

Choose modernization: your guide to commerce on Shopify

Transform your commerce platform to unlock exponential business performance, customer engagement, and competitive differentiation.

In the 2010s, ecommerce was heating up. The first wave of monolith platforms came onto the scene, and early adopters were using these platforms to build out extensive on-premise or privately hosted storefronts, overlaid with complex content management systems (CMSs) and merchandising tools.

Over the last 15 years, the landscape has shifted. Shopify has seen a rise of software-as-a-service (SaaS) providers, using both single tenant and multi-tenant approaches. Many of these companies have come to understand that building and maintaining technology is not their primary business—and they instead need to focus more attention on selling their core products and services. At the same time, Shopify's continued growth has allowed them to move into the enterprise space, demonstrating the ability to grow beyond supporting purely small and midsize businesses (SMBs).

This has all led up to an exciting moment. Shopify has partnered with Oracle to bring enterprise businesses a modern commerce solution on the world's most innovative commerce platform.

Many businesses that use legacy enterprise commerce platforms are ready for a change—including those on Oracle ATG. As businesses consider replatforming, many are looking for a new ecommerce solution that can accelerate the journey forward while seamlessly integrating with their back end business applications.

Similar to offline interactions, businesses want to provide experiences that modern shoppers and buyers expect while increasing revenue, improving operational efficiency, and increased agility—all at a lower total cost of ownership. Our recommendation?

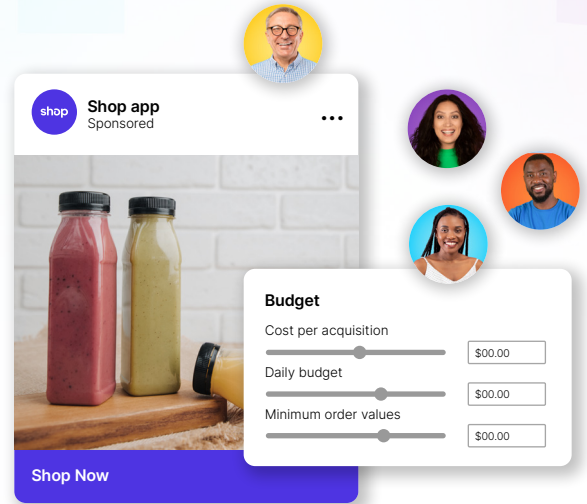
Consider modernizing with Shopify and Oracle.

Table of Contents

Why modernize with Shopify and Oracle	3
How Shopify benefits consumers	4
How Shopify benefits developers	4
Who should consider modernizing with Shopify	4
Modernizing with Shopify is a strategic opportunity	5
Modernization considerations for enterprise leaders	8
CIO, CTO, and CDO	8
CFO	9
CMO	10
Migrate seamlessly with Pivotree services	11
Assessment and migration strategy development	11
Data mapping and migration	11
Customization and integrations	12
Migration of content and assets	12
Testing and quality assurance	12
Shopify performance optimization and scalability	13
Ongoing platform customization and custom app development	13
Marketing and conversion optimization	13
Ongoing support and maintenance	14
Advanced analytics and reporting	14
Internationalization and multi-channel growth	14
Recommended modernization strategies	15
Steps to modernize your legacy commerce platform on Shopify	18
Take the next step with the right partners	22

Why modernize with Shopify and Oracle

It's time that businesses trade legacy platforms for modern solutions. With Shopify's evolution to serving enterprises, [Gartner](#) named us a leader in the 2024 Magic Quadrant for the second consecutive year for our ability to execute and completeness of vision. Shopify is positioned to innovate and reimagine the complex experiences many Oracle ATG customers have built over the years—and improve those experiences from consideration to purchase to post-purchase and referrals.



The top reasons to modernize with Shopify include:



Legacy technology has stopped evolving

With virtually no updates or enhancements, businesses on legacy platforms like Oracle ATG may start to feel their tech isn't keeping up with the expectations of modern commerce. Oracle has partnered with Shopify to bring an innovative commerce platform to customers looking to future-proof their commerce strategy.



Benefit from best-in-class research and design

In 2023, Shopify spent \$1.7 billion on research and development. Shopify has a demonstrated commitment to being a leader of commerce innovation and is extending capabilities including subscriptions, buy-online-pickup-in-store (BOPIS), markets, Shopify Collective, Shopify Audiences, and the Shop App.



Harness the power of data

Businesses on Shopify can still access Oracle's leading customer data platform, Oracle Unity CDP. In fact, using a customer data platform (CDP) unlocks massive opportunities to monetize the data you may already have, including optimizing for omnichannel and

multichannel journeys. With Oracle Unity CDP integrated with Shopify, businesses can have the intelligence to know what happened on which channels with touchpoint relevance and consistency.



Grow into new business models

Shopify and its evolution to enterprise mean the platform is positioned to help companies expand into new business models. Together with Oracle back-end enterprise applications, businesses will be equipped to grow into first and third-party marketplaces, across D2C and B2B, and explore sell-to and sell-through distribution models.



