The Big Moment:

Migrating from SAP Commerce Cloud to BigCommerce

BIGCOMMERCE Powered by Commerce | ZAELAB

Industrial B2B commerce is changing. And fast.

Buyers now expect to research products, check contract pricing, confirm availability, and reorder materials digitally, often outside traditional business hours and across devices. Today, a majority of industrial buyers purchase online regularly, and those expectations are only accelerating.

For manufacturers and distributors running SAP Commerce Cloud (formerly Hybris), this shift has exposed a growing tension:

Modern B2B buying demands speed, flexibility, and continuous iteration.

Release cycles, customization, and ERP coupling make change harder — and slower.

SAP Commerce Cloud's tightly coupled architecture has made it difficult for organizations to adapt at the speed modern B2B buyers now expect.

That's why BigCommerce, in partnership with Zaelab, developed this step-by-step guide to help industrial manufacturers and distributors move toward a more flexible, modern B2B commerce platform.

Inside, you'll find clear guidance to help you:

- ✓ Understand how SAP Commerce Cloud is limiting growth and agility.
- ✓ See what actually changes (and what doesn't) in a migration.
- ✓ Build a commerce foundation that supports modern B2B expectations today and tomorrow.

Why move off SAP?

SAP Commerce Cloud has long been positioned as an enterprise-grade solution for complex B2B needs. But for many industrial manufacturers and distributors, that complexity has increasingly become a constraint.

As digital channels take on a larger share of revenue, from self-service ordering and contract pricing to reorders across branches and warehouses, the same challenges surface again and again:

- ✕ **Slow time-to-market** driven by long development cycles and heavy system dependencies.
- ✕ **High total cost of ownership,** including licensing, infrastructure, system integrators, and ongoing maintenance.
- ✕ **Upgrade fatigue,** where new releases are costly, disruptive, and often break customizations.
- ✕ **Commerce innovation tied to ERP timelines,** limiting agility and experimentation.

Today, digital channels are expected to drive growth. However, when commerce platforms are tightly coupled to monolithic systems like SAP Commerce Cloud, speed and flexibility suffer at the exact moment they matter most.

> "In the modern B2B world, commerce moves faster than ERP. When frontend innovation is constrained by backend release cycles, customer experience becomes a bottleneck, slowing growth and limiting agility in markets that reward speed."



Lance Owide, VP of Business to Business, Commerce

Why organizations choose BigCommerce

BigCommerce was built to solve the limitations enterprises experience with legacy commerce platforms like SAP, without sacrificing scale, security, or B2B capability.

1. Faster execution without enterprise overhead.

BigCommerce's flexible architecture removes the need for infrastructure setup and long implementation cycles. Enterprise teams can launch storefronts, expand into new regions, and adapt go-to-market strategies quickly without being slowed by complex development dependencies.

With native multi-storefront capabilities, manufacturers and distributors can manage multiple brands, regions, or buyer experiences from a single platform — without the cost and complexity of standing up separate systems.

"With a platform designed to support rapid iteration, organizations can respond to market changes faster and bring new commerce initiatives live with confidence."

2. Lower and more predictable cost of ownership.

BigCommerce operates on a transparent SaaS subscription model that includes hosting, security, updates, and support, eliminating unpredictable infrastructure and maintenance costs and making total cost of ownership easier to plan.

According to the 2025 IDC Business Value of BigCommerce B2B Edition study, organizations using BigCommerce's B2B Edition realized measurable business value across efficiency, revenue, and operational performance:

391% three-year return on investment, with the investment recouped in about 7 months.

$393,446 in average annual benefits per 1,000 unique customers, including cost savings and revenue impact.

$10,536 in IT cost avoidance per 1,000 unique customers, driven by reduced infrastructure and support overhead.

24% increase in sales team productivity, freeing B2B sales teams from manual tasks and enabling them to focus on revenue-generating activities.

82% improvement in platform stability, reducing downtime and strengthening buyer confidence.

