



From monolith to composable:

Why migrate your eCommerce from Oracle to commercetools + AWS now

Does your Oracle ATG or Oracle Cloud Commerce (OCC) system leave you to deal with website slowdowns and cumbersome features — and still charge you a hefty price tag? It's time to replatform your commerce solution for the last time with commercetools and Amazon Web Services (AWS) to reap the benefits of cloud-native eCommerce.

Beware of fake clouds or cloud-washing

Legacy vendors like Oracle often claim to offer a robust [cloud-native](#) offering. In reality, Oracle platforms are merely hosted within a virtual environment (VM) or provided as on-premise infrastructure. This translates into significant eCommerce performance issues, such as downtime and crashes during traffic peaks.

5 signs you're due for cloud-native commerce



Your website has a performance lag

Slow websites have lower conversion rates and poor SEO results. 50%¹ of users expect a site to load within 2 seconds and abandon it if it takes longer. If your site is often slow or crashes during shopping peaks like Black Friday, you're missing out on revenue.



Increasing website capacity is a constant battle

Does your IT team plan to scale website capacity months in advance? Companies that maintain IT infrastructure in-house lack capacity [autoscaling](#), so technical teams are in a perpetual bug-fixing mode to avoid downtime.

¹ Kissmetrics



Your physical and digital commerce footprints are disparate

When physical and online retail commerce systems are disconnected, brands run into inconsistencies in the product, pricing, customer and inventory data management. With cloud-native commerce, centralizing your commerce backend in the cloud is quickly completed.



Your eCommerce gets more expensive every year

A monolithic platform like Oracle eats into your budget with sky-high hosting fees, integration costs and version upgrades. Add a dedicated IT team to this equation and you're overpaying for your eCommerce big time.



Maintaining multiple Oracle versions isn't manageable anymore

Oracle ATG has reached its end of life, with support ending in May 2022. Oracle Commerce Cloud is the new alternative, but it remains a rigid monolithic platform with poor version management and no cloud-native capabilities.

commercetools + Amazon Web Services (AWS): The perfect match

commercetools leverages AWS to ensure 100% uptime for your websites, applications and commerce experiences. By pairing the robust capabilities of AWS with commercetools Composable Commerce solution, you can unlock autoscaling capabilities for your entire commerce footprint to reduce downtime, crashes and IT infrastructure costs, plus free up developers' time to focus on building new features and products.

Moonpig: Processing 300 orders/minute at peak time

Greeting cards and gifts retailer Moonpig struggled to accommodate massive website spikes during seasonal events with an 18-year-old limited-capacity monolithic platform. To handle the thriving traffic, Moonpig leveraged AWS with commercetools for a flexible, adaptable and cloud elastic infrastructure that delivers a stable and responsive web experience over peak periods.



The forward plan is where we're leveraging more cloud infrastructure. We're moving to a kind of platform as a service and serverless infrastructure where all the instructions are in code and we can spin up new services when needed. We're not paying for massive data centers when we don't need them during peaks. And so we now have all of our kinds of legacy architecture on AWS. But we're going to move into this new architecture to make it faster, more scalable and more cost-efficient."

RONAN TIGHE, CPO, MOONPIG

Key benefits of combining commercetools with AWS

- Free 60-day trial available.
- High availability and zero-latency to your custom apps delivered seamlessly.
- Extend and integrate commercetools via events.
- Build your custom microservices for maximum flexibility.
- Full support for commercetools Frontend.
- Additional AWS services, such as Amazon Personalize and AWS Amplify, are compatible with commercetools to scale every piece of your commerce footprint.



About commercetools

Munich-based commercetools is a technology disruptor delivering an industry-leading eCommerce SaaS solution. Today, some of the world's most iconic brands trust commercetools to enable their digital customer experiences. As the visionaries leading the modern MACH (Microservices-based, API-first, Cloud-native and Headless) architecture movement, commercetools gives companies the agility to innovate and iterate on the fly, merge on and off-line channels, drive revenue and future-proof their business.

More information at commercetools.com.



About AWS

Amazon Web Services (AWS) is the world's most comprehensive and broadly adopted cloud platform, offering over 200 fully featured services from data centers globally. Millions of customers — including the fastest-growing startups, largest enterprises, and leading government agencies — are using AWS to lower costs, become more agile, and innovate faster.

More information at aws.amazon.com.