Access strong app and partner ecosystems

As of June 2024, Shopify announced app integrations with Oracle's back office. This further validates Shopify's enterprise leader status with alignment to Oracle, meaning you can still modernize your commerce while running your business on Oracle. Instead of having to completely replatform, Oracle customers will be able to seamlessly integrate a new commerce solution with Shopify. From there, you can access Shopify's ecosystem of support teams and consulting partners like Pivotree to optimize the platform for your business.

How Shopify benefits consumers

Shopify is built for both DTC shoppers and B2B buyers, meaning no matter who is adding items to the cart, they will experience a familiar checkout with less friction. It's also why enterprises that use Shopify see an increase in conversion rates. By switching to Shopify, businesses gain access to the browse moments created in the Shop app and the ease of payment using Shop Pay. Shopify also empowers buyers with self-serve purchasing, streamlined order processes, contextual and volume pricing, vaulted payments, and the ability to checkout with draft orders.

With Oracle as the back end, businesses can create personalized paths to purchase informed by Oracle Unity CDP as well as build personalized catalogs, pricing, and post-purchase communication with Oracle E-Business Suite (EBS), Oracle Fusion applications, and Oracle Unity CDP applications.

How Shopify benefits developers


Shopify was built with developers in mind. The platform supports API-first methodology with full API coverage across the platform, providing developers with robust ways to integrate and use Shopify APIs, build headless storefronts, or use Shopify as a microservices architecture to best meet business needs. Developers also can extend the Shopify platform through apps without having to write core code, which often lead to costly upgrades on Oracle ATG.

Additionally, because Shopify is a modern web technology stack, it is easy to find skilled developers that want to build on Shopify. Shopify's extensive ecosystem of technology partners are constantly creating innovative ways to help businesses build app solutions, extend the platform, improve the technology stack, and customize storefronts and point of sale experiences.

Who should consider modernizing with Shopify

Most large or enterprise businesses that are currently on Oracle ATG will find value in modernizing with Shopify and Oracle. This is particularly true for retailers, considering Shopify provides extensive merchandising, personalization, and site search capabilities. Shopify also is consistently growing in multiple B2B industries, providing companies with complex sell through and sell to business models the opportunity of moving to a modern solution.

Businesses that should consider modernizing with Shopify and Oracle:

 Retail	 Food and beverage
 B2B	 Consumer packaged goods
 Telecommunications	 Automotive
 Apparel and accessories	 Digital products and services
 Health and beauty products	 Large or enterprise businesses
 Home decor	 Multichannel sellers
 Electronics	 Subscription-based businesses
 Office supply	 Regulated product industries (chemicals, gasses, construction, fabrication)

Businesses that should not consider modernizing with Shopify and Oracle:

 Financial services
 Healthcare or other HIPAA-compliant industries
 Regulated product industries (medical devices and pharmaceuticals)

Modernizing with Shopify is a strategic opportunity

Many Oracle ATG customers were likely first adopters of the platform. They implemented at a time when the technology was in its prime and best in class. As initial Oracle ATG customers' businesses grew, they built the technology out into the robust, extensive storefront that they still have today.

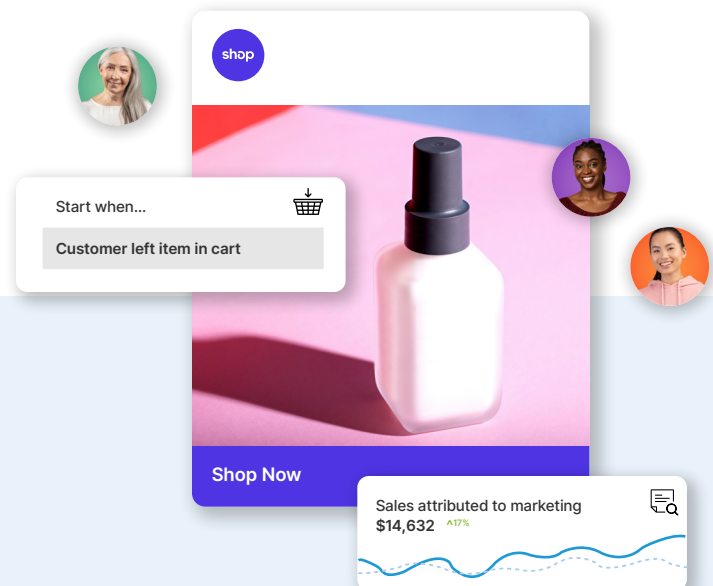
But times have since changed. For many of these businesses, the initial solution was overbuilt with custom features that end users didn't use or are expensive to maintain. They potentially over-invested in an all-in-one experience that tried to serve many different types of buyers at one time—and they're now finding that today's customers expect differentiated experiences based on what and where they're purchasing. Additionally, if these merchants examined transactional and operational data, they likely would find relics of past business models, product categories, catalogs, and price lists.

