



## Upgraded eCommerce platform to Oracle ATG Web Commerce 10.2 for the Vitamin Shoppe, a leading retailer of nutritional supplements in the US

### Background

The Vitamin Shoppe is a New Jersey, USA-based, retailer of nutritional supplements. Client also operates over 700 stores throughout the United States, Puerto Rico and Canada. The Vitamin Shoppe uses Oracle ATG Web Commerce for their eCommerce platform and related services.

### Objectives

- Enhanced user experience on desktop and mobile site with additional features
- Upgrade Oracle ATG Web Commerce platform from 9.4 to 10.2
- Ensure minimal business impact post upgrade; maintaining/enhancing third party integrations unaffected during the upgrade

- Better normalization of data and content to provide better navigational hierarchy & search
- Remove dependency on custom code that prevents and/or complicates enhancements, frequent failures with 3rd party interfaces, reduce cart abandonment rate

## Solution Delivered

- Infrastructure upgraded to 10.2 Oracle ATG Web Commerce platform enabling business to scale
- Improved management and organization of merchandise data with advanced merchandising tools, speed and capacity
- Increased promotional and couponing capabilities
- Reworked taxonomy and navigational experience
- Implemented enhancements that delivered improved user experience, minimize clicks and optimized checkout process & tablet friendly website
- Enhanced type ahead, searchandizing capability while leveraging enhanced features
- Improved store locator functionality with automatic identification of nearest store & inventory
- Integration with TNS for authorization for CC payments
- Improved overall performance of the site by implementing design changes, & enhancements to cache management
- Serving images using Scene 7 rather than serving from individual web servers
- Improved SEO functionality
- Enhanced analytics management using Google Tag Manager, BrightTag
- Enhanced email architecture using interface with Responsys handling emails including order confirmation, post-purchase emails, etc.
- Enhanced personalization functionality & improvements allowing customers to have more control on their account information.

## Results

- Successfully launched redesigned website on Oracle Web Commerce 10.2 platform with enhanced user experience
- Business team now have more control on releasing content with no involvement from IT team

- Better customer engagement with relevant results pursuant to user's search & navigational path
- Improved performance and more stable site which is able to support more load



Vitamin Shoppe is a retailer of nutritional supplements headquartered in New Jersey, USA helping people achieve their health and wellness goals. The Vitamin Shoppe operates stores in United States, Puerto Rico and Canada providing 8,000 different SKUs of supplements through its retail stores and over 20,000 different SKUs of supplements through its online retail websites. For more information, please visit [www.vitaminshoppe.com](http://www.vitaminshoppe.com)



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