



DEBCOR ENGINEERING

CUSTOMER SUCCESS STORY

iFIT Health & Fitness

Thirteen years, one SAP platform, zero revenue lost

deBCor inherited a troubled ECC6 estate in 2012, rebuilt its foundation, migrated it to S/4HANA on-premise in four months, and ran it through a tenfold pandemic order surge without a single failure.

4 months, ECC6 to S/4HANA brownfield system conversion	1 weekend of production downtime	10× pandemic order surge, no failures	\$0 revenue lost at cutover
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CLIENT
iFIT Health & Fitness

ENGAGEMENT
2012–2025

PREPARED BY
deBCor Engineering



The client

iFIT Health & Fitness is a global connected-fitness company whose brands include NordicTrack and ProForm. Its SAP environment carries the operational core of the business: high-volume direct-to-consumer orders, credit card transactions, consumer financing, and revenue recognition across multiple channels.

deBCor was iFIT's SAP partner from 2012 to 2025, delivering to the United States, Canada, Mexico, Australia, and Europe. The engagement began with two people and grew to twenty-five.

What deBCor inherited

In 2012 deBCor took over an SAP ECC6 implementation from a prior system integrator. The environment carried substantial technical debt: custom code grown without consistent governance, Z-objects and enhancements that had drifted from SAP standards, and business processes built around workarounds rather than around the platform.

iFIT knew an S/4HANA move was ahead. The obstacle was not the conversion itself. It was that no conversion could be executed quickly or safely on the system as it stood.

“deBCor inherited our ECC6 implementation from another SI. At our request, they cleaned up the technical debt and aligned our processes to best practices in preparation for a migration to S/4HANA.”

Travis Call, CIO, iFIT Health & Fitness

The approach

deBCor's method puts the hard work before the conversion, not after go-live. Ten months of preparation preceded a four-month migration — fourteen months from first assessment to production cutover.

PHASE 1	PHASE 2	PHASE 3
6 months Stabilization and technical debt remediation A full technical assessment of the inherited ECC6 estate, then systematic resolution of non-standard custom code and processes that had deviated from SAP best practices.	4 months Data and technical cleansing Parallel workstreams: correcting data quality issues, duplicate master records and orphaned objects; retiring obsolete custom code; realigning Z-objects to SAP standards; and redesigning workflows around S/4HANA rather than ECC-era constraints.	4 months Brownfield system conversion to S/4HANA The 2018 conversion to S/4HANA on-premise, executed by a team of nine — two onshore, seven offshore. Production cutover completed over a single weekend.

Because the discovery work was finished before the migration began, the conversion itself was a disciplined technical execution rather than an exploratory project. That is what compressed the timeline — not speed at the expense of rigor, but rigor bought in advance.

The cutover

iFIT went down on a Friday and was processing orders again on Monday morning. No failed transactions, no data integrity issues, and no revenue lost — on a platform running direct-to-consumer order processing, card transactions, consumer financing, and revenue recognition simultaneously.

“After the prep work, I think we were down for maybe a weekend and back up on Monday doing business as usual with no loss in revenue.”

Travis Call, CIO, iFIT Health & Fitness

The stress test nobody planned for

Two years after go-live, the pandemic inverted iFIT's business. Brick-and-mortar and B2B channels fell to near zero. The direct-to-consumer channel — run entirely on the SAP platform deBCor had built and maintained — absorbed the whole of the demand, and that SAP-run online business passed \$1 billion in revenue.

Order volume increased tenfold. The system ran without a single failure.

“These functions were all created and maintained by the deBCor team and have proven extremely reliable in terms of accuracy and reporting. Even during the pandemic, when our order volume increased by 10x, SAP never had a hiccup.”

Travis Call, CIO, iFIT Health & Fitness

Beyond the migration

The S/4HANA conversion was one milestone in a thirteen-year engagement. Across that period deBCor also delivered:

2017	Stripe integration and full payment card processing built natively in SAP, supporting high-volume direct-to-consumer transactions and consumer financing.
PLATFORM	SAP BTP instance stood up, with integration flows (iFlows) designed and built by the deBCor team.
TAX	Vertex tax engine implemented on-premise, then migrated to Vertex Cloud.
2023	Migration from S/4HANA on-premise to SAP RISE, completing the platform's move to a managed cloud footing.

