

eGuide

Oracle Commerce to VTEX Conversion

Migrate to a true SaaS solution
and free yourself from the
upgrade grind in 90 days



Oracle Commerce, formerly known as ATG, was the champion of the eCommerce platform competition of the early 2000's. We know its current users have a proven history of making good strategic choices for the benefit of their businesses.

However, even with the leading eCommerce systems of previous generations comes technological debt. On-premise implementations of Oracle Commerce meant costly upgrades, high hosting costs (including technical expertise), limited scalability, and altogether, limited room for innovation. When Oracle Commerce was the most powerful platform you could choose ("no one ever got fired for buying Oracle", as they say), these limitations were a fine trade-off for the robust power of its architecture, and the product was well road-mapped (for a while). As the world moves more towards subscription-based SaaS models, those who decided to adopt this model early are now reaping the benefits, while those who have found ways to extend their monolithic investments are finding fewer and fewer returns. Oracle Commerce users are taking note and are looking for their next platform.

Another blow to Oracle Commerce's longevity: The end of Adobe Flash

After December 31, 2020, Adobe will no longer distribute or update its Flash Player and browser vendors will disable it in future updates. Oracle Commerce versions earlier than 11.3.2 have Flash Player dependencies in the BCC and Endeca Workbench. Critical administration features in Oracle Commerce sites not updated to version 11.3.2 will be impacted.

There are some band-aid solutions available:

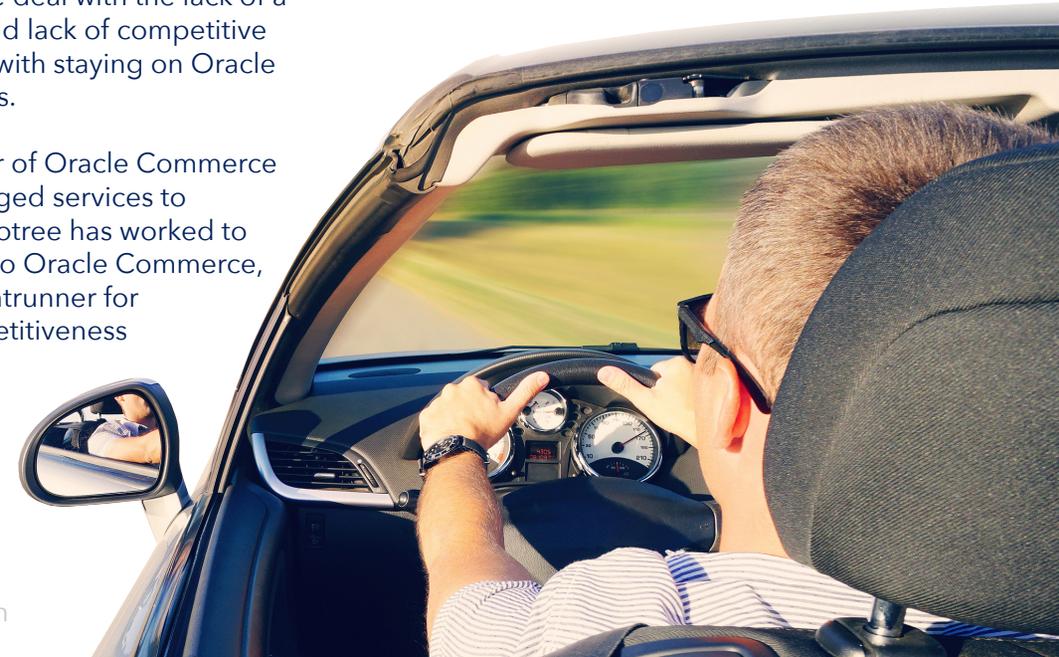
- Weighing security risks with the continued availability of your eCommerce site by using an unsupported browser
- Investing in going headless to decouple Oracle Commerce from your search, CMS, and other tools that will allow you to keep using Oracle Commerce on the back-end
- Upgrading to Oracle Commerce 11.3.2 (and possibly moving your implementation to the cloud, like with Pivotree's Oracle Commerce on AWS framework)

However, none of these deal with the lack of a continued roadmap, and lack of competitive advantage that comes with staying on Oracle Commerce in the 2020s.