This results in a cumbersome platform, but many continue to manage the best they can. Some merchants have adapted to the extent that they might consider staying with their current platform—except for one major drawback. These businesses are required to allocate more resources than ever before just to maintain their aging systems, let alone make enhancements and evolve to meet the swiftly changing expectations of customers.

Oracle has partnered with Shopify to bring its users a modern, user-friendly commerce platform that's enterprise ready.

Shopify's simplicity is not a barrier. Instead, it's an opportunity. Businesses that opt to modernize with Shopify have the distinct advantage of rethinking the strategy to identify meaningful and competitive advantages in today's macroeconomic climate.

Shopify offers enterprises a powerful yet simple solution to streamline technology stacks while enhancing operational agility. By using Shopify's robust ecosystem, businesses can consolidate their commerce operations into a single, scalable platform that serves as the source of truth for all retail activities. In today's fast-paced landscape, simplifying technology environments is crucial for maintaining competitiveness. Shopify offers a clear path to achieve this, allowing businesses to use a best-in-class platform that evolves with their needs, rather than investing heavily in custom solutions that may quickly become outdated.



By adopting Shopify, enterprises can focus on core business strategies rather than managing disparate systems. The platform's continuous investment in research, design, and development far outpaces what individual retailers can achieve independently, ensuring that businesses stay at the forefront of commerce innovation without the burden of extensive in-house development costs.

This approach creates a smaller catalog that has reduced set up costs for data structures and integrations and reduces maintenance. It also results in fewer costs on the back end to sell one-off parts and limits third-party or offline touchpoints behind the scenes. And for the few

cases that aren't covered, it's more than likely that these complex situations require consultation and a measured implementation timeline to reduce risk.

Another major benefit of Shopify is our breadth and depth of integrations. On Shopify, businesses can access the app store, select and install the integration app they need, and deploy the app with its functionality in just five minutes. The platform can also handle traditional API to API integrations, but Shopify encourages partners to build dataflows or web pixel app integrations that serve all Shopify users. These integrations are available in an extensive library of over 8,000 apps for all the different ways you'd want to customize your store.

Access Plus Certified App Partners

Of the 10,000 Shopify App Partners, 170 are Plus Certified, meaning the certified apps are compatible with all parts of Shopify—even as you extend into new markets. Plus Certified apps meet robust security requirements, stay current with Shopify standards, and provide significant support to end users.



An integration that connects Shopify and Oracle Unity CDP is officially on the roadmap, with potential for other integrations as well. Oracle has several Shopify [recipes and accelerators](#) available on the Oracle Integration app marketplace, including common flows to accelerate integrations between Shopify and Oracle solutions (such as product and order creation flows for Oracle Fusion Cloud ERP), as well as other third-party systems and platforms. These integrations each use the [Shopify Adapter](#) that Oracle provides as an official solution.

When apps are not available for a specific business' more complex needs, Shopify can recommend a third-party to provide capabilities. Shopify's ecosystem has a large number of enterprise technology partners for capabilities including personalization, merchandising, promotions, loyalty, site search, configure-price-quote (CPQ), fraud prevention, and customer service.

There also are the unique cases where a capability is not available natively or through a partnership. Because Shopify is dedicated to delivering a roadmap of new features, there's a strong chance that if a feature isn't available now, it will be available in the future. Shopify publishes [Editions](#) every six months to showcase the latest transformative and market-leading group of capabilities.

Hear from top analysts

"This partnership enables businesses to activate new channels, reactivate dormant touch points, and expand into new markets efficiently. Through the integration of Oracle Unity CDP and Shopify's platform, companies can achieve significant operational efficiencies and drive growth."

— Heather Hershey,

Research Director of Worldwide Digital Commerce, IDC



Source: [IDC](#)

Modernization considerations for enterprise leaders

Modernizing any technology platform is a major decision. And when it comes to making the right choice, each member of the decision team is going to care about different aspects and outcomes. As experts in ecommerce transformation and systems integration, [Pivotree](#) suggests that businesses currently on Oracle ATG and interested in updating their commerce platform with Shopify should consider the following key technology themes for each leader.

CIO, CTO, and CDO

The job of IT leaders is to future-proof the tech stack and deliver consistent outcomes. And for those who may be considering modernizing their ATG Storefront, a key question is, "Could this be the last replatform?" Whether it be the last of their career or potentially even the last for the company, Shopify has the evidence stacked in its favor.

With Pivotree's strategy and implementation services, you can continue to refine and tune your environment to your specific business needs. Shopify and Oracle's product integration roadmap showcases the commitment to partnership's success. Beyond that, the platform's longevity is backed by a multi-tenant SaaS approach, storefront and checkout SLAs, global scalability, and both headless and composable architectures. Shopify can provide a seamless transition from moving on-premise to cloud, with developer, architect, and bespoke certification programs to maintain the platform as you grow.

