



Optical Retailer Eyes High Availability by Moving E-commerce Site to Google Cloud BMS

By migrating this online glasses retailer's legacy environment to Bare Metal Solution for Oracle, Pythian helped them handle spikes in consumer demand and leverage Google Cloud's advanced capabilities such as machine learning and artificial intelligence

Overview

This ecommerce retailer, founded in 2003, sells eyewear online to fill a gap in the market for more affordable, accessible prescription glasses. The company became one of the first online-only shops for affordable eyewear by cutting out the middleman and going directly to consumers. What started as a small, homegrown business in California has morphed into an e-commerce success story with more than 50 million frames sold to customers all over the world.

The challenge

The ecommerce retailer has a robust digital marketing strategy and numerous campaigns that generate sales, with an emphasis on the customer's mobile experience. The company's e-commerce store was based on the Oracle Commerce (ATG) platform with Oracle Database 19c running in Rackspace. Their team was looking to move away from legacy systems and processes to leverage technologies such as machine learning and artificial intelligence—and ultimately enable more innovation in a retail market that has been quickly democratizing.

After considering their options, they decided they wanted to migrate their production workloads to Google's Bare Metal Solution (BMS) for Oracle. The IT team didn't have the capacity nor the technical skill sets to plan and deploy a migration from Oracle to BMS, so they needed to find a partner with database expertise and a deep understanding of both Oracle and Google Cloud. But they first needed to stabilize their current database ahead of the peak shopping season, including Black Friday, Cyber Monday, Christmas, and Boxing Day.

The company's Director of Software Engineering had previously worked with Pythian, so he turned to the Pythian team in order to gain a deeper understanding of the migration process from Oracle to BMS. As a result, Pythian was brought onboard to help with the migration.

Industry

Retail

Location(s)

California, USA

Technologies

- Oracle ATG Web Commerce
- Oracle Database 19c in RAC
- Bare Metal Solution for Oracle (BMS)
- Google Compute Engine (GCE)

Overview

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Business need:

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The solution

The Pythian team met with key stakeholders at the optical retailer to ensure they understood the needs of the business—both ahead of the December uptick in online traffic and sales, and going into the new year—to plan the migration from Oracle to BMS. Pythian conducted a technical assessment and performance health check of the company's Oracle Database 19c RAC environment, optimizing and stabilizing the system to handle spikes in traffic.

This assessment was done to help identify the best migration strategy and target service within Google Cloud and to help create a strategic plan for the business. Architectural options included Bare Metal Solution (BMS), Bare Metal Solution with Virtualization, and Google Cloud VMware Engine (GCVE). Pythian also reviewed options for high availability and disaster recovery within Google Cloud.

Pythian presented the company with Google Cloud future state architectures and identified the pros and cons of each. Pythian also provided guidance on Oracle 19c Database edition options to optimize performance and scalability, including RAC and no-RAC options, as well as recommendations for Oracle Database performance measurements pre- and post-migration. Together, they assessed the pros and cons of the migration based on the goals of the business and discussed a strategic migration plan to move forward.

Business outcome

Pythian successfully and seamlessly migrated the company's Oracle environment to Google Cloud Bare Metal Solution. The optical retailer now has a bridge that gives them the flexibility to move their entire Oracle environment to the cloud, so they can modernize faster.

This has allowed them to focus on innovation, as they look to create a more responsive online experience for their customers. With the help of Pythian's Oracle and Google Cloud professionals, the company was able to meet aggressive timelines, allowing them to plan for the next phase on their road to modernization.

Want to see similar results for your company?

[Get in touch](#) with a Pythian Google Cloud expert to see how our team can help.

About Pythian

Founded in 1997, Pythian is a global IT services company that helps organizations transform how they compete and win by helping them turn data into valuable insights, predictions and products. From cloud automation to machine learning, Pythian designs, implements and supports customized solutions to the toughest data challenges.

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Solution/What Pythian did:

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Result/Key outcomes

Pythian successfully and seamlessly migrated the company's Oracle environment to Google Cloud Bare Metal Solution. The optical retailer now has a bridge that gives them the flexibility to move their entire Oracle environment to the cloud, so they can modernize faster.

"I have worked with Pythian in the past and knew I could lean into their database experience to help us with our database projects here."

– Director of Software Engineering

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