

STRESSLESS

Edge Delivery Services Migration Assessment

www.stressless.com

Prepared: February 2026

Scope: Full site analysis including 31 country/language variants

Platform: Episerver/Optimizely CMS + SAP Commerce Cloud (Hybris)

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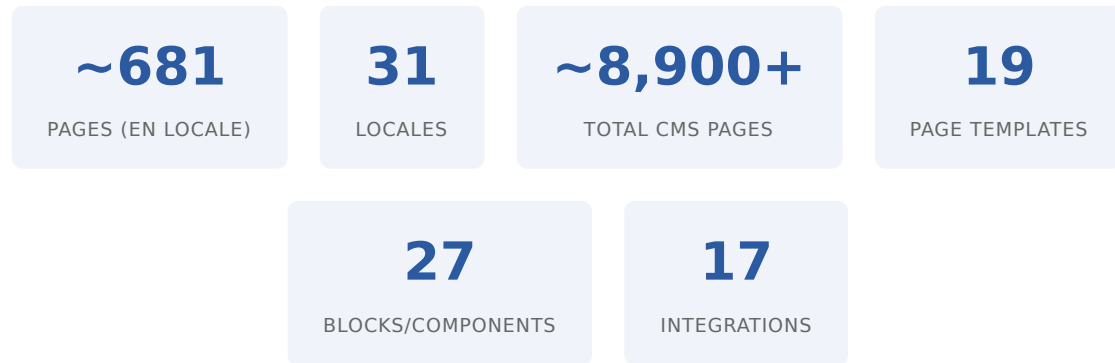
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Executive Summary



Current Platform: The main content site (stressless.com) runs on **Episerver/Optimizely CMS (.NET)**. The e-commerce shop (shop.stressless.com) runs on **SAP Commerce Cloud (Hybris)**. Both share a common header, footer, and navigation.

Key Decision: shop.stressless.com (SAP Commerce Cloud) with its product configurator, pricing, and catalog functionality is **out of scope** for Edge Delivery Services migration. A cross-domain linking and shared navigation strategy is required.

Estimated migration effort: 198-279 person-days. With a 4-person team: 3-4 months. With a 6-8 person team: 2-3 months. The multi-locale rollout (31 locales) represents the largest effort driver at ~32% of total work.

1. Templates Inventory

#	TEMPLATE NAME	COMPLEXITY	REASONING	REFERENCE URL(S)
1	Homepage	High	Video hero, announcement bar carousel, multiple content blocks, interactive hotspot images, newsletter form, multiple carousels	/en
2	Product Category Landing	Medium	Hero banner, text intro with expand/collapse, product card grid, feature callout cards	/en/products/recliners /en/products/sofas /en/products/dining
3	Product Detail (CMS)	Medium	Full-width hero image, descriptive text with read-more toggle, image gallery, CTA buttons	/en/products/stresslessadam
4	Product Detail + Configurator (Shop)	High	Product image carousel, material/color/base configurator, specification accordion, cross-sell. SAP Commerce Cloud (Hybris). Out of scope.	shop.stressless.com/en/recliners/stressless-adam/p/...
5	Product Listing (Shop)	Medium	Banner, text intro, product card grid with filter, inline promo cards. SAP Commerce. Out of scope.	shop.stressless.com/en/c/recliners
6	Inspiration / Style Landing	Medium	Card carousel with image + text overlay, grid layout	/en/inspiration/styles /en/inspiration/rooms
7	Inspiration / Style Detail	Low-Med	Full-width image hero, text content, product image gallery, related styles	/en/inspiration/styles/scandistyle
8	Magazine / Article Listing	Medium	Card grid with thumbnails, categories, pagination	/en/magazine
9	About Us / Content Page	Low	Image + text sections, alternating layout, expandable text	/en/aboutus/about-us /en/aboutus/sustainability
10	Service / Form Page	Med-High	Form fields, validation, API submissions (Marketo)	/en/services/requestasample /en/services/warranty /en/services/contact

