Acumatica The Cloud ERP + BIGCOMMERCE

Connected Commerce

How to streamline operations and scale with your business with BigCommerce + Acumatica

Modern ecommerce moves fast. Your storefront evolves constantly. Customer expectations change by the day. But behind the scenes, your business is only as agile as the systems powering it.

As you grow, the cracks begin to show. Manual processes slow your team down. Inventory data lags behind reality. Disconnected tools create silos across operations, finance, and fulfillment. And what once worked starts to get in the way.

When your ecommerce platform and ERP work together, you gain more than just efficiency—you gain control. Learn how to simplify operations, improve decision-making, and deliver better customer experiences—all without costly middleware or complex workarounds.

ERP with Ecommerce – Better Together



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Automate the Back End

Manual entry. Disconnected systems. Time-consuming workarounds. They're not just inefficient—they're growth killers. As your business scales, every delay adds up.

BigCommerce and Acumatica eliminate those pain points with real-time, bi-directional synchronization across orders, payments, shipping details, customer data, and inventory. BigCommerce initiates the transaction and captures key customer data, while Acumatica drives fulfillment, invoicing, and financial accuracy and workflows behind the scenes. That means no double entry, no reconciliation headaches, and no bottlenecks.

That's exactly what Boca Terry achieved with the native BigCommerce-Acumatica connector. "Acumatica's native connector for BigCommerce automatically transfers online orders," said Edward Cohen, CEO. "Now, every single sales order that comes in from the e-commerce site is automatically uploaded and in Acumatica, so we're able to see that sale."

Shipping is now smoother and faster. Instead of downloading data, printing POs, and manually updating customers, Cohen says, "it's all done automatically."

> "In the old Access system, we couldn't bring in sales, and we were probably losing $500,000 a year because we weren't really connecting it. We would just make journal entries of cash coming in and not associating it every day. Now, every single sales order that comes in from [BigCommerce] is automatically uploaded and in Acumatica, so we're able to see that sale."
>
> **– Edward Cohen, CEO, Boca Terry LLC**



Gain Visibility to Move Faster

Disconnected systems don't just waste time—they hide the truth. When your data lives in silos, decision-making slows down and missteps become expensive.

With BigCommerce and Acumatica, every stakeholder sees the same real-time data. BigCommerce captures detailed order data, while Acumatica consolidates it into a financial and operational dashboard. That kind of visibility powers smarter, faster planning.

Inspirus used Acumatica's Project Accounting to gain clarity into customer profitability—down to the order and item level. With this visibility, they re-evaluated their customer base, dropped unprofitable accounts, and began allocating non-operational costs more accurately. "Acumatica helped us be more proactive, faster, to react faster, to close faster, to do analysis faster, and meet deadlines," said Lionel Koch, Chief Financial Officer at Inspirus.

They also integrated BigCommerce's ecommerce storefront with their financial workflows, automating previously manual invoicing with templates and batch processing. The result: faster analysis, more confident forecasting, and better customer-level decision-making.

Saddleback Leather experienced the same shift. After switching to Acumatica and connecting it with BigCommerce, they cut their development team from 14 to 2, reduced IT complexity, and unlocked real-time reporting. "Every platform does about the same thing. What really matters is the speed at which these little details get done... That's a big difference. It puts wind in my sails," said Dave Munson, Founder of Saddleback Leather Company.

Deliver Seamless Customer Experiences

Customer expectations are sky-high. They want fast, accurate, and transparent service—and they want it across every touchpoint. That kind of experience doesn't happen by accident. It requires connected operations.

BigCommerce powers the storefront, surfacing accurate pricing, availability, and order history. Acumatica ensures what's promised can be fulfilled—on time and without error.

Inspirus relied on the combined solution to power a complex fulfillment model. By automating drop shipments in Acumatica and capturing B2B customer preferences in BigCommerce, they improved accuracy and speed with fewer support tickets. "With the Acumatica connector, we don't need to spend a lot of time fixing errors or creating workarounds. We can focus on delivering value to our customers instead," said Steve Curts, Senior IT Director at Inspirus.

Lay the Foundation for Growth

Lekker Home delivers a premium, design-driven online experience. As they reimagined their ecommerce presence, they needed a flexible platform that could keep up with evolving customer expectations and the demands of a growing product catalog.

BigCommerce gave them the tools to deliver a sleek, responsive shopping experience that reflected their brand's aesthetics, while Acumatica streamlined backend operations and integrated with existing business processes. The combination allowed the team to improve site performance and eliminate unnecessary manual work—without giving up creative control.

"With Acumatica and BigCommerce, we're in a place where we can scale as a business. We're much more nimble," said Adham Aboukhater, Director of Ecommerce at Lekker Home.

The result is a storefront that delivers on both form and function—with a modern tech stack that's built to grow with them.

> "Acumatica's integration with our websites and the ability to better track customers was great for us…the strength of Acumatica is that it's an open system that's flexible and integrates well with other applications. That gives us a lot of control to run our business the way we want."
>
> **– Steve Cates, President, Ray Allen Manufacturing (prior)**



Growth shouldn't mean starting over. But too often, businesses reach a point when outdated tools can't keep up. Expanding to new channels or geographies becomes a development project—and a headache.

BigCommerce and Acumatica are built for long-term scalability. BigCommerce supports DTC, B2B, and hybrid models with customizable storefronts, multi-storefront management, and global commerce features. Acumatica's open architecture, flexible integrations, and unlimited user pricing model mean you won't outgrow your ERP, either.

"When we saw BigCommerce and Acumatica paired up, it was a no brainer. BigCommerce was easy to use and very powerful, just like Acumatica," said Saddleback's Munson.

Whether you're launching a new brand or future-proofing your infrastructure, a connected tech stack gives you the freedom to grow—without rebuilding from scratch.

> "I moved over to BigCommerce with Acumatica… I just love BigCommerce, so yeah, that's been fantastic."
>
> **– Dave Munson, Founder & CEO, Saddleback Leather**



Connect Your Stack. Unleash Your Potential.

Disconnected systems create friction. They drain your time, scatter your data, and damage the customer experience.

Connected commerce does the opposite. It streamlines your operations, unlocks actionable insights, and sets you up to scale—smoothly and strategically.

BigCommerce and Acumatica are better together. With real-time syncing, automation, and the flexibility to grow on your terms, you get a tech foundation that works for your business today —and tomorrow.

Ready to simplify, scale, and move faster?
Let's connect.



About Acumatica

Acumatica Cloud ERP is a comprehensive business management solution that was born in the cloud and built for more connected, collaborative ways of working. Designed explicitly to enable small and mid-market companies to thrive in today's digital economy, Acumatica's flexible solution, customer-friendly business practices, and industry-specific functionality help growing businesses adapt to fast-moving markets and take control of their future.

For more information on Acumatica, visit **acumatica.com** or follow us on **LinkedIn.**

About BigCommerce

BigCommerce (Nasdaq: BIGC) is a leading open SaaS and composable ecommerce platform that empowers brands, retailers, manufacturers and distributors of all sizes to build, innovate and grow their businesses online. BigCommerce provides its customers sophisticated professional-grade functionality, customization and performance with simplicity and ease-of-use. Tens of thousands of B2C and B2B companies across 150 countries and numerous industries rely on BigCommerce, including Coldwater Creek, Harvey Nichols, King Arthur Baking Co., MKM Building Supplies, United Aqua Group and Uplift Desk. For more information, please visit http://www.bigcommerce.com/or follow us on X and LinkedIn.