

Twilight

Oracle Commerce Fades From the Spotlight

▀ Point of view



▼ The sunshine era of ATG commerce

With the rising adoption of online shopping, many platforms solidified their outreach to businesses to help reach wider masses in the early 2,000s. Among the few to have a global outreach was Art Technology Group, known affectionately as ATG. ATG Commerce was a pioneer in personalized, Java-based e-commerce platforms. It gained popularity among large retailers for its flexibility, scalability, and deep personalization capabilities at the time. The big retailers of the USA increased their popularity by adopting ATG and recommending it to their subsidiaries.

The growth of ATG Commerce led to the Oracle acquisition in November 2010 for \$1 billion, integrating it into its broader enterprise software ecosystem. This move was part of Oracle's strategy to build a comprehensive customer experience (CX) suite. Oracle Commerce became a go-to enterprise e-commerce platform for global brands. It was shining brightly in the retail, telecom, and B2B sectors. It was highly customizable and robust for complex commerce needs at the time, with strong integration with Oracle's ERP, CRM, and database products. Oracle supported omnichannel strategies before it became mainstream and the talk of the town around 2015. Terms introduced in the market were multichannel, multi-currency, multi-country, multi-language, and responsive.

It offered a powerful combination for e-commerce:

- ATG web commerce (front-end and personalization)
- Endeca (search and navigation, acquired in 2011)
- Oracle business intelligence (real-time decisions for personalization)



Winds of change

As commerce businesses expand across regions, channels, and product categories, several significant trends in e-commerce technology have emerged that making monolithic architectures increasingly obsolete. These trends emphasize flexibility, scalability, and customer-centric experiences — all of which are difficult to achieve with rigid, monolithic systems.

Shift to composable commerce

What it is: Building e-commerce platforms using interchangeable, best-of-breed components.

Impact: Replaces all-in-one monoliths with modular services (e.g., separate services for cart, checkout, search).

Cloud-native and SaaS adoption

What it is: Moving infrastructure and services to the cloud (AWS, Azure, GCP).

Impact: Enables auto-scaling, global availability, and reduced infrastructure management.

API-first and headless commerce

What it is: Decoupling the frontend from the backend using APIs.

Impact: Allows brands to deliver content across web, mobile, IoT, and more — all from the same backend.

Microservices architecture

What it is: Breaking down applications into small, independently deployable services.

Impact: Improves agility, fault isolation, and scalability. Monoliths are tightly coupled and hard to scale or update without downtime.

AI and personalization engines

What it is: Using machine learning for product recommendations, dynamic pricing, and customer segmentation.

Impact: Requires real-time data processing and integration, which is hard to achieve in monoliths.

Mobile-first and Progressive Web Apps (PWAs)

What it is: Fast, app-like experiences on mobile browsers.

Impact: Enhances mobile shopping and reduces bounce rate.

Security and compliance demands

What it is: GDPR, CCPA, and other data privacy regulations.

Impact: Easier to manage compliance in modular systems than in legacy monoliths.

■ DevOps and continuous deployment

What it is: Automating deployment pipelines and infrastructure.

Impact: Microservices and cloud-native systems support CI/CD better than monoliths.

■ Augmented Reality (AR) shopping

What it is: Virtual try-ons, 3D product previews, and immersive product demos.

Impact: Reduces return rates and boosts buyer confidence.

■ Automated fulfilment and delivery

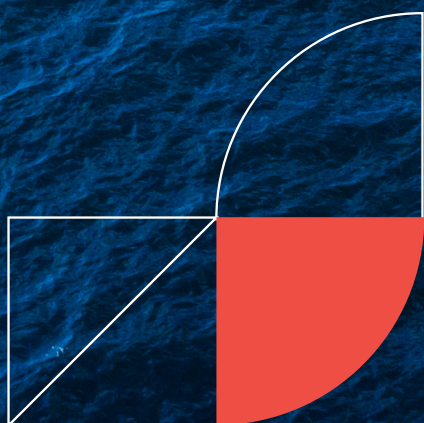
What it is: Use of robotics, drones, and AI for warehouse and last-mile delivery.

Impact: Increases speed and efficiency of order fulfilment.

■ Blockchain for transparency

What it is: Blockchain is used for supply chain tracking and product authenticity.

Impact: Builds trust and ensures ethical sourcing.



End of an era

In the ever-evolving e-commerce landscape, Oracle commerce's platform, which includes Oracle ATG and Oracle Commerce Cloud (OCC), has been a staple for many businesses seeking robust and scalable e-commerce solutions. Recent trends and strategic shifts suggest that the era of Oracle commerce implementations is waning. Despite its meteoric rise, Oracle commerce faces several challenges that contribute to its decline:

Lack of innovation: Oracle has slowly innovated and enhanced its e-commerce platforms. This stagnation has led to dissatisfaction among users who seek more modern, flexible, and scalable solutions.

