



# Low-Code Enterprise Ecommerce

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Accelerate product-led development  
with low-code composable commerce.



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# Introduction

By 2024, 80% of technology products and services will not be built by technology professionals — but instead by citizen developers operating with low-code/no-code tools ([Gartner](#)). WYSIWYG editors, visual coding suites, and even artificial intelligence are transforming the foundations of application development — and enterprise ecommerce is no exception.

In the United States, [4 out of 5 businesses](#) already use low-code platforms. Low-code platforms empower organizations to create and deploy applications and features with minimal resources, saving time and money while ultimately providing a high-quality product to their customers.

An [IDC study](#) with Appian discovered that low-code platforms could speed up development lifecycles for new applications by 62% — and new features by 72% on average. Meanwhile, according to [McKinsey](#), organizations with the best tools (including low-code platforms) were 65% more innovative than those without — and their retention rates were 47% higher.

Today, enterprises use low-code platforms for customer relationships, business intelligence, and process automation. But perhaps the most significant opportunity in low-code lies in modern enterprise ecommerce.



# What is Enterprise Low-Code Ecommerce?

Low-code development democratizes an enterprise's platform across an organization's stakeholders, teams, and departments — making it easier for even highly complex ecommerce platforms to meet the shifting market needs.

Ecommerce solutions are complex. But customers don't see that complexity — they simply see the experience they're presented with. By leveraging low-code development, enterprises can create highly flexible, scalable ecommerce platforms focusing on user experience. Enterprises can quickly launch new products, services, and revenue models without reinventing the wheel.

**Gartner predicts that by 2026, developers outside formal IT departments will account for at least 80% of the user base for low-code development tools, up from 60% in 2021**

GARTNER

A low-code ecommerce platform conveys many of the same benefits as any low-code enterprise application — with a twist. Low-code ecommerce platforms customize and improve the relationship between an organization's products and customers through enhanced corporate agility and speed to market.

## **Within the ecommerce industry, low-code conveys the following benefits:**

- **True platform ownership.** Create and iterate customer-focused, product-led experiences without relying on external development partners. Low-code composable ecommerce engages stakeholders throughout your organization, not just your development team.



- **Improved customer experience.** Build experiences that meet customer demand — with significantly less ramp. With low-code composable ecommerce, a brand can swiftly build seamless, omnichannel user experiences that evolve with its customers.
- **Increased innovation.** Make changes and add new features without fear. Low-code development streamlines the development process so that an organization can innovate and improve.
- **Accelerated time-to-launch.** Get to market before the competition — and maintain that velocity. Low-code platforms drastically reduce development time, putting your products, services, and platform in the hands of your customers faster.
- **Optimized spending.** Spend your money on revenue generation, not maintenance or management. With the right low-code platform, brands can spend money on improvement and innovation.

A low-code platform is flexible, responsive, fast to launch, and quick to scale. Low-code ecommerce provides modern enterprises with dynamic, innovative platforms that bridge the gaps between product and consumer.

## BigCommerce and Low-Code

At BigCommerce, we are committed to helping our enterprise partners leverage best-in-breed, composable solutions — backed by out-of-the-box integrations and low-code/no-code frameworks. Our enterprise-grade platform provides brands with the technology they need to deliver the best customer experiences at any scale.

- Deliver superior UI/UX with templates, front-end development kits, or our drag-and-drop interface.
- Optimize your store for conversions with our built-in analytics reporting, marketing support, and omnichannel feeds.
- Automate and optimize essential business processes with third-party plug-ins, such as shipping and logistics.
- Secure personally identifiable and sensitive information through our pre-built checkout and integrated payment processors.

BigCommerce gives your enterprise everything you need to create a truly customized and unique customer experience — whether you want to work with out-of-the-box, built-in functionalities, low-code composable solutions, or fully custom code.



# Low-Code Composable Commerce

In an increasingly digitized world, your platform and product are essential and unified components of a holistic customer experience.

Low-code development provides your organization with all the critical building blocks of a product-led, customer-focused platform — leaving you free to focus on your customers' needs and experience.

As our world moves from digital transformation into digital maturity, the lines between platform, product, and brand evaporate. Modern enterprises must focus on the complete customer experience, an omnichannel, omnipresent relationship between customer and brand.

Low-code development is the key. Low-code development creates responsive, dynamic, and scalable platforms that deliver what customers need — making the best use of an organization's resources. By engaging in product-led, low-code ecommerce development, modern brands can quickly experiment with new features, optimize their store for conversions, spread into new markets, and take advantage of the latest best-in-breed technologies.