#	TEMPLATE NAME	COMPLEXITY	REASONING	REFERENCE URL(S)
11	Dealer Locator	High	Google Maps integration, search by location, dealer listings, state drill-down	/en/services/find-dealer
12	Dealer Detail	Low	Contact info, address, map, opening hours	/en/services/find-dealer/[name]
13	Catalog / Digital Flipbook	Medium	Embedded digital catalog viewer (third-party)	/en/services/catalog
14	FAQ Page	Low	Accordion/expandable Q&A pairs	/en/terms-and-conditions/faq
15	Legal / Terms Page	Low	Static text content, headings, paragraphs	/en/terms-and-conditions/privacy-policy
16	Promotions Landing	Medium	Promotional banner, CTA blocks, terms, time-limited offers	/en/promotions
17	Brand Store Page	Low	Store info, images, map, contact details	/en/brandstore/[city]
18	Assembly / How-to Page	Low	Instructional content, embedded video	/en/services/assembly
19	App Promotion Page	Low	App screenshots, download links, AR feature description	/en/services/stresslessapp

2. Blocks / Components Catalog

#	BLOCK NAME	COMPLEXITY	DESCRIPTION & BEHAVIOUR	REFERENCE URL(S)
1	Header / Navigation	High	Sticky header with logo, hamburger menu, search icon, dealer locator icon, catalog icon. Mega-menu with Products, Inspiration, About Us, Services. Shared between stressless.com and shop.stressless.com.	All pages
2	Announcement Bar / Ticker	Medium	Auto-rotating carousel of promotional messages with links (4 slides). Dismissible with close button.	Homepage
3	Video Hero	High	Full-width background video with overlay text (H1), CTA button, play/pause toggle. Autoplay with fallback image for mobile.	Homepage
4	Image Hero (Full-width)	Medium	Full-width background image with overlay heading, subtext, CTA button. Variant with parallax scroll effect.	Product categories, About Us
5	Content Block (Image + Text)	Low	Split layout with image and text (subtitle, heading, paragraph, CTA). 3 design variants: image-left, image-right, stacked. Same content model, CSS-only variation. Expandable "show more" text.	Homepage (multiple instances)
6	Product Category Carousel	Medium	Horizontal scrollable carousel of category cards (image + title + subtitle). Previous/Next navigation buttons. 5 items.	Homepage
7	Inspiration Card Carousel	Medium	Horizontal scrollable cards with image, heading, description, CTA link. Design variation of carousel block (#6).	Homepage
8	Hotspot / Interactive Image	High	Large image with numbered clickable hotspots (1, 2, 3). Each hotspot reveals a linked heading. Tabs/pagination to switch hotspot sets.	Homepage
9	Find a Store CTA Block	Low	Centered text block: heading, description, CTA button on colored background.	Homepage
10	Newsletter Signup Form	Medium	Multi-field form: email, salutation dropdown, first/last name, consent checkbox, submit. Integrates with Marketo.	Homepage footer area
11	Footer	Medium	Multi-column navigation (5 columns), logo, social media links (Facebook, Instagram), copyright.	All pages
12	Breadcrumb	Low	Simple breadcrumb trail: Home > Section > Page	All pages
13	Product Card Grid	Medium	Grid of product cards (image + title + options tag). Filter button. Count display. Inline promo cards interspersed.	Shop category pages

#	BLOCK NAME	COMPLEXITY	DESCRIPTION & BEHAVIOUR	REFERENCE URL(S)
14	Product Configurator	High	Material (Leather/Fabric), Color, Arm color, Base color selectors with visual swatches. Dynamic image updates. SAP Commerce. Out of scope for EDS.	Shop product detail pages
15	Product Info Accordion	Medium	Expandable sections: Description, Functions, Material & Color, Base, Specifications.	Shop product detail pages
16	Accessories Cross-sell	Low	Horizontal row of related accessory product cards with images and names.	Shop product detail pages
17	Promotional Banner	Low	Full-width image banner. Variant: sticky sidebar promo widget.	Shop pages
18	Recliner Finder Widget	Medium	Sticky sidebar widget "Which Stressless Recliner is right for you?" with brand badge.	Shop recliner pages
19	Expandable Text Block	Low	Paragraph text with "show"/"Read more" toggle to expand truncated content.	Homepage, product pages
20	Cookie Consent Banner	Medium	OneTrust-powered cookie banner: "Accept Cookies" and "Do Not Sell My Personal Information" buttons.	All pages
21	FatWin Popup/Modal	Medium	Third-party overlay modal from fatwin.com for new customer engagement. Timing-triggered.	Homepage (first visit)
22	Search Overlay	Medium	Search functionality triggered from header icon with overlay results.	All pages
23	Dealer Locator Map	High	Google Maps embed with store pins, search-by-location, filtering, state-level drill-down.	/en/services/find-dealer
24	Form Block	Medium	Multi-field forms (contact, warranty, sample request) with validation, dropdowns, Marketo integration.	Service pages
25	FAQ Accordion	Low	Expandable question-answer pairs with toggle animation.	/en/terms-and-conditions/faq
26	Social Media Links	Low	Icon links to Facebook and Instagram.	Footer
27	Digital Catalog Embed	Medium	Embedded interactive digital catalog/flipbook viewer (third-party).	/en/services/catalog

