



CUSTOMER SUCCESS STORY

iFIT Health & Fitness

SAP ECC to S/4HANA On-Premise Migration

Delivered in 4 Months. Back Online Monday. Zero Revenue Lost.

70% Blueprint effort reduction	25+ Years SAP delivery	100% Client retention	15+ S/4HANA migrations
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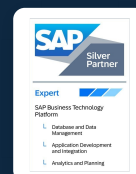
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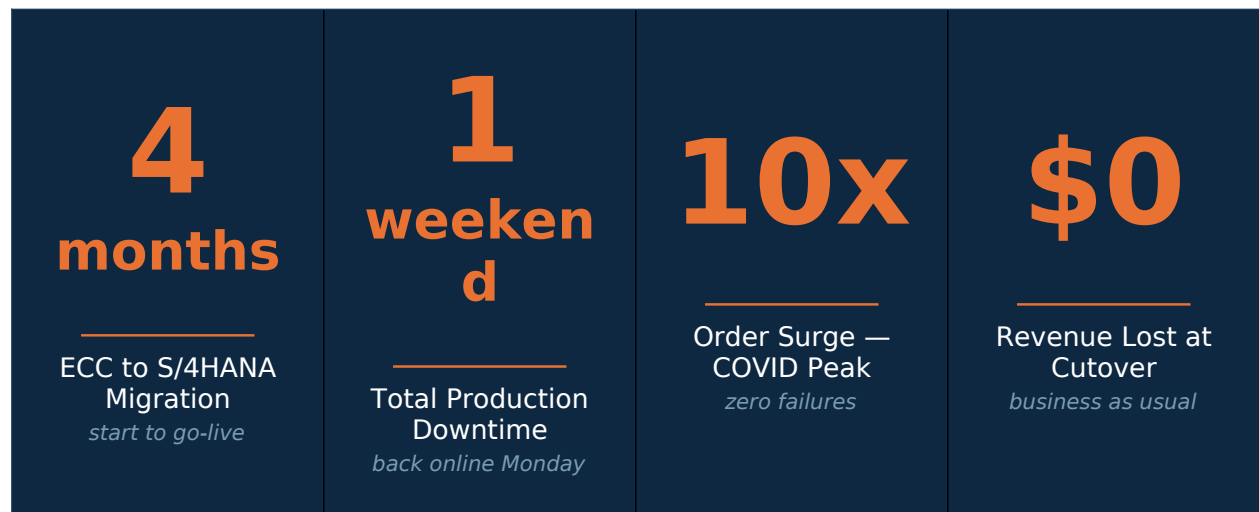
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Executive Summary

iFIT Health & Fitness is a global leader in connected health and fitness technology, operating iconic consumer brands including NordicTrack and ProForm. Under the technology leadership of CIO Travis Call, iFIT navigated one of the most dramatic growth periods in consumer fitness history — the COVID-19 pandemic drove a tenfold surge in direct-to-consumer order volume as homebound consumers flooded the platform. Keeping a mission-critical SAP environment stable, scalable, and reliable through that surge was not optional. It was existential.

Over a multi-year engagement beginning well before the pandemic, deBCor Engineering served as iFIT’s trusted SAP partner — first inheriting and stabilizing a troubled ECC implementation from a prior integrator, then executing a clean migration from SAP ECC on-premise to SAP S/4HANA on-premise. By 2023, the migration was complete: delivered in four months, with a single weekend of production downtime, and zero revenue lost at cutover. The S/4HANA environment Travis Call’s team went live on was lean, clean, and built to scale — exactly what iFIT needed heading into its next growth chapter.



Client Overview

Field	Details
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Client	iFIT Health & Fitness
Industry	Health & Fitness Technology / Direct-to-Consumer Retail
Headquarters	Logan, Utah
SAP Journey	SAP ECC On-Premise → SAP S/4HANA On-Premise
Key Contact	Travis Call, CIO (2023)
Engagement	Multi-year trusted SAP advisory and implementation partner
Video	vimeo.com/debcor/ifits4success

The Challenge

When deBCor inherited iFIT's SAP ECC environment from a prior system integrator, the system carried significant technical debt. Custom code had grown organically over years without consistent governance, and business processes had drifted from SAP best practices. The environment was responsible for a complex and demanding set of functions:

- High-volume direct-to-consumer order processing
- Credit card transaction handling at scale
- Complex consumer financing structures
- Revenue recognition across multiple sales channels
- Multi-channel e-commerce operations

iFIT knew that an S/4HANA migration was on the horizon. The challenge was not simply migration — it was doing so cleanly, quickly, and without disrupting a consumer business that could not absorb extended downtime or data integrity risk. The prior state of the system made a fast migration impossible without significant remediation work first.

The deBCor Approach

Phase 1 — System Stabilization & Technical Debt Remediation

deBCor's first priority was to address what had been inherited. The team conducted a comprehensive technical assessment of the existing ECC environment, identifying areas of technical debt, non-standard custom code, and processes that had deviated from SAP best practices. Rather than carrying these issues forward into a migration, deBCor resolved them systematically — creating a stable, well-governed foundation.