By reducing operational overhead and improving predictability, organizations can reinvest resources into growth, innovation, and buyer experience — outcomes that matter most for industrial manufacturers and

3. Greater agility for business teams.

BigCommerce is built for both technical and non-technical users. Merchandising, marketing, and operations teams can manage content, promotions, and buyer experiences directly, without relying on constant IT involvement.

This business-user accessibility enables faster experimentation, better collaboration, and more responsive execution across teams.

4. A modern architecture built for change.

BigCommerce is API-first and MACH®-aligned, making it well suited for composable commerce strategies. Organizations can integrate best-of-breed tools, scale across channels, and evolve their technology stack without being locked into a rigid architecture.

Multi-storefront functionality enables this flexibility at scale, allowing organizations to tailor storefronts and experiences while maintaining centralized control and governance.

Why move from SAP to BigCommerce?

Category	SAP Commerce (SAP Commerce Cloud)	BigCommerce
Hosting	Cloud-hosted (SAP-managed) or private cloud deployment	SaaS hosting included
Set up & Maintenance	Complex enterprise implementation, typically requiring systems integrators and developer resources	Faster implementation with lower operational overhead
Pricing	Custom enterprise licensing and implementation costs	SaaS subscription with Enterprise pricing based on business requirements
Built-in Features	B2B/B2C ecommerce, product content management, personalization, order management, and omnichannel capabilities	Native B2B Edition, multi-company accounts, price lists, buyer portal, quoting, invoice portal, open APIs, ERP integrations
Storefront flexibility	Customizable storefronts requiring implementation and development resources	Flexible storefront options including Stencil themes, Catalyst storefront framework, and headless/composable architectures
Scalability	Enterprise scalability for complex commerce operations	Enterprise scalability through a managed SaaS platform
Performance	Performance depends on implementation, infrastructure configuration, and ongoing optimization	Cloud-native platform with managed infrastructure and performance optimization
Security & PCI Compliance	Enterprise-grade security and compliance capabilities, with PCI support available through platform architecture	Managed security, PCI DSS compliance, ISO certifications, and cloud infrastructure
Multi-storefront and channel expansion	Supports multiple brands/sites through SAP ecosystem and custom implementations	Native Multi-Storefront support for brands, regions, and buyer segments, plus marketplace and channel integrations
Support	Enterprise support and partner-led services	24/7 support, Professional Services, and partner ecosystem

What to think through before moving off SAP

Before you migrate from SAP Commerce to BigCommerce, there are a few things to consider.

Migration doesn't mean starting over.

One of the biggest misconceptions about leaving SAP Commerce Cloud is that it requires abandoning SAP altogether. In reality, most successful migrations follow a decoupled model:

- **SAP stays** as the system of record for ERP, pricing logic, inventory, and financials.
- **BigCommerce takes over** as the customer-facing ecommerce layer — where speed, experience, and flexibility matter most.

BigCommerce is designed to integrate with SAP and other enterprise systems, allowing organizations to modernize ecommerce without disrupting core back-office operations.

Migration impact for your business.

Moving to BigCommerce doesn't require reworking the foundation of your business. Instead, it shifts where ecommerce capabilities live, preserving core ERP operations while unlocking faster, more flexible customer-facing experiences.

Here is an overview of what stays the same, what changes, and what improves to help you evaluate migration impact:

What stays the same:

SAP ERP remains the source of truth.

Core financial, inventory, and fulfillment processes stay intact.

Existing SAP data models continue to power backend operations.

What changes:

Faster storefront launches and updates.

Shorter release cycles with fewer dependencies on system integrators.

A lower, more predictable cost structure.

What improves:

Greater autonomy for merchandising and marketing teams.

Faster experimentation with channels, regions, and experiences.

Reduced technical debt tied to customizations and upgrades.

BigCommerce customers benefit from automatic updates and a SaaS delivery model, eliminating the upgrade cycles that often slow SAP Commerce teams and consume IT budgets.

Going big:
The migration process

BigCommerce offers scalability and vast functionality, but also simplifies operations. The migration process is no different, keeping things as streamlined and simple as possible.

