# NEW eCOMM ORG

## TIMELINE: DECEMBER 2018 - FEBRUARY 2019

### December 2018

**12 — WEBSITE & BLOG**

Project website and initial blog posts complete for final review.

**13 — UAT TEAM DUE**

Provide UAT names to the COE for all three eComm applications. Six team members is statistically significant. Alternative: COE completes all testing.

**14 — ANNOUNCEMENT**

Project announcement to eComm users and stakeholders.

**17 — JOURNEYS DUE**

Deadline to provide Marketing Cloud journey information for migration to new org. Alternative: Journeys not provided will not be migrated and will need to be recreated.

**17 — MIGRATION NOTICE**

Email to Marketing Cloud users regarding content migration process (phase one of three).

**18 — MIGRATION #1**

System eComm Team begins phase one of the Marketing Cloud migration: creating a z_migration folder in each business unit with minimal content.

**19 — MIGRATION #1 DUE**

Deadline for System eComm Team to complete phase one of Marketing Cloud migration. Alternative: no content will be migrated.

### January 2019

**3 — CAMPAIGN REVIEW**

eComm team begins reviewing campaigns to identify which ones need to move to new org.

**4 — EMAIL UPDATE**

Project update sent to eComm users and stakeholders.

**10 — CVENT UAT**

Cvent UAT conducted with selected eComm team in partnership with the COE. Alternative: COE completes all Cvent testing.

**14 — REPORTING DUE**

eComm team should be done completing audience report assessments for recreation of reports in the new org. Alternative: COE will select report types to create in new org.

**18 — MIGRATION NOTICE**

Email sent to Marketing Cloud users reminding them of the content migration process (phase two of three).

**22 — MIGRATION #2**

System eComm Team begins phase two of the Marketing Cloud migration: moving 2016 and 2017 content into the z_migration folder in each business unit.

**24 — TEAM WORKSHOP**

COE team conducts workshop with eComm team to train on Lightning and to assist with building reports in the new org.

**25 — MIGRATION #2 DUE**

Deadline for System eComm Team to complete phase two of Marketing Cloud migration. Alternative: no content will be migrated.

**31 — TRANSITION PLAN**

eComm team to determine the order (by campus) in which business units will transfer to new org.

### February 2019

**1 — EMAIL UPDATE**

Project update sent to eComm users and stakeholders.

**1 — TIMELINE DUE**

eComm team to provide COE with timeline (by campus) for new org migration. Alternative: COE will determine the order in which campuses migrate.

**1 — CAMPAIGNS DUE**

eComm team to provide list of campaigns to COE for migration to new org. Alternative: COE will select campaigns to migrate to new org.

**8 — MIGRATION NOTICE**

Email sent to Marketing Cloud users reminding them of the content migration process (phase three of three).

**13 — MIGRATION #3**

System eComm Team begins phase three of the Marketing Cloud migration: moving 2018 content with existing hierarchy into the z_migration folder in each business unit.

**15 — MIGRATION #3 DUE**

Deadline for System eComm Team to complete phase three of Marketing Cloud migration. Alternative: no content will be migrated.

**16 — CELEBRATE**

eComm team celebrates the completion of the Marketing Cloud content migration and prepares for migration of campuses to new org.