Sunset or sunrise? An **executive migration guide from Oracle** to Spryker

Fast and hassle-free replatforming from abandoned OCC to future-proof composable commerce

Spryker

Oracle Commerce Cloud (OCC) has been retired; what's next? This brief guide will help Oracle customers quickly transition to a more reliable, supportive, and proactive digital commerce platform that meets their modern business needs. Migrating to Spryker is a simple process, and our team is available to help you every step of the way.

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Sunset on the horizon

Some may be surprised, but those with telescopic vision spotted the OCC sunset on the horizon a couple of years ago. It is no secret that the monolithic Oracle architecture did not support scalability and flexibility, similar to more modern solutions.

So, what were some of the warning signs? Let us focus on how they retrenched the most critical component of exponential growth in digital commerce–developers! Many Oracle customers may have ignored this, and the future risks of the comparably rigid solution. Now Oracle has made yet another self-centered business decision, abandoning an award-winning product (OCC) to maximize profits in another product (databases).Oracle's decision to sunset OCC indicates that they gave up on the catch-up game and have ceased any attempts to modernize their product. We could go on explaining more reasons why Oracle's cloud commerce solution is outdated but let's focus on the future of digital commerce.

> **"Spryker understands how difficult it can be to be abandoned by your provider of a critical business element such as digital commerce. We are here to help, which is why we have created a simple and quick migration plan that can be customized to any business. Our top priority has always been and will always be the success of our customers."**

– Boris Lokschin, Co-CEO of Spryker

Exploring Spryker's sophisticated digital commerce solutions

Look to the future—Spryker can tailor its sophisticated digital commerce solutions to suit any business model. It is without a doubt that digital commerce is Spryker's primary business. While we are a relatively new vendor (founded in 2014), we have been included in the Gartner® Magic Quadrant™ for three consecutive years and have grown at a rate of 100+% (YoY) since our inception. More than any other vendor on the market, Spryker represents Composable Commerce and best-of-breed solutions. The Spryker App Composition Platform enables businesses to create the platform they want by selecting from pre-configured app lists with little to no developer assistance.

Spryker is the right choice, as evidenced by Gartner positioning us the highest and furthest for ability to execute and completeness of vision in the Visionaries' quadrant. Migrate to Spryker for a smooth transition that reduces your total cost of ownership while providing unprecedented flexibility and scalability today and in the future.

Composability with Spryker means:

Quick Integrations

Spryker customers can install new integrations at the click of a button. No more time-consuming add-ons that require endless building and configuring.

Easy Testing

Stay flexible by connecting, configuring, and testing different integrations.
Try new features and only keep the best solution for your needs.

Shorter Software Lifecycles

Faster development or maintenance. Spryker partners can quickly and easily work on their app extensions.

Lower Investment & Reduced Risks

Reduced risks and increased benefits for our customers and partners. The Spryker App Composition Platform makes costly integrations and maintenance simpler, quicker, and cost-effective.

Curated Options

Our carefully curated list of pre-configured apps helps our customers to pick and choose the best integration for their businesses

Average tech will be obsolete tomorrow

Replatforming can be time-consuming and costly, but now is the time to leap into the future. Your Oracle technology infrastructure may be barely paid for, but procrastinating on technology adoption may result in high costs in the near future.

It is clear that Oracle's primary focus will be on databases, leaving no room for digital commerce product development. With this in mind, immediate replatforming for OCC users is imperative. Businesses that postpone their replatforming projects now risk missing out on future growth opportunities.

