

Sonny's Car Wash SAP Hybris eCommerce upgrade on AWS



Executive Summary

Sonny's has chosen Techwave to be the solution and strategic partner for upgrading its SAP Hybris eCommerce platform on AWS. Techwave with their expertise both in AWS cloud and in SAP eCommerce (SAP Hybris) not only successfully upgraded to latest version but delivered an offshore flexible cost-effective shared service model to support the upgraded system. Techwave provides complete support services for AWS platform and the SAP infra.

Key Highlights of the project

Infrastructure - Architectural

• Amazon CloudFront + WAF + Lambda

- Rearchitected the existing deployment with Amazon CDN
- Integrated AWS WAF (Web Application Firewall) security automation to screen all incoming connection requests
- AWS lambda triggering WAF rules
- AWS Application Load Balancer (ALB) with SSL offloading with backend autoscaling target groups
- Application tier hosted on AWS EC2 instances in private subnet
- AWS Certificate Manager (ACM)
- AWS managed RDS in private subnet
- AWS S3 for static content
- AWS managed VPN for onprem user access
- Production and Development Environment in AWS
- AWS Route 53 with TLD (Top Level Domain) mapping

Architected the solution with AWS Well Architected Framework focusing on security, operational excellence, reliability and performance efficiency. Designed with almost 100% serverless design except the application tier, leveraging AWS native services to the hilt.

Hybris Application

• Zero Transition

- Zero transition from earlier vendor who developed the storefront on 5.7
- Seamless Upgrade from 5.7 to 6.7 by self-learning the customizations and integrations

• Integrations

- Upgrade Paymetric Integration for 6.7
- Redesign the Integration Layer Customizations by following Hybris Datahub BEST practices (as earlier vendor did not follow them)

• SmartEdit

- Enhanced Content Management Experience by leveraging the NEW SmartEdit feature of Hybris
- Sonny's catalog was content rich and enabling SmartEdit was quite a challenge

About Sonny's Car Wash



Sonny's Car Wash is US largest manufacturer of conveyORIZED car wash systems in the world with over 65 years of experience in car washing. They are the creator of Extreme Xpress, the original mini tunnel. They are well recognized by D&B for their remarkable stability and financial strength.

- Enhanced the Category Navigation Management in order to support the smartedit.
- **Backoffice**
 - Enhanced Backoffice Product Cockpit experience by incorporating customizations for Sonny's
 - Enabled Boost n Bury, Search facet configurations by leveraging Adaptive Search cockpit
 - Enabled datahub perspective
 - Migrated Sonny's customizations in HMC to backoffice
- **GDPR**
 - Expert consultation to client on GDPR – a new feature added to Hybris 6.7
 - Integrated GDPR with Marketo (Marketing Platform)\
 - Enabled consent management feature for the customers in storefront
 - Consent management feature includes close account, subscribe/unsubscribe
 - Enabled customer personal data reports in customer support backoffice
- **S3 Media**
 - Reduced TCO by opting for AWS S3 storage instead of EBS volume for rendering media catalog
 - Enabling this required customization to Hybris Commerce
- **Full Page Caching**
 - AJAX Cart to enable full page (non-transactional page) caching on Amazon Cloudfront CDN
- **Saved carts**
 - Enabled saved carts features as part of 6.7 migration
- **Promotion Rule Engine**
 - Enabled promotion rule engine as part of 6.7 migration
 - Migrated 5.7 promotions & vouchers to 6.7
- **Quick Order**
 - Enabled quick order features by disabling the existing sonny's quickorder component.
- **Keyword highlighting**
 - Enabled search keyword highlighting in storefront

About Techwave

Techwave is a global digital transformation partner with over 14+ years of business head quartered in Exton, PA. With 1200+ employees worldwide and 2 regional delivery centers (RDCs) and a global delivery center (GDC) service 400+ customers across 11+ countries. Techwave with 8 integrated business units brings a high quality of services with integrity and agility to its customers. Techwave is a CMMIDEV/3 and certified as NMSDC MBE company. It is recognized as fast growing company by Inc. 5000 and other.

