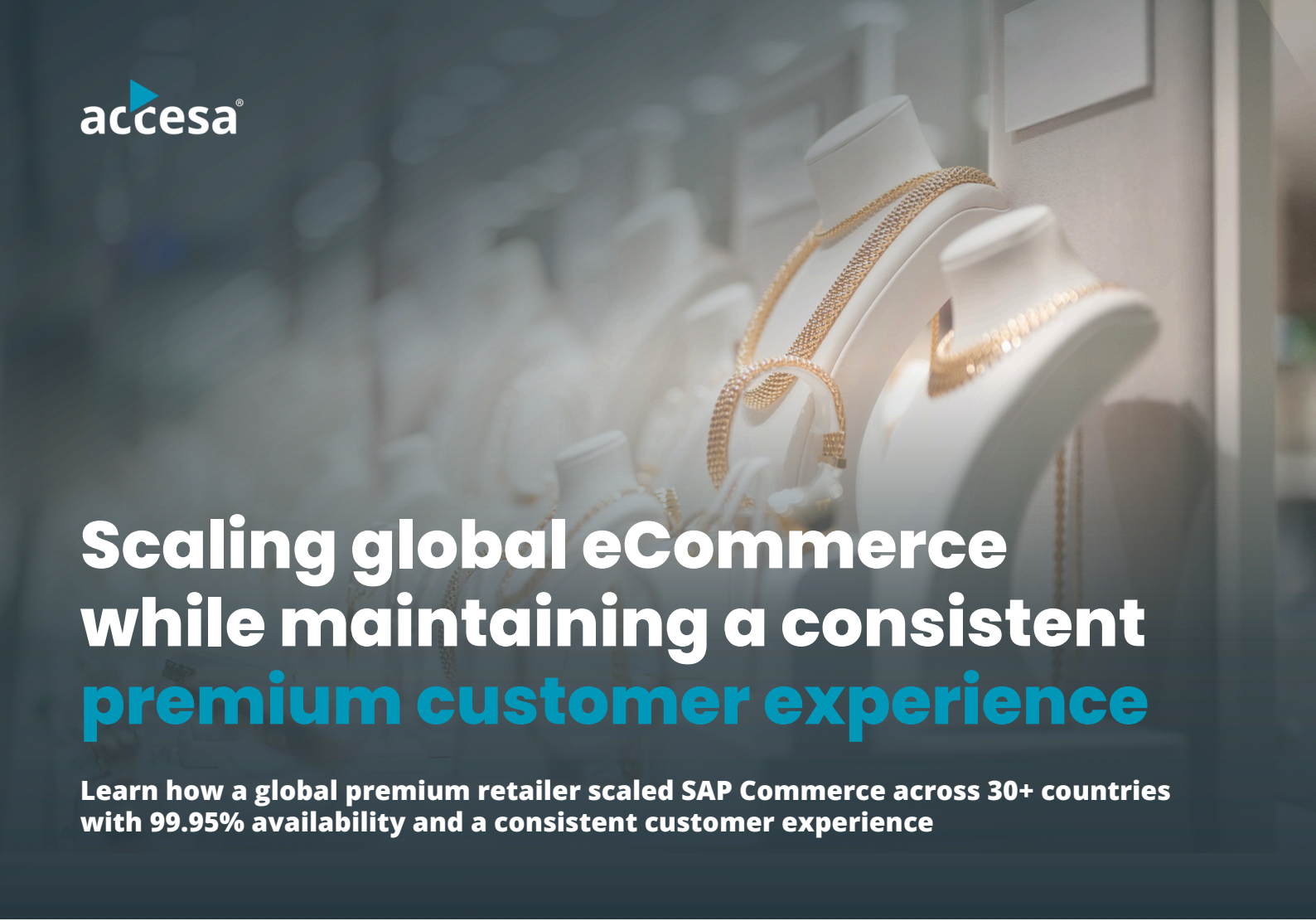


A background image showing a jewelry store display with several white busts wearing gold necklaces. The image is slightly blurred and has a dark overlay at the bottom where the text is placed.