→ Request Replatforming Demo

Your future with Spryker vs. your past with Oracle

	Spryker	Oracle Commerce
Core business	Digital commerce	Databases
Customers	Enabling a growing global customer base with B2B, B2C, and enterprise marketplaces, across all industries, and we're highly committed to our customer's success.	Abandoned loyal Commerce Cloud customers with no suitable alternative options
Analyst recognition	– Recognized as a Visionary in the 2022 Gartner® Magic Quadrant™ for Digital Commerce. – One of only three vendors to also be included in the 2022 Gartner® Market Guide for Marketplace Operation Applications – Strong Performer in the 2022 Forrester Wave for B2B Digital Commerce – Major Player in B2B digital commerce according to IDC.	Dropped out of the 2022 Gartner® Magic Quadrant™
Hosting Service	Partnering with AWS–current Gartner® Magic Quadrant™ **Leaders** for Cloud Infrastructure and Platform Services for **11 consecutive years**	Oracle Cloud Infrastructure: Gartner® Magic Quadrant™ **Niche Player**

Spryker
Cloud
Commerce OS

The Spryker Cloud Commerce OS offers a simple set-up of one or more staging systems, on which all components and features can be tested before going live and before they are imported into the production - the live - environment.

Migrating to Spryker means:

– Effortless integration

– Improved Efficiency

– Single Stack technology

– Simple Transition

Migration made simple

Migrating to Spryker not only solves your old problems but also opens up new possibilities. We support B2B and B2C businesses and enterprise marketplaces on a single platform, constantly enable new digital business models, are efficient, completely adaptable, and provide migration guidance from start to finish.

We have three main stages: **scoping, data migration**, and finally, **system migration**, which we will briefly explore to show you how efficient and thorough our process is.

Scoping

At Spryker, doing the necessary preliminary work is always a priority. Bottlenecks and roadblocks are to be expected during a shop system migration. Scoping is the process of anticipating the correct extent of a process. Scoping's goal is to ensure transparency throughout the migration process. What factors do we take into account?

Here are the 8 factors to consider when scoping a replatforming project:

1 Set precise goals
To accurately assess the opportunities the Spryker software provides, target KPIs must be precisely defined.

2 Define measurable KPIs
These can be hard KPIs like turnover, page load time, and return rate, but they can also be soft KPIs like customer satisfaction through positive reviews. Goals must be specific, measurable, achievable, realistic, and time-bound.

3 Pick the right time
Carefully consider the ideal timing; try to avoid high season periods for your business. You want to maximize profits and avoid losses.

4 Establish roles and responsibilities
Assign a dedicated project manager to assist with task completion, timeline management, and budget management.

5 Manage risk
Determine solutions or strategies for potential risks by identifying, categorizing, and scoring potential difficulties.

6 Don't copy-paste
Evaluate your previous system's positive and negative aspects and use them to set new standards.

7 Decentralize corporate functions
Allow flat hierarchies and assign roles and responsibilities to the broader team members. Create voting structures for faster and more unanimous decision-making.

8 Select the right partners
Spryker has an extensive network of partners available to you. Our industry and solution partners specialize in digital commerce services and third-party apps. They work with you throughout the entire process, from conception to implementation and optimization of successfully running and growing your business.

Over 50 technology partners help you to run your digital business successfully.

More than 30 solution partners help you to succeed in entering and scaling the market.

Data migration

It would be best to begin data migration after the scoping process is complete; despite popular belief, it accounts for only about 10% of the entire migration process.

Our data migration procedure is divided into three easy phases.

1 Cleaning and exporting of old data	**2** Mapping of whole new data structure	**3** Import into new system

The best time to migrate data is before the new solution goes live. The migration procedure and the assessment and planning of technical and organizational requirements are all part of the process.

Do not overlook these three critical factors:

– **goal setting**

– **data quality**

– **archiving data from the legacy system**

Step 1: Data Cleaning

After exporting all system data, you must define which data must be migrated to the new system.

Step 2: Mapping old and new data structures

Synchronize data from the previous structures with the new system. Arrange data formats and types systematically (this can be time-consuming and must be done manually). The Spryker Cloud Commerce OS facilitates this process with a migration script that provides the core data regardless of the number of attributes, simplifying the tedious mapping and ensuring optimal allocation in data comparison and import.

