending on site size
- **SEO agency support:** [\\$50 - \\$250](#) per hour on average

Tip: Whether using an internal team or agency, start SEO planning early to avoid losing organic visibility.

Steps to starting the replatforming process

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Replatforming can be complex, but with the right plan, you'll minimize risks and set your business up for long-term growth. Here's how to approach it step-by-step:

Identifying migration goals.

Start by clarifying what's not working with your current platform, and what you hope to gain by switching. This will guide your decision-making throughout the process.

Common migration goals include:

- Reducing total cost of ownership (TCO)
- Choosing a more intuitive and user-friendly interface
- Gaining flexibility to add custom features and best-in-breed tools
- Accessing advanced features like Multi-Storefront or B2B Edition
- Ensuring the platform can scale during peak volume
- Exploring composable commerce options

Tip: Not every platform will check every box. Rank your priorities and focus on the features that matter most for your growth.

Selecting the right technology stack.

Your ecommerce platform should support the tech stack you want to build, not limit it.

Steps to evaluate your stack:

- **Decide the structure:** Do you want native tools, third-party apps, custom solutions, or a mix?
- **List must-haves:** Identify essential systems like payment gateways, ERPs, or inventory tools.
- **Check compatibility:** Confirm these tools work with the platforms you're evaluating.
- **Explore enhancements:** Look at add-ons that improve customer experience and team efficiency.

Example stack components:

- Shipping and fulfillment software

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- Marketing and automation tools
- CRM and customer service tools
- Shopping cart and checkout solutions
- Analytics and reporting platforms

BigCommerce allows brands to build flexible stacks using native tools, external apps, or custom integrations — whatever best fits your needs.

Planning the replatforming roadmap.

Building a clear roadmap helps you stay on time and on budget.

How to create your roadmap:

- **Set your launch timeline:** Work backward from a key event like Cyber Monday
- **Define goals and workflows:** Outline what success looks like post-launch
- **Rank feature priorities:**
 - Must-have (pre-launch essentials)
 - Nice-to-have (enhancements for later)
 - Wishlist (future innovations)
- **Prepare your RFP:** Submit requirements to multiple vendors, asking them to clarify:
 - What's native
 - What requires third-party apps
 - What needs customization

Once you've selected a platform and partner, you're ready to begin implementation.

Launching and monitoring.

Before launching your new site, dedicate time for pre-launch testing.

Pre-launch checklist:

- Test all must-have features

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- Validate integrations and user flows
- Use a launch checklist to avoid surprises

BigCommerce offers a launch checklist to help brands confirm all critical components are in place.

After launch:

- Monitor site performance via real-time platform analytics or tools like Google Analytics
- Address customer feedback quickly and continue optimizing

Tip: If you're tight on time, launch with only your must-have features, then phase in the rest.

Testing for compatibility and performance.

Ongoing testing ensures your site runs smoothly and your tech stack stays aligned.

Focus on two key areas:

- **Compatibility:** Make sure apps and tools remain supported after updates
- **Performance:** Monitor Core Web Vitals to track:
 - Page load speed
 - Interactivity
 - Visual stability

Use these insights to fine-tune your build and improve the customer experience.

The final word

Choosing the right enterprise ecommerce platform is a decision that will shape your growth, operations, and customer experience.

The best solution is one that meets your business goals, supports your tech stack, and scales with your brand.

If flexibility, performance, and lower total cost of ownership are top priorities, BigCommerce is built for you.

[Request a demo](#) to see how BigCommerce can help your enterprise grow with confidence.

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FAQs about enterprise ecommerce platforms

Do all enterprise ecommerce platforms offer omnichannel functionality?

No, not all enterprise ecommerce platforms offer the ability to manage your omnichannel experience. However, as the need to offer an omnichannel presence has become more prevalent, more softwares have begun offering these features. Different platforms offer different levels of omnichannel functionality. Platforms like BigCommerce offer native features like Channel Manager to help businesses manage their different feeds, while also partnering with Feedonomics for brands looking to provide a more robust omnichannel experience.

How long does a re-platforming take?

Although your timeline largely depends on the complexity of your business and how many changes you want to make, a migration can take anywhere from eight weeks to a year or more. If you're a midsize enterprise switching to a platform with a pre-existing theme and simple integrations, your replatforming may only take 12 weeks or less. However, for a larger enterprise with more complex needs, extensive customization and lots of data to migrate, the process can extend to a year or more. Your account manager should be able to give you an estimated timeline of how long it will take your business to launch. Luckily, BigCommerce offers enterprise launch packages to help make the migration process as fast and efficient as possible. With our services, large brands can launch in four months or less.

What are some enterprise ecommerce hosting options?

Enterprise ecommerce software can be hosted in the cloud, on-premise, or through hybrid solutions. Cloud hosting is ideal for high-volume retailers needing scalability and lower maintenance. On-premise gives full control, but requires more internal technical resources. Look for platforms that offer flexibility and strong uptime to avoid unnecessary downtime.

How do enterprise ecommerce platforms differ from standard ecommerce solutions?

Enterprise platforms are built for large-scale operations. They support complex business processes, advanced customization options, and integration with systems like inventory management and customer relationship management. Unlike entry-level tools used by small businesses, enterprise software powers robust ecommerce websites for fast-growing or high-volume brands.

What is the typical ROI timeline after replatforming?

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Most ecommerce businesses see return on investment within 6 to 18 months. Timelines vary based on factors like site complexity, speed of implementation, and platform costs. A well-executed migration to the right platform can drive long-term gains in conversion rates, customer engagement, and operational efficiency.

How much does an enterprise ecommerce platform cost?

Costs depend on the provider and features needed. SaaS platforms may start around \$2,000 per month, while open-source or composable builds can exceed \$100,000 annually with hosting, support, and development. Be sure to factor in total cost of ownership, including third-party integrations, design, and marketing automation tools.

What are the main risks when migrating to a new platform?

Common risks include data loss, downtime, SEO disruptions, and missed deadlines. To reduce these risks, work with experienced partners and build a clear roadmap. Secure your ecommerce store's content management systems, ensure PCI DSS compliance, and validate all integrations pre-launch.

How long does an enterprise ecommerce migration take?

The average timeline ranges from 3 to 9 months depending on your ecommerce website's complexity, number of SKUs, and required features like POS systems or multi-region storefronts. High-volume or B2B ecommerce brands may need extra time for testing and system integration.

Can I migrate to an enterprise platform in phases?

Yes. Phased migrations allow businesses to launch core functionality first and add features like social media integrations, segmentation tools, or localized storefronts later. This staged approach reduces risk and helps maintain sales continuity.

How much internal technical expertise do I need to manage an enterprise platform?

That depends on the platform. SaaS solutions require minimal in-house tech skills, making them ideal for online businesses with lean teams. More customizable platforms with advanced third-party integrations or content management needs may require dedicated IT staff or an agency partner.

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