Outcomes

Four-month brownfield system conversion

ECC6 to S/4HANA on-premise, kickoff to go-live, after ten months of preparation.

Zero revenue lost

Order processing, card transactions, financing, and revenue recognition all live from the first hour.

Custom footprint reduced

Obsolete code retired and Z-objects realigned to SAP standards before conversion, not after.

One weekend of downtime

Full operations resumed Monday morning with no failed transactions.

10× surge absorbed

Pandemic demand ran through the platform without a single failure or performance incident.

A platform built to scale

An environment its CIO described as one he was “particularly proud of.”

Hear it from the CIO

Travis Call led technology at iFIT through its pandemic-era growth, the S/4HANA migration, and the move to RISE. He recorded the following in 2023, reflecting on the full engagement. The video is on the case study page at debcor.com/case-studies/ifit-s4hana-migration.

Full transcript

My name is Travis Call. I'm a technology leader with over 15 years of experience with SAP. I've had the opportunity to work with several system integrators on a number of projects, and deBCor stands out in the way that they have aligned themselves so closely with our business.

deBCor's white-glove approach to consulting isn't just a tagline, it's the reality of their service. They've been our trusted partners for many years because of the integrity of their approach. Not only have they executed well on projects, but they've gained the trust of our stakeholders and leaders with their honest communication and sound advice.

deBCor inherited our ECC6 implementation from another SI. At our request, they cleaned up the technical debt and aligned our processes to best practices in preparation for a migration to S/4HANA. That migration took only four months.

After the prep work, I think we were down for maybe a weekend and back up on Monday doing business as usual with no loss in revenue. Our instance of S/4 handles a number of complex transactions that have to work flawlessly. SAP handles high volume direct consumer orders, credit card transactions, complex consumer financing, and revenue recognition.

These functions were all created and maintained by the deBCor team and have proven extremely reliable in terms of accuracy and reporting. Even during the pandemic when our order volume increased by 10x, SAP never had a hiccup. I would recommend deBCor as a partner to any business looking for integrity and sustainability in their SAP implementation.

We now have an S/4 environment that I'm particularly proud of. One that can scale in whatever direction the business decides to take, and this is largely thanks to deBCor.

Engagement at a glance

Client	iFIT Health & Fitness (NordicTrack, ProForm)
Industry	Connected fitness technology · direct-to-consumer retail
Engagement	2012–2025 · active MSA, currently between statements of work
SAP journey	ECC6 → S/4HANA on-premise (2018) → SAP RISE (2023)
Migration approach	Brownfield system conversion
Migration team	9 — 2 onshore, 7 offshore
Engagement team	2 at inception, 25 at peak
Delivery geography	United States, Canada, Mexico, Australia, Europe
Also delivered	Stripe integration and SAP-native payment card processing; SAP BTP instance and iFlows; Vertex tax engine on-premise and Vertex Cloud migration
Client contact	Travis Call, CIO (2023)

Running ECC and weighing S/4HANA?

The preparation is where the timeline is won. deBCor's pre-conversion method — technical debt remediation, data cleansing, and process realignment before the project formally starts — is what turns a multi-year program into a four-month execution.

Talk to us: gareth@debcor.com • debcor.com/contact

ABOUT DEBCOR ENGINEERING

deBCor Engineering is a senior-led SAP consulting and enterprise AI firm, founded in 1997 — 29 years of SAP delivery. An **SAP Gold Partner** and SAP Build and Service Partner, ranked #5 in the USA on SAP PartnerFinder.

67 consultants, 30 of them senior technofunctional, each holding multiple SAP certifications. Experience across the team ranges from **5 to 30+ years**.

Delivery teams in **four countries — the United States, India, New Zealand, and Chile**. Team size follows the work: we scale to the engagement rather than carrying a bench.

100% client retention since founding.