3. Page Counts by Template

English Locale (/en) — ~681 URLs from Sitemap

TEMPLATE	PAGES (EN)	EST. TOTAL (31 LOCALES)	AUTO-MIGRATABLE	MANUAL MIGRATION	NOTES
Homepage	1	31	0	31	Complex layout, dynamic content per locale
Product Category Landing	~7	~217	~155	~62	Recliners, Sofas, Dining, HomeOffice, Sleep, Accessories, Functions
Product Detail (CMS)	~64	~1,984	~1,400	~584	Individual product pages
Product Detail + Configurator	~50+	~1,550+	Out of scope (SAP Commerce)		Hybris e-commerce
Product Listing (Shop)	~10	~310	Out of scope (SAP Commerce)		Hybris e-commerce
Inspiration Landing	~3	~93	~65	~28	Styles, Rooms, Materials
Inspiration Detail	~38	~1,178	~940	~238	Individual style/room/material pages
Magazine / Article	~10+	~310+	~220	~90	Blog/article content
About Us / Content Page	~11	~341	~270	~71	About, History, Sustainability, etc.
Service / Form Page	~8	~248	~50	~198	Forms require Marketo re-integration
Dealer Locator	~1	~31	0	~31	Google Maps integration
Dealer Detail Pages	~380	~2,000+	~1,600	~400	US state pages + individual dealers
Dealer Overview (Sky)	~51	~51	~40	~11	State-level dealer overview
Brand Store Pages	~8	~8	~6	~2	
Promotions	~10+	~310+	~200	~110	Time-limited, locale-specific
Legal / Terms / FAQ	~7	~217	~170	~47	Static content
Catalog / Flipbook	~1	~31	0	~31	Third-party embed
App / Assembly	~3	~93	~65	~28	
Dev/Test/Microsite	~18	~18	Exclude from migration		
TOTAL (CMS, excl. shop)	~681	~8,900+	~5,100 (57%)	~3,800 (43%)	

Sitemap Breakdown: English locale: ~681 URLs | German locale (de-DE): ~219 URLs | Average per locale: ~220–400 URLs. Smaller locales may have 30–50% fewer pages than English.

shop.stressless.com adds ~1,860+ product/listing pages across locales (out of scope for EDS).

4. Country / Language Variants

The site supports **31 country/language variants**, each with its own sitemap, content, dealer networks, and locale-specific promotions.

REGION	LOCALE	SITEMAP URL
Global / US (English)	en	stressless.com/en/
United Kingdom	en-GB	stressless.com/en-GB/
Australia	en-AU	stressless.com/en-AU/
New Zealand	en-NZ	stressless.com/en-NZ/
Canada (EN)	en-CA	stressless.com/en-CA/
Canada (FR)	fr-CA	stressless.com/fr-CA/
Ireland	en-IE	stressless.com/en-IE/
Singapore	en-SG	stressless.com/en-SG/
Hong Kong (EN)	en-HK	stressless.com/en-HK/
Trinidad & Tobago	en-TT	stressless.com/en-TT/
Germany	de-DE	stressless.com/de-DE/
Austria	de-AT	stressless.com/de-AT/
Switzerland (DE)	de-CH	stressless.com/de-CH/
Switzerland (FR)	fr-CH	stressless.com/fr-CH/
France	fr-FR	stressless.com/fr-FR/
Belgium (FR)	fr-BE	stressless.com/fr-BE/
Belgium (NL)	nl-BE	stressless.com/nl-BE/
Netherlands	nl-NL	stressless.com/nl-NL/
Norway	nb-NO	stressless.com/nb-NO/
Sweden	sv-SE	stressless.com/sv-SE/
Denmark	da	stressless.com/da/
Finland	fi-FI	stressless.com/fi-FI/
Spain	es-ES	stressless.com/es-ES/
Mexico	es-MX	stressless.com/es-MX/
Italy	it-IT	stressless.com/it-IT/
Brazil	pt-BR	stressless.com/pt-BR/
Japan	ja-JP	stressless.com/ja-JP/
South Korea	ko-KR	stressless.com/ko-KR/
Taiwan	zh-TW	stressless.com/zh-TW/