What's more, Shopify has robust professional services and engineering hackathons to keep the platform's capabilities up to date. World-class infrastructure teams take away the complexity and cost of hosting, security, and patching while also managing traffic, cart performance, and edge security. For example, if one company on Shopify has massive checkout numbers, any business that's migrating to Shopify has access to the same infrastructure that kept that site live.

Top CIO, CTO, and CDO benefits of modernizing with Shopify

- ✓ Future-proof tech stack
- ✓ Robust integrations to Oracle Fusion and Oracle Unity CDP applications
- ✓ Multi-tenant SaaS infrastructure
- ✓ Headless and composable architectures
- ✓ Developer and architect certification programs
- ✓ Proven partnerships with Cloudflare, Plus Certified App Partners, and agency partners

Beyond Shopify's own capabilities, the Shopify partner ecosystem provides additional benefits. For platform delivery security, there's a partnership with Cloudflare. When businesses want to grow into new markets, they have access to agency partners like Pivotree. And for everything else, there are certified app partners that build integrations with rigorous standards for maintenance and updates.

CFO

When it comes to investments, total cost of ownership (TCO) is a major factor. Many businesses have already made large investments into a legacy platform and may need more customizations to meet customer expectations. Instead, you can switch to Shopify, which has the best TCO in commerce—up to 36% better than the competition.

Moving to Shopify is a predictable investment that's also correlated with higher returns. Because of its modern and simple platform, businesses on Shopify see an increase in efficiency of business and technical users. Shopify customers acquire more customers across paid, owned, and earned touchpoints and achieve higher average order value (AOV) with merchandising tools. With the highest converting checkout, businesses on Shopify also see an increase in conversion and lifetime value with increased purchase frequency, higher AOV, and higher loyalty. And with Oracle on the back end, businesses can monetize customer data in Oracle Unity CDP and create more impactful commerce experiences.

Additionally, Shopify offers capabilities to help protect your business, like storefront and checkout SLAs, security certifications, and Shop Protect for chargebacks, giving you extra peace of mind.

Top CFO benefits of modernizing with Shopify

- ✓ Predictable investment, correlated to ROI
- ✓ Lower total cost of ownership
- ✓ Protection with storefront and checkout SLAs, security certifications, and Shop Protect
- ✓ Monetize customer data in Oracle Unity CDP
- ✓ Increase in efficiency of business and technical users
- ✓ Increase in acquisition, AOV, conversion, and lifetime value

Shopify's total cost of ownership is up to **36% better** than its competitors'.

Data according to research commissioned by Shopify from a leading independent consulting firm.

23%
better platform costs

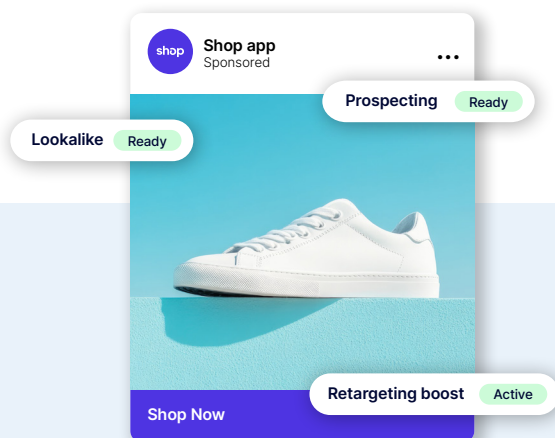
19%
better operation and maintenance costs

CMO

Marketing shouldn't require layers of technical support to make a change to your site or to build, test, and deploy commerce experiences that support global marketing campaigns. With Shopify, businesses have access to a single admin console that empowers business users to manage multiple storefronts and brand experiences.

Not only does this single administration point reduce IT costs, but it also means that if marketers have a website optimization, a promotion, or a marketing campaign for social selling, the marketer can deploy updates and new content quickly. And for more complex experiences, Shopify offers an extensive app ecosystem, certified connectors, web pixel extensions, and marketing app extensions.

At each stage in the customer journey, Shopify has tools that deliver. First, businesses gain access to new customers via Shopify Audiences and the Shop app just by migrating to Shopify. From there, you can find and entice the right customers with segmentation and audience building tools. And when it comes to conversion, businesses can harness merchandising and promotional tools as well as deliver personalized messages informed by Oracle Unity CDP.



Shopify also has world-class support from dedicated merchant success managers all the way up to VIP level. This includes business user certifications and milestone moment celebrations to ensure businesses are making the most of the platform.

Top CMO benefits of modernizing Shopify

- ✓ Single admin console to manage multiple storefronts & brand experiences

- ✓ Extensive app ecosystem

- ✓ Dedicated merchant success

- ✓ Personalized messages informed by Oracle Unity CDP

- ✓ Audience, segmentation, merchandising, and promotional tools

- ✓ Access to new customers via Shopify Audiences and Shop App

Migrate seamlessly with Pivotree services

Pivotree offers comprehensive end-to-end services for businesses migrating from Oracle ATG to Shopify. As one of the leaders in Oracle ATG services for the past 30+ years and more recently as a Shopify partner in the enterprise space, Pivotree is uniquely positioned to help you plan and complete your migration successfully, across areas such as:



Assessment and migration strategy development

Pivotree starts by conducting a comprehensive assessment of the business's existing Oracle ATG environment. This includes evaluating the technical architecture, integrations, customizations, data structure, content, and workflows.

