

B2B ecommerce platform comparison

BigCommerce | Adobe Commerce | Magento Open Source | Shopify

Customer briefing - researched 22 July 2026

What matters

- Buyer self-service
- Catalog and pricing
- Procurement workflows
- Credit and payments
- Integration readiness

Executive view

The platforms differ less in basic ecommerce capability than in how much organisational buying, procurement governance and accounts-receivable workflow they provide without additional software.

BigCommerce B2B Edition

Best when: a comprehensive B2B buyer portal and shorter implementation path are priorities.

Strong native coverage for company accounts, shared shopping lists, quick order, quotes, invoice payment and sales-assisted ordering.

Watch: Conditional approval rules are limited compared with Adobe Commerce; complex freight and account-specific logistics often need apps.

Adobe Commerce + B2B

Best when: complex buying organisations and procurement governance drive the decision.

The strongest native combination of company hierarchy, custom roles, shared catalogs, negotiated quotes, conditional PO approval and company credit.

Watch: Implementation and operating effort are higher. Net-term collections and online settlement of old invoices may need extensions or ERP integration.

Magento Open Source

Best when: source-code control and ownership of the solution architecture outweigh packaged B2B breadth.

Strong core commerce foundations include address books, wishlist, group and tier pricing, quantity rules, reordering, tax and invoice documents.

Watch: Company accounts, RFQ, quick order, shared lists, approval and credit are extension-led. Compatibility and upgrade ownership sit with the merchant.

Shopify B2B

Best when: SaaS simplicity and B2B/DTC convergence matter more than deep procurement workflows.

Native companies, locations, catalogs, quantity rules, Net terms, reordering, PO numbers and APIs provide a strong streamlined foundation.

Watch: Apps remain common for company self-service, RFQ, procurement lists, approval, credit control, invoice documents and customer-specific checkout rules.

Core	First-party capability in the stated product or plan
App / extension	Packaged install is available; licensing and integration still apply
N/A	Custom development or a process workaround is expected

1. Accounts and organisation

Distinguishes ordinary customer-account functions from multi-user company structures and independently configured business locations.

Capability	BigCommerce B2B Edition	Adobe Commerce + B2B	Magento Open Source	Shopify B2B
Customer can save multiple billing and shipping addresses	Core	Core	Core	Core
Company account with multiple buyers	Core	Core	App / extension	Core
Company administrator can manage company users	Core	Core	App / extension	App / extension
Custom buyer roles and permissions	Core	Core	App / extension	App / extension
Multiple business locations with independent commercial settings	Core	Core	App / extension	Core
Parent-child hierarchy of separate companies	Core	Core	App / extension	N/A
Company application and merchant approval	Core	Core	App / extension	App / extension
Assign sales representatives to accounts	Core	Core	App / extension	Core
Staff can create an order in Admin for a customer	Core	Core	Core	Core
B2B and DTC customers in one storefront	Core	Core	Core	Core

Important distinction: a saved shipping address is not the same as a company location with its own buyers, catalog, tax treatment, payment terms and permissions.

2. Catalog, pricing and purchase controls

Focuses on customer-specific assortment and pricing, wholesale quantity rules and access control.

Capability	BigCommerce B2B Edition	Adobe Commerce + B2B	Magento Open Source	Shopify B2B
Company-specific product catalog and visibility	Core	Core	App / extension	Core
Company-specific fixed price list	Core	Core	App / extension	Core
Customer-group pricing	Core	Core	Core	Core
Volume and tier price breaks	Core	Core	Core	Core
Minimum and maximum quantity per SKU	Core	Core	Core	Core
Quantity increments and case packs	App / extension	Core	Core	Core
Minimum order value by company or customer group	App / extension	App / extension	App / extension	App / extension
Gate B2B products and prices from unauthorised buyers	Core	Core	App / extension	Core

Shopify B2B catalogs are available across its main plans, but direct catalog assignment to a specific company or location is a Shopify Plus capability.