REGION	LOCALE	SITEMAP URL
Turkey	tr-TR	stressless.com/tr-TR/
Thailand	th-TH	stressless.com/th-TH/

5. Integrations Analysis

#	INTEGRATION	TYPE	COMPLEXITY	DESCRIPTION	WHERE USED
1	Adobe Analytics	Analytics	High	Full Adobe Analytics via Adobe Launch (<code>assets.adobedtm.com</code>). AppMeasurement + Activity Map module. Custom data layer.	All pages
2	Adobe Target	A/B Testing	High	Personalization and A/B testing. Active experiments detected via console warnings.	All pages
3	Google Analytics (UA+GA4)	Analytics	Medium	Multiple GA properties: UA-131447795-2, G-Z0TVK7B40H, G-9YG0SMF6Q4.	Shop pages
4	Google Tag Manager	Tag Mgmt	Medium	Two GTM containers: GTM-57SHKK4, GTM-KBJK8DF.	All pages
5	Google Ads	Ad Tracking	Low	Conversion tracking via doubleclick.net (AW-980375057, AW-767523461).	Shop pages
6	Meta / Facebook Pixel	Ad Tracking	Medium	3 Facebook Pixel IDs detected. Duplicate pixel warnings in console.	All pages
7	The Trade Desk	Ad Tracking	Low	Programmatic advertising pixel (<code>js.adsrvr.org</code>).	All pages
8	OneTrust / CookiePro	Cookie Consent	Medium	GDPR/CCPA cookie consent. "Accept" and "Do Not Sell" options.	All pages
9	Marketo	Marketing Auto.	High	<code>munchkin.marketo.net</code> tracking + <code>lp.stressless.com</code> forms. Powers newsletter, samples, warranty, contact.	Homepage, form pages
10	FatWin	Engagement	Medium	<code>stresslessen.fatwin.com</code> — Norwegian marketing platform. Popups, modals, engagement overlays.	All pages
11	SAP Commerce Cloud	E-commerce	High	Powers <code>shop.stressless.com</code> . Product catalog, configurator, filtering. CDN: CloudFront.	Shop subdomain
12	Google Maps	Maps	Medium	Interactive store/dealer locator with geolocation and search.	Find dealer page
13	jQuery 3.7.1	Library	Low	Loaded from Google CDN. Used across the site.	All pages
14	Digital Catalog Viewer	Embed	Medium	Interactive catalog flipbook embed.	Catalog page
15	Social Media	Links	Low	Facebook and Instagram links in footer.	All pages
16	Stressless@Home App	External App	Low	AR furniture app. Links to App Store / Google Play.	App promo page
17	CloudFront CDN	Infrastructure	Low	<code>d3kpm8kazby4td.cloudfront.net</code> for shop product images.	Shop pages

6. Complex Use Cases & Observations

#	USE CASE	COMPLEXITY	DESCRIPTION	INSTANCES	WHY IT'S COMPLEX
1	Product Configurator (Hybris)	Very High	Real-time product image rendering based on material/color/base selections. Dynamic pricing. Deep SAP Commerce integration.	~50+ pages	Cannot be migrated to EDS. Requires integration/linking strategy.
2	Multi-locale Architecture	High	31 country/language variants with locale-specific content, promotions, dealer networks, pricing.	Entire site	Each locale has unique content requiring separate management. Varying page counts (219-681 per locale).
3	Dealer Locator + Maps	High	Interactive Google Maps with geolocation, dealer search, state-level drill-down. ~380 individual dealer pages in US.	~430+ pages	Different dealer networks per locale. May benefit from API-driven generation.
4	Dual CMS + E-commerce	High	Content on Episerver/Optimizely (.NET). Shop on SAP Commerce Cloud. Shared header/footer/navigation.	Entire site	Seamless cross-domain navigation between EDS and Hybris required.
5	Marketo Form Integration	Medium	Forms submit to Marketo with field validation, consent management, CRM sync. Newsletter on every page.	~5-8 form pages/locale	API integration and form handling need re-implementation.
6	FatWin Engagement Overlays	Medium	Third-party popup system. Multiple plugin instances. Modal overlays can block cookie consent.	All pages	Timing-based triggers, interaction blocking behavior.
7	Adobe Target Personalization	Medium	A/B testing and personalization experiments active. Content may vary by segment.	All pages	Migration must preserve or replace experimentation capability.
8	Interactive Hotspot Images	Medium	Numbered clickable hotspots with linked descriptions, tabs/pagination.	~2-4 instances	Custom interactive component requiring JS development.
9	Video Hero with Autoplay	Medium	HTML5 video background, autoplay, pause/play, mobile fallback.	~3-5 pages	Video hosting/CDN integration and mobile performance.
10	Locale-specific Promotions	Medium	Time-limited promotional content varying by country.	~10+ per locale	Content governance and scheduling.
11	SEO & Structured Data	Medium	hreflang tags for 31 locales, Open Graph, Twitter Cards.	All pages	Metadata strategy for EDS required.
12	Announcement Bar Carousel	Low-Med	Auto-rotating promotional messages, locale-specific, dismissible.	1 (site-wide)	Locale-specific content management.