Based on this assessment, Pivotree develops a tailored migration strategy that identifies the key goals, challenges, timelines, and risks associated with moving to Shopify. This strategy ensures the migration is as smooth as possible with minimal disruption to business operations.



Data mapping and migration

One of the potential challenges in migrating from Oracle ATG to Shopify is transferring large volumes of data, including customer profiles, products and order history. Pivotree uses advanced tools and best practices to ensure accurate and efficient data mapping and migration from Oracle ATG to Shopify. Pivotree also ensures that data integrity is maintained during the migration process, performing thorough data validation checks to prevent any discrepancies or loss of important customer or transactional data.



Customization and integrations

Oracle ATG is often heavily customized, and migrating these customizations to Shopify requires careful planning. Pivotree works to ensure that any custom features or functionality (such as complex product catalogs, custom checkout process, or pricing rules) are replicated on Shopify using the platform's native capabilities via Shopify Marketplace apps or platform customization, if needed. Many businesses that use Oracle ATG also rely on multiple third-party systems such as a CRM (like Salesforce), ERP (like SAP and Oracle), payment gateways, and marketing tools. Pivotree helps businesses integrate these systems with Shopify, ensuring seamless data flow between the ecommerce platform and back-office systems. Pivotree leverages Shopify's API capabilities to facilitate the integration with other systems and ensure data synchronization, operational efficiency, and real-time updates across all systems.



Migration of content and assets

Shopify's structure is different from Oracle ATG, especially when it comes to managing product catalogs, content pages, and media assets. Pivotree helps businesses migrate content, media, and SEO settings to Shopify in a way that preserves SEO rankings and enhances the online store's usability. Pivotree also ensures that all SEO elements (URLs, meta tags, page content, and redirects) are preserved or improved during the migration to minimize any negative impact on search engine rankings.



Testing and quality assurance

Pivotree conducts thorough testing to ensure that all functionalities, such as the checkout process, payment gateways, and inventory management, work seamlessly on your new Shopify platform. The agency also works with clients to conduct user acceptance testing to ensure that the Shopify store meets business requirements and that the transition is smooth from both a technical and user perspective. After a successful migration to Shopify, Pivotree continues to provide a range of ongoing services to ensure that the business remains competitive and fully optimized for growth.



Shopify performance optimization and scalability

Pivotree helps businesses optimize their Shopify stores for performance, ensuring fast load times and a smooth customer experience. This includes optimizing product pages, checkout flows, and the overall user experience (UX). As businesses grow, they need their commerce platform to scale. Pivotree helps businesses take full advantage of Shopify Plus's capabilities to scale without compromising performance. This can include implementing advanced shipping rules, high-volume product catalogs, and multi-store configurations for different regions or brands.



Ongoing platform customization and custom app development

Pivotree provides continued support for building and maintaining custom features on Shopify that align with your unique requirements. This could include creating bespoke checkout processes, custom themes, or specialized apps. Shopify Plus offers a range of advanced features, such as Shopify Flow (for automating tasks) and Shopify Scripts (for customizing checkout). Pivotree helps businesses implement and use these advanced tools for greater efficiency and customization.



Marketing and conversion optimization

Pivotree helps businesses optimize their online stores for higher conversion rates. This includes A/B testing, UX improvements, and personalization strategies aimed at improving user engagement and driving more sales. The agency also supports businesses in integrating Shopify with various marketing tools like email marketing platforms (like Klaviyo and Mailchimp), social media channels (like Facebook, Instagram, and Google Ads), and other customer engagement tools. This helps businesses automate their marketing and create personalized campaigns based on customer behavior and segmentation.



Ongoing support and maintenance

Pivotree helps businesses manage, update, and monitor third-party Shopify apps to ensure they're working properly and supporting business needs. Pivotree provides ongoing support to ensure that your Shopify store remains secure, fully updated, and compliant with any new features or changes in Shopify's terms of service. As part of their ongoing support, Pivotree offers dedicated support for troubleshooting, addressing technical issues, and optimizing your Shopify environment.



Advanced analytics and reporting

Pivotree helps businesses set up advanced analytics and reporting tools to track key performance indicators (KPIs), sales trends, customer behavior, and other metrics critical to business success. Pivotree works with businesses to use data insights for ongoing optimization and growth strategies. This might include segmentation strategies, product bundling, pricing strategies, and cross-channel sales strategies.



