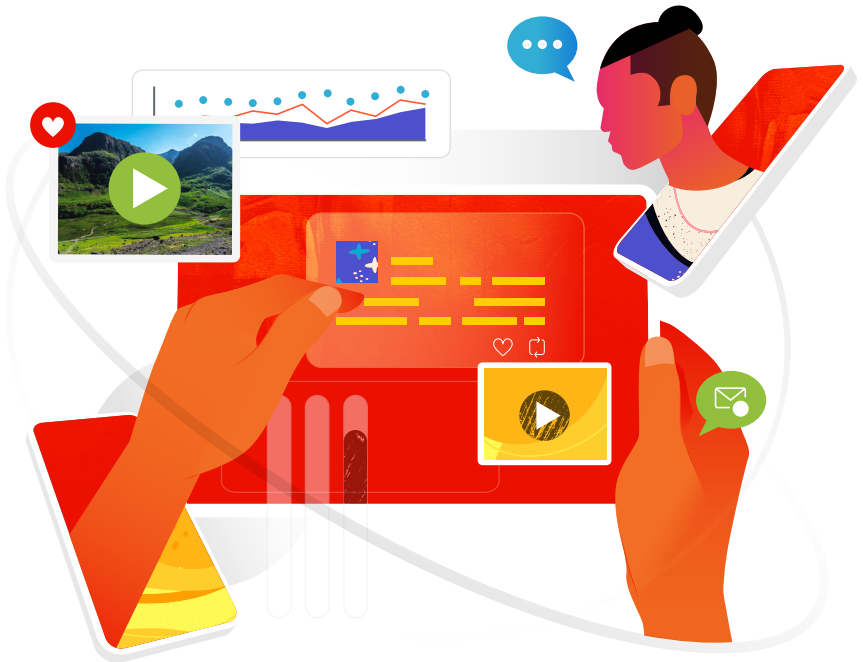




# The best way to implement Adobe Journey Optimizer.

It takes the right people, process and technology to do it successfully.



Our customers choose Adobe Journey Optimizer to connect journeys across channels and deliver more personalised experiences from a single interface. The benefits – dramatically improving the customer experience while spending less time managing campaigns and standalone marketing systems – are compelling. But adopting a new technology platform is a big decision that can have a significant impact on your teams.

Deliver more personalised experiences from a single interface – and dramatically improve the overall customer experience.

Fortunately, Adobe has you covered. We offer a straightforward approach to implementation and experienced consultants who can help you achieve your goals from kick-off to completion.



# Blueprint for a smooth implementation.

Because Adobe Journey Optimizer can collect data across the enterprise and customer lifecycle, you no longer have to rely on disparate data from tools that focus on single, specific channels. But levelling up from a scattered approach is a journey.

For a successful implementation, stakeholders for Journey Optimizer within your organisation need a firm commitment from their organisation's leadership and IT team, as well as close collaboration with the groups that own the data sources they need to access.

Adobe Journey Optimizer can collect data across the enterprise and customer lifecycle so you no longer have to rely on disparate data.

## Understand what you want to accomplish.

The first step of any implementation journey is to define what success will look like for your organisation. For Adobe Journey Optimizer, this usually means identifying and prioritising which business challenges you'll use it to address.

Our customers commonly use Journey Optimizer to:

- **Engage customers on their time.** An integrated profile fuses live data from all sources across customer touchpoints, including behavioural, transactional, financial and operational data to deliver personal and contextual experiences.
- **Make customer journey insights available to more teams.** Non-marketing teams – such as operations and customer support – that are engaged in the customer experience can use Journey Optimizer to manage a variety of tasks.
- **Orchestrate and execute omnichannel campaigns.** A single canvas that harmonises the customer journey for dynamic, event-based and 1:1 customer marketing outreach can help brands deliver more value across the customer lifecycle.
- **Make intelligent decisions.** Brands can apply centralised decisioning and incorporate AI and ML to surface predictive insights throughout the customer experience.
- **Create campaigns for any occasion.** Whether via post-purchase surveys, delay notifications or discount codes, marketers can send the right messaging to the right people at the right time.

