Retailer Embarks on a Transformation **Driven by Composable Commerce**

◣ **Case Study**

Overview
Migrating to a future-ready solution

A multinational retail company, with an established presence across South Africa, Australia, and 10 other countries in Africa, sells its merchandise through its chain of luxury department stores. It also reaches its customers through an e-commerce website and a mobile app, both built on top of the Oracle ATG platform, a monolithic application that comes with multiple challenges.

Zensar's brief:
Lay out a migration path to a modern architecture that enables the retailer to enhance digital storefront experiences for its customers.

Beyond the brief:
Leveraging insights gained from over a nine-year relationship with the client, we helped the business shortlist and finalize the various vendors required for project implementation.

Challenges

Multiple inefficiencies of a legacy platform

The client's IT team faced multiple challenges with its legacy commerce platform:

- High licensing cost of Oracle ATG
- End-of-life of Oracle ATG with no visibility of the future ATG roadmap
- Unsatisfactory time-to-market due to its monolithic architecture
- Duplicate content and image creation for the web and app channels

Solution

Defining a modernization roadmap

With a granular understanding of the client's challenges, we worked closely with the client's team to define a detailed modernization roadmap.

Consult: We set out to transform the client's legacy application landscape by proposing a composable commerce transition, as it would allow the business to make incremental changes and updates without overhauling the entire system.

Plan: We planned the migration to a cloud-native composable architecture, leveraging Amazon Web Services (AWS) capabilities that helped the business draw on the the scalability, flexibility, and cost benefits of cloud computing.

Design: We designed the target state architecture for the transformation. Subsequently, we performed a proof of concept (PoC) to evaluate and showcase the composability of the architecture, utilizing key tech enablers:

- AWS was used for its scalability, reliability, and comprehensive suite of cloud services that support innovation and cost-efficiency.
- MACH Alliance was used for its flexibility, scalability, and vendor-neutral approach to modern, composable technology.
- Akeneo was used for its efficient product data management, flexibility, and ability to enhance customer experience across multiple channels.
- Algolia was used for its fast, relevant, and customizable search experiences that enhance user satisfaction and engagement.
- Commercetools was used for its flexibility, scalability, and rapid time-to-market through a composable, API-first approach.
- Vercel was used for its fast, scalable, and seamless deployment of web projects with enhanced performance and global reach.

Support: We worked with the client's IT team to carry out these key actions:

- Prepare the business case for the composable transformation.
- Define and document the RFI and RFP processes.
- Determine the MACH Alliance products for implementation.
- Design and test the AWS infrastructure setup for the solution.
- Evaluate and shortlist product vendors to deliver key capabilities:
  - Product information management (PIM)
  - Order management system (OMS)
  - Search and e-commerce engine
  - Content management system (CMS)

Impact
Clarity on the road ahead

- A clearly defined roadmap for the transition
- Future-proof cloud-native composable architecture
- Business case and proof of value for the composable architecture
- Right vendor selection after factoring in multiple considerations

Business outcomes: The solution helped pave the path for modernizing the online sales channels, boosting the business confidence to compete better, innovate faster, and provide superior customer experiences.

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