



## Innovation Story

# Future-Ready by Design: Accelerating Innovation Through SAP Migration

Under Armour, Inc

Performance Retail

Technology Pathfinder



**Incture**<sup>®</sup>



# Future-Ready by Design: Accelerating Innovation Through SAP Migration



## Transforming Integration into a Strategic Advantage with SAP Integration Suite

Under Armour modernized its integration landscape by migrating from MuleSoft to **SAP Integration Suite on SAP Business Technology Platform (BTP)** as part of its Intelligent Enterprise transformation. The legacy integration environment had become complex and costly, limiting agility and slowing innovation across SAP and non-SAP systems supporting commerce, supply chain, and finance.

The company implemented SAP Integration Suite as a **single, SAP-native integration platform**, leveraging prepackaged SAP integration content, API Management, and event-driven capabilities. This approach accelerated migration, reduced custom development, and established standardized, reusable, and governed integrations. Centralized monitoring and lifecycle management improved visibility and operational control across the enterprise.

The migration delivered measurable business value, including **reduced integration complexity, lower total cost of ownership, faster time-to-market for digital initiatives, and improved reliability and scalability**. Integration evolved from a technical dependency into a strategic business enabler aligned with SAP S/4HANA.

With SAP Integration Suite as its integration backbone, Under Armour is now positioned to rapidly onboard new applications and partners, support real-time processes, and scale future innovation on SAP BTP—creating a **future-ready, cloud-native, and resilient integration architecture**

# Integration Transformation



## CHALLENGE

- Multiple Integration Tools were in place based on prior projects, requiring multiple licenses, teams, and skillsets.
- MuleSoft is costly compared to other Integration Tools
- SAP PI/PO goes out of support in 2027
- CPI Neo goes out of support in 2028
- Dell Boomi is not optimized for SAP SuccessFactors
- UA was supporting 4 toolsets with 4 support teams

## SOLUTION

- Enable SAP BTP as a platform for Innovation
- Implement SAP Integration Suite, Advanced Event Mesh, and API Management on SAP BTP
- Migrate from MuleSoft to SAP Integration Suite as our first phase of platform consolidation
- Improved TCO – reduced software license fees with a single CPEA agreement that can be flexed into other BTP solutions

## OUTCOME

- MuleSoft migration complete
- API Management in place for both SAP Integrations and UA native API's
- Advanced Event Mesh enabled for Loyalty and error handling scenarios
- On the path for single team on single solution supporting SAP Integration Suite
- SAP BTP enabled as a platform to support future innovation on SAP Business Process Automation, SAP Build Work Zone, and AI to support our upcoming SAP S/4HANA migration

**25** Integrations Migrated

No loss of features or capability moving from MuleSoft to SAP Integration Suite

**9** Month Project

Hit our contract deadline to deprecate MuleSoft

**75%** Reduced Software Licensing

Annual Savings of \$1.5M / year

# Project details

## PROJECT OBJECTIVES

Over time, Under Armour has built up integration platforms based on different project requirements – PI/PO for our on-prem SAP landscape, Dell Boomi as part of our original SAP SuccessFactors implementation, CPI(neo) as part of recent HR project initiatives, and MuleSoft for API management and integration.

This has brought us 4 different platforms with different support requirements. As a platform, MuleSoft did not scale to an enterprise level from a cost perspective.

UA took this opportunity to do a phased consolidation to SAP Integration Suite starting with MuleSoft to be followed by migration from Boomi and CPI(neo). Once those 3 systems are deprecated, migration from PI/PO will be done as part of our SAP S/4 migration.

## USE CASE

SAP has been part of UA's landscape for more than 20 years. While our first phase is a technical migration and platform consolidation, this puts in place a system that will allow for more use of prepackaged SAP content and migration tools to assist in our PI/PO migration.

Operationally, Under Armour will improve by collapsing 4 tools into 1

- 1 UA team with 1 skillset required to support integration
- Moving from 4 Managed Services teams to 1 to support 24x7 global support
- Central monitoring tools across the landscape
- Reduced downtime with near-zero downtime for SAP Integration Suite maintenance windows.

New use cases put in place implementing API Management to expose internal UA API's

Software licensing savings of \$1.5M/yr by deprecating legacy tools

### DEPLOYMENT COUNTRY

Global

### DEPLOYMENT DATE

Phase go-lives from May to Oct 2025

### NUMBER OF END USERS

25

### TRANSACTION VOLUME

iFlow Messages: 185K Daily

API Messages: 1.5M Daily

# Innovations

## ◆ INNOVATIVE USE OF SAP TECHNOLOGY

Under Armour transformed its integration landscape by migrating from MuleSoft to **SAP Integration Suite on SAP Business Technology Platform (BTP)**, reimagining integration as a strategic, SAP-native capability. The solution leveraged **prepackaged SAP integration content, API Management** for standardized and reusable services, and **event-driven integration** to enable real-time business processes. Centralized monitoring, governance, and cloud-native scalability reduced complexity while accelerating innovation, creating a resilient and future-ready integration architecture aligned with the Intelligent Enterprise.