Take your time with the migration process, loop in any relevant stakeholders, and don't be afraid to pump the brakes.

Want to let BigCommerce handle the entire process?

Speak to our migration specialists for a quote today.

Step 1:

Auditing existing capabilities and architecture.

Depending on your setup, your SAP Commerce Cloud platform is likely rife with integrations that add functionality. Auditing your existing capabilities and integrations is essential to a smooth launch with BigCommerce.

Go through your SAP Commerce Cloud setup and audit:

- ✓ Integrations and their functionality
- ✓ Apps and integrations available on BigCommerce
- ✓ Unique product fields you'll need with BigCommerce
- ✓ Custom logic you have in place
- ✓ Buyer-specific pricing, workflows, and offerings in place
- ✓ Company hierarchies, payment terms, and invoicing
- ✓ ERP-driven processes
- ✓ Data you want to port, versus data you want to retire

As you complete your audit, categorize each integration as retain, replace, consolidate, or retire. A migration is often an opportunity to simplify your architecture, eliminate redundant tools, and reduce maintenance costs.

Step 2:

Building out integrations and functionality.

Before your data moves to its new home and your store goes live, you need to have your core integrations and functionality in place.

Keep in mind, BigCommerce comes with tons of B2B functionality built-in, including a buyer portal, company accounts, buyer-specific pricing, quoting, invoicing, payment controls, buyer roles and permissions, approval workflows, and optimized checkout, along with:

- ✓ A powerful site builder
- ✓ Configure-price-quote functionality
- ✓ SEO functionality, including customizable URLs, metadata, and more
- ✓ Multi-storefront support out of the box
- ✓ Headless ecommerce and low/no code building

Once your core B2B functionality is mapped, evaluate any remaining requirements against BigCommerce's ecosystem of 1,200+ apps and integrations. Prioritize critical systems such as ERP, OMS, PIM, CRM, payment, tax, and shipping platforms. Where a pre-built integration doesn't exist, BigCommerce's open APIs and integration framework make it possible to build custom connections that support your unique business processes and data flows.

Step 3:

Backing up and migrating data.

Your SAP Commerce platform is a library of historical data, from sales and ordering information to buyer details. It's recommended you keep everything you can, as historical data is especially great for using advanced forecasting tools and analytics.

Regardless of what you decide to keep, there are a number of ways you can migrate your data from SAP to BigCommerce.

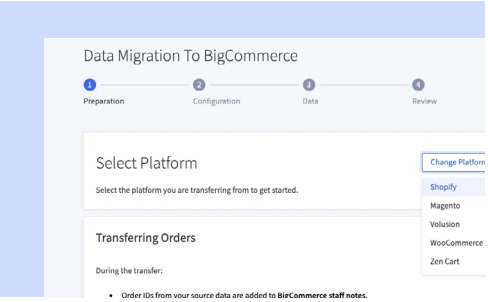
Category	BigCommerce Data Migration app (free)	CSV Import (free)	API	Data Migration Services	BigCommerce Marketplace Apps
Products	✓	✓	✓	✓	**
Categories	✓	✓	✓	✓	**
Customers*	✓	✓	✓	✓	**
Orders	✓	X	✓	✓	**
Reviews	✓	X	✓	✓	Product Review Importer & Exporter (free)
Coupon Codes	✓	X	✓	X	Promotion Code Manager*** (free)
Payment Tokens	✓	X	✓	✓	**

*Passwords cannot be migrated for PCI compliance.

**Subject to app availability and limitations. See App Marketplace.

***See Coupon Codes.

BigCommerce Data Migration App



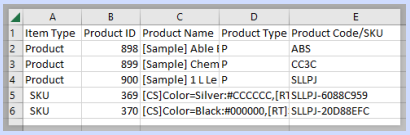
[The BigCommerce data migration app](#) is the most straightforward method for migrating data, and it's compatible with almost every type of ecommerce data, except for payment tokens.

As long as your site has no more than 500,000 total records, the app will work for most migration scenarios. If you have more records than this, BigCommerce does offer migration services, led by experts with custom quotes for larger or more complex migrations, or you can use some of the other methods mentioned below.

