



**Moving from
a monolithic
commerce platform
to commercetools**

commercetools.com

Executive Summary

This white paper leads architects and their teams through the platform migration from a monolithic legacy commerce platform such as SAP Hybris or IBM Websphere to commercetools. It talks about which steps are necessary in this process as well as how to build a migration roadmap, migrate data and deal with custom extensions and user interfaces.

Introduction

In today's fast-moving commerce business, brands and merchants need to enhance their agility and flexibility. Customer demand is continually changing, new touchpoints are emerging, and innovative ways of communication between consumers and suppliers emerge. Take Voice Commerce: Within only a few years, more than 100 million smart speakers have been sold. Similar to the app store which helped Apple introduce the mobile age, Amazon lets 3rd-party developers build new capabilities on top of their voice platform. Brands and retailers need to be able to build new prototypes quickly, experiment, create great services for their customers and drive loyalty.

In reality, however, many organizations are kept from building new business models by their slow, hard-to-adapt software platforms which effectively stifle innovation. The only way out: move to another, more flexible architecture.

In this whitepaper, we will suggest a strategy on how to move from a monolithic commerce platform to commercetools without disrupting the daily business or jeopardizing operations.

Of course, there is no standard setup which could be migrated in a standard way. Every project is different and has its own caveats, and we're by no means suggesting a cookie-cutter approach. Rather, the following strategy is meant as a guiding principle or a framework which, from practical experience, tremendously increase the chance for success.



About the author



Dr. Roman Zenner

Since 2001, Dr. Roman Zenner works as an author, consultant, and speaker in e-commerce. He has written several books on web shop software and regularly publishes articles in professional magazines and blogs. Dr. Zenner runs shoptechblog.de as well as the podcast ShopTechTalks. Furthermore, he speaks at conferences, teaches university classes, and moderates expert panels.

In his work, Roman focuses on next generation commerce technologies and explores what retail will look like in a post-web world. Since 2015, he is a full-time employee of commercetools GmbH (REWE Group), working as an Industry Analyst.

About commercetools

commercetools is a next-generation software technology company that offers a true cloud commerce platform, providing the building blocks for the new digital commerce age. Our leading-edge API approach helps retailers create brand value by empowering commerce teams to design unique and engaging digital commerce experiences everywhere – today and in the future. Our agile, componentized architecture improves profitability by significantly reducing development time and resources required to migrate to modern commerce technology and meet new customer demands. It is the perfect starting point for customized microservices.

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