Once you have a solid idea of how you will be using Journey Optimizer, you will be in a good position to develop business requirements and prioritise functionality for your deployment.



# People. Process. Technology.

Having access to the people, process and technology you need to deploy Adobe Journey Optimizer is key to a successful implementation. Because it relies on data sources captured at every stage of the customer journey, implementing Journey Optimizer will be a team effort with the potential to touch every customer-facing part of your organisation.

## People.

The people you'll need to deploy Journey Optimizer should have a deep understanding of the customer data that is captured during the customer journey, where and how that data is stored, and the security standards that may apply to it.

Implementation teams for Journey Optimizer may include the following roles:

### **Enterprise architect.**

This role will consider how Journey Optimizer will fit into your company's existing information technology architecture.

### **Data architect and supporting teams.**

The data architect builds necessary schemas and data models to standardise data for ingestion by Journey Optimizer, and will need to become familiar with Adobe's XDM. Supporting teams consist of everyone responsible for different sources of customer data. They will work closely with the data architect to normalise data and make it available to Journey Optimizer.

## **Digital strategist and supporting teams.**

The digital strategist defines critical marketing and business use cases for Journey Optimizer in your organisation and may be charged with writing business requirements. Supporting teams include any groups in your organisation that are asking for customer journey data and analytics and may wish to review or add to the requirements document.

## **Development team.**

This team is responsible for any code needed to connect your existing technology environment to Journey Optimizer on Adobe Experience Platform and Adobe Experience Cloud, including integrations.

## **Information security.**

Depending on the sensitivity of the data you'll be analysing with Journey Optimizer, you may need to consult with your IT team's information security group to understand the security standards for your various data types. Meeting security requirements may include limiting access to certain datasets or data elements.

## **Network and DevOps teams.**

These teams work with developers, project management and IT staff to oversee the code releases and testing.

## **Quality assurance (QA).**

These resources provide feedback on project specifications and technical design documents. They may also write scripts for quality checks and manage quality testing through the course of the project.

## **Performance test engineer.**

This role gathers non-functional requirements, defines a load testing strategy, designs a test suite, executes tests and communicates the results.

## Getting help.

Not every organisation has all the people needed to deploy Journey Optimizer. Fortunately, Adobe Consulting is here to help. Our team can help most organisations deploy Journey Optimizer within three to six months using our proven roadmap. In the [Forrester Wave Report on Adobe Implementation Services](#), Adobe Consulting received a 5 out of 5 for Adobe Experience Platform services, which includes Journey Optimizer.

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## Process.

Adobe's Consulting Services organisation has helped numerous customers get started with Adobe Journey Optimizer. Based on these experiences, we have developed a roadmap for deployment that can help you go live on schedule and realise the benefits of Journey Optimizer as soon as possible.



The roadmap includes five phases:



**1. Kick-off.** This phase focuses on project planning. It includes an introductory meeting, setting up collaboration tools and building a project schedule.



**2. Definition.** During this phase, the implementation team defines business, technical and QA requirements. Output of this phase includes a business requirements document, an enterprise architecture and technical specifications document, and a performance testing plan.



**3. Design.** This phase focuses on getting data ready for use in Journey Optimizer. It includes data onboarding design, data modelling, data profile and quality assessment, and setting up your data lake. At the end of this phase, datasets should be prepared for Journey Optimizer and technical specifications should be finalised.



**4. Go live.** Included in this phase is setting up the production environment, performance testing, building and validating connections to data sources and data views, and building out the Journey Optimizer workspaces.



**5. Value.** This final phase includes user training and mapping out future phases of work. It can also be an opportunity to identify desired business outcomes for each phase and the KPIs you will use to measure them.







## Adobe Journey Optimizer deployment dos and don'ts

### DO

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- Identify your use cases for Journey Optimizer for initial deployment as well as your longer-term aspirations for the platform before you kick off implementation.
- Involve stakeholders from every team that provides customer experiences.
- Make sure all the data you're planning to use with Journey Optimizer complies with the relevant privacy regulations.
- Be certain you understand the security requirements for all the data you'll be bringing into Journey Optimizer.
- Have a common customer identifier in all datasets that can be used to unify datasets at a customer level.
- Choose an experienced deployment partner.