The app offers AI-powered assistance, making it easy for those unfamiliar with migration processes to move product data, order history, coupon codes, and more — and all via a secure data transfer.

Note regarding content: The migration app won't move content like web pages and blog posts. For this, you'll need to use the API method or consult with our migration services team for a quote.

CSV import



	A	B	C	D	E
1	Item Type	Product ID	Product Name	Product Type	Product Code/SKU
2	Product	898	[Sample] Able I	P	ABS
3	Product	899	[Sample] Chem	P	CC3C
4	Product	900	[Sample] 1 L Le	P	SLLPJ
5	SKU	369	[CS]Color=Silver:#CCCCCC,[R	1	SLLPJ-6088C959
6	SKU	370	[CS]Color=Black:#000000,[RT]		SLLPJ-20D88EFC

If you only need to move products, categories, or customer data, the CSV migration method is another option.

With a CSV import you can simply download the corresponding data into a spreadsheet, format it with a program like Excel or Google Sheets, and then proceed.

BigCommerce offers both a [legacy CSV import](#), as well as a [modern experience](#) that works with multiple storefronts. For either route, make sure you review that your product information is formatted properly in the CSV so that it meets BigCommerce requirements:

Physical products: Item, Type, Name, Price, and Weight

Digital products: Item, Type, Name, and Price

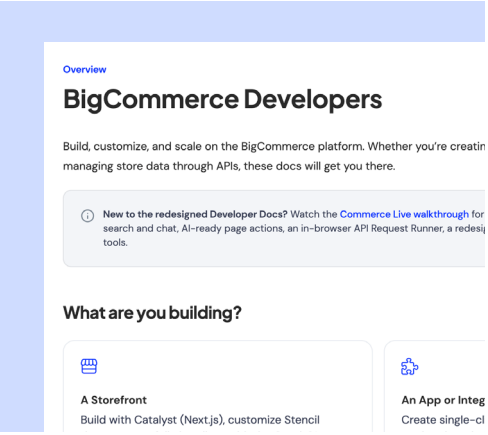
Note: CSV files need to stay under 20MB, and ideally contain no more than 10,000 products. If your product count exceeds 10,000, consider migrating via CSV in batches to avoid performance issues or errors.

API

If you have developers handy, the API migration method is suitable for moving most data types, including content.

With the API method, developers can not only migrate data, but also modify:

- Product data
- Buyer data
- Promotions
- Order data
- Web pages and blogs

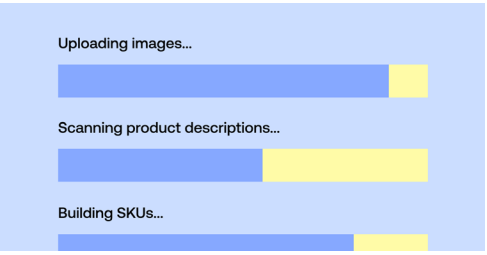


For more information, [visit our in-depth API repository.]

Data migration services

If you want to take the entire data migration process off your plate, or have a particularly complex migration, BIgCommerce offers paid data migration services.

With this service, our expert data migration services team will work with you to migrate any and all of your store data. On top of this, they'll make sure any data is not only migrated, but also customized to match your specific needs.

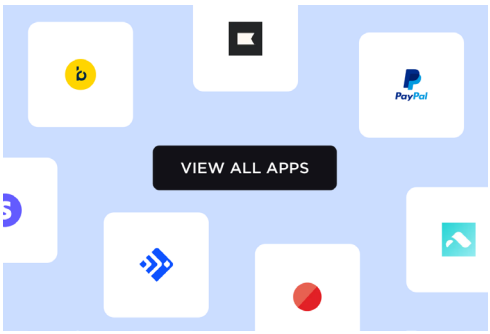


[Learn more about our data migration and other launch services here.]

App marketplace

BigCommerce has an app marketplace that offers more than 1,200 apps and integrations. If you're looking for a specific data migration service and aim to do it with an app, check to see if it's [in our marketplace.]