Phase 2 — Pre-Migration Data Cleansing & Technical Cleansing

deBCor's pre-migration methodology is the engine behind fast, clean migrations. Before the formal migration project kicked off, the team invested in two parallel workstreams:

- Data Cleansing — identifying and correcting data quality issues, duplicate master records, orphaned objects, and inconsistencies that would have created post-migration problems or required rework
- Technical Cleansing — retiring obsolete custom code, aligning Z-objects and enhancements to SAP standards, and reducing the custom footprint to only what was genuinely required by the business
- Process Alignment — redesigning workflows to conform to S/4HANA best practices, removing workarounds built for ECC-era constraints
- System Simplification — reducing complexity so the migration target was lean, clean, and production-ready from day one

This pre-work is the cornerstone of deBCor's S/4HANA migration approach. By investing in remediation before migration begins, the actual conversion becomes a disciplined technical execution rather than an exploratory project. The business benefits are significant: compressed timelines, reduced risk, minimal downtime, and a cleaner system on the other side.

Phase 3 — S/4HANA Migration Execution

With a clean, well-prepared environment in place, the formal migration from SAP ECC on-premise to SAP S/4HANA on-premise executed in four months. The production cutover was completed over a single weekend. iFIT was back to full business operations on Monday morning — processing orders, handling credit card transactions, and running consumer financing without a single interruption.

Voice of the Customer

Travis Call served as CIO of iFIT Health & Fitness through the company's massive pandemic-era growth phase and the S/4HANA migration. In a recorded video testimonial, he shared the following about the multi-year deBCor partnership:

“

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. ”

— Travis Call, CIO — iFIT Health & Fitness

“

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. ”

— Travis Call, CIO — iFIT Health & Fitness

“

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. ”

— Travis Call, CIO — iFIT Health & Fitness

“

At our request, they cleaned up our 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. ”

— Travis Call, CIO — iFIT Health & Fitness

“

SAP handles high-volume, direct-to-consumer orders, credit card transactions, complex consumer financing, and revenue recognition. These functions 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

“

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. ”

— Travis Call, CIO — iFIT Health & Fitness

Results & Business Outcomes

4-Month Migration Delivery

The full SAP ECC to S/4HANA on-premise migration completed in four months from project kickoff to production go-live. This timeline — exceptional by industry standards — was made possible by deBCor’s investment in pre-migration data and technical cleansing. When the migration project formally began, the hard discovery work was already done.

One Weekend of Downtime

Production cutover was completed over a single weekend. iFIT resumed full operations on Monday morning, with no disruption to order processing, no failed transactions, and no business impact. The preparation quality meant the cutover executed exactly as planned.

Zero Revenue Loss

iFIT experienced no revenue loss during or after the migration. All complex, mission-critical transactions — direct-to-consumer orders, credit card processing, consumer financing, and revenue recognition — functioned flawlessly from the moment the new system went live.

10x Order Volume During COVID — No Failures

Travis Call's tenure as CIO coincided directly with iFIT's most demanding operational period. During the COVID-19 pandemic, demand for home fitness equipment exploded and iFIT's order volume increased tenfold. The SAP S/4HANA system — built and stabilized by deBCor — handled the entire surge without a single failure or performance issue. This was the ultimate stress test, and the system passed with zero incidents.

Technical Debt Eliminated, Best Practices Established

iFIT arrived at S/4HANA with a lean, standards-aligned system. Custom code was reduced to only what the business truly required. Data was clean. Processes were aligned to SAP best practices. The result is an environment that Travis Call describes as one he is “particularly proud of” — built to scale in any direction the business chooses.

Stakeholder Trust Built Over Years

Beyond technical delivery, deBCor earned the confidence of iFIT's executive leadership and business stakeholders through consistent honesty, sound advice, and follow-through on every commitment. This is the foundation of a multi-year partnership — and what distinguishes deBCor from transactional system integrators.

Why deBCor

The iFIT engagement demonstrates what deBCor brings to every SAP migration and long-term partnership:

- Pre-migration investment — data cleansing and technical cleansing before migration begins, not after go-live

- Deep SAP expertise — 25+ years across every module, industry, and deployment model
- Honest counsel — we tell clients what they need to hear, not what they want to hear
- Execution discipline — we commit to timelines and budgets, and we deliver
- Stakeholder trust — we earn the confidence of executives and business leaders through integrity
- Scalable outcomes — our implementations are designed to grow with your business

Ready to Start Your S/4HANA Journey?

If your organization is running SAP ECC and considering a move to S/4HANA, deBCor's pre-migration methodology can compress your timeline, reduce your risk, and deliver a system your team will be proud of for years to come.

“

I would recommend DEBCOR as a partner to any business looking for integrity and sustainability in their SAP implementation. ”

— Travis Call, CIO — iFIT Health & Fitness

Watch the full video testimonial: vimeo.com/debcor/ifits4success

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About deBCor Engineering

deBCor Engineering is an SAP Build and Consult & Implement Partner with deep technical expertise across SAP ECC, S/4HANA, BTP, and enterprise AI delivery. Founded in 1997 by Gareth de Bruyn, deBCor brings 25+ years of SAP delivery expertise and 1,200+ combined years of team experience. Active delivery teams in the United States, India, Chile, and New Zealand.

In 2026, deBCor filed provisional patents covering proprietary AI-native integration frameworks for enterprise ERP systems. Every client receives full access to the DEBCOR Technical Library, Preconfigured Process Guide, and Technical System Analysis framework from day one of every engagement.

PRINCIPAL AUTHOR

Gareth de Bruyn

Founder, CEO & Chief Architect — deBCor Engineering

30+ years SAP · 13 Published Books (3 Forthcoming 2026)

Original SAP Technical Certification · Wharton CTO Program · AI Patents Filed 2026

1,200+ Years combined experience	15+ S/4HANA migrations	100% Client retention
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