## Achieve true platform ownership.

Grow your product toward your customers without compromise. Maintain complete control over your enterprise ecommerce platform with a low-code platform owned by your team.

Low-code ecommerce democratizes the development of an organization's platform across all departments of an enterprise. Business users — otherwise known as citizen developers — can quickly launch new products, services, and experiences without relying on external partners or internal development teams.

**“Equipping both professional IT developers and non-IT personas — business technologists — with diverse low-code tools enables organizations to reach the level of digital competency and speed of delivery required for the modern agile environment.”**

VARSHA METHA, **GARTNER**



Today, many brands are struggling with a disconnect — those who are building their platform are not those who understand their customers best. Whether they're relying on external marketing agencies or internal development teams, the expert specialists who understand their buyer's needs and journeys are siloed from the development process.

Under a traditional development approach, keeping up with consumer trends, new technologies, and market developments is a constant challenge. From the time a ticket is initiated to final deployment, it becomes necessary to start the process over again. This is especially true of enterprise ecommerce, in which even the simplest of features may be complicated to deploy when developing them from scratch.

Increased platform ownership reduces reliance on third-party partners and empowers an organization's internal team. With a low-code platform, everyone within the organization can contribute to improvements — including those with the most insight into what customers truly need. Brands are no longer tethered to outdated functionality or legacy systems — and can instead select and customize the best-in-breed solutions right for them.

**59% of customers in the United States will walk away from a company or a product after several bad experiences—even if they love the company or product. 17% will walk away after just one bad experience.**

PWC

## **Improve your customer experience.**

Today's customers have more choices than ever: Keep them choosing you. Deliver your customers the experiences they want — even if what they want is changing.

Low-code ecommerce helps enterprise merchants quickly design and deploy user experiences, customizing them based on analytics and modern trends. Whether trying to improve an existing customer behavior pattern or shore up a gap, low-code developers can make changes quickly to improve engagement and retention — without having to spin up costly or complex engineering processes.



Modern customers are more flexible than loyal; they can purchase from anywhere, whether shopping for deals or looking for the perfect product. While many customers want to build relationships with brands — and will pay more for a better customer experience — they can purchase on a global scale to find exactly what they need.

Traditional development relied on a one-size-fits-all approach; even platforms with some customization still needed to remain relatively static, as the code base was expensive to modify and maintain.

Low-code ecommerce helps merchants give customers what they want — on a previously unprecedented scale. Through low-code development, brands can quickly customize and test user experiences, interfaces, and journeys — providing seamless and customized user experiences. Low-code development gives brands the tools to enhance customer engagement, strengthen loyalty, and ultimately increase sales without worrying about the developer burden.

## **Innovate at speed and scale.**

Adapt quickly to changing market conditions. Commit to new initiatives when you're certain — and test new theories when you're not.

Low-code ecommerce helps enterprises adapt quickly to changes within markets, industries, and the broader economy. Rather than remaining tethered to a platform that is slow and difficult to change, merchants can instead launch new features and functionality to meet the evolving marketplace.

Market conditions are changing rapidly due to the increasing demand for personalized experiences, new technologies, and customer expectations. Enterprises must quickly adapt to these changes to remain competitive — and it's not always possible to anticipate where and when the market will shift.

Historically, complex enterprise platforms have been slow to change. As regulatory standards and security requirements increase, even minor changes in enterprise ecosystems become more difficult to deploy.

Low-code platforms, however, provide the tools that merchants need to deploy new features, shift markets, and experiment. By reducing the total cost of innovation, merchants can boost innovation and discover new ways to connect with their audience — rather than being left behind.



*During the COVID-19 pandemic, the global ecommerce industry saw a significant boom, but that boom didn't last for everyone. Restaurants, health, and selected retail categories (department stores, electronics, and clothing) fared better — while others have slumped.*

**(IMF)**





## Accelerate time-to-launch and time-to-market.

Get to market and start generating revenue faster. In times of economic uncertainty, the only certain thing is the revenue you've already earned.

Low-code ecommerce makes it possible for an enterprise to launch as quickly or slowly as desired — depending on how much the enterprise wants to customize its platform and its customer experience. An enterprise can launch a full ecommerce platform within a few minutes, spend a few weeks customizing its platform in low-code, or spend months developing a custom-coded experience. The options are there — it's up to the merchant to decide how to use them.