Internationalization and multi-channel growth

For businesses looking to expand globally, Pivotree helps set Shopify up for multi-currency, multi-language, and multi-store configurations. This allows them to sell internationally and provide a localized shopping experience for different regions. Pivotree also supports businesses in integrating their Shopify stores with other sales channels (like marketplaces, social commerce, and in-store point of sale) to create a cohesive omnichannel strategy.

Recommended modernization strategies

Migrating from Oracle ATG to Shopify is an undertaking that involves careful planning and execution. Companies can choose from different approaches depending on their specific needs, timelines, and budgets. These approaches include:

Full rebuild

A full rebuild approach involves starting from scratch by building the Shopify store without replicating the existing Oracle ATG setup. There's a heavy focus on using Shopify's native features, rethinking workflows and designs that best suit the new environment. This approach is best for companies seeking to simplify their operations with significant improvements in user experience, branding, and functionality.

Pros

- No legacy complexities or inefficient processes carried over
- Uses Shopify's cutting-edge features to deliver a seamless user experience
- Fully customized to align with current brand identity and business goals
- Built with scalability and future growth in mind

Cons

- Investment required in redesign, development, and reimplementation, leading to longer implementation time
- Teams need to adapt to entirely new processes and workflows
- Potential for impact on downstream systems such as OMS, CRM, ERP, and more

Lift and shift

A lift-and-shift approach focuses on recreating your existing Oracle ATG site as closely as possible on Shopify. It replicates the current design, functionality and workflows where possible, while using Shopify's modern commerce capabilities. This approach is ideal for businesses seeking a potentially faster, lower-risk transition to Shopify, with the option to iterate and improve post-migration. It provides a stepping stone to adopting Shopify's full potential over time.

Pros

- Focuses on replicating existing functionalities, minimizing the need for reengineering
- Avoids extensive changes, making it easier for teams and customers to adapt
- Maintains workflows and designs that customers and staff are accustomed to
- Reduces the need for design work

Cons

- Does not fully leverage Shopify's modern capabilities, potentially missing optimization opportunities
- Certain Oracle ATG functionalities may not have direct equivalents in Shopify, requiring platform limiting customizations
- May inherit outdated processes or technical debt from the Oracle ATG system



Best practices for any migration

The best approach to successfully migrate from Oracle ATG to Shopify will depend on your company's goals, resources, and constraints. No matter which you select, be sure to address a few key factors:

Business continuity

Minimize downtime and ensure a smooth transition for customers and staff.

Data integrity

Ensure accurate migration of products, customers, orders, and other critical data.

Feature matching

Identify any gaps between Oracle ATG and Shopify and plan for custom development or third-party apps.

Testing

Rigorously test all migrated components to ensure functionality and performance.

Stakeholder buy-in

Involve stakeholders in planning and validate migration decisions with their input.

Phased migration

The phased migration approach involves transitioning from Oracle ATG to Shopify incrementally, rather than all at once. Often enterprise customers run multiple sites—either by brand, business unit or geographical region—that could be migrated independently. A phased migration moves these over a period of time, often starting with those of least risk. This approach is suitable for companies looking to minimize risk and disruption while ensuring continuity in operations.

Pros

- Gradual transition minimizes the impact of errors or unforeseen issues
- Allows for thorough testing and validation at each phase
- The existing Oracle ATG system continues to operate for components not yet migrated, ensuring uninterrupted operations
- Teams can adapt incrementally to Shopify's workflows, reducing training burden
- Spreads migration costs over time, making it easier to manage budget constraints

Cons

- Maintaining and operating two systems during the transition adds complexity and cost
- The incremental nature of the approach may extend the overall migration timeline

Modular replacement

A modular replacement approach migrates Oracle ATG components to Shopify and replaces features (such as product catalog, checkout, personalization) one at a time. This strategy allows businesses to address immediate pain points incrementally, reducing risk and ensuring smooth operations during the migration. This approach is best for companies with complex operations that need more granular control over their migration.