7. Migration Estimates

Scope: stressless.com CMS content (Episerver/Optimizely) → Edge Delivery Services.
Out of scope: shop.stressless.com (SAP Commerce Cloud) — requires separate e-commerce strategy.
Approach: Migrate English (EN) as reference, then replicate for 30 additional locales.

Effort Breakdown by Phase

PHASE	SCOPE	PERSON-DAYS	NOTES
Phase 1: Foundation			
Design system extraction	Global styles, tokens, typography, colors	5-7	CSS custom properties, brand fonts
Navigation setup	Header mega-nav, footer, mobile menu	8-10	Complex mega-nav shared with shop
Global components	Breadcrumbs, cookie consent, social links	3-4	OneTrust re-integration
Announcement bar	Rotating promotional ticker	2-3	Locale-specific content
Phase 2: Block Development (27 blocks)			
Video Hero	Full-width video + overlay + CTA	4-5	Autoplay, mobile fallback
Image Hero	Full-width image + overlay (+ parallax)	3-4	
Content Block (3 variants)	Image+Text Left/Right/Stacked	5-7	Single block with CSS variants
Carousels (2 variants)	Product category + Inspiration cards	6-8	Shared carousel mechanism
Interactive Hotspot Image	Numbered hotspots with tabs	5-7	Custom JS
Newsletter Form	Multi-field form + Marketo	4-5	API integration
Product Card Grid	Grid + filter + inline promos	4-5	
Dealer Locator (map)	Google Maps + search	6-8	Complex integration
Forms (Contact/Warranty/Sample)	Multi-field + Marketo	5-7	Multiple form variants
Remaining blocks (~8)	FAQ accordion, expandable text, CTA, promo banners, search, etc.	7-9	
Phase 3: Template Migration (EN)			
Template mapping & scripting	Build import scripts per template	10-15	19 templates
Auto-migration (EN)	~400 auto-migratable pages	5-7	Batch processing
Manual migration (EN)	~280 pages requiring manual work	10-13	Complex pages, forms, dealers

PHASE	SCOPE	PERSON-DAYS	NOTES
Phase 4: Multi-locale Rollout (30 locales)			
Locale content migration	30 locales × ~220 unique pages avg.	40-60	Mix of auto + manual
Locale-specific customization	Promotions, dealers, legal pages	15-20	Per-locale content
Locale QA	Verify each locale	5-10	
Phase 5: Integrations			
Adobe Analytics	Data layer, event tracking	5-7	
Adobe Target	Personalization / A/B testing	4-5	
Marketo	Newsletter + service forms	4-5	
Third-party (FatWin, Maps, etc.)	Engagement + shop linking	7-11	
Phase 6: QA & Testing			
Visual regression	All templates + key pages/locale	8-10	
Functional testing	Forms, maps, video, carousels	5-7	
Cross-browser / device	Desktop, tablet, mobile	5-7	
Performance & accessibility	Lighthouse, WCAG	3-5	
UAT & bug fixes	Stakeholder review cycles	9-13	