As the leading provider of Oracle Commerce professional and managed services to well-known brands, Pivotree has worked to find good alternatives to Oracle Commerce, and VTEX is a clear frontrunner for its technological competitiveness

as well as its time-to-value. Oracle Commerce customers can move to VTEX Commerce Cloud, a modern microservices-based, API-first, cloud-native, and headless architecture, with fully integrated commerce, marketplace and order management capabilities that deploys in 90 days*. When moving between the previous generation of platforms, replatforming took months and months - and sometimes years. VTEX is a modern SaaS commerce platform provider with omnichannel capabilities that makes upgrades a thing of the past and enables businesses to meet rapidly changing customer demands.

This document will walk you through the conversion methodology for replatforming from Oracle Commerce to VTEX Commerce Cloud, taking the complex work of business rules, architecture, data, and planning and show how simple it is to run a rapid, cost effective, and seamless migration project. You and your customers could be reaping the benefits of VTEX by the end of your quarter.



Commerce Can Be Cutting-Edge When Innovation is Instant

Over the past several years, tightly integrated monolithic platforms supporting commerce initiatives have given way to a more agile approach. This is not just a technology-driven move. The speed of change and the emphasis on exceptional customer experiences have taken commerce solutions in a new direction, toward more creative and more agile platforms. 20 years ago, the market gravitated toward monolithic platforms like Oracle Commerce. However, times have changed and the need for microservices, API-first, cloud-native, and headless solutions that give the business more agility and flexibility are the top priority for enterprises worldwide.

Enterprises seek true multi-tenant SaaS commerce technologies that can dynamically scale, are always up to date, and can swiftly adapt and evolve to a rapidly changing business environment. Just as commerce platforms have dominated the last two decades of growth from offline to online, now we see that marketplaces and ecosystem business models will dominate the next two decades.

With the rapid shift to online buying and multi-seller marketplace and ecosystem models, enterprises require a powerful order management capability that supports Direct to Customer (DTC), drop-ship, and third party (3P) fulfillment models. Such an order management solution supports the more collaborative vision of an online marketplace versus the traditional commerce model of direct to customer B2C and B2B.

Enterprises have revenue channels spanning B2B, B2C, and various direct and indirect

models. Addressing these channels requires a tightly orchestrated combination of commerce, marketplace and order management functions. Most legacy commerce offerings only offer these as bolt-on solutions.

Businesses need flexible cloud-based commerce solutions that can rapidly adapt to their changing needs and evolving business models. They need an integrated commerce, marketplace, and OMS platform.

VTEX: The Leader in Collaborative Commerce

VTEX is the first and only global provider of fully integrated, end-to-end commerce with native marketplace and OMS capabilities. VTEX Commerce Cloud enables B2C and B2B organizations to sell more, operate more efficiently, scale seamlessly, and deliver remarkable customer experiences by launching their own marketplaces.

“Marketplaces account for over 50% of global online sales, with customers spending over \$2 trillion.”
- Digital Commerce 360

More organizations are moving to VTEX with its modern microservices-based architecture and powerful business and developer tools, which allow organizations to future-proof their businesses and free them from software updates. VTEX enables organizations to:



Reach more customers

Maintain control of the brand experience while empowering partners – distributors, dealers, resellers, and others with the tools they need to capture more sales.



Eliminate channel conflict

Learn more about customers and deliver a seamless buyer journey by creating a distribution platform, dealer network, and other experiences that enable collaboration with channel partners.



Explore the marketplace model

Expand assortment and grow sales with built-in capabilities to create an online marketplace and reach new customers and markets by selling on third-party marketplaces.

VTEX Collaborative Commerce Solutions

B2C

- Clienteling
- Endless Aisle
 - BOPIS
- Curbside Pickup
- Mobile Checkout
- Subscriptions

B2B

- Channel Management
- Multi-cart collaboration
- Account management
- Contract-based pricing
- Configure Price Quote
 - B2B Services

Marketplace

- Contactless ordering & delivery
- Drop-shipping
- Product content syndication
- Selling on VTEX customers' marketplaces

VTEX Commerce Cloud helps online sellers deliver highly personalized and relevant experiences that convert more shoppers and keep them coming back. With over 5,000 possible promotions, businesses can deliver personalized offers at precisely the right moment to capture more sales.