If you can't find an app that suits your needs, you can always opt for support from our data migration services experts.



Step 4:

Reviewing data.

Proper, complete data migration is essential for your BigCommerce store to have a smooth launch.

Before getting too far along your journey, check that your pages, blogs, and so on migrated over, with SEO fields intact. View your product pages in a test environment, checking that information is complete and accurate as well.

If you notice formatting issues with certain types of data, you can perform an additional cleanup via CS import. This can help with adjustments to:

Products (names, SKUs, descriptions*, images, options and variants, pricing, inventory levels, custom fields)

Orders (if migrated)

Categories and category structure

Buyers

Promotions and coupon codes

SEO fields (page titles and meta descriptions)

SAP and BigCommerce have their own unique URLs for store pages, so it's highly likely you have pages that will break after the migration. At this point, you'll want to begin working on 301 redirects to prevent this.

A 301 redirect allows you to direct an old URL to a new one, which can help prevent a negative SEO impact, like loss of traffic or rankings, when moving to a new site.

Tips for 301 redirects

- ✓ Use the same URL structure for new pages

  Old: store.yoursite.com/blog/are-twinkies-technically-food

  New: yoursite.com/blog/are-twinkies-technically-food

- ✓ Change internal links to match new redirects
- ✓ Use SEO tools to check for 404s (broken links)
- ✓ Prepare for a (likely temporary) reduction in traffic

Step 5:

Setting up store profiles.

You're going to need user accounts for anyone on your team working within your store.

With user accounts, you can customize a team member's role, responsibilities, and which features and apps they have access to.

As the store owner, you can make new accounts by:

1. Going to Account Settings
2. Clicking Users
3. Clicking Create a User Account
4. Entering the user's email
5. Setting the account status and language
6. Assigning a User Role

If you have any developer work that needs to be done, you can create special WebDAV accounts. For more information, read our in-depth account guide.

Step 6:

Building your product categories.

Whether you're working with migrated products or setting up new ones, assigning product categories is essential to helping customers find what they need.

You can put a product into multiple categories or one, with titles based on the following and more:

Pumps, Valves, and Fittings categories for industrial distributors

OEM and Aftermarket categories for automotive parts suppliers

Clearance or Promotional categories for discounted inventory

Size, Material, Voltage, or other product attributes

Explore our in-depth category guide to take full advantage of the platform's robust features.

Step 7:

Preparing payment methods.

Your payment setup should make checkout quick and painless for buyers. BigCommerce can make this happen, with:

- ✓ Purchase order support
- ✓ Customizable invoices and payment terms
- ✓ Company credit lines for buyers
- ✓ Buyer-specific payment methods
- ✓ Support for 100+ countries

By default you can use BigCommerce's Optimized One-Page Checkout, which streamlines the entire checkout process.

Step 8:

Shipping and tax setup.

Shipping should be as painless as the checkout process. With BigCommerce, it can be.

Simply:

1. Enable Manage Shipping permissions in your user account
2. Go to settings
3. Select Shipping
4. Follow the on-screen prompts to set shipping origin

For those wanting to further streamline the shipping process, be sure to utilize Automatic Tax calculations and real-time shipping quotes.

Step 9:

Test ordering and checkout flows.

Once your payment workflows and shipping configuration are set up, it's time to run through the experience as if you were a buyer.

As part of this, make sure you test:

- ✓ Buyer-specific pricing
- ✓ Custom portals and catalogs
- ✓ Quotes, purchase orders, and approval workflows
- ✓ Buyer-specific roles and permissions
- ✓ Invoicing and payment workflows
- ✓ Shipping methods and fulfillment options

Make sure to note if the process feels cumbersome, works properly on mobile, and where product recommendations might fit during the entire workflow.

Step 10:

Point your new domain.

When you first create your BigCommerce store, it will live at .mybigcommerce.com (Unless you're using BigCommerce for WordPress). You can continue using this domain, but most businesses opt for creating a custom domain.

If you purchased a new domain through BigCommerce, you can move onto the next step.