Summary Totals

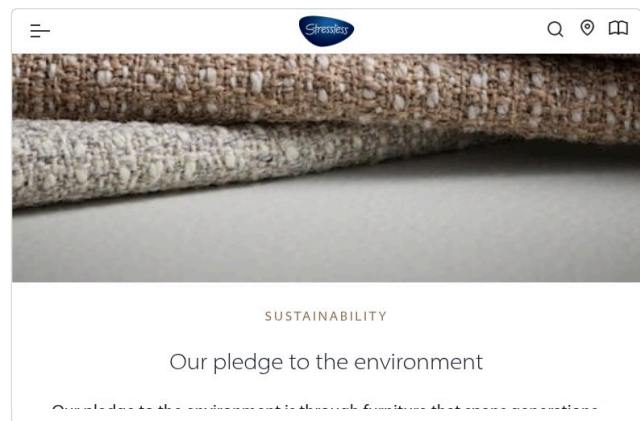
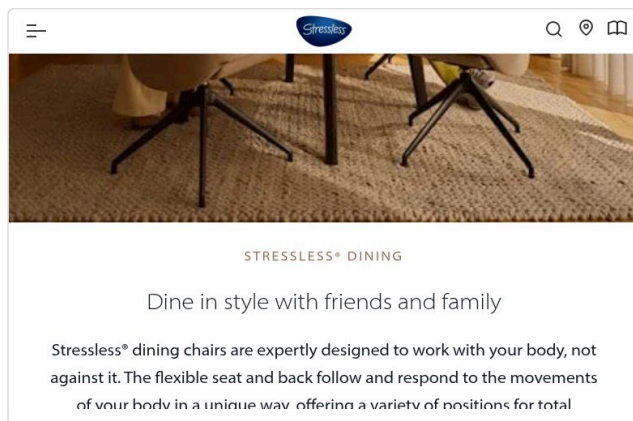
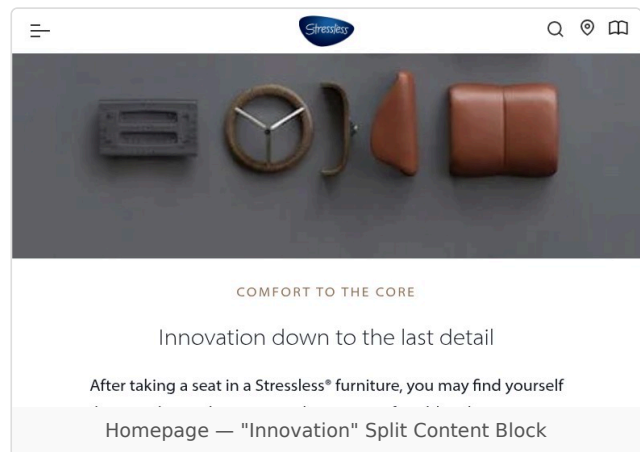
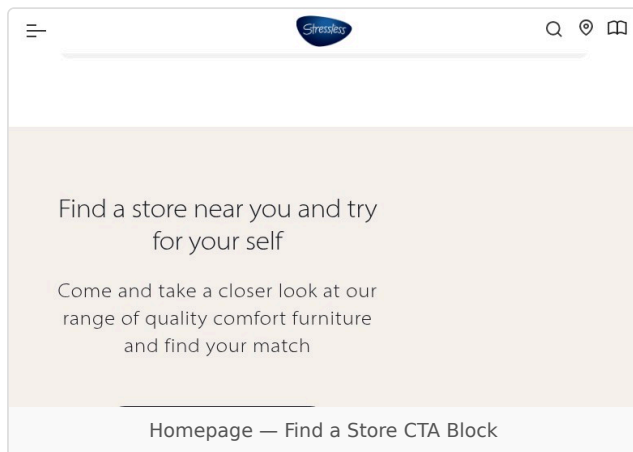
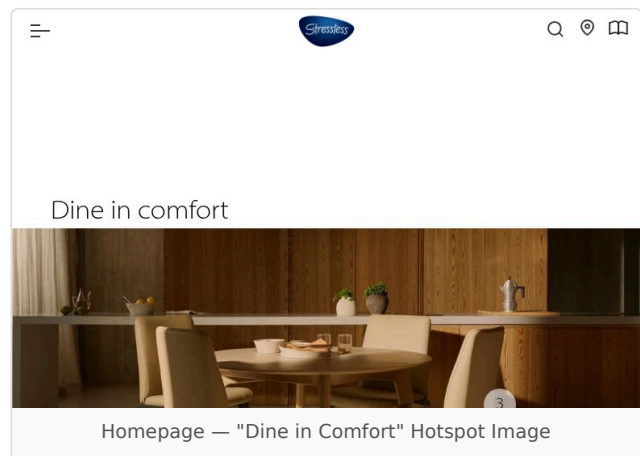
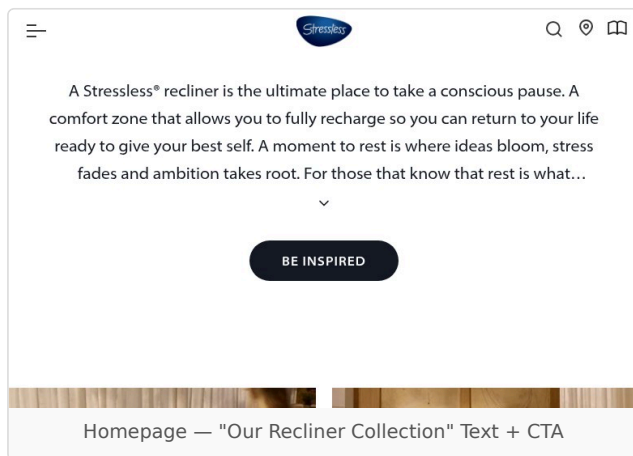
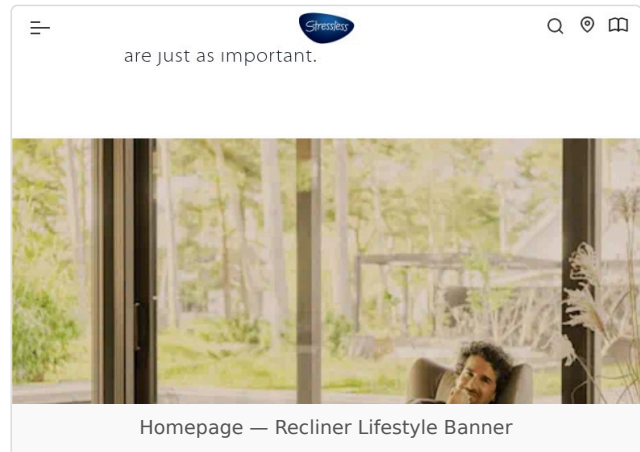
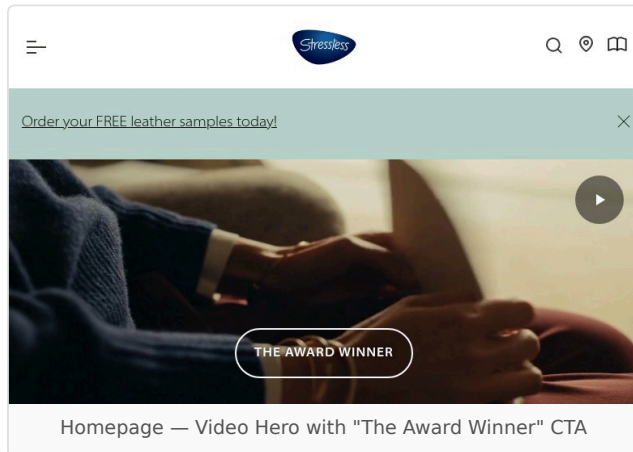
CATEGORY	EST. PERSON-DAYS	% OF TOTAL
Foundation & Design System	18-24	9%
Block Development	45-60	23%
Template Migration (EN)	25-35	14%
Multi-locale Rollout	60-90	32%
Integrations	20-28	11%
QA & Testing	30-42	16%
TOTAL	198-279 person-days	100%