AI-driven product recommendations consider many factors, such as shopper behavior, search terms, past purchases, and more, to make better, more relevant recommendations to shoppers. Intelligent search increases conversion rates with an advanced search engine that uses artificial intelligence (AI) to understand shopper intent and return personalized search and browse experiences.

Conversion Methodology

Pivotree understands that replatforming is viewed as a long, arduous process that can make even the most well-organized and accomplished teams take pause. With this conversion methodology, pre-built for

converting Oracle Commerce users to VTEX Commerce Cloud in 90 days, replatforming can be a straightforward process to tackle without affecting your day-to-day business operations.

The flexibility and power of VTEX IO eases the migration process. VTEX IO is a cloud-native low code development platform that helps you deliver business solutions faster. From smooth, PWA-ready web stores, to custom admin interfaces and back-end integrations, VTEX IO offers an opinionated set of frameworks that allow you to evolve fast and safely.

We've broken the process into the 6 following steps.

1: Planning

Start by clearly defining business drivers for migrating to VTEX. These are all good reasons to migrate:

- The future of Oracle Commerce is not the sole driver of your decision
- VTEX will give you lower operational costs



Planning



Discovery



Implementation



Testing & Acceptance



Training & Operation Preparedness



Launch & Beyond

- VTEX will deliver new functionality, including new business models, and more options for your go-to-market strategy, therefore improving business agility
- VTEX will provide better performance and improved scalability to foster growth

Then, work with an experienced Systems Integrator (SI) to understand your TCO pre and post migration to avoid surprises.

Make sure you include the appropriate stakeholders to gather inputs and ensure buy-in from all impacted parts of the business. Your SI can help you recognize who this should be - we know that commerce touches many parts of the business you might not consider, and establishing this group is an essential part of planning.

Finally, build an appropriate plan and schedule accordingly. Consider the following:

- Any platform migration is not trivial especially for customers who may already be on the 2nd or 3rd generation of their eCommerce journey.
- Retailers should avoid schedules that launch immediately preceding the holiday or your busy season. Most successful migrations launch early in the year and have time to soak and evolve in time for holiday peak. You cannot reschedule Christmas, as tempting as it is.

2: Discovery

An effective Discovery process starts with a **Gap Analysis** to understand where your current situation is under-performing or -delivering. Make sure you:

- Take stock of what your current site does

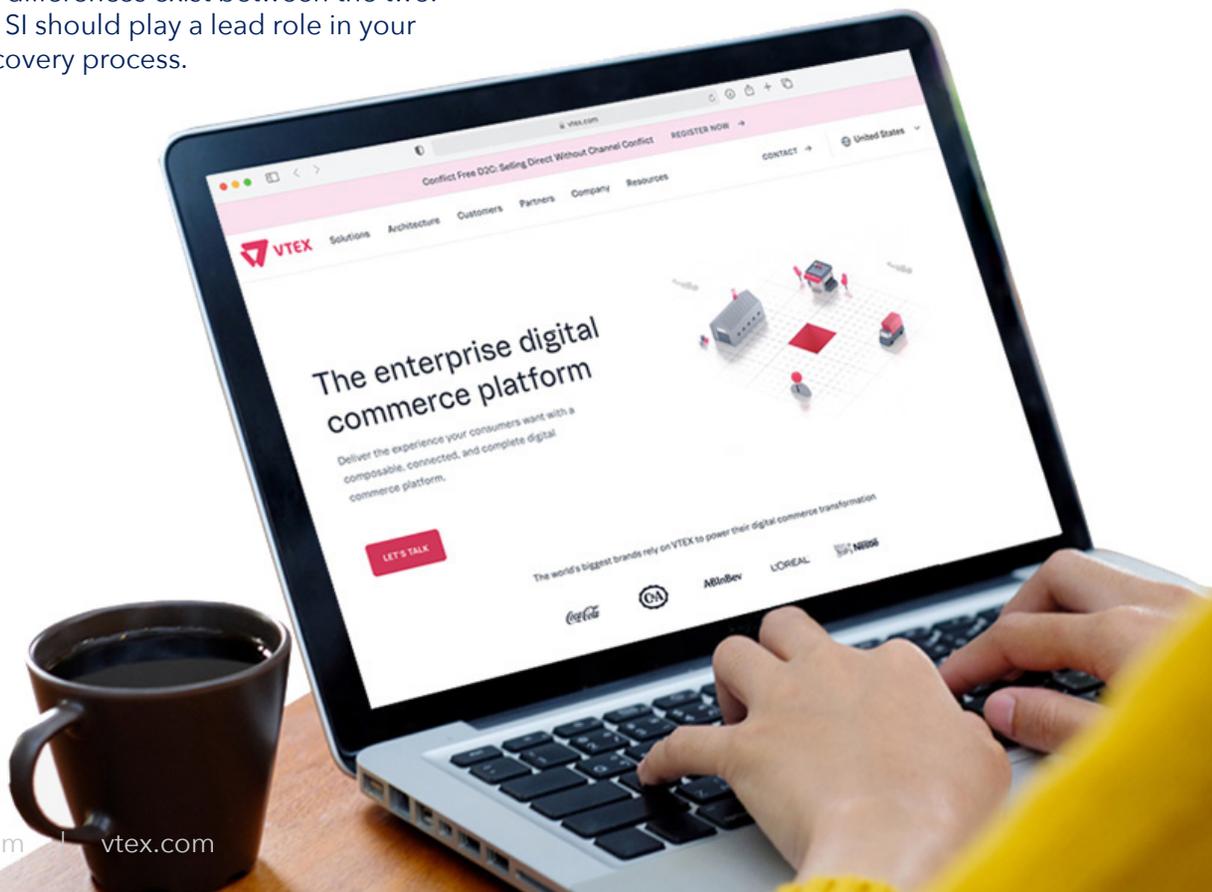
today - what does it do well, and what needs improvement?

- Identify those features which are native to VTEX and those which are not.
- Don't forget backend processes and back-office tooling like BCC, CSC and Endeca Workbench.
- Determine if customization is truly required or if there might be something available in the VTEX app store that meets or exceeds your needs.
- Identify where you might be willing to change internal processes or functionality to ensure success.
- Find the right partner - ideally an SI who knows both Oracle Commerce and VTEX well enough to identify what similarities and differences exist between the two. The SI should play a lead role in your Discovery process.

Another important aspect of Discovery is creating your **User Stories**. You need to capture your requirements in user stories with clearly defined acceptance criteria to ensure you are **ready** to deliver what is expected and can be tested appropriately.

Prioritization should involve grooming your backlog to ensure it contains the appropriate items of focus for your migration sprints as well as those items that can wait till post-migration. Avoid migrating features that are known to be poor or ineffective.

Finally, **Define Your MVP**. The word minimal should not be confused with delivering something that is inadequate or inferior. A typical migration MVP would generally



include virtually everything the existing Oracle Commerce Site can do. Determine:

- What is the minimal functionality you need to run your business effectively
- What new functionality you want to enable.
- How you can include VTEX's powerful Marketplace and OMS capabilities. If these are a driver, then it would be a miss to not include them into your MVP plan.
- What new channels you are hoping to enable.
- What are the business goals both near- and long-term.

3: Implementation

Implementation can be broken into 4 key focus areas:

1. UI and UX (Front-end Design)

A platform migration represents an opportunity to improve the overall user experience especially if your existing experience is lacking in known areas, such as:

- Experiences that increase conversion including personalization
- Representing the brand as desired across all channels
- Taking a mobile first approach

- Accessibility
- SEO

User Personas are great to model your customers and explore what they would expect from a buying experience and design the customer experience accordingly. Brands should understand that a complete overhaul of the user experience can also present risks to both timeline and budget - make necessary improvements where it makes sense, but don't let perfect be the enemy of good.