Step 3: Importing data into the new system

The moment of truth: the massive data consolidation demonstrates how well the preliminary work was done. Spryker also offers valuable assistance during the import process. Spryker's Middleware makes it much easier to integrate external processes and data, such as PIM, WMS, ERP, or CRM. Our user-friendly linear data pipeline enables the seamless transfer of large amounts of data between the Spryker Cloud Commerce OS and any external third party, significantly reducing development time and total costs.

System migration

Spryker is built on the LAMP stack:

Linux
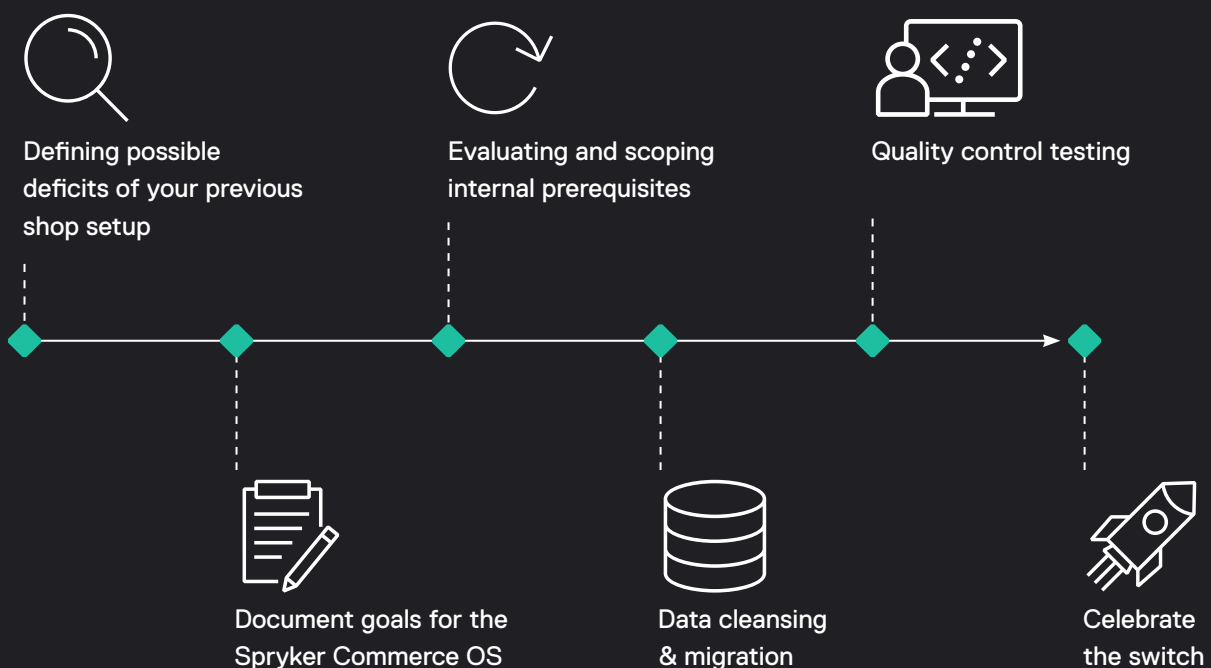
Apache (or nginx)

MySQL (or PostgreSQL)

PHP (7.2+).

