



Shane Company's Migration To SAP Commerce Cloud V2

Introduction

Shane Company, the United States' largest privately-owned jeweler, has been a prominent figure in the jewelry market since 1971. With its headquarters in Denver, Colorado, and an extensive footprint across 20 retail stores and a dynamic online platform, ShaneCo.com, the company faced a critical need to upgrade its digital infrastructure to stay competitive in the rapidly evolving retail landscape. The decision to migrate from the SAP Hybris Commerce on-premise version to SAP Commerce Cloud v2 marked a pivotal step in their technological evolution.

Background

Established in 1971, Shane Company built its reputation on quality and trust, evolving with time to meet the changing demands of the jewelry market. Their existing system, SAP Hybris Commerce on-premise, though robust, began to show limitations in flexibility and scalability, prompting a need for a more advanced, cloud-based solution.

The migration aimed at:

- Enhancing operational efficiency.
- Improving the customer experience on their B2C storefront.
- Ensuring business scalability and agility.

Solution

After evaluating several SAP partners, Shane Company partnered with ASAR Digital, leveraging their expertise in seamless digital transformations. ASAR's proposed lift and shift approach promised minimal disruption with maximum efficiency.

Pre-Migration Preparations

- Conducting an in-depth analysis of the existing system to anticipate challenges.
- Aligning the system with the prerequisites of SAP Commerce Cloud v2.

Upgrade of Commerce Platform

- Upgrading the existing commerce platform was crucial to ensure compatibility with the cloud environment.

Integration Process

- Integrating Shane Company's internal systems (ERP, CRM) and external systems (payment gateways, digital asset management) with the new platform.

Data Migration Complexities

- Managing the migration of extensive historical data.
- Implementing a phased migration strategy to ensure data integrity.



System Integration Issues

- Overcoming the complexities of integrating diverse internal and external systems.
- Developing customized integration solutions for seamless functionality.

User Training and Adaptation

- Extensive training and support were provided to Shane Company staff for adapting to the new system.

Results and Benefits

Enhanced Operational Efficiency

- Improved scalability and performance in a cloud-based environment.
- Streamlined processes leading to reduced operational costs.

Improved Customer Experience

- A more responsive and intuitive user interface on the online platform.
- Enhanced shopping experience, leading to increased customer satisfaction and sales.

Future-Proofing the Business

- The cloud environment ensures adaptability to technological advancements.
- Enhanced agility for quick response to market changes and customer needs.

The Outcome

The strategic migration to SAP Commerce Cloud v2 by Shane Company, executed by ASAR Digital, has significantly bolstered their digital infrastructure. This advancement not only streamlined their operational processes but also markedly enhanced the customer experience. Equipped with this new technological prowess, Shane Company is well-prepared to navigate the future of the dynamic jewelry market, adapting swiftly to both market trends and technological advancements. This case study not only highlights the successful transition of Shane Company to a more agile and efficient cloud-based system but also showcases the potential of SAP Commerce Cloud v2 in transforming the digital landscape of retail businesses.

If you are planning a SAP Commerce Cloud migration, reach out to Team ASAR for no obligation guidance and recommendations!

[ASAR Digital](#)

630-423-5926

3030 Warrenville Rd. #610

Lisle, IL 60532