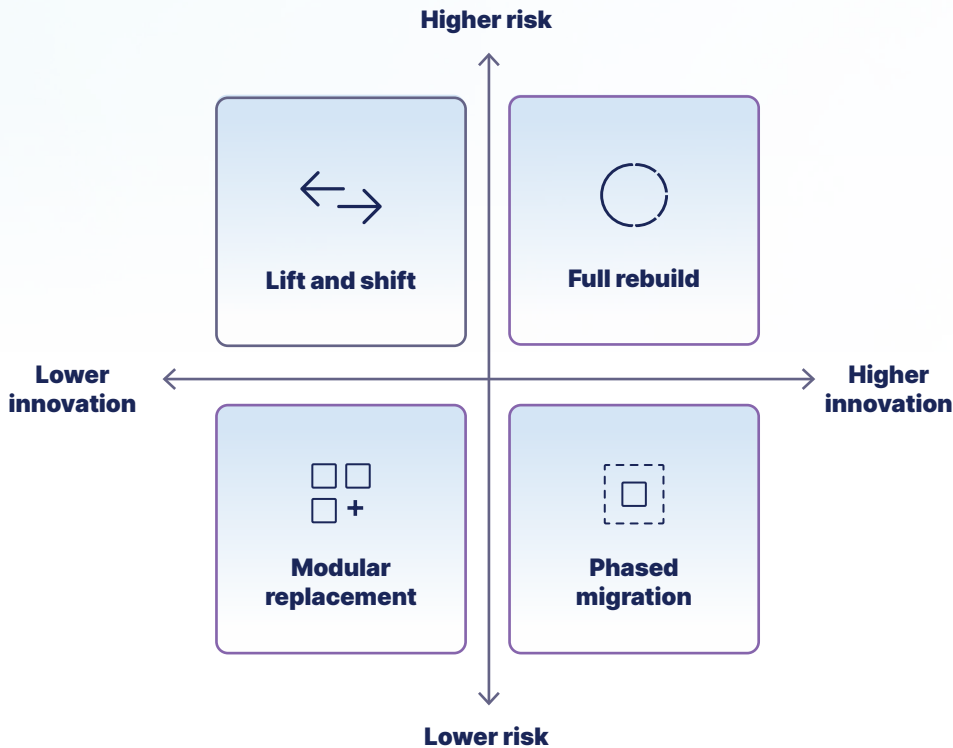
Pros

- Allows businesses to tackle migration in manageable chunks, reducing the risk of disruption
- Oracle ATG remains operational for modules yet to be transitioned, ensuring business continuity throughout the migration process
- High-impact modules (such as customer-facing storefronts or checkout) can be migrated first, delivering immediate value
- Enables businesses to adapt the migration plan based on evolving needs and challenges

Cons

- Incremental migration can extend the overall timeline, delaying the realization of full benefits
- Managing two systems concurrently can increase operational complexity and overhead
- Interdependencies between Oracle ATG modules can complicate the migration order and require careful planning
- Can lead to temporary inconsistencies across systems without integrations to synchronize data and workflows between Shopify and Oracle ATG during the transition

Migration strategy comparison



Migration benefits

Streamlined operations

through the cloud-based platform, simplifying commerce operations while reducing reliance on IT

Improved site speed

including faster load times, improved uptime, and better overall speed, directly boosting customer satisfaction and conversion rates

Omnichannel capabilities

allowing seamless integration with various sales channels, including online stores, social media, and brick-and-mortar locations

Access to Shopify's extensive app ecosystem

for added functionality, along with mobile optimization to cater to mobile shoppers

Built-in analytics and reporting tools

to provide actionable insights for data-driven decision-making

Migration concerns

Any large migration is going to come with its concerns. Businesses may worry about losing key functionality, especially if their legacy platform like Oracle ATG has highly customized workflows. They might be concerned about downtime during migration, the training and adoption required for their internal teams to learn new tools and interfaces, and potential integration challenges if the migration impacts existing systems like CRM or ERP. And they might be wary about data migration complexity, including the risk of data loss or corruption during the transfer of information like customer details and order history.

Migrating to Shopify offers businesses a path to greater flexibility, cost efficiency, and scalability while addressing many challenges that come with legacy systems like Oracle ATG. Pivotree helps businesses navigate the complexities of migration by providing expert guidance in areas such as data migration, system integration, and customization. With a long history of smooth and successful platform migrations and a track record of satisfied customers, Pivotree ensures businesses can confidently transition to Shopify with confidence.

Steps to modernize your legacy commerce platform on Shopify

No matter which migration strategy you choose, there are a few key actions and considerations to address across the different steps in the process.

STEP 1

Discovery and planning

By gaining a clear understanding of your current setup and planning properly, you can ensure that nothing critical is overlooked while aligning all stakeholders and setting realistic expectations.



Key actions

- Conduct a detailed audit of the existing Oracle ATG implementation.
- Create a migration roadmap with an appropriate budget, timeline, and milestones.
- Identify the business needs, key goals, and measurable KPIs for the migration to Shopify.



What to consider as you act

- Document the features, workflows, and integrations that are currently available on Oracle ATG.
- Perform a gap analysis and identify differences between Oracle ATG and Shopify's capabilities. Determine which Oracle ATG features need to be replicated, replaced, or abandoned.
- Engage key stakeholders in IT, marketing, operations, and leadership to ensure all perspectives are captured.

STEP 2

Platform design and development

Designing a modern, optimized platform improves your conversion rates and creates a modern and seamless customer experience.



Key actions

- Design the new Shopify storefront, decide to either leverage Shopify themes or take a custom headless approach.
- Recreate Oracle ATG workflows (e.g., personalization, promotions) using Shopify's native features, existing third-party apps or through custom app development.
- Implement responsive, mobile-first design principles while looking to improve overall site performance and accessibility.



What to consider as you act

- Ensure the design enhances customer engagement and usability.
- Identify any features that will require custom development.
- Maintain or improve the visual identity during the redesign.

STEP 3

Integration with backend systems

With well-designed integrations, you can create operational efficiency and avoid disruptions in order processing, inventory management, customer service, and other critical processes.