### DON'T

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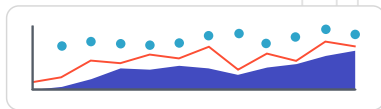
- Fail to document your use cases.
- Neglect to connect your offline channels.
- Assume that only one or two people need to understand how to use Journey Optimizer.
- Skip testing or training.

## Technology.

Adobe Journey Optimizer is part of Adobe Experience Platform, a leading cloud-based experience management platform. Experience Platform comes with proven privacy, security and data governance features built in. Certified to meet several global industry and security standards, Experience Platform has policy enforcement automation to control access to data across your organisation and keep it secure.

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Experience Platform is built on open APIs, making it easy to integrate with both Adobe and non-Adobe applications. In fact, Experience Platform offers many pre-built connectors between Journey Optimizer and a wide variety of popular applications.



# We have everything you need to get started.

When implementing Journey Optimizer, Adobe is there for you every step of the way, whether you need a little help or a lot. We provide [online documentation](#) to help your team get started with Adobe Journey Optimizer. You can also visit [Adobe Experience League](#) for a growing library of tutorials and other resources.

Adobe is there for you every step of the way, providing online documentation, tutorials and training packages to bring everyone on your team up to speed.

If you need more help or want to fast-track user training, Adobe Consulting offers training packages to bring everyone on your team up to speed. Our consultants can also help you plan the next phases of your project. Another option is to take advantage of in-depth courses available through [Adobe Digital Learning Services](#).

An additional resource is [Adobe's network of third-party solution partners](#) – [one](#) of the biggest in the world. They can work in tandem with Adobe Consulting or on their own, and they offer a wide range of services from deployment to region- and industry-specific expertise.

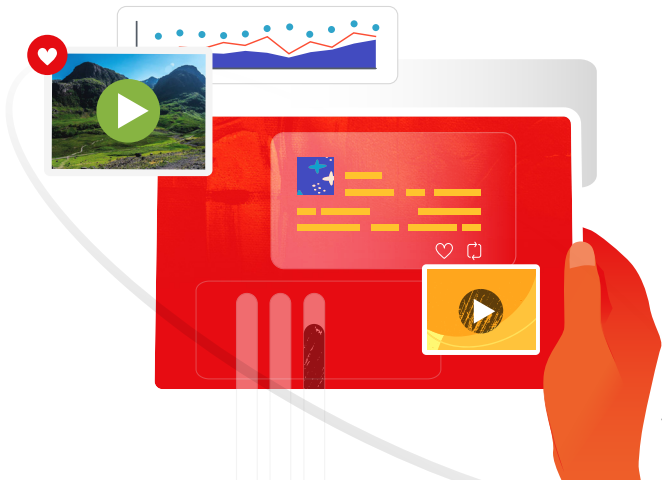
Our solution partners are available in every region and every time zone.

# Post-implementation – we're with you for the long haul.

When your implementation is complete – and successful – Adobe is still there for you. We are committed to continually updating all the resources available through the Adobe Experience League and adding new ones, such as courses, documentation, videos and instructor-led guides to meet customer needs.

Our support team is always ready to answer your questions and provide additional assistance. Plus, our Consulting Services group can help if you have internal bandwidth constraints or need knowledgeable business or technical help.

[Learn more](#)



# Adobe Experience Cloud

Adobe Experience Cloud is the most comprehensive suite of customer experience management tools on the market. With solutions for data, content delivery, commerce, personalisation and more, this marketing stack is created with the world's first platform designed specifically to create engaging customer experiences. Each product has built-in artificial intelligence and works seamlessly with other Adobe products. And they integrate with your existing technology and future innovations, so you can consistently deliver the right experience every time.

# Adobe Journey Optimizer

Adobe Journey Optimizer manages scheduled omnichannel campaigns and one-to-one moments for millions of customers. It helps brands intelligently determine the next best interaction with scale, speed and flexibility across the entire customer journey – allowing companies to create and deliver both scheduled marketing campaigns and tailored individual communications all within the same application.



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