This simplifies the transition to Spryker from the majority of shop systems on the market and eliminates the need for new technology or internal talent. Owing to **clean code and architecture**, Spryker shops **save an average of 80% of development time**. Spryker offers similar features to most shop sys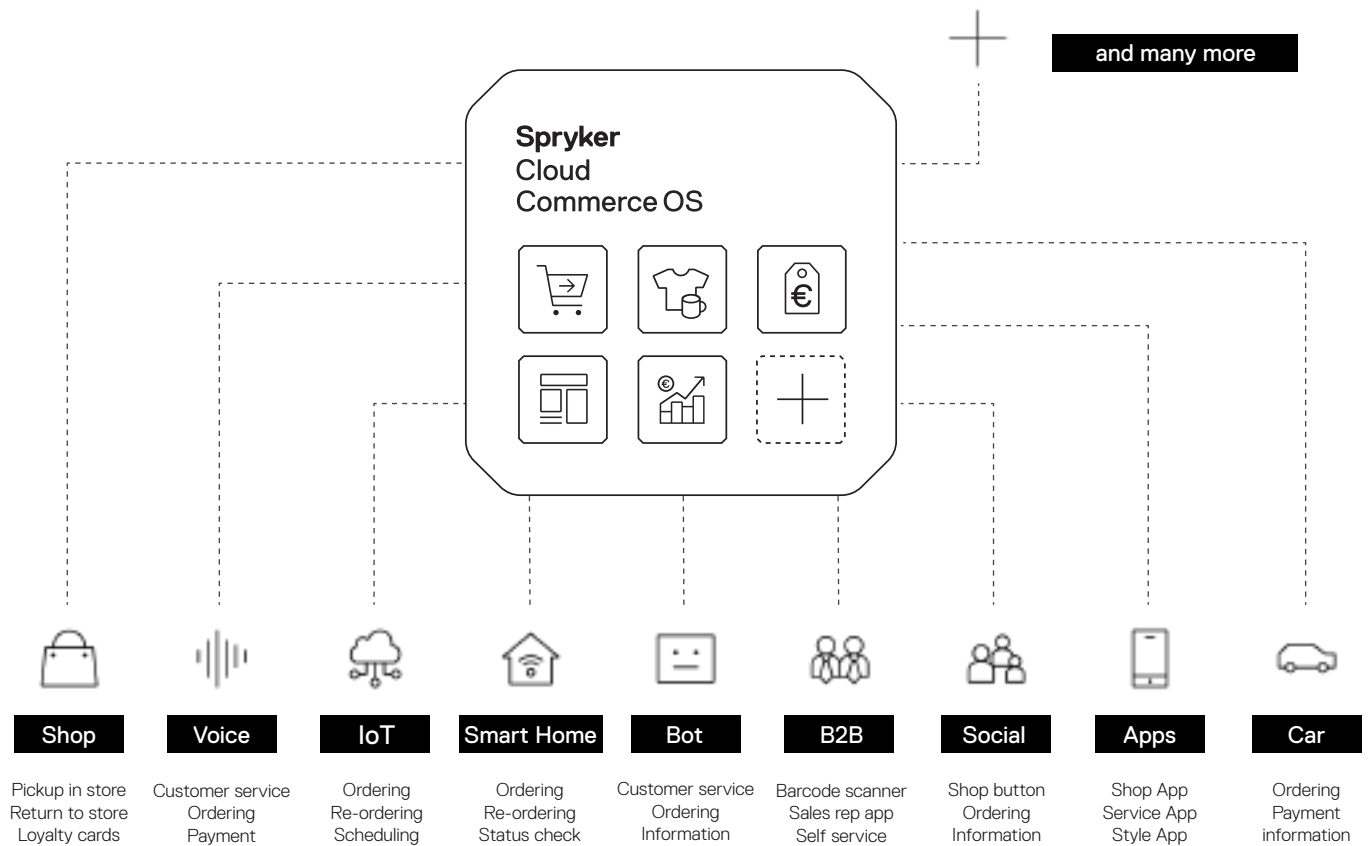tems on the market in terms of product management, content management, cart, checkout, account management, and many other B2B and B2C features. Our capabilities are the result of a collection of similar features assembled from over **800 decoupled modules**. Spryker has a feature or tool for **every B2B or B2C shop**, no matter how unique or simple it is.

System migration at a glance

The transition to a new shop system can become a real business risk if not carried out efficiently, particularly if you had issues with your previous system. Spryker has assisted numerous businesses, both large and small, and is a tailored solution that will simplify your commerce setup today and prepare it for future expansion.

