



SyncWave B2b

USER GUIDE

Connect retailers and suppliers, in perfect sync.

The complete guide to running your B2B dropshipping operation on BigCommerce — for both Retailers and Suppliers.

Retailer / Dropshipper

Supplier / Wholesaler

BigCommerce

CONTENTS

Table of Contents

GETTING STARTED

1	What is SyncWave B2B?	3
2	How it works & key concepts	3
3	Installing & choosing your role	4

FOR RETAILERS / DROPSHIPPERS

4	Retailer dashboard	5
5	Discovering & connecting to suppliers	7
6	Managing connections	8
7	Importing & syncing products	8
8	Tracking orders	10
9	Retailer settings & privacy	11

FOR SUPPLIERS / WHOLESALERS

10	Supplier dashboard	12
11	Reviewing retailer requests	13
12	Managing connected retailers	13
13	Controlling catalog visibility	14
14	Your marketplace listing & profile	15
15	Fulfilling orders	16

REFERENCE

16	Frequently asked questions	17
17	Support & resources	18

What is SyncWave B2B?

SyncWave B2B is a BigCommerce app that connects **retailers** (dropshippers) with **suppliers** (wholesalers) and keeps their stores in sync. Suppliers list their catalog; retailers discover those suppliers, import products into their own BigCommerce storefront, and sell them — while inventory, pricing, and orders stay synchronized between both stores automatically.

For Retailers

Find suppliers, import their products to your store in clicks, and let orders flow back to the supplier for fulfillment.

For Suppliers

Get discovered by retailers, control exactly which products each one sees, and receive orders directly into your workflow.

Always in sync

Product details, pricing, and order status stay aligned across both stores without manual re-entry.

2 · How it works & key concepts

The platform is built around a simple relationship: a **connection** between one retailer and one supplier. Once a connection is approved, products and orders can flow across it.

Concept	What it means
Connection	An approved link between a retailer and a supplier. Products and orders flow only across active connections.
Imported product	A supplier product a retailer has added to their own BigCommerce catalog to sell.
Catalog visibility	A supplier control that shows or hides individual products from connected retailers. It never affects the supplier's own storefront.
Synced order	An order placed in the retailer's store that is passed to the supplier and tracked through fulfillment by both sides.
Listing / profile	A supplier's public marketplace presence that retailers browse to discover and request connections.

One app, two roles

SyncWave B2B works as either a Retailer Portal or a Supplier Portal. You choose your role after installing, and you can switch roles later from Settings (within limits — see below).

Installing & choosing your role

SyncWave B2B installs from the BigCommerce App Marketplace into your store. After installing, open the app from **Apps → My apps → SyncWave B2B** in your BigCommerce control panel.

- 1 Install SyncWave B2B from the BigCommerce App Marketplace.
- 2 Open the app from **Apps → My apps** in your BigCommerce dashboard.
- 3 Choose your role: **Retailer / Dropshipper** or **Supplier / Wholesaler**.
- 4 Complete your profile and start connecting.

Switching roles later

If your business operates on both sides, you can change roles from **Settings → Switch role**. To protect active workflows, role switching is rate-limited.

Before you switch roles

You can switch roles at most twice within a rolling 24-hour window. Once you continue, the change applies to the current session and may affect active workflows, so switch only when you're sure.

A note on plans

Both roles operate on a subscription tier shown on your Dashboard and Billing pages (for example, a Starter tier). Your plan determines limits such as how many products you can sync. Check the Billing page in-app for current details.