2. Data Modeling and Migration

Data Modeling and Data Migration cannot be done in isolation. Make sure you understand the OOTB data models and how data elements will map between platforms. Review and document customizations that may have been made to the OOTB Oracle Commerce Repositories including:

- Product Catalog
- User Profile
- Price Lists
- Promotions

Next, identify what data needs to be migrated. This often includes:

- Product Catalog
- Categories, Products and SKUs
- Customers
- Profiles, Addresses, Payment Methods
- Pricing and Price Lists
- Promotions
- Orders

Throughout this process, you'll want to optimize the data model wherever possible.

Ask yourself:

- Is any data cleansing required?
- How far back do you really need to go?
- Is it even worth migrating?

Typically migrating orders can be an arduous task. It's important to ask whether it's worth the effort. Many businesses choose not to for valid reasons. The quantity of data can be large and have limited benefits to end customers. Optionally, consider storing the order data in a read-only storage if order history is the core requirement.

Promotions can also be difficult given the difference in how promotions are modeled and executed between platforms. This can be an opportunity to provide more modern or better promotions to your customers to encourage them to embrace the new experience.

To ensure quality control, we recommend that you test the data migration process thoroughly. This means:

- Performing Data validation
- Is all the data going to the correct place in the correct format?
- Is any data missing?
- How does the system behave where there is incomplete or invalid data?
- Testing large data sets
- This will help determine how long the process will take.
- If you need to migrate millions of records, you had better test migrating millions of records to avoid unexpected delays for the project and launch.
- Test with production or production-like data. Tests should mimic real-world scenarios.

One last note (in this guide) on data: make sure you plan accordingly. Customer and Order data will continue to change right up to the switch over. Make a plan to avoid missing data or lengthy downtimes during cutover. Your SI should have best practices in place to help with this task.

3. Integrations

Every enterprise eCommerce implementation includes a variety of backend and frontend integrations. In the frontend this can include a CMS, Payment Gateways, A/B Testing Tools,

Tag Managers and Fraud Systems. In the backend it often includes integrations to your PIM, OMS, WMS or ERP. All integrations should be mapped out and prioritized, and complex integrations should be tackled early.

Determine:

- Areas for improvement to address internal inefficiencies
- If there are pre-existing integrations in the VTEX app store so you can avoid costly and time-consuming custom integrations previously done on Oracle Commerce.
- Where to add circuit breakers around potential failing integration points
- How you can leverage the power of VTEX IO, a low-code development platform to deliver integrations faster

4. Business Logic Migration

Your Oracle Commerce implementation may involve many areas of customization to meet the specific business needs of your organization. Ask your stakeholders: is that customization still necessary or is there something in VTEX supported natively that better meets the needs of the business? You should customize the platform only where necessary to meet business needs.

VTEX IO again provides the core foundation for efficiently migrating your business logic to the VTEX platform. This allows you to evolve fast, without breaking things in the future.

Do not try to replicate exact functionality that is native to Oracle Commerce in VTEX especially where a more modern VTEX friendly approach may be better suited.

We recommend to only customize back-office tooling as needed to support existing business

processes; there is no need to do extra work for processes that no longer exist.

4: Testing and Acceptance

Any new system needs to be thoroughly tested before launching, and an end-to-end SI should work on tests with their own QA team as well as a multi-functional User Acceptance Team on your side who fully understands the needs of the business. This should include a full end to end test of all core functionality and integrations. This might include “table top” exercises or functional exercises for different scenarios that the business will face once in operations mode.



In addition to **Functional** testing don't forget to do:

- **Multi-Device** testing
- **Performance** testing,
- **Accessibility** testing,
- and **Vulnerability** testing

5: Training and Operation Preparedness

Ensure all appropriate staff have the proper end-user training and understand how their day to day activities will be impacted by the coming platform change. This will include:

- Merchandisers,
- Content Creators,
- Customer Support Representatives,
- Ecom Managers and
- Executives

Working with these groups (and possibly more, depending on your situation), ensure proper expectations have been set across the business. Determine if new or different roles need to be created to support and operate the new system. Your SI can help you identify if new roles are necessary based on best practices in the industry, and help you deal with Change Management accordingly.

