

Shutterfly Accelerates To SAP Rise on an Automated Foundation

Avantra extends SAP Cloud ALM with automation across Shutterfly's SAP and non-SAP estate - so RISE goes live fast, runs clean, and is ready for the autonomous enterprise from Day 1.

Shutterfly, a global leader in personalized products and custom design, was preparing a major move from HEC private cloud to SAP RISE. Supporting Consumer, Lifetouch, and Business Solutions divisions across multiple geographies - and operating at peak seasonal scale - Shutterfly needed its SAP foundation to run itself, so the transformation could move at the pace of the business. They chose Avantra, the AI-powered IT operations platform for SAP and SAP Cloud ALM Silver Partner with the automation extension.

“From a monitoring side, Avantra showed us how to do better business. It simplified everything. With Avantra, problems are fixed in minutes, not days.”

Darko Rozac
Principal Software Architect, Shutterfly

THE CHALLENGE

A Foundation That Couldn't Keep Pace With Transformation

- A sprawling, global SAP environment supporting Consumer, Lifetouch, and Business Solutions divisions
- Seasonal scale requirements increasing operational strain during peak periods
- Thousands of performance-related support tickets annually, often with slow resolution times
- Limited visibility and root cause isolation using traditional tools like SAP Solution Manager and CAST
- High dependency on Basis support for basic system health checks

To move to RISE at speed, Shutterfly needed a foundation layer that was automated, observable, and aligned with SAP's own operational model.

THE SOLUTION

Automating The SAP Foundation, Extending Cloud Alm To The Whole Landscape

With Avantra, Shutterfly transformed its SAP operations:

- **Cloud ALM-aligned monitoring and automation** that extends consistent operations across both SAP and non-SAP systems, so no straggling components hold the RISE programme back
- **Proactive IDoc alerting** routed directly to procurement and finance, resolving business-impacting issues without Basis intervention
- **Self-service operational dashboards** embedded in SharePoint, giving teams in Australia, Israel, and the UK independent visibility into SAP health
- **End-to-end SAP observability** across S/4HANA, **189+ SAP BTP** instances, and **SAP Integration Suite (CPI)** - bringing the hybrid services that power customer-facing workflows into one operational view
- **Toolchain consolidation** retiring legacy point tools to reduce overhead and complexity

THE IMPACT

From Firefighting to Strategic Innovation

Avantra helped Shutterfly shift from reactive firefighting to proactive, intelligent SAP operations:

- > Critical issue resolution cut from **7 days to under 1 hour**
- > Thousands of annual performance tickets reduced to a manageable volume
- > Legacy monitoring tools decommissioned, lowering operational cost
- > Basis capacity returned to **innovation and RISE-readiness**, not routine firefighting

“We had thousands of performance tickets a year. With Avantra dashboards embedded in our SharePoint, business users could self-check. We saved Basis time and eliminated entire ticket categories.”

Darko Rozac
Principal Software Architect, Shutterfly

AT A GLANCE



The Challenge

- Complex, global SAP landscape with seasonal scale requirements
- Thousands of performance-related support tickets annually
- Delayed issue resolution and limited visibility with traditional tools
- High dependency on Basis support

Benefits with Avantra

- SAP Cloud ALM as foundation, real-time SAP observability across SAP and non-SAP
- Self-service diagnostics for global teams
- Faster resolution of critical issues (from 7 days to < 1 hour)
- Simplified operations and reduced cost through toolchain consolidation
- Foundation ready for SAP's agent-led, autonomous operations model

THE TAKEAWAY

Day 1 Ready For Autonomy

By automating the SAP and non-SAP foundation and aligning operations with SAP Cloud ALM, Shutterfly didn't just modernise monitoring - it built the operational foundation that lets SAP RISE, Cloud ALM, and SAP's emerging agent-led toolchain operate as designed.

Now Shutterfly's SAP estate is ready to run autonomously, at the pace its business demands.



Now you're *really* running.™

Get started with Avantra and take control of your Cloud ERP journey.

www.avantra.com