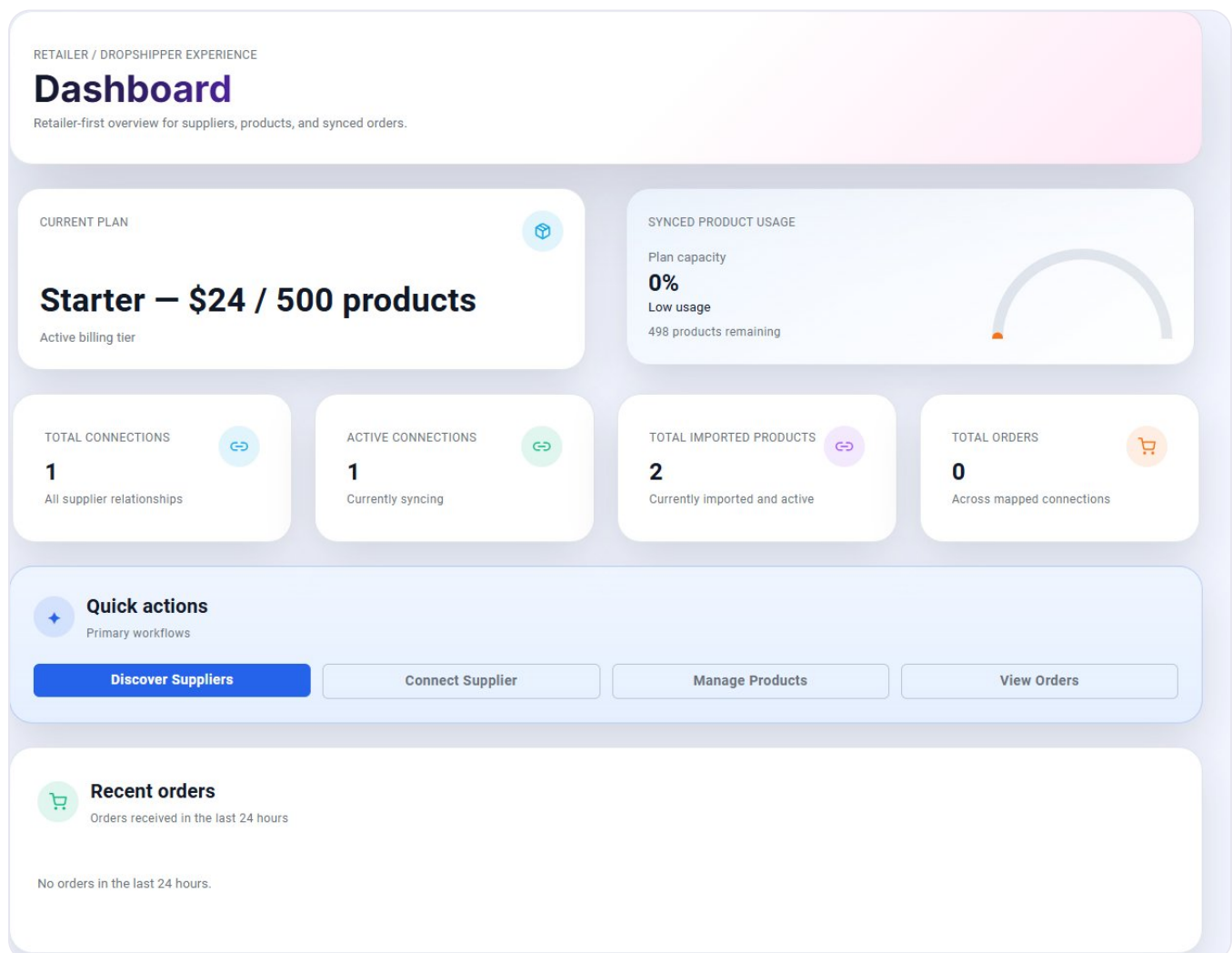
For Retailers / Dropshippers

Discover suppliers, import products, and sell — orders sync back automatically.

RETAILER PORTAL

4 • Retailer dashboard

The Dashboard is your home base. It summarizes your current plan and synced-product usage, your connection and order counts, and gives quick actions for the most common tasks.



The Retailer dashboard: plan and usage at the top, connection and order metrics, quick actions, and a recent-orders feed.

What you'll find here

- **Current plan & synced product usage** — your billing tier and how much of your product capacity is in use.
- **Connection & order metrics** — total and active connections, total imported products, and total orders across mapped connections.

- **Quick actions** — jump straight to Discover Suppliers, Connect Supplier, Manage Products, or View Orders.
- **Recent orders** — orders received in the last 24 hours.

5 • Discovering & connecting to suppliers

The **Discover Suppliers** page lists suppliers you can browse and connect with. Each supplier shows its store domain and a connection action.

RETAILER

Discover Suppliers

Browse and connect with suppliers.

Supplier directory

Explore suppliers and view details.

Supplier	Store Domain	Action
Syncwave test 2	syncwave-test-2.mybigcommerce.com	Connected

Discover Suppliers: browse the supplier directory and request a connection. Suppliers you are already linked to show as Connected.