If you have your domain through a third-party, like GoDaddy, you'll need to point the domain to BigCommerce.

Continued on next page.

Step 10:

Point your new domain. (cont.)

There are **three methods** for pointing your domain in the right direction. Read each one over and select the method that best fits your scenario.

Nameservers:

Nameservers are permanent and updates are automatic, making this a “set it and forget it” approach. If you have no need for subdomains or fixed IP addresses, this is the most straightforward route.

CNAME:

A CNAME lets you map one hostname to another, ideal for those wanting to keep their existing mail configuration or point their BigCommerce store toward a subdomain. If you have an existing site you’d like to continue using alongside your store, this is one way to make that happen.

A Records:

If you require a fixed IP address, the A Record route allows you to attach your root to an IPv4. This can offer the most consistent speed, while allowing you to add subdomains via CNAME.

For further information, read our support guide on how to point your domain using the above methods.

Getting the most out of BigCommerce

BigCommerce is more than an enterprise-ready ecommerce platform. It's also a scalable, customizable tool that can accelerate your marketing, help you get to market faster, and beyond.

Here are several of the many ways you can get the most out of BigCommerce.

Modernize your marketing efforts.



Again, a dip in traffic is expected after a migration. Proper 301 redirects will help counter this, but some modern ecommerce marketing efforts will speed things up.

BigCommerce offers a number of native features and integrations that can help you drive growth, modernize merchandising, and more, including:

Automated buyer segmentation

Account-based engagement insights

Email marketing automation and analytics

Buyer retention and repeat purchasing programs

On top of the above functionality and more, BigCommerce has a library of articles containing modern marketing tactics, expert insights, and the latest on running a modern ecommerce business.

Reap the benefits of headless commerce.

Headless commerce allows you to make frontend changes without drastic backend updates. This enables easier site development, along with:

- **Faster publication of content across pages and outlets**
- **Easier A/B testing of checkout workflows and layouts**
- **Opportunities to fine-tune your frontend experience for different customer segments**
- **Quicker setup of landing pages for marketing campaigns**
- **Safer testing and deployment of backend technical projects without frontend impacts**

Best of all, you don't have to be a developer to benefit from headless commerce. While developers can do more behind the scenes, once you have a template set up for the frontend, your non-dev teams can easily benefit with stand-alone, custom pages.

Utilize Ecommerce Analytics and Ecommerce Insights.



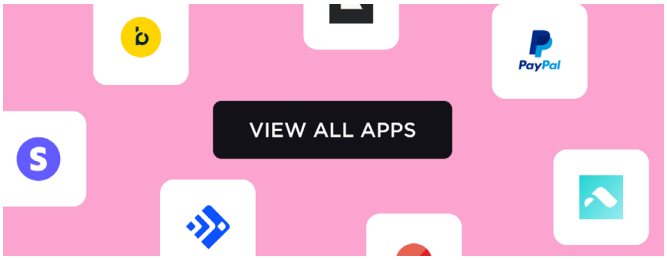
The level of data available to ecommerce businesses is one of the greatest strengths of the entire business model. Yet, without the right analytics tools in place, this data is difficult to use.

Ecommerce Analytics tools come standard with BigCommerce, giving you 11 different reports, including marketing performance and real-time revenue. With Ecommerce Analytics, you can stay competitive, make more informed decisions regarding your business, and get the most out of your investment in BigCommerce.

Ecommerce Insights is available as an add-on, and can help you get even more out of your business efforts. Quickly pull information on which products are your best and worst performers, which customers are at risk and which ones are spending the most, and more.

Time and money are finite. With the analytics and insights offered by BigCommerce, you can make sure you're spending both wisely.

Optimize operations with integrations.



BigCommerce makes it easy to grow and optimize through integrations, thanks in part to the platform's SaaS nature.

With more than 1,200 integrations available, you can add everything from ERP, CRM, PIM, and financing tools to email marketing automation and AI-powered chatbots.

Where integrations and updates often entailed heavy lifting with SAP, BigCommerce leverages the SaaS model to make growth and customization easy. Don't let a missing feature hold you back. Instead, find it and add it with an integration in no time.