3. Ordering, lists and approvals

Separates a personal save-for-later list from procurement-grade lists that can be named, reused and shared across a buying organisation.

Capability	BigCommerce B2B Edition	Adobe Commerce + B2B	Magento Open Source	Shopify B2B
Personal save-for-later list or wishlist	Core	Core	Core	App / extension
Multiple named procurement or requisition lists	Core	Core	App / extension	App / extension
Company-shared lists maintained across buyers	Core	App / extension	App / extension	App / extension
Reorder from order history	Core	Core	Core	Core
RFQ and negotiated quotes	Core	Core	App / extension	App / extension
Cross-catalog quick order by SKU or product name	Core	Core	App / extension	App / extension
Customer CSV bulk-order upload	Core	Core	App / extension	App / extension
Simple buyer-to-manager approval	Core	Core	App / extension	App / extension
Conditional multi-level approval by value, SKU count or role	N/A	Core	App / extension	App / extension
Purchase-order or reference number captured on order	Core	Core	Core	Core

Magento Open Source includes one personal wishlist with quantities and add-to-cart. Multiple requisition lists and collaborative company ownership require an extension.

4. Credit, payments and invoicing

Evaluates both checkout payment options and post-order accounts-receivable capabilities.

Capability	BigCommerce B2B Edition	Adobe Commerce + B2B	Magento Open Source	Shopify B2B
Buy on account or deferred payment	Core	Core	App / extension	Core
Calculated Net 7, 30, 60 or 90 due dates	Core	App / extension	App / extension	Core
Automated due-date reminders or dunning workflow	App / extension	App / extension	App / extension	App / extension
Company credit limit, available balance and credit hold	Core	Core	App / extension	App / extension
Consolidated outstanding invoice and balance view	Core	Core	App / extension	App / extension
Customer pays an outstanding invoice or order online	Core	App / extension	App / extension	Core
Partial payment against an order or invoice	Core	App / extension	App / extension	Core
Company-specific payment-method availability	Core	Core	App / extension	App / extension
Company-specific shipping-method availability	App / extension	Core	App / extension	App / extension
Tax classes, VAT validation and exemptions	Core	Core	Core	Core
Printable or downloadable invoice document	Core	Core	Core	App / extension

Shopify partial payments and deposit requirements are Shopify Plus features. Customer-specific payment and shipping method rules use Checkout Blocks or another Functions-based app.

5. Service and integration

Covers after-sales service and the packaged integration capabilities commonly requested in enterprise B2B programs.

Capability	BigCommerce B2B Edition	Adobe Commerce + B2B	Magento Open Source	Shopify B2B
Self-service return request or RMA	Core	Core	App / extension	Core
B2B-specific company, catalog and quote APIs	Core	Core	App / extension	Core
PunchOut, cXML or OCI procurement	App / extension	App / extension	App / extension	App / extension
Packaged ERP or EDI connector	App / extension	App / extension	App / extension	App / extension
Customer-specific inventory or ATP allocation	App / extension	App / extension	App / extension	App / extension
B2B subscriptions or standing recurring orders	App / extension	App / extension	App / extension	N/A

Shopify's native B2B checkout currently does not support subscriptions. An alternative wholesale stack or custom workflow may be required for recurring B2B orders.

Platform selection acknowledgement

Feature coverage is an important input, but it is only one part of platform selection. More native functionality does not automatically mean better strategic fit.

The right platform is the one that best balances business fit, technical fit, delivery risk and lifecycle economics.

Architecture and adaptability

- Extensibility and architectural flexibility
- Integration requirements and API maturity
- Hosting and operational model
- Data portability and exit options
- Product roadmap alignment

Delivery and ecosystem

- Availability and quality of extensions
- System integrator, developer and technology partner ecosystem
- Support maturity and implementation expertise
- Internal technical and operational capability
- Local and industry-specific delivery experience

Risk and economics

- Stability, security and compliance
- Performance and scalability
- Upgrade and release management
- Implementation complexity and lifecycle total cost of ownership
- Financial strength and long-term commitment of the backing organisation

This comparison should be used as an input into a broader evaluation. Final platform selection should be based on validated business requirements, technical and operational due diligence, implementation risk, expected lifecycle costs and alignment with the organisation's long-term digital commerce strategy.