- 1 Open **Discover Suppliers** from the left menu.
- 2 Review the suppliers in the directory and their store domains.
- 3 Request a connection with a supplier you'd like to work with.
- 4 Wait for the supplier to approve your request — once approved, the supplier appears under Connections.

Approval is supplier-controlled

Suppliers review and approve incoming retailer requests, so a new connection becomes active only after the supplier accepts it.

6 • Managing connections

The **Connections** page lists your connected suppliers and the health of each link, including the supplier's domain, when you connected, status, and a shortcut to browse their products.

RETAILER

Connections

Manage connected suppliers and sync health.

Connected suppliers

Manage and monitor your connected suppliers.

Supplier	Domain	Connected	Status	Products	Settings	Contact
Syncwave test 2	syncwave-test-2.mybigcommerce.com	May 15, 2026	Active	Browse		—

Connections: monitor each connected supplier, see status at a glance, and browse the products available from them.

7 • Importing & syncing products

The **Imported Products** page is where you manage the supplier products you've added to your store and see their live catalog status. Filter by supplier or search by name, and use **Add Products** to import more.

RETAILER

Products

Manage imported products and live catalog status.

Filter Imported Products

Filter by supplier and search products by name.

Supplier

Search products

Imported Products

2 products found

Add Products

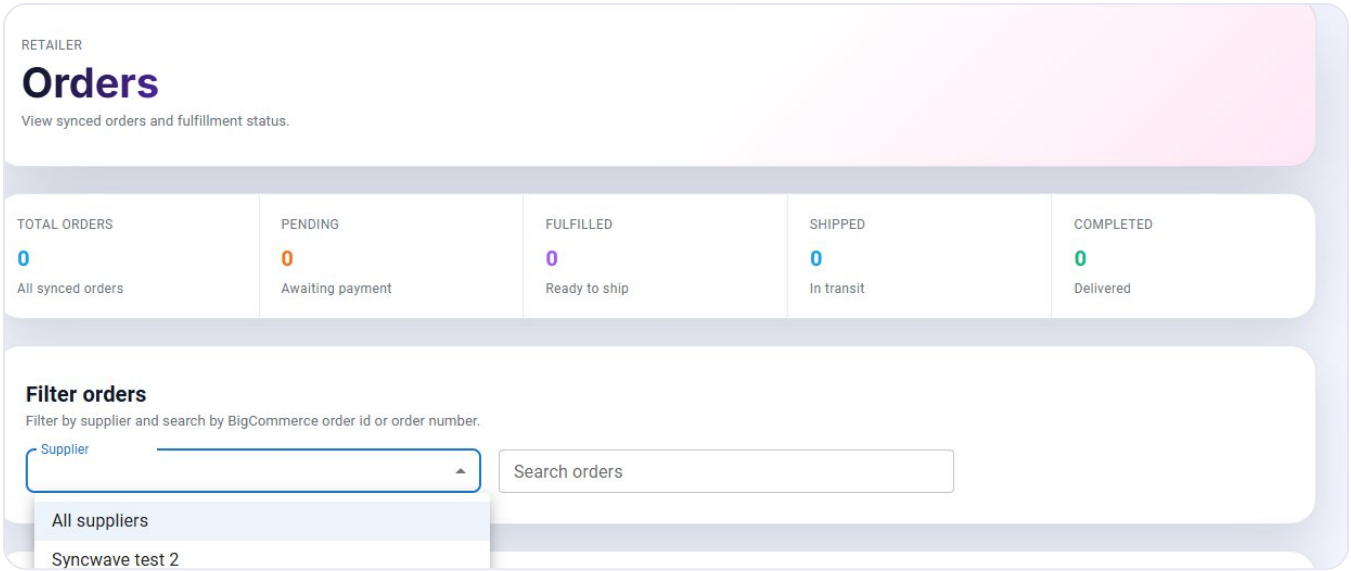
Product	Supplier	SKU	Price	Status	View
 [Sample] Able Brewing System	Syncwave test 2	ABS	\$225.00	Published	View In BigCommerce
 [Sample] 1 L Le Parfait Jar	Syncwave test 2	SLLPJ	\$9.95	Published	View In BigCommerce

Imported Products: each item shows its supplier, SKU, price, and live publish status, with a link to view it in BigCommerce.

- **Add Products** — browse a connected supplier's catalog and import items into your BigCommerce store.
- **Status** — shows whether each imported product is published and live in your storefront.
- **View in BigCommerce** — open the product directly in your BigCommerce admin.