Migration readiness checklist

Use this tool to align IT, digital, and commercial teams.

Commerce modernization decisions rarely sit with one team. This checklist is designed to create a shared view across stakeholders, helping teams align on current constraints, future needs, and the urgency for change.

Use it as a working session tool to identify where your commerce platform supports growth, and where it may be holding you back.

Migration readiness checklist

Commerce complexity

- ☐ Multiple storefronts, brands, or regions.
- ☐ Buyer-specific pricing, catalogs, or quoting.
- ☐ Need for headless or composable architecture.

Operational friction

- ☐ Long release cycles for commerce updates.
- ☐ Heavy reliance on specialized technical resources or system integrators.
- ☐ High effort or cost associated with upgrades and maintenance.

Growth pressure

- ☐ Expansion into new markets or sales channels.
- ☐ Need to accelerate go-to-market timelines.
- ☐ Customer experience innovation lagging expectations.

How to interpret your results

- ✓ Assign 1 point for each box checked.
- ✓ Tally your total score across all sections.
- ✓ Compare results across teams (IT, digital, sales, operations).

Score ranges

0–3 points: Your current platform supports most needs today.

4–6 points: Early signs of friction that may slow future growth.

7–9 points: Clear constraints limiting speed, flexibility, or scale.

If multiple teams check the same boxes, it's a strong signal that your current commerce platform may be creating shared friction, and that modernizing the commerce layer could unlock faster execution and better collaboration.

Teams scoring 7–9 should strongly consider whether their current commerce architecture can support upcoming growth and modernization goals.

Thinking big and growing bigger with BigCommerce

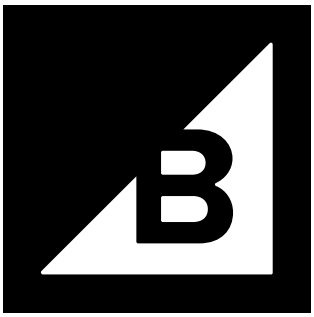
For industrial manufacturers and distributors, modernizing commerce requires a platform that can evolve at the speed of the business — without disrupting ERP systems, increasing operational risk, or introducing long-term complexity.

BigCommerce provides that foundation. Its enterprise-ready B2B platform is designed to decouple commerce from constraint and support continuous change.

With native B2B capabilities, a SaaS delivery model, and an open, API-first architecture, BigCommerce enables organizations to modernize commerce faster, reduce cost and complexity, and scale digital growth with confidence.

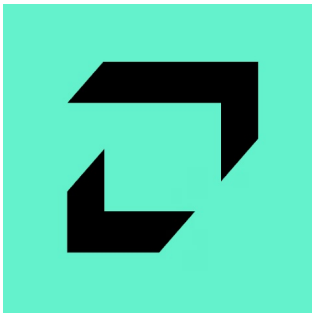
If you're ready to move from alignment to action, talk with a BigCommerce commerce expert to explore how the platform can support your modernization goals.

Request a demo



About BigCommerce

BigCommerce, powered by Commerce (Nasdaq: CMRC), is a flexible enterprise ecommerce platform built to help brands, retailers, manufacturers, and merchants of all sizes grow and innovate without compromise. In today's era of agentic commerce, BigCommerce's flexible, open platform architecture makes it easy for brands to scale, adapt, and connect with the tools to solve their unique business challenges without being locked into rigid systems. B2C and B2B companies across industries rely on BigCommerce, including Coldwater Creek, Cole, Harvey Nichols, King Arthur Baking Co., Mizuno, MKM Building Supplies, United Aqua Group, and Uplift Desk. For more information, please visit bigcommerce.com or follow us on X and LinkedIn.



About Zaelab

Zaelab is a B2B transformation consultancy helping manufacturers and complex enterprises modernize customer experience, CRM, CPQ, and digital platforms. With deep expertise across ServiceNow CX and CRM, Zaelab partners with organizations to simplify operations and drive measurable business outcomes.

For more information, visit www.zaelab.com.