Key Assumptions & Risks

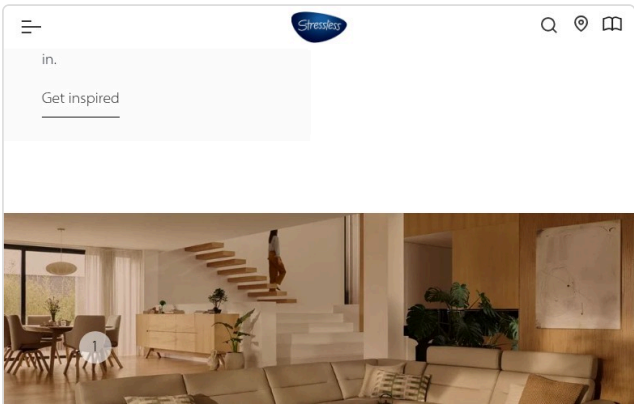
FACTOR	DETAIL
Largest effort driver	Multi-locale rollout (31 locales) accounts for ~32% of total effort
Highest risk	Shared navigation between stressless.com (EDS) and shop.stressless.com (Hybris) — must maintain seamless UX
Out of scope	SAP Commerce Cloud (shop.stressless.com) — product configurator, pricing, checkout
Dealer pages	~430+ pages in EN — recommend API-driven auto-generation from dealer database