Defining possible deficits of your previous shop setup

Evaluating and scoping internal prerequisites

Quality control testing

Document goals for the Spryker Commerce OS

Data cleansing & migration

Celebrate the switch

It is no longer sufficient to reach online customers solely through a traditional web shop but rather through new touchpoints such as smartphones, voice assistants, or IoT devices. These will be essential communication channels through which customers can place orders in the future.

and many more

Spryker Cloud Commerce OS

Shop	Voice	IoT	Smart Home	Bot	B2B	Social	Apps	Car
Pickup in store	Customer service	Ordering	Ordering	Customer service	Barcode scanner	Shop button	Shop App	Ordering
Return to store	Ordering	Re-ordering	Re-ordering	Ordering	Sales rep app	Ordering	Service App	Payment
Loyalty cards	Payment	Scheduling	Status check	Information	Self service	Information	Style App	information

The Spryker Glue API allows you to integrate the interfaces to these different devices into the Spryker Cloud Commerce OS. Products, customer data and orders can be synchronized and processed via a solid back-end, thus simplifying the life of your digital commerce managers and development teams.

Why you should change your system

– Inadequate customer focus

– Missing features

– Limited ability to scale

– Inflexible shop system

Migration roadmap

– Defining the right timing

– Scoping of all factors

– Data cleansing

– Data mapping

– Data migration

– Test phase

– Going live

How Spryker enables seamless migration

– Spryker Glue API enables simple interface implementation

– Spryker provides a migration script for simplified data migration

– Spryker Middleware simplifies the integration of external processes

Customer Stories

Success speaks for itself. See what thriving businesses have to say about Spryker capabilities

> **Our old system was getting stuck, and we couldn't progress any further. We made the decision to work with Spryker to provide great customer experiences with a high level of code quality.**
>
> – Lars Malach, Technical Lead KÖMPF Onlineshops GmbH

Toyota managed to launch their Corona Viable Product within three weeks with Spryker

