From monolith to composable:

Why migrate your eCommerce from Oracle to commercetools + Google Cloud Platform

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 GCP to reap the benefits of cloud-native eCommerce.

Beware of fake clouds or cloud-washing
Oracle often claims to offer cloud-native coverage. 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

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 (OCC) is the new alternative, but it remains a rigid monolithic platform with poor version management and no cloud-native capabilities.

commercetools + GCP: A match made in heaven

commercetools leverages GCP to ensure 100% uptime for its customers' websites, applications and commerce experiences with elastic scalability. By pairing the robust capabilities of GCP with commercetools Composable Commerce solution, you can unlock autoscaling capabilities to reduce downtime, crashes and IT infrastructure costs, and free up developers' time to focus on building new features and products while leveraging industry-leading, all while leveraging machine learning capabilities to differentiate your eCommerce offering.

Ulta Beauty: An eCommerce makeover

With Google Cloud as its cloud technology foundation, Ulta Beauty teamed up with Google Cloud partner commercetools to evolve its application APIs as products and properly separate interfaces and capabilities. The improvements enable Ulta Beauty to maintain a high level of innovation, performance and customer service year-round.

> **By working with the right technology partners, we avoided the analysis paralysis that can happen when developer teams have to spend a lot of time trying to understand and manage every detail. Instead, we can get a proof of concept, convert it into a working solution and quickly bring it to market. It's been a major shift in the IT culture at Ulta Beauty. We can try out new things weekly and have seen incredible support from upper management."**
>
> **SETHU MADHAV VURE,** IT ARCHITECT, ULTA BEAUTY

Key benefits of combining commercetools with GCP

- Free 60-day trial and exclusive pricing offers available via the Google Cloud Marketplace.
- Solutions procured through the GC Marketplace count towards your spending with Google Cloud.
- Fast track procurement and fulfillment process thanks to Google Cloud being a merchant of record.
- Inject serverless functions into commercetools.
- Extend and integrate commercetools via events.
- Build your own custom microservices for maximum flexibility.
- Manage your APIs that can power new experiences with Apigee.
- High-availability and zero-latency to your custom apps delivered seamlessly.
- Integrated with the wide range of Google Cloud's category of services.

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 Google Cloud

Google Cloud offers a suite of application and infrastructure modernization, data cloud services, and industry solutions hosted on Google's infrastructure. As the name implies, the Google Cloud platform is a cloud computing platform that provides infrastructure tools and services for users to build applications and services on top of it.

More information at cloud.google.com.