



Migration from SAP Commerce Cloud to **commercetools**

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Executive Summary

It's prime time to migrate over from SAP Commerce (formerly known as SAP Hybris) to the leading modern commerce platform: commercetools. For many reasons that we will go over shortly, SAP Commerce is a poor fit for today's commerce needs. This white paper leads architects and their teams through the platform migration from SAP Commerce to commercetools, going through the necessary steps in this process, as well as how to build a migration roadmap, migrate data and deal with custom extensions and user interfaces.

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 have appeared. Take voice commerce that's enabled by voice assistants built into devices: In a few short years, over 200 million smart speakers have been sold. Similar to how the App Store 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, 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: move to another, more flexible architecture.

In this white paper, we look at the long-standing SAP Commerce platform that's showing its age, and on the other end of the scale, the innovative, cloud-native commercetools platform. SAP Commerce has seen decreasing relevance among its customers, leading to many of them becoming dissatisfied and reevaluating their choice of commerce solution. We provide suggestions on migrating from SAP Commerce to commercetools without interrupting daily business operations.

Of course, there is no standard setup which could be migrated in a standard way. Every project is different and has its own caveats, and we're by no means suggesting a cookie-cutter approach. Rather, this suggested strategy serves as guidance or a framework for planning a move over with increased chance of success.



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.

Europe

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

America

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