Sunsetting of services: Oracle's decision to sunset Oracle Commerce Cloud has created uncertainty and concern among its user base. Without future upgrades or enhancements, businesses have a platform that will gradually become obsolete.

Competitive alternatives: The market is now flooded with next-generation e-commerce platforms like Shopify, Magento, and other commerce tools that offer more agile, user-friendly, and cost-effective solutions. These platforms are rapidly gaining traction, leaving Oracle Commerce behind.



Legacy Architecture

- Monolithic design
- Slow innovation and adoption of new technologies



High TCO

- Expensive licensing and maintenance
- Specialized skillset – costly and hard to find
- Additional costs for specific features or editions



Limited Agility

- Slow time to market with lengthy development cycles
- Not cloud native, limiting flexibility and scalability



Poor Omnichannel Integration

- Fragmented customer experience



Declining Ecosystem Support

- Shrinking community
- Third party support diminishing



Performance Bottleneck

- Resource-intensive heavyweight platform



Multiple Version

- Retailers are usually on an older version of ATG Commerce. V11.3 was released in November 2024

The future of Oracle Commerce implementations looks bleak. Oracle Commerce Cloud (OCC) is no longer actively implemented or invested in by Oracle from 2025. As businesses increasingly migrate to more innovative and supportive platforms, the relevance of Oracle Commerce continues to diminish. Oracle's strategic focus has shifted towards expanding its cloud infrastructure and services, leaving its e-commerce solutions in the dark.

While Oracle Commerce played a crucial role in the evolution of e-commerce, it is now a dying breed. Businesses must seek more modern and dynamic solutions to stay competitive in the digital marketplace.

What can e-commerce businesses do to mitigate risks in this twilight

Organizations that spent heavily on CapEx to implement Oracle Commerce during its rise are now tied to the monolith with too much effort to break free. The operational cost is higher, and limited resources and dwindling specialized skills make it hard to achieve long-term sustainability. What are the options now with the light quickly fading?

A quick and easy way would be to engage with specialists to identify key areas to bring high value to the business and improve the end customer's experience with the brand. Such as:

■ Sales assistant

- Automated chatbot powered by AI to increase operational efficiency by reducing associate count.
- Enhanced self-service experience for end customers for quick and easy assistance 24/7.
- Improved redressal mechanism by creating issue buckets for analysis.
- Use associates' bandwidth to identify root cause and look for improvements.

■ Intuitive reports using natural language with the help of AI.

- Provides a visual interface that empowers you to discover valuable insights hidden within your data. Perform federated queries across distributed datasets without moving or centralizing the data.
- No technical training and IT support needed to generate new reports.
- Real-time analytics for decision making and to discover hidden patterns and trends.
- Some representative use cases would be

Sales

Identify opportunities through customer behavior

High-value customers CLTV

Identify 'At Risk' customers

Identify seasonal buyers

Identify buyers that would be interested in a subscription model

Marketing

Analyzing campaign effectiveness across segments

KPIs - Campaign success rate (%)

Supply chain

Exploring procurement trends and supplier performance

KPI - Cost reduction per unit, supplier lead time

■ Enhanced product findability

■ Returns merchandise approval automation



- Optimize reverse logistics for liquidation
- Track and trace products on orders through agents
- Personalized loyalty initiatives, and many more.
- Rather than sitting in the dark and waiting for the next dawn, hoping to be safe, one can prepare to be ready by creating a shelter in the dusk to last the night. An important step towards dawn would be transforming into a microservice-ready architecture.
- Decoupled frontend and backend architecture
- API-driven design model
- Migration from JSP frontend to React/NextJS frontend for desktop
- Native/Hybrid/PWA mobile app
- Authentication and authorization via API gateway

Finally, if you have all the tools and knowledge, build a Jetsons spaceship that keeps you safe and takes you anywhere, irrespective of the terrain or weather. That would be MACH architecture microservices, API-first, cloud-native, and headless — a modern technology architecture used primarily in building flexible, scalable, and future-proof digital experiences, especially in e-commerce and enterprise software. It quickly adapts to market changes and customer needs, is easier to experiment with and adopt new technologies, and avoids vendor lock-in and legacy system limitations.

Microservices

- Modularity: Each service is independently deployable and scalable.
- Resilience: Failure in one service doesn't bring down the whole system.
- Faster development: Teams can work on different services simultaneously.

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Cloud-native

- Scalability: Automatically scales with demand.
- Cost-efficiency: The pay-as-you-go model reduces infrastructure costs.
- High-availability: Built-in redundancy and failover mechanisms.