8 • Tracking orders

The **Orders** page shows synced orders and their fulfillment status. The status cards at the top break orders down across the pipeline, and you can filter by supplier or search by BigCommerce order id or order number.



Retailer Orders: a pipeline from pending through completed, with filters by supplier and search across synced orders.

The order pipeline



9 • Retailer settings & privacy

The **Settings** page holds workspace-level options. Here you can manage your profile and store contact details, control what connected suppliers are allowed to see, and switch roles if needed.

RETAILER

Settings

Configure workspace-level dropshipper settings.

Switch role

You can switch roles at most two times within a rolling 24-hour window. Once you continue, this change is irreversible for the current switch and may affect active workflows.

SWITCH ROLE

profile & store notifications

Profile & Store

Your contact details and what suppliers are allowed to see.

Business name

Email

Phone

Share email ☐

Allow connected suppliers to see your contact email when enabled.

Share phone ☐

Allow connected suppliers to see your phone number when enabled.

Save Changes

Retailer Settings: manage your profile and store details, choose what suppliers can see, and switch roles. Notification options live under the Notifications tab.

Profile & store

- **Business name, email, phone** — your contact details.
- **Share email / Share phone** — toggles that let connected suppliers see your contact email or phone number only when you enable them.

You control your contact info

Your email and phone are hidden from suppliers unless you turn on the matching "Share" toggle. Remember to **Save Changes** after updating.



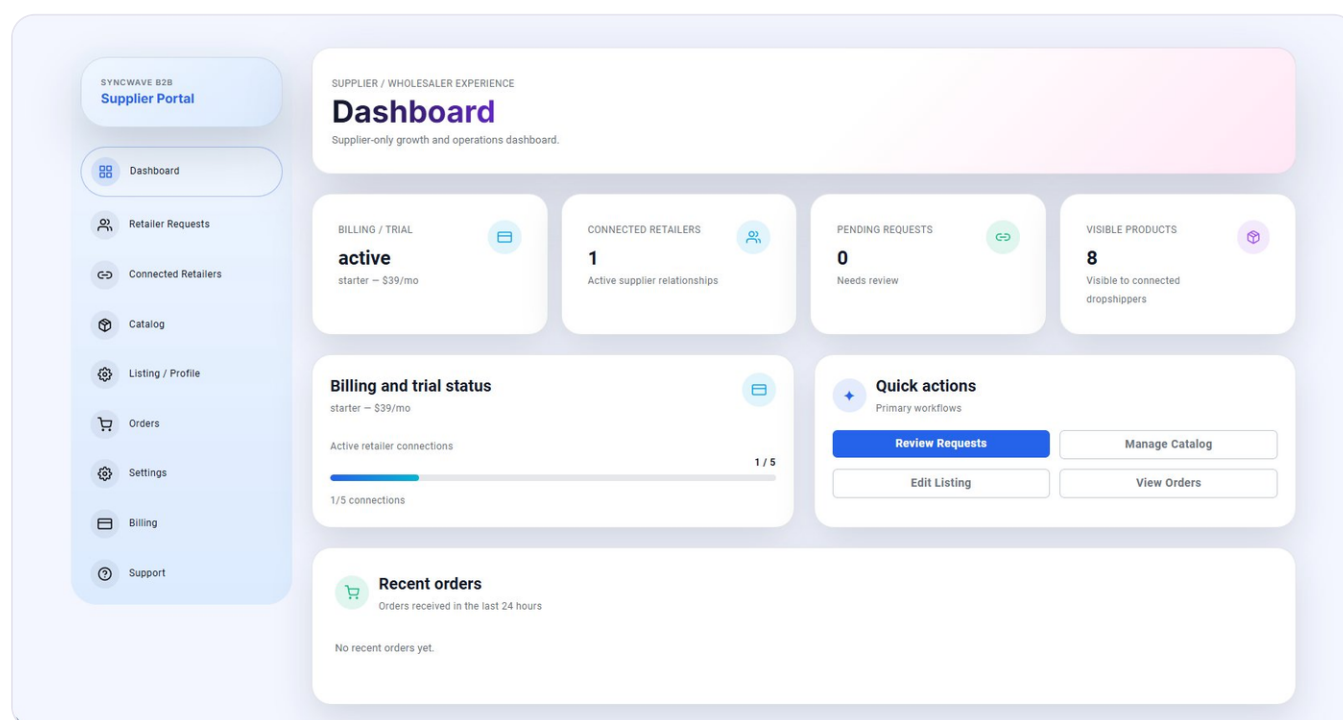
For Suppliers / Wholesalers

Get discovered, control what each retailer sees, and receive orders directly.

