



Migration from Oracle Commerce to **commercetools**

Executive Summary

It's past time to move off of Oracle Commerce (formerly known as ATG). For a host of reasons, which we'll discuss shortly, Oracle Commerce is the wrong stack for this generation of commerce. This whitepaper leads architects and their teams through the platform migration from Oracle Commerce to commercetools.

Introduction

In today's fast-moving commerce business, brands and merchants need to enhance their agility and flexibility. Customer demand is continually changing, new touchpoints are emerging, and innovative ways of communication between consumers and suppliers emerge. Take voice commerce enabled by devices with voice assistants. Within only a few years, more than 200 million smart speakers have been sold. Similar to the App Store which helped Apple shape a new age of app-driven mobile devices, Amazon lets third-party developers build new capabilities on top of their voice platform. Brands and retailers need to be able to build new prototypes quickly, experiment with the user experience, and create great services for their customers and drive loyalty.

In reality, however, many organizations are kept from building new business models by their slow, hard-to-adapt software platforms which effectively stifle innovation. The only way out is to move to another, more flexible architecture.

In this whitepaper, we look specifically at two platform vendors on different ends of the spectrum: on the one hand, there is the Oracle Commerce suite, which was recognized as one of the market leaders by Forrester and Gartner but has now reached its end of life, hinted by Oracle's continuous downsizing of the team working on its Commerce Cloud suite through multiple layoffs. On the other hand, there is the innovative cloud-native commercetools platform, which has shot up the ranks among analysts and reviewers, and is recognized as a leader by both Forrester and Gartner in the commerce software space. We will suggest a strategy on how to move from Oracle Commerce to commercetools without disrupting daily business or jeopardizing operations.

Of course, there is no standard way of migration and we're by no means suggesting a cookie-cutter approach since every project is different and has its caveats. Rather, the following strategy is meant as a guiding principle or a framework which, from practical experience, tremendously increases the chances for success. These are the six steps we will be covering in this guide:



Step 1



*Discovery and
Gap Analysis*



Step 2



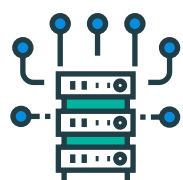
*Build Migration
Roadmap*



Step 3



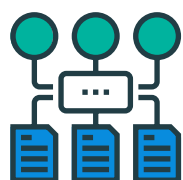
*Data
Modeling*



Step 4



*Build Custom
Extensions*



Step 5



*System
Integration*



Step 6



*Integrate the
User Experience*



About commercetools

commercetools is a next-generation software technology company that offers a true cloud commerce platform, providing the building blocks for the new digital commerce age. Our leading-edge API approach helps retailers create brand value by empowering commerce teams to design unique and engaging digital commerce experiences everywhere – today and in the future. Our agile, componentized architecture improves profitability by significantly reducing development time and resources required to migrate to modern commerce technology to meet new customer demands.

The innovative platform design enables commerce possibilities for the future by offering the option to either use the platform's entire set of features or deploy individual services, á la carte over time. This state-of-the-art architecture is the perfect starting point for customized microservices, enabling retailers to significantly reduce time-to-market for innovative commerce functionalities.

With offices in Germany and the United States, as well as presence across general Europe and Asia Pacific/Oceania, B2C and B2B companies from across the globe including well-known brands across many industries, including fashion, food and retail, trust commercetools to power their digital commerce business.

Germany commercetools GmbH
Adams-Lehmann-Str. 44
80797 Munich
Germany
Phone: +49 89 9982996-0
Email: mail@commercetools.com

United States commercetools Inc.
American Tobacco Campus | Reed Building
324 Blackwell St. Suite 120
Durham, NC 27701
Phone: +1 212-220-3809
Email: mail@commercetools.com

www.commercetools.com

Munich - Berlin - Jena - Amsterdam - London - Durham NC - Singapore - Melbourne