Headless

- Frontend freedom: Developers can use any framework (React, Vue, etc.).
- Omnichannel delivery: Content can be delivered to web, mobile, IoT, etc.
- Faster time-to-market: Decoupled architecture allows parallel development.



▼ Conclusion

With the setting of Oracle Commerce, businesses find themselves in twilight. The fading light symbolizes a critical juncture when clarity is scarce and the path forward is obscured. Without timely action, the darkness of stagnation threatens to take hold.

Organizations must act according to their scale, growth ambitions, and strategic vision to move towards a brighter horizon. Moving towards a brighter horizon may mean taking small, deliberate steps, like introducing innovation to enhance efficiency. For others, it could involve a bold stride toward a future-proof, microservices-ready architecture. Ultimately, the journey leads toward the dawn of MACH (Microservices, API-first, Cloud-native, Headless) architecture — a new day where businesses are no longer tethered to rigid platforms, but instead empowered by flexibility, speed, and independence.

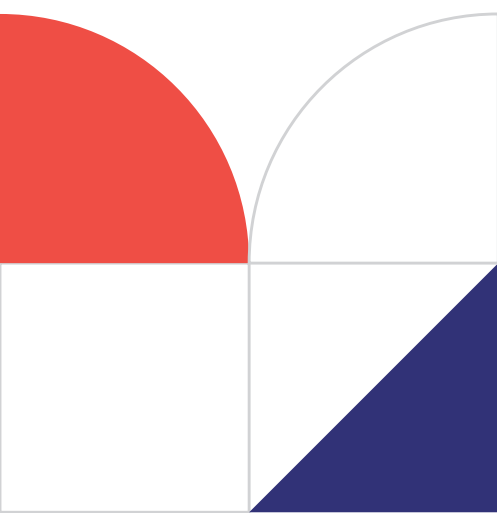
The decline of Oracle Commerce serves as a reminder of the importance of continuous innovation and adaptation in the ever-changing world of technology.

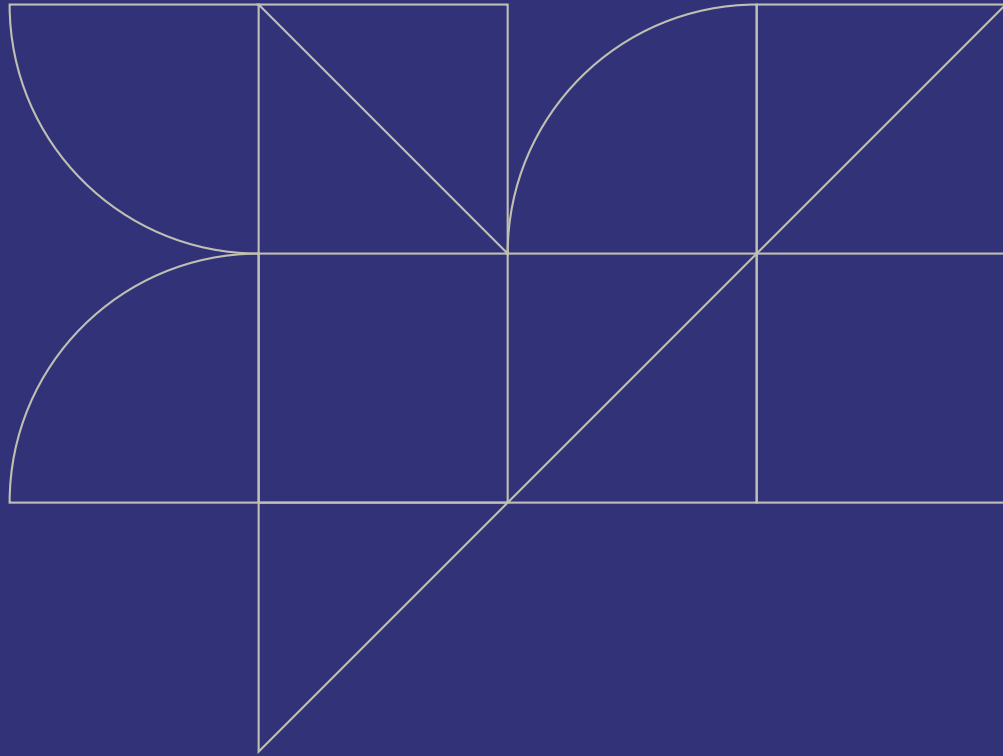
The night shall pass, and a new day awaits us all.

Zensar Technologies in the year 2014 acquired Professional Access, a Platinum partner for Oracle Commerce implementation, which had seen a rapid rise and established itself as the elite for commerce implementations. This acquisition strengthened Zensar's capabilities in the Oracle e-commerce space. Zensar continues to support Oracle Commerce and help its customer transition to future-ready solutions.

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