SUPPLIER PORTAL

10 • Supplier dashboard

The supplier Dashboard is a growth-and-operations overview. It shows your billing/trial status, connected retailers, pending requests, and how many products are visible to connected dropshippers — plus quick actions and a recent-orders feed.



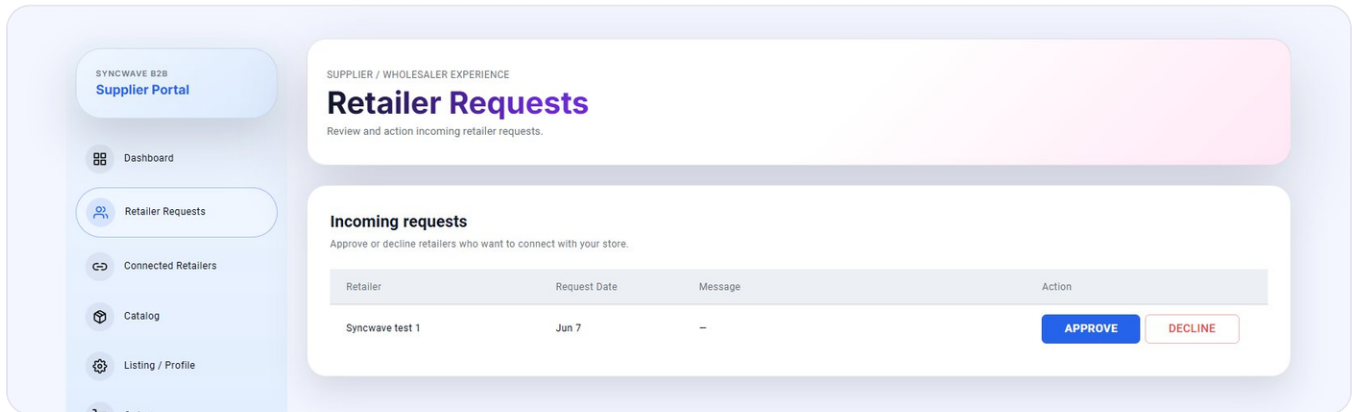
The Supplier dashboard: billing status, connected retailers, pending requests and visible products, with quick actions and active-connection progress.

What you'll find here

- **Billing / trial** — your current tier and status.
- **Connected retailers** — active supplier relationships.
- **Pending requests** — retailer requests awaiting your review.
- **Visible products** — how many products are visible to connected dropshippers.
- **Quick actions** — Review Requests, Manage Catalog, Edit Listing, View Orders.

11 · Reviewing retailer requests

The **Retailer Requests** page lists retailers who want to connect with your store. Review each incoming request and approve or decline it.

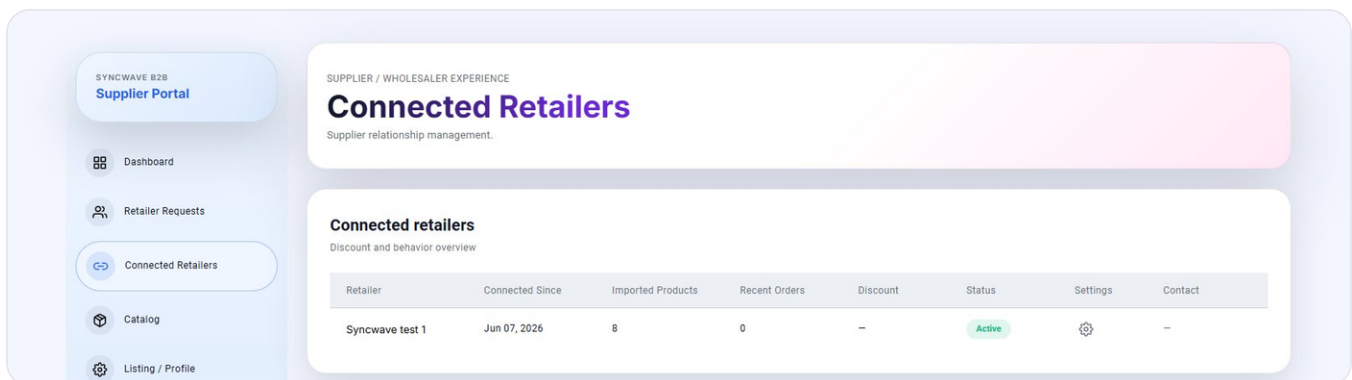


Retailer Requests: review incoming requests with the retailer name, request date and any message, then approve or decline.