Scaling global eCommerce while maintaining a consistent premium customer experience

Learn how a global premium retailer scaled SAP Commerce across 30+ countries with 99.95% availability and a consistent customer experience

Executive Summary

As a global retailer repositioned itself as a premium brand, its eCommerce platform needed to support faster expansion, frequent content updates and consistent customer experiences across more than 30 countries and 25 languages.

The company partnered with Accessa to relieve the pressure of technical ownership of its SAP Commerce platform and help modernise both the technology and the operating model. The collaboration built a stable, cloud-based foundation with more than 99.95% availability, enabling faster market expansion, continuous product evolution, and a consistently high-quality customer experience.

PLATFORM AVAILABILITY

99.95%+

Stable foundation for future growth

PLANNED DOWNTIME

Zero

Continuous delivery without disruption

GLOBAL SCALE

30+ countries

Supported through one commerce platform

Business Challenges

Competitive and modern retail platforms are expected to support new markets, adapt to changing customer expectations and enable marketing teams to launch campaigns quickly without compromising platform stability.

Our customer faced this challenge as it transformed its brand into a premium digital experience. The transition required replacing an existing e-commerce platform, modernising customer journeys, and supporting more than 30 localised storefronts across 25+ languages and multiple device types. At the same time, the business had to respond rapidly to market events, seasonal campaigns and changing customer expectations.



The challenge extended beyond technology. Content, commerce and engineering teams needed to operate in tandem, ensuring that platform changes, marketing initiatives and customer-facing experiences could all be delivered at the pace of the business.

Accessa's role and approach

Accessa assumed full technical ownership of the SAP Commerce platform, working closely with our customer's architects and business teams to support both day-to-day operations and long-term platform evolution.

The engagement began with the transition from the legacy e-commerce platform to SAP Commerce, a complex operation involving application redesign, data migration and process reengineering.

Building on that foundation, Accessa led the migration to SAP Commerce Cloud (CCv2), simplified management and supported the geographic split of the platform into three major regions while maintaining a seamless customer experience.

Alongside platform engineering, Accessa established an autonomous cross-functional team responsible for development, quality assurance and content operations.

This close collaboration allowed **new features, marketing campaigns and platform improvements** to be delivered continuously, even during high-pressure retail periods such as Black Friday and holiday sales.

Solution Highlights

The solution combined platform modernisation with operational improvements, allowing engineering, commerce and marketing teams to deliver new digital experiences faster while maintaining platform stability.



End-to-end ownership and evolution

of the SAP Commerce platform.



Migration to SAP Commerce Cloud

creating a scalable cloud foundation.



Simplified enterprise integrations

supporting new markets and payment providers.



Centralised content management

across 30+ country sites and 25+ languages.



Continuous delivery

with zero planned downtime.

Business outcomes

The modernised platform gave our customer the flexibility to grow without having to repeatedly redesign its digital commerce landscape.

PLATFORM AVAILABILITY

99.95%+

Stable foundation for future growth

PLANNED DOWNTIME

Zero

Continuous delivery without disruption

GLOBAL SCALE

30+ countries

Supported through one commerce platform

New countries, payment providers, and localised storefronts could be introduced more quickly, while marketing teams gained a more reliable foundation for launching global and regional campaigns. Continuous delivery reduced operational risk and allowed business initiatives to reach customers without interrupting platform availability.

The cloud migration resulted in more than 99.95% system availability, providing a stable foundation for future growth. At the same time, the retailer's investment in user experience and platform performance contributed to achieving a Top 3 Digital IQ ranking, demonstrating that operational improvements translated into measurable customer experience gains.



Today, the platform supports **ongoing business expansion** while giving the retailer the agility to evolve its digital commerce strategy **without rebuilding the underlying technology**.



Accessa is a **European technology company** with 20+ years of experience in turning business challenges into opportunities and growth.

A value-driven organisation, it has established itself as a **partner of choice for major brands** in Retail, Manufacturing, and Financial Services. It covers the complete digital evolution journey of its customers, from ideation and requirements setup to software development and managed services solutions.

20 +

Years of experience
delivering value for
major global brands

1200 +

IT specialists across
strong, customer-centric
engineering teams

80 +

**Active customer
accounts** across the
European market

71

customer NPS in
2025

Want to shift from keeping Retail running to moving Retail forward? **Let's talk more.**

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