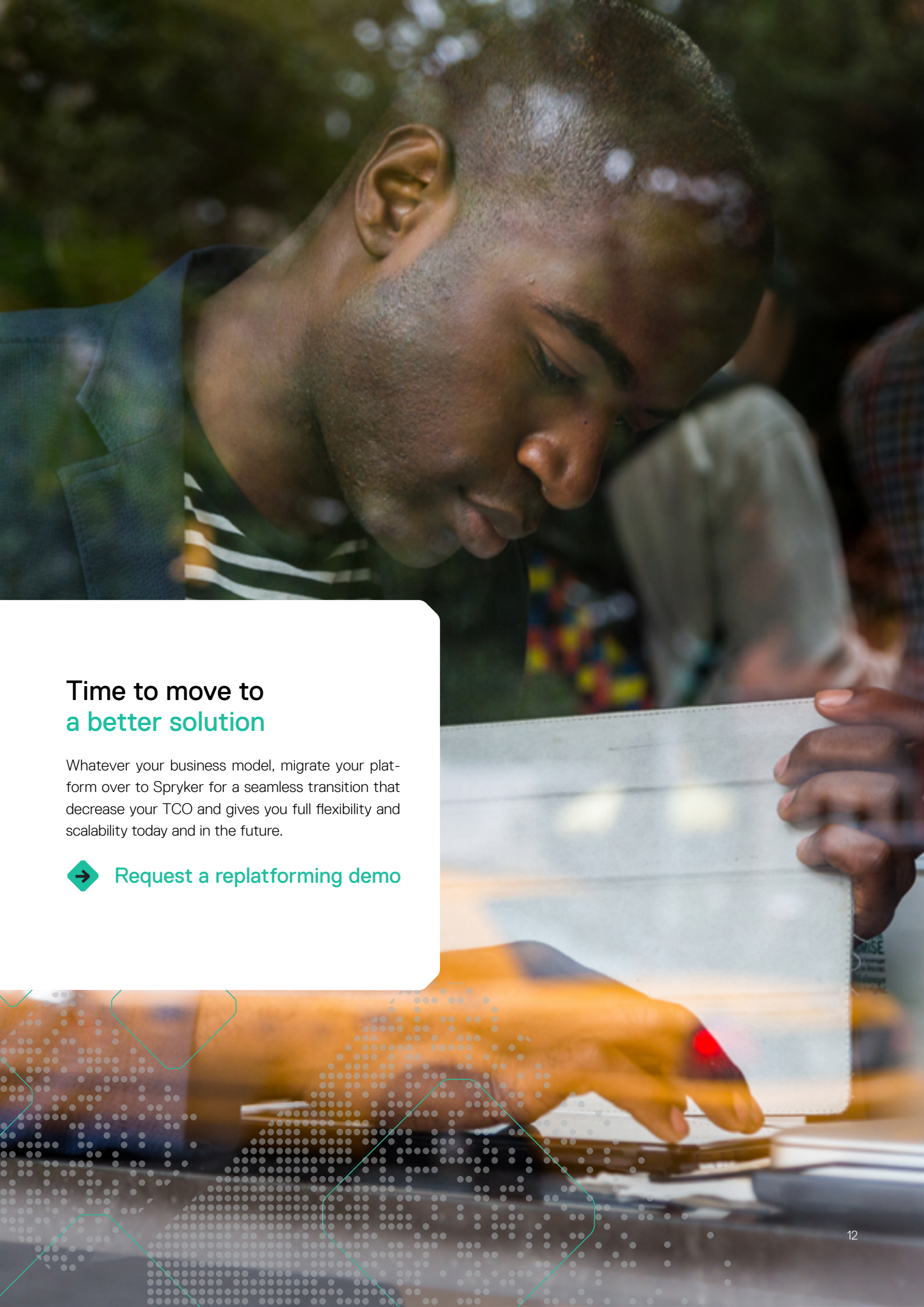| **3**	**200+**	**11M**
WEEKS TO LAUNCH	DEALERSHIP CATERED	VEHICLES SOLDS GLOBALLY

With Spryker, we found a perfect partner who was able to deliver the new e-commerce sales platform that we needed while sticking to the challenging timeline of less than three weeks.

– **Jens Brech**, Director of Customer Experience and Network Quality

> **Our previous provider did not offer us the same capabilities as Spryker to efficiently implement country-specific customizations such as languages, content, or store features, including a large number of different storefronts.**
>
> – Kim Manitasevic, Manager E-Commerce, Jungheinrich AG

Time to move to
a better solution

Whatever your business model, migrate your platform over to Spryker for a seamless transition that decrease your TCO and gives you full flexibility and scalability today and in the future.

→ Request a replatforming demo

About Spryker

Spryker Systems GmbH is a privately held technology company headquartered in Berlin, Germany and New York, USA. Founded in 2014, Spryker enables companies to build sophisticated transactional business models in unified commerce including B2B, B2C, and Enterprise Marketplaces. Spryker is the most modern, fully composable platform-as-a-service (PaaS) solution with headless & API-based architecture that is cloud and enterprise-ready and loved by developers and business users worldwide. Spryker customers extend their sales reach and grow revenue with a system that allows them to increase operational efficiency, lower the total cost of ownership, expand to new markets and business models faster than ever before: Spryker solutions have empowered 150+ companies to manage transactions in more than 200 countries worldwide and is trusted by brands such as Aldi, Siemens, Hilti, and Ricoh. Gartner® recognized Spryker as a Visionary in the 2021 Magic Quadrant™ for Digital Commerce, just one year after it first appeared (2020), and has also been named as a major player in B2B e-Commerce by IDC. Finally, it is the only commerce platform to provide full B2B, B2C, D2C, and Marketplace capabilities out of one stack. Find out more at spryker.com

Spryker

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