- 1 Open **Retailer Requests** from the left menu.
- 2 Review the retailer, request date, and any message they included.
- 3 Choose **Approve** to activate the connection, or **Decline** to reject it.

12 · Managing connected retailers

The **Connected Retailers** page is your relationship overview. For each retailer you can see when they connected, how many products they've imported, recent orders, any discount, status, and per-retailer settings.



Connected Retailers: a relationship table covering connected-since date, imported products, recent orders, discount, status and per-retailer settings.

13 · Controlling catalog visibility

The **Catalog** page lets you decide exactly which products connected retailers and dropshippers can see and import. The counters show your total, visible, and hidden products, and you can search by name, SKU, or brand.

Manage Catalog
Hide or show products to connected Retailers/Dropshippers. Your BigCommerce storefront is unaffected.

TOTAL PRODUCTS
8
In your catalog

VISIBLE
8
Visible to dropshippers

HIDDEN
0
Hidden from dropshippers

Product catalog
You can hide or show products to the connected Retailers/Dropshippers from here. Product visibility status on your BigCommerce storefront remains unchanged.

Search products by name, SKU, or brand... Visibility: All SEARCH

Product	SKU	Price	Visibility	View	Action
[Sample] Orbit Terrarium - Large	OTL	\$109.00	Visible to dropshippers	View In BigCommerce	Hide From Dropshippers
[Sample] Orbit Terrarium - Small	OTS	\$89.00	Visible to dropshippers	View In BigCommerce	Hide From Dropshippers
[Sample] Able Brewing System	ABS	\$225.00	Visible to dropshippers	View In BigCommerce	Hide From Dropshippers

Manage Catalog: show or hide individual products from connected dropshippers. Visibility here does not change your BigCommerce storefront.

Your storefront is never affected

Hiding a product from dropshippers only controls what connected retailers see in SyncWave. Your product's visibility on your own BigCommerce storefront stays exactly as it was.

- **Visible to dropshippers** — the product can be browsed and imported by connected retailers.
- **Hide from dropshippers** — removes the product from what retailers can see, without touching your storefront.
- **View in BigCommerce** — open the product in your BigCommerce admin.

14 · Your marketplace listing & profile

The **Listing / Profile** page controls how your store appears to retailers in the marketplace. Fill in your branding and discoverability details, and use the live retailer preview to see how your listing will look before publishing.

Listing / Profile
Control how your store appears to retailers in the marketplace.

Profile settings
Branding and discoverability

Business name
abcdef

Support email
abcdef

Listing tagline
sasdsad

Categories
abcdef

Comma-separated
Shipping regions
abcdef

Comma-separated
Business description
SDSDSD

Public listing
Allow retailers to discover and request a connection to your store. ☒

SAVE PROFILE CHANGES

Retailer preview
How your listing appears to retailers.

abcdef
SDSDSD
abcdef
Publicly discoverable

Listing / Profile: set your business name, support email, tagline, categories, shipping regions and description, with a live retailer preview alongside.