## ▀ WHY SAP

SAP was chosen to deliver a unified, SAP-native integration foundation aligned with Under Armour's SAP S/4HANA and Intelligent Enterprise strategy. SAP Integration Suite on SAP BTP simplifies the integration landscape, reduces dependency on third-party middleware, and lowers total cost of ownership. With prepackaged SAP content, native adapters, API management, and event-driven capabilities, SAP enables faster innovation, stronger governance, and a scalable, future-ready platform for continuous business growth

Setting the stage to move us from multiple tools to a single SAP-Native backbone will lower our TCO with simplified skills, support, and operations.

[Joe Coughlan - VP, Enterprise Applications](#)

While cost savings was the driver to help pay for the project, this wasn't just a tool swap – it's an enablement of a cloud-native SAP BTP platform to fuel our growth as an IT organization from Integration, development, automation to AI. With the benefit of putting the groundwork in place ahead of our upcoming SAP S/4HANA transformation.

[Eric Peterson - Director, SAP Engineering](#)

One team, one platform. 24x7 global support for Integrations and API's is the direction our team is headed. Migrating to a single platform has allowed our teams – both UA and our Managed Services Partners – to focus knowledge growth and sharing to a single tool. One that allows us to best support the business while providing maximum opportunity to our teammates.

[John K Smith - Sr. Manager, Service Delivery-SAP Integration](#)

# Benefits and outcomes

Optimization of our Integration Landscape and setting stage for upcoming SAP S/4 Transformation

## BUSINESS AND/OR SOCIETY

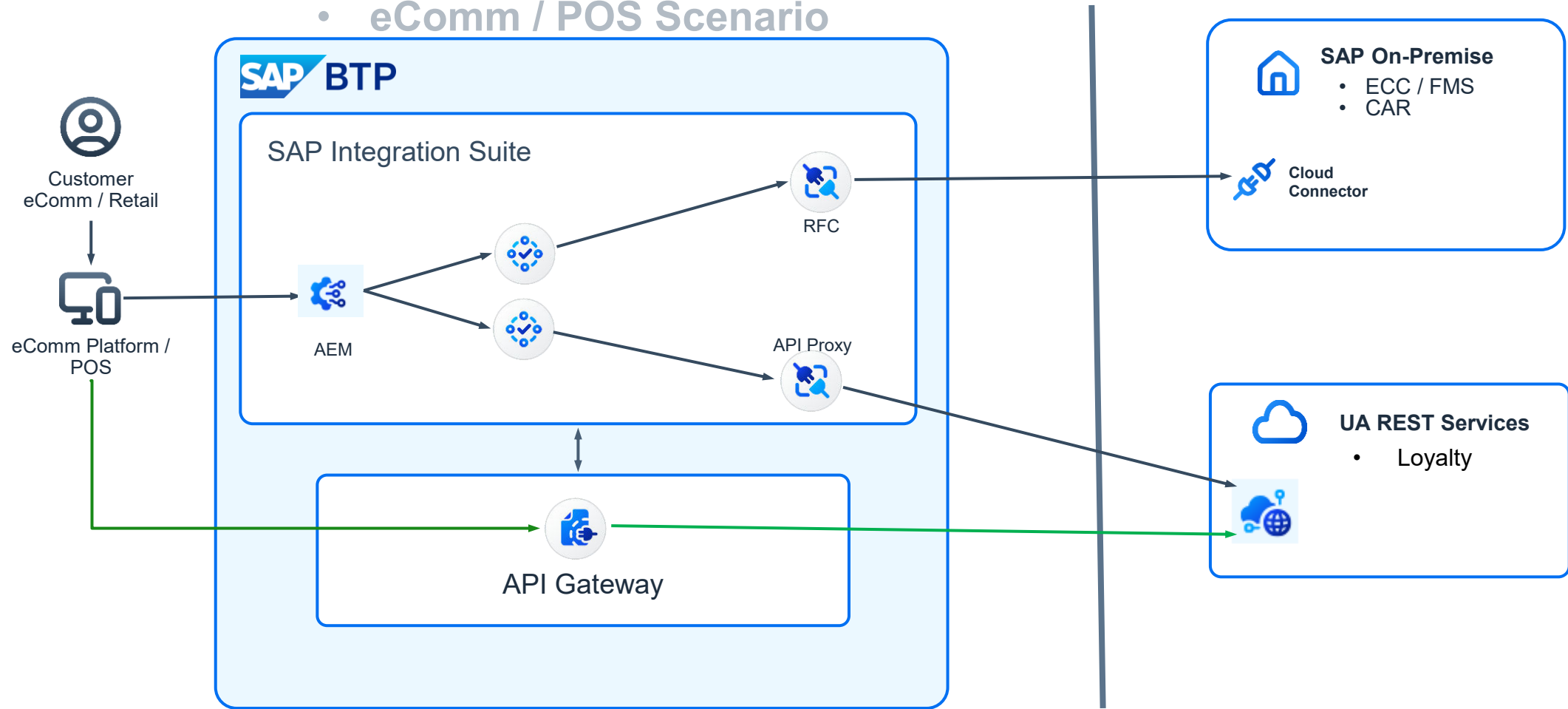
- Substantial Savings – able to direct that capital to other Innovations
- As UA continues to grow, the integration landscape has become increasingly complex and decentralized. Transitioning to SAP Integration Suite enables us to streamline this environment and strengthen overall governance. This move positions our team to operate with greater agility, efficiency, and scalability.
- Future ready Integration Platform. Single platform now enables integration solutions across business lines for Enterprise Applications, Human Resources, and Retail.

