Oracle ATG Commerce Transition

Move beyond ATG. Modernize your commerce stack

As Oracle Commerce investments decline, this offering guides businesses to modernize with MACH architecture — cutting costs, boosting agility, and enabling scalable innovation to future-proof their digital commerce ecosystem.

Success stories

Expanding possibilities:

Re-platformed **Oracle ATG** for a **global retail brand,** deploying a microservices-led commerce stack on GCP with best-in-breed CMS, PIM, and search — improved checkout performance and agility, **enabling 20% faster time-to-market and seamless multi-site, multi-currency operations.**

Enabled **composable commerce** migration for a **leading retail group** by architecting a MACH-based ecosystem on AWS. Defined roadmap, validated composability, and finalized vendors — unlocking **faster releases, lower costs, and future-ready infrastructure beyond Oracle ATG.**

Re-platformed a **legacy Blue Martini e-commerce system** to **Oracle ATG 10.x** for a **leading retailer,** enhancing loyalty-driven sales and omnichannel performance. Achieved **3 million+ peak orders, 70% loyalty conversion, and 25% store fulfillment** via BOPIS.

Enabled **omnichannel transformation** for a **leading South African retail group** by implementing a multi-brand, multi-language commerce platform. Integrated Oracle Endeca, SAP, Manhattan WMOS, and third-party systems — powering **seamless CX, operational efficiency, and 300+ monthly incident reductions.**

Services offered

- Cost take out
- Accelerators for business growth
- Legacy to microservices transformation
- Sustained support and transformation roadmap

Benefits

- Zero licensing or maintenance costs
- Lower long-term operational spend
- No dependency on niche skills
- Flexible, scalable post-monolith architecture
- Adaptable, Oracle-free futureproofing
- Lean teams, streamlined support
- Cloud-native and horizontally scalable
- Easy COT/omnichannel integration

For more information and to connect with our experts, please reach out to us at **mcs-isg@zensar.com**

Zensar services

- Product and platforms
- Marketing and engagement
- Data engineering and analytics
- Application services
- Cloud, infrastructure and security services
- Artificial Intelligence