Profile fields

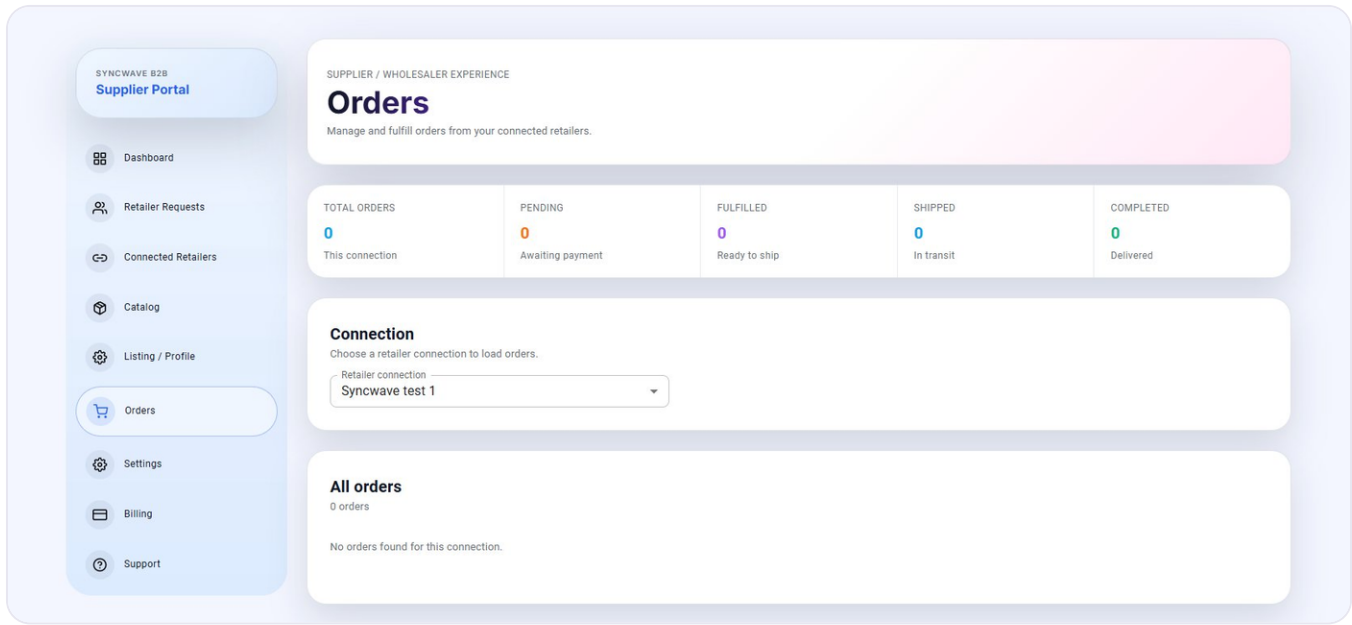
- **Business name & support email** — how retailers identify and reach you.
- **Listing tagline & description** — your pitch to potential retail partners.
- **Categories & shipping regions** — comma-separated values that help retailers find a fit.
- **Public listing toggle** — when on, retailers can discover your store and request to connect.

Preview before you publish

The Retailer preview panel shows your listing exactly as retailers will see it. Review it, then Save Profile Changes to go live.

15 • Fulfilling orders

The supplier **Orders** page brings together orders from your connected retailers so you can fulfill them. Choose a retailer connection to load its orders, and track them through the same pipeline retailers see.



Supplier Orders: choose a retailer connection to load its orders and manage fulfillment across the pending-to-completed pipeline.

- 1 Open **Orders** from the left menu.
- 2 Select a retailer connection to load that retailer's orders.
- 3 Work orders through the pipeline: Pending, Fulfilled, Shipped, Completed.

16 · Frequently asked questions

Do I need a separate app for retailer and supplier roles?

No. SyncWave B2B handles both. You pick a role after installing and can switch from Settings, within the role-switch limits.

Will hiding products from dropshippers change my storefront?

No. Catalog visibility only affects what connected retailers see in SyncWave. Your BigCommerce storefront is unchanged.

How does a connection get created?

A retailer requests a connection from Discover Suppliers, and the supplier approves it from Retailer Requests. Products and orders flow only across active connections.

Can suppliers see my contact details?

Only if you allow it. As a retailer, your email and phone are shared with connected suppliers only when you enable the matching toggle in Settings.

Where do imported products go?

Into your own BigCommerce catalog. The Imported Products page shows each item's live publish status and links to view it in BigCommerce.

How often can I switch roles?

At most twice within a rolling 24-hour window. The change may affect active workflows, so switch deliberately.

17 • Support & resources

Need a hand? Every portal includes a **Support** link in the left menu, your fastest route to help from inside the app.

In-app Support

Open Support from the left menu in either the Retailer or Supplier portal.

Billing questions

See the Billing page in-app for your current plan, usage, and tier details.

Getting started

Revisit sections 3–9 (Retailer) or 10–15 (Supplier) for step-by-step walkthroughs.

This guide reflects the SyncWave B2B interface as captured. Exact figures, plan names, and on-screen values shown in screenshots are examples from a test environment and will differ in your own account.



SyncWave B2b