## IT

- Single platform to provide Integration capabilities, API Management, and Eventing
- Consolidation of 4 teams into 1 supporting SAP Integration. Centralized support across a common skillset.
- SAP BTP in place as a platform ahead of our future SAP S/4HANA Transformation
- Ability to utilize advanced Integration Capability around standard content, broad Open Connector landscape and future AI capabilities.

# Architecture

## • eComm / POS Scenario



# Deployment details

## SAP TECHNOLOGIES AND SAP PARTNER PRODUCTS

SAP SOLUTIONS	DEPLOYMENT STATUS (Live or Proof of Concept)	SAP BUSINESS AI FEATURES (if applicable)	CONTRIBUTION TO THE PROJECT
SAP Business Transformation Platform	Live		Build for the Future mentality with a unified platform for Integration, Administration and Development.
SAP Integration Suite	Live		Consolidated environment for all Integrations allowing us to add value and maximize knowledge.
SAP Integration Suite, advanced event mesh	Live		In use to handle high-volume of Loyalty Integrations.
SAP API Management	Live		Enabling API management of internal UA built API's

## SAP SERVICES AND SUPPORT

SAP SERVICES	CONTRIBUTION TO THE PROJECT
SAP Learning Hub	On-demand training for the team
Customer Success Partner Expert – SAP Platform & Technologies	Utilized our CSP for expert advice and guidance

## HYPERSCALER

(please mark one or more if applicable)

- AWS
- Google Cloud
- Microsoft Azure
- Other

Other:

# Under Armour

## HEADQUARTERS

Baltimore, Maryland

## INDUSTRY

Performance Retail

## WEBSITE

<https://www.underarmour.com/>

## NUMBER OF EMPLOYEES

16,000

**WE USE THE POWER OF SPORTS  
TO EXPAND EVERY PLAYING FIELD**

**WE ARE OBSESSED WITH ATHLETES  
WHO STRIVE FOR MORE – IN  
SPORTS, IN LIFE, AND IN THE  
WORLD**

**TO INSPIRE ATHLETES WITH  
INNOVATIVE PERFORMANCE AND  
DESIGN SOLUTIONS THEY CAN'T  
LIVE WITHOUT**



**BELIEF**

**OBSESSION**

**MISSION**

**VALUES**

# Partner information

Incture is a trusted SAP transformation partner enabling enterprises to innovate and scale using SAP S/4HANA, SAP BTP, and intelligent automation. We design and deliver outcome-driven solutions that combine SAP's latest technologies with cloud-native architectures, AI, and industry best practices to solve complex business challenges. Our innovations focus on accelerating time-to-value, improving operational resilience, and driving measurable business outcomes. Through close collaboration with SAP and our customers, Incture consistently turns bold ideas into real, impactful SAP-powered innovations.

Incture provides value to its clients through the below offerings –

- SAP S/4HANA transformation and modernization
- SAP BTP–based extensions, integrations, and innovations
- Intelligent automation and RPA solutions
- Cloud migration and SAP infrastructure services
- Industry-specific accelerators for Retail, CPG, and Manufacturing