**"Given that the average queue time for new apps is potentially months or longer, and in many cases only about 15%-20% of requests get completed, being able to get something — even if not optimum, but good enough — in a matter of days perhaps, or even hours, is a huge plus."**

JACK GOLD, J. GOLD ASSOCIATES, [COMPUTERWORLD](#)

Time-to-market is critical for any organization, but it's especially important in a market that moves as quickly as ecommerce. Ecommerce brands must launch fast and keep improving, in lockstep with customer needs.

It can take months or even years to deploy a complex enterprise ecommerce solution — and that's time an ecommerce brand could be spending developing its customer relationships and generating revenue. Merchants may even find they can't deploy new functionality as they are still tethered to legacy systems.

A low-code ecommerce platform gives a brand the ability to quickly design, develop, and deploy a complete commerce solution — and the flexibility to decide which features and functionality the brand needs now and which can wait until later. Merchants can get to market faster than the competition and continuously improve and iterate upon their design without a tremendous technical burden.



## Optimize your total spend.

Put your dollars toward innovation and improvement — not maintenance and management. Low-code ecommerce helps enterprises reduce the costs of raw development.

Low-code development reduces the total development cost from initial deployment to maintenance. Reducing development costs frees up dollars for other initiatives — from innovation to marketing spend. Rather than having to spend money on development and maintenance, the merchant can instead spend its money in areas of direct impact.

**According to a 2021 Microsoft-commissioned Forrester Consulting Total Economic Impact study, low-code platforms reduced costs by 24% due to increased developer and DevOps efficiency and reduced spending on third-party solutions.**

MICROSOFT

Development is expensive — not just the initial development but also maintenance. As companies constantly chase shifting headwinds, they also face ever-increasing costs. Not only does this mean that there's less budget available for innovation, but it also has a chilling effect on necessary optimizations and improvements.

Too frequently, merchants may have to decide between necessary platform improvements and revenue-generating activities. Merchants may not have the development time available to launch new initiatives because they need to manage and maintain their existing platform — and that comes at an opportunity cost.

Low-code ecommerce doesn't just reduce the total cost of development — it works hand-in-hand with composable commerce to entirely eliminate many development, management, and maintenance costs. Rather than having to develop and deploy a solution from scratch, a low-code developer can instead hook in an existing best-in-breed solution, a solution that does not need to be internally maintained.



# Low-Code Development Strategy

Low-code is about more than just a platform; it's a new way of doing things — faster, better, and together. A low-code platform must be supported by a low-code development strategy.

Embarking upon low-code enterprise ecommerce requires a new way of doing. Suddenly, your entire team is involved in the building of your platform. Your enterprise brand can now requisition new features and update its platform with a quickness — but that also comes with new processes and controls involved.

To build a low-code development strategy:

- **Select the right platform:** Low-code removes many of the limitations of traditional development; make sure your platform can follow through on that promise. Invest in a platform that's right for you — and that will grow and scale with your business.
- **Create a culture of collaboration:** Your platform now has more stakeholders and product owners — individuals that need to work together for the mission's success. Build cross-functional teams that promote risk-taking, creativity, and innovation.
- **Prioritize continuous improvement:** Use data-driven analytics to continuously improve your platform, making the most of your innovation and experimentation. Leverage the fast deployment of low-code functions and features to test market temperature.

By following these steps, enterprises can ensure they get maximum value from their low-code ecommerce platform — and support the processes and culture shift necessary to truly empower their team.

## Select the right platform.

Developing a successful ecommerce store first requires selecting the right low-code platform. Choose the platform that will grow with you — one that can get you where you need to go.

Speed, integration, scalability, security, and cost: These five factors are always the major pillars when selecting an enterprise solution. But today, there are many enterprise ecommerce platforms that can meet these needs to varying degrees.

To select the right low-code platform, consider the following:

- **Flexibility:** There are no-code, low-code, and custom-code platforms — but does your platform allow them all? If your platform is strictly low-code, you may find yourself unable to meet an unusual use case.



- **Ecosystem:** How many APIs, SDKs, and plug-ins does your ecommerce platform provide? If you want to use best-in-breed solutions with your low-code technology, you need a platform that provides pre-built integrations — otherwise, you'll have to develop them on your own.
- **Support:** Will your team get support from your ecommerce platform, or will they be on their own? While low-code development may involve fewer intricacies than custom-code, you need a platform that you can trust — and support available to help.

BigCommerce supports no-code, low-code, and custom-code — giving you everything you need to deploy and grow. From robust [support documentation](#) to an extensive [first-party and third-party ecosystem](#), BigCommerce provides enterprise-grade solutions for ecommerce of any size and scale.