FACTOR	DETAIL
Content freeze	Assumes content freeze period; 31 locales adds coordination complexity
Team size: 4-person	Calendar duration: 3-4 months
Team size: 6-8 person	Calendar duration: 2-3 months
Auto-migration rate	~57% of CMS pages (content, inspiration, legal, about us)
Current CMS	Episerver/Optimizely CMS (.NET) — identified via URL patterns and media paths

8. Screenshots Reference

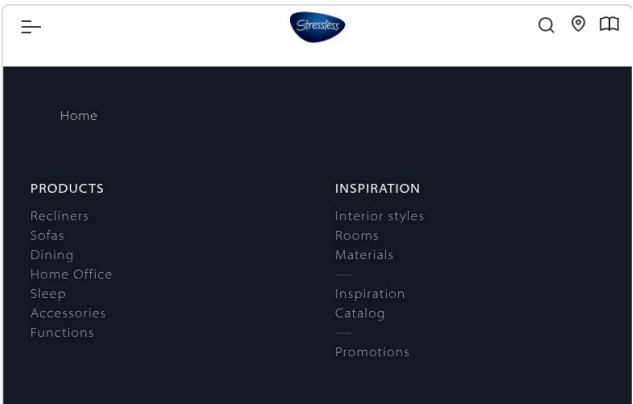


Homepage — Dining Image + Text Block

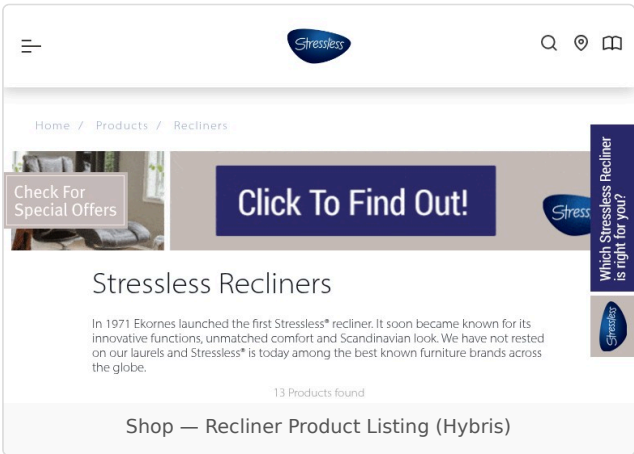


Homepage — Inspiration Card Carousel

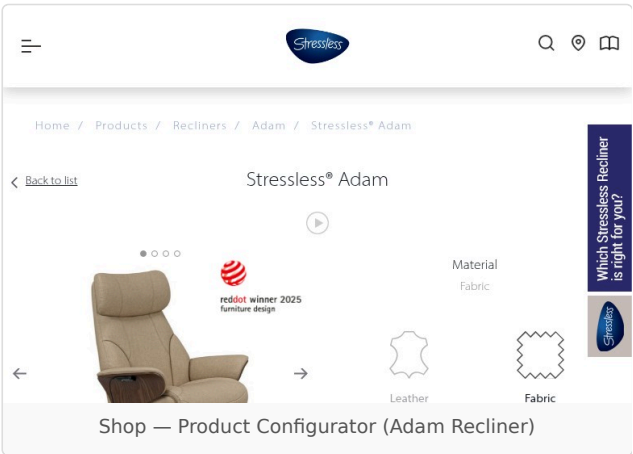
Homepage — Sustainability Content Block



Homepage — Footer Navigation



Shop — Recliner Product Listing (Hybris)



Shop — Product Configurator (Adam Recliner)

This report was generated as part of an Edge Delivery Services migration assessment for stressless.com. All page counts are estimates based on sitemap analysis conducted in February 2026. Actual counts may vary. Screenshots are point-in-time captures. shop.stressless.com (SAP Commerce Cloud) is analyzed for integration purposes but is out of scope for EDS content migration.