6: Launch and Beyond

Congratulations! You've made it to launch day. While it's nearly time to reap the rewards of your hard work, now is the time to ensure you have a **detailed action plan** for the **migration execution** and **go-live activities**.

This should include a clear description, defined owners, expected time to execute and appropriate dependencies for each step of the migration. Start with the following:

- Limit downtime
- Data migration has the single biggest impact on downtime. Plan appropriately.
- Don't treat URL redirection as an afterthought
- The success of your new site will depend heavily on not negatively impacting both your direct traffic and organic search results
- Be extra prepared immediately post go-live to quickly address unforeseen issues especially around operations. Have the appropriate staff on-hand.
- Determine if and how long will parts of Oracle Commerce need to remain operational to close out orders and support returns.

Going forward, it's time to **Operate and Improve**. Make sure you regularly refine your backlog and iterate to deliver additional value consistently.

Work with your SI for an ongoing plan to reduce the accumulation of technical debt and enjoy your flexible, future-proof VTEX implementation.

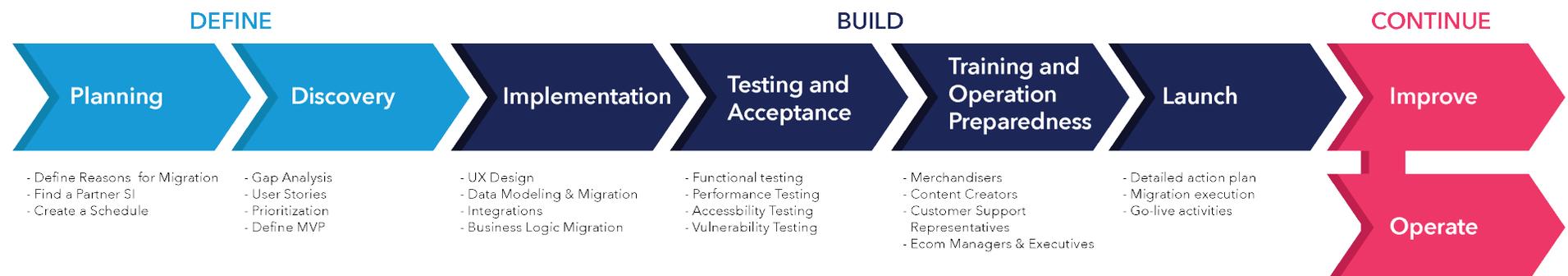
Migrate in 90 Days or Less

Migrating from Oracle Commerce to VTEX Commerce Cloud can be accomplished in as little as 90 days. Using a continuous innovation approach, this framework allows your commerce products to go-to-market quickly without sacrificing quality in user experience or architecture before, during, and after the migration.

This agile delivery approach focuses on speed-to-market and is centered around a customer-first experience. During each phase, there are defined tracks and activities that occur and there are clear milestones required to achieve maximum speed.

Speak with an Expert

If your organization is facing a disruptive migration from on-premise Oracle Commerce, take the time to consider all of your options. Completely upgrade your business by leveraging a collaborative commerce approach from VTEX. Speak with Pivotree, a VTEX Commerce Cloud partner to learn more.





About VTEX

VTEX is the first and only global, fully integrated, end-to end commerce solution with native marketplace and OMS capabilities. We help companies in retail, manufacturing, wholesale, groceries, consumer packaged goods, and other verticals to sell more, operate more efficiently, scale seamlessly, and deliver remarkable customer experience. Our modern microservices-based architecture and our powerful business and developer tools allow VTEX to future-proof our customers' businesses and free them from software updates.
www.vtex.com

Connect with a VTEX Expert Now:
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About Pivotree

Pivotree is a leading Global Commerce Services Provider supporting clients from strategy, platform selection, deployment, and hosting through to ongoing support: a single expert resource to enable frictionless commerce for companies adapting in an ever-changing digital commerce landscape. Leading and innovative clients rely on Pivotree's deep expertise to choose enterprise-proven solutions - including world-class Commerce and MDM platforms - and design, build, and connect critical systems to run smoothly at defining moments in a commerce business.

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