Key actions

- Integrate Shopify with existing ERP, CRM, OMS, WMS, and other third-party systems.
- Look for existing apps that provide native integration through the respective vendors.
- If needed, set up middleware or APIs for real-time data synchronization.
- Test all integrations to ensure compatibility and performance.



What to consider as you act

- Identify the most appropriate way to integrate Shopify with legacy systems.
- Centralize complex integrations using middleware.
- Design and build integrations that can handle future growth.

STEP 4

Data preparation and migration

Having clean, accurate data ensures your new Shopify store operates efficiently and provides a better customer experience out of the gate.



Key actions

- Audit and cleanse existing data, such as product catalogs, customer records, and order history.
- Map Oracle ATG data fields to Shopify's data model leveraging metafields where necessary.
- Migrate data using Shopify's bulk import tools, third-party migration apps or APIs.



What to consider as you act

- Determine which data is essential to migrate (e.g., historical orders, inactive customers).
- Take the time to perform data cleansing by removing duplicate, outdated, or irrelevant data to ensure a clean start.
- Thoroughly test data migration for accuracy and completeness.

STEP 5

SEO and URL redirection

By preserving SEO, you can ensure a steady flow of organic traffic and avoid losing revenue during the transition.



Key actions

- Audit the current Oracle ATG site's URL structure and metadata.
- Set up appropriate 301 redirects to maintain SEO rankings.
- Migrate metadata (titles, descriptions, alt tags) and implement Shopify's SEO best practices.



What to consider as you act

- Ensure no loss in organic search rankings by properly redirecting old URLs.
- Optimize site speed and mobile usability to enhance SEO performance.
- Configure Google Analytics and Shopify's native analytics for advanced tracking.

STEP 6

Testing and quality assurance (QA)

Thorough testing prevents disruptions, ensuring the site is reliable and ready for live users.



Key actions

- Test all features, workflows, and integrations to ensure they meet both functional and non-functional requirements.
- Conduct user acceptance testing (UAT) with key stakeholders.
- Perform stress and load testing to validate performance under peak conditions.



What to consider as you act

- Verify all critical functionalities, such as checkout, product search, and account management.
- Ensure the site performs consistently across devices and browsers.
- Perform accessibility testing to avoid potentially expensive litigation.
- Confirm migrated data is complete and error-free.

STEP 7

Training and documentation

Well-trained teams can fully leverage Shopify's capabilities, ensuring smooth operations post-launch.



Key actions

- Train teams on Shopify's admin panel, workflows, and new features.
- Create required documentation for processes, customizations, and integrations.
- Provide hands-on support for staff adapting to the new Shopify environment.



What to consider as you act

- Highlight Shopify's simplicity compared to Oracle ATG to encourage adoption.
- Focus on specific team needs, such as marketing for promotions or IT for integrations.
- Create Standard Operating Procedures (SOP) for future reference and troubleshooting.

STEP 8

Deployment and launch

A seamless launch minimizes downtime and ensures a smooth transition for customers and staff.



Key actions

- Consider a soft launch or beta phase to test the live site with a smaller audience.
- Monitor performance and resolve issues before the full go-live.
- Execute a coordinated cutover to Shopify and decommission Oracle ATG.



What to consider as you act

- Validate the system in a live environment without risking a full rollout.
- Notify customers and stakeholders about the migration to manage expectations.
- Have contingency plans in case of critical issues during the launch.

STEP 9

Post-launch optimization

Optimizing your platform post-launch helps ensure it continues to deliver value and adapts to evolving business needs.



Key actions

- Monitor site performance, user behavior, and customer feedback.
- Optimize features, workflows, and integrations based on real-world usage.
- Plan for iterative improvements and new feature rollouts.



What to consider as you act

- Track KPIs such as page load time, conversion rates, and bounce rates.
- Act on feedback to improve the user experience.
- Use Shopify's flexible ecosystem to experiment and quickly add or enhance features.



Take the next step with the right partners

Migrating from Oracle ATG to a modern solution like Shopify can be a complex process that's made more seamless with specialized expertise. With over thirty years of expertise in Oracle ATG and a strategic partnership with Shopify, Pivotree is the ideal partner for migrating from your legacy platform to Shopify.

As a technology partner specialized in implementing and migrating enterprise commerce customers to the Shopify platform, Pivotree collaborates closely with Shopify to deliver innovative and scalable solutions tailored to both B2B and D2C markets. With successful migrations of major brands, their comprehensive migration process and ongoing support are designed to minimize disruptions and ensure a smooth transition—all to build a more frictionless commerce experience for your business to grow on.

[Learn more about Shopify and Pivotree](#)

Sources

Heather Hershey, "Oracle and Shopify Partner to Enhance Customer Commerce Experiences," IDC, June 18, 2024.

Mike Lowndes et al., "Magic Quadrant for Digital Commerce," Gartner, August 21, 2023.