## PARTNER COMPANY

Incture LLC

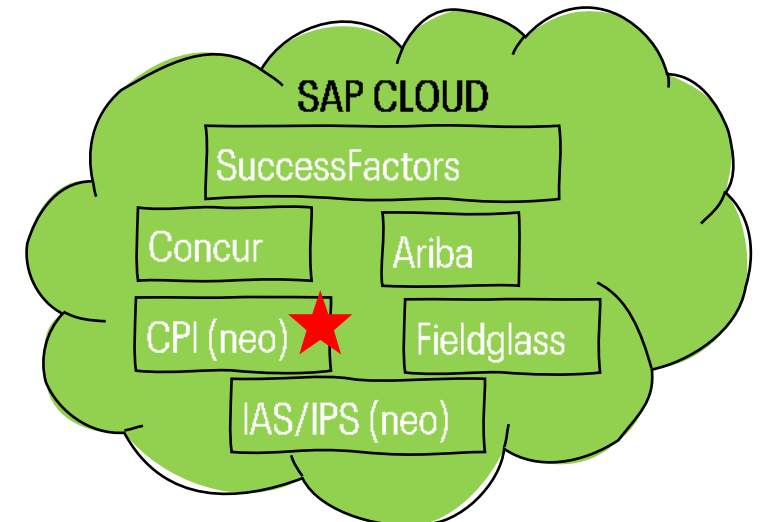
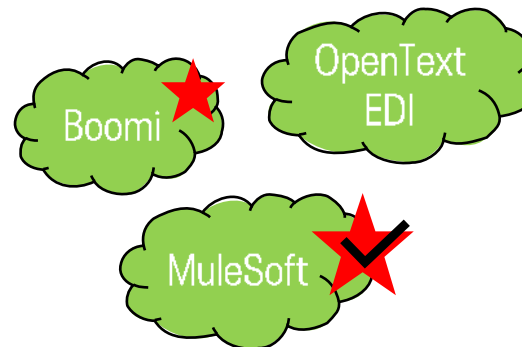
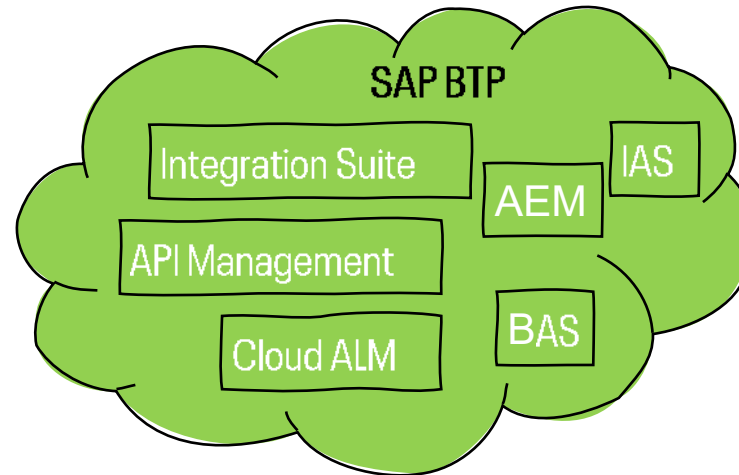
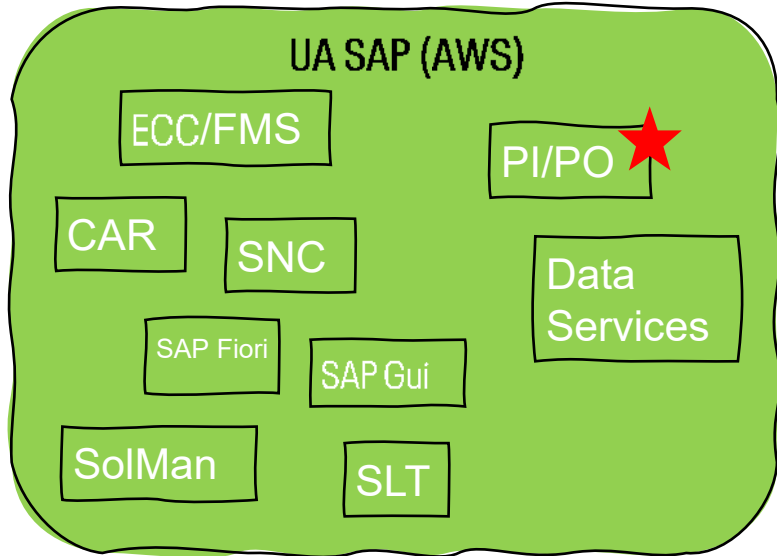
Incture came on board in January 2025 with a tight timeline to fully move us off MuleSoft by our contract end date of November 2025. This was not a simple lift and shift, and we were concurrently implementing a new POS system. We also had to stand up a new SAP BTP environment to handle integration and future SAP BTP use cases. Incture handled these tasks with professionalism and technical expertise to deliver the POS project and get us off MuleSoft and avoid a costly renewal.

[Eric Peterson - Director, SAP Engineering, Under Armour](#)

# Architecture

## Under Armour Runs SAP – Since 2006

★ Moving to SAP Integration Suite





SAP  
Innovation  
Awards 2026