## Create a culture of collaboration.

Your organization now owns your platform, from sales and marketing to engineering and development. Successful low-code ecommerce development requires close collaboration between all stakeholders.

Low-code development is not successful in siloes; it requires the collaboration of cross-functional teams. All departments must work together to identify and prioritize customer needs, developing engaging user experiences that drive conversions — without initiatives that conflict.

To ensure successful collaboration:

- **Clearly define roles:** Create teams and outline roles to avoid gaps and overlaps. Clearly define the processes involved in optimizing, improving, or otherwise modifying your brand's low-code platform.
- **Improve transparency and visibility:** Make sure everyone is on the same page and working toward a common goal. Leverage project management, collaboration, and DevOps solutions to maintain constant communication.
- **Celebrate wins:** Even the small ones. Foster a culture that invites innovation by celebrating what goes right — and analyzing what goes wrong.

For a low-code platform to be successful, the organization as a whole must remain engaged and invested. By establishing a culture of collaboration, enterprises can promote new, exciting ideas and continue to evolve their platforms.

## Prioritize continuous improvement.

When there are a lot of moving parts, your data must move even faster. Prioritize continuous improvement with data-driven decision-making.

Low-code platforms drive innovation. But innovation is nothing without data. Without data, you can't tell which initiatives are working and which initiatives aren't. When initiatives do work, you may not know why — or to what extent.



To emphasize data-driven development:

- **Set KPIs and metrics early and often:** Every change or new feature should have a goal — and that goal must be measurable and realistic.
- **Collect and analyze data:** From customer satisfaction surveys to user engagement statistics, it's essential to collect and analyze your data. Create robust reporting processes to operate as guidance during platform changes.
- **Build split-testing into the process:** Low-code development makes split-testing even easier, with the ability to quickly deploy multiple versions of a feature and determine which version operates best.

Low-code ecommerce enables you to move faster — but if you don't have a direction, you could get lost. Bake data-driven decision-making into your core processes and organizational culture to ensure that you're always moving toward your north star.



# BigCommerce for Low-Code Ecommerce

You need an ecommerce platform that can support your products now and into the future — an ecommerce platform that can help you adapt to your customers' shifting needs. BigCommerce is the enterprise ecommerce platform for everyone.

BigCommerce offers enough power, flexibility, extensibility, and scalability for any ecommerce deployment.

## **Adapt UI/UX at the speed of sales.**

Use Stencil themes, a drag-and-drop interface, and front-end customization to design a storefront and customize your user experience right out of the box.

To launch on BigCommerce, you can use Stencil themes, pre-built templates, or custom code — it's all up to you. When you use Stencil themes, you can quickly customize your UI/UX through the BigCommerce settings panel and WYSIWYG editor. You can also use a variety of pre-built templates and themes that come with built-in UI components.

## **Focus on what's important — forget about the rest.**

Intelligent integrations — such as leading shipping providers and merchant marketplaces — let you focus on the aspects of customer experience most important to you.

BigCommerce has over 1,200 pre-built third-party integrations alongside built-in features such as Checkout. With BigCommerce, your organization can select the plug-ins and built-in features that you need — and build other custom functions as desired..

## **Stop worrying about security.**

Get advanced security and payment processing capabilities — without the worry. Lean on BigCommerce's security solutions rather than building your own.

One of the primary concerns regarding low-code technology is security — when everyone involved is a developer, it can be easy to lose control of your data. Leverage BigCommerce's secure payment processing, encryption standards, and regulatory compliance to protect your customer data while still taking advantage of the power of low code. BigCommerce maintains extensive security certifications, documented in our [Platform Trust Center](#).



# What Are Your Next Steps?

We all know that the world of ecommerce is changing. Low-code development empowers you to change with it..

In a fast-fluctuating market, the loss of business agility may be the difference between failure and success. Ecommerce continues to grow — sometimes with volatility, sometimes unevenly — even as customer expectations and economic outlooks change.

**“Companies are in danger of missing the next ecommerce wave. With ecommerce sales doubling in the past five years and markets expected to almost double again by 2026, companies are making sizable investments in their ecommerce capabilities. The problem is that many of these companies are locked into an increasingly outdated view of ecommerce as a bolt-on to the main business.”**

MCKINSEY

Low-code technology empowers organizations to react swiftly, whether reacting to changing market temperatures or customer trends. And with BigCommerce, you never need to choose between a low-code platform or a custom-code platform — you have every option available to you from the start.

**Request a demo today to discover the benefits of low-code composable commerce.**

REQUEST DEMO

