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BigCommerce B2B Edition Supports Orangetheory Fitness Franchisees

Fitness franchise with more than 1,300 studios moves to the latest BigCommerce B2B Buyer Portal, giving studio owners an easier way to order and manage their accounts

AUSTIN, Texas, Nov. 10, 2026 (GLOBE NEWSWIRE) -- Commerce.com (Nasdaq: CMRC), the open commerce ecosystem built to help merchants win as AI reshapes how customers discover and buy, today announced that Orangetheory Fitness, the boutique fitness franchise with more than 1,300 studios worldwide, has moved its franchisee ordering portal to the latest Buyer Portal in BigCommerce B2B Edition.

Studio owners now have an easier way to place orders, see where those orders stand and manage their own accounts. The project was completed with StrikeTru, a commerce and product-data services firm, and the BigCommerce B2B Edition team.

“This update makes ordering simpler for our franchisees, giving studio owners better visibility into their orders and more ability to manage their accounts on their own. It also provides a scalable foundation that will support improvements as our franchise network continues to evolve,” said Connie Walsh, vice president of global supply chain at Orangetheory Fitness.

The Buyer Portal is the latest version of the online ordering experience in BigCommerce B2B Edition. For Orangetheory, those business customers are its studio owners, who place orders with the company.

With the move, studio owners get built-in tools to manage their accounts, orders, pricing and invoices, so routine updates are quicker and clearer. Orangetheory has already started bringing new studios on to online ordering.

“The Buyer Portal was built so businesses can run everyday purchasing on their own, from managing accounts to tracking orders, pricing and invoices, with room to add more as needs change,” said Lance Owide, vice president of B2B products at Commerce. “Orangetheory is putting those capabilities to work. Studio owners have more control and visibility, the team has started bringing new studios on to online ordering, and everyone can spend less time on routine ordering tasks and more time on their members.”

The new portal also gives Orangetheory room to grow. The company can add features over time, such as account structures that reflect how studio owners organize their businesses, different levels of access for different team members, and quoting.

StrikeTru led the implementation, working with Orangetheory to turn the company's ordering needs into a working portal and with the BigCommerce B2B Edition team on the Buyer Portal itself.

“BigCommerce’s Buyer Portal gave us a strong foundation to build on with the account, order, pricing and invoice tools Orangetheory needed already built in. That let our team focus on fitting the portal to how Orangetheory’s studio owners actually buy, rather than building basic features from scratch,” said Vik Gundoju, principal consultant at StrikeTru. “The result is a modern ordering experience that is simpler for studio owners and easier for Orangetheory to maintain and grow.”

Learn more about how BigCommerce supports B2B businesses: https://www.bigcommerce.com/solutions/b2b-ecommerce-platform/

About Commerce

Commerce (Nasdaq: CMRC) empowers businesses to innovate, grow, and thrive by providing an open, AI-driven commerce ecosystem. As the parent company of BigCommerce, Feedonomics, and Makeswift, Commerce connects the tools and systems that power growth, enabling businesses to unlock the full potential of their data, deliver seamless and personalized experiences across every channel, and adapt swiftly to an ever-changing market. Trusted by leading businesses like Coldwater Creek, Cole Haan, Dell, Harvey Nichols, King Arthur Baking Co., Mizuno, Pacsun, Perry Ellis, Skechers, SportsShoes and Uplift Desk, Commerce delivers the storefront control, optimized data, and AI-ready tools businesses need to grow, serve diverse buyers, and operate with confidence in an increasingly intelligent, multi-surface world. For more information, visit commerce.com or follow us on X and LinkedIn.

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