Customer takeaway: use the matrices to identify structural fit, then validate the shortlist through architecture, commercial and delivery due diligence.

Shortlist guidance

Use the capability matrix to identify structural fit first. Cost, implementation partner, ERP ownership, release model and internal operating maturity should then be assessed against the shortlisted platforms.

Priority	Leading fit	Why	Primary diligence point
Complex approval, hierarchy and corporate governance	Adobe Commerce	Deep first-party B2B organisation and PO workflow	Delivery cost, operational capability and ERP boundary
Broad buyer portal with a shorter route to value	BigCommerce	Strong packaged self-service, quotes, lists and invoice payment	Approval depth and specialised freight rules
B2B and DTC on a streamlined SaaS platform	Shopify	Good native foundation and strong ecosystem	App footprint, Plus-only capabilities and procurement complexity
Maximum code control and extension-led architecture	Magento Open Source	Open source flexibility and mature commerce foundations	Extension governance, upgrade testing and total ownership cost

Customer workshop key questions

- Is the commercial unit a customer, a location, a legal entity or a parent group?
- Which prices, products, payment terms, tax settings and freight rules must vary by account?
- Is approval required before checkout, after PO submission, or inside an external procurement system?
- Which system owns credit, invoice status, available-to-promise inventory and customer master data?
- Which capabilities are launch-critical, and which can be introduced after ERP and operational processes stabilise?

Turn the shortlist into a weighted requirements roadmap

Magenable can facilitate requirements discovery, platform fit analysis and delivery planning.
magenable.com.au | sales@magenable.com.au | +61 401 744 597

Scope and source notes

This is a customer briefing, not a contractual product specification or implementation estimate. Capabilities and marketplaces change; validate plan, version, region, checkout architecture, theme and integration compatibility during solution design.

Comparison scope

- BigCommerce means BigCommerce Enterprise with the first-party B2B Edition product.
- Adobe Commerce means Adobe Commerce with Adobe's first-party B2B package.
- Magento Open Source means the standard Open Source distribution without third-party B2B modules.
- Shopify means Shopify B2B. Some native capabilities are plan-gated, especially direct company catalogs, contextual experiences, deposits and partial payments.
- App / extension means a credible packaged install was identified. It does not guarantee compatibility with a merchant's theme, checkout, region, ERP or other extensions.
- N/A means no credible general-purpose packaged implementation was verified for the specifically defined workflow; custom development remains technically possible.

Primary documentation

- [BigCommerce B2B Edition overview](#)
- [BigCommerce company and customer functions](#)
- [BigCommerce buyer roles and permissions](#)
- [BigCommerce buyer functions](#)
- [Adobe Commerce B2B overview](#)
- [Adobe company hierarchy](#)
- [Adobe purchase-order approval rules](#)
- [Adobe company credit](#)
- [Adobe and Magento Open Source wishlists](#)
- [Adobe and Magento Open Source customer account dashboard](#)
- [Shopify B2B features by plan](#)
- [Shopify B2B feature overview](#)
- [Shopify B2B payment terms](#)
- [Shopify B2B setup and Checkout Blocks guidance](#)
- [Shopify B2B considerations and limitations](#)

Representative packaged solutions

- [Amasty B2B Suite for Magento Open Source](#)
- [Aheadworks NET 30 for Adobe Commerce and Magento](#)
- [Shopify B2B Company Controls](#)
- [Shopify B2B Portal, Quote and Quick Order](#)
- [TradeCentric for BigCommerce PunchOut](#)
- [PunchOut for Adobe Commerce](#)