# Restoring SAS CI 360 Audience and Journey Readiness Through Identity Foundation Recovery

CI 360 Audiences and Journeys fully re-enabled by restoring broken identity and dependent services

End-to-end journey validation unlocked, including email send readiness for activation testing

Shift from constrained bulk sends to reusable audience assets, enabling scalable journey orchestration

## Client

A leading packaging and shipping supplies distributor managing high-volume customer communications across digital and email channels. The organization relies on SAS CI 360 as a core marketing platform to support customer experience, operational efficiency, and scalable engagement programs.

SAS CI 360 plays a critical role in enabling precise targeting, reducing over-messaging, and delivering relevant communications across customer segments. A dependable CI 360 foundation is essential for building reusable audiences, validating journeys, and scaling personalization in a controlled, governed manner.

## Challenges

The client planned to adopt SAS CI 360 Audiences and Journeys, but their CI 360 environment could not support these capabilities reliably. Audiences and Journeys were effectively blocked at the foundation level due to non-functioning platform dependencies.

The primary issue was broken identity mapping between digital and customer data. Identity upload code and related tenant configurations were not functioning correctly, and the impact cascaded downstream:

- Cloud segments and audience construction were disrupted

- Core CI 360 services required by Audiences and Journeys were unavailable

- Email sends required for journey activation and validation could not be executed

As a result, the client was forced into a constrained operating mode, relying mainly on direct segmentation and bulk email sends. This limited the ability to create reusable audience assets, validate journeys end to end, and scale orchestration safely.

The requirement was not simply to "configure Audiences." The requirement was to restore a trustworthy CI 360 baseline so Audiences and Journeys could be adopted correctly, validated with confidence, and scaled without brittle workarounds or operational risk.

# Munvo Solution

Munvo provided the expertise layer that helped restore the client's SAS CI 360 foundation in close collaboration with SAS Support and the client's internal teams. While the client executed hands-on changes with SAS Support, Munvo guided diagnostics, validation, and recovery sequencing to ensure fixes addressed root causes rather than symptoms.

Key solution pillars included:

- **Structured troubleshooting and root-cause focus**
  Munvo guided a disciplined diagnostic approach, moving from symptoms to root cause and validating progress at each step to avoid wasted cycles.

- **Identity restoration enablement**
  Munvo helped the client pinpoint what to fix, how to validate identity restoration, and how to confirm downstream impacts—recognizing identity as the prerequisite for Audiences qualification, refresh, and activation.

- **Services and configuration verification**
  When broken services and corrupted configurations disrupted cloud segments and audience workflows, Munvo provided expertise on where to focus, what "good" looks like in CI 360, and how to verify tenant stability after fixes.

- **Email send readiness for journey validation**
  Audiences and Journeys require activation testing. Munvo supported troubleshooting and validation of email send readiness so journeys could be scheduled and validated end to end.

- **SAS Support collaboration and translation**
  The client prefers to engage SAS Support directly. Munvo complemented this model by translating platform behavior into actionable steps, improving escalation clarity, and helping convert vendor guidance into implementation follow-through.

This approach restored confidence in the CI 360 environment and established a more predictable support rhythm as Audiences and Journeys adoption continues.

# Benefits

*The engagement delivered both immediate stabilization and long-term operational value:*

- **Trustworthy CI 360 foundation restored**, enabling teams to use Audiences and Journeys with confidence

- **Reduced operational risk** by eliminating fragile workarounds and restoring proper validation paths

- **Improved scalability and consistency** through reusable audience assets and journey-based orchestration

- **Greater confidence in audience logic and journey behavior** with identity and dependent services functioning correctly

- **Stronger internal capability** by pairing the client's proactive teams with Munvo's CI 360 expertise

## Results

✅ Restored a functional SAS CI 360 foundation by fixing identity and stabilizing dependent services

✅ Re-enabled Audiences qualification, cloud segments, and end-to-end Journeys validation

✅ Restored email send readiness required for journey activation testing and scheduling

✅ Enabled teams to build, validate, and activate reusable audiences without workarounds

✅ Unblocked the transition from constrained bulk sends to scalable, audience-driven journey orchestration

✅ Improved delivery predictability and reduced operational risk through clearer collaboration between the client, SAS Support, and Munvo

> What stood out in this engagement was the client's intent. They did not want shortcuts. They wanted a SAS CI 360 environment they could trust. The turning point was restoring identity, because SAS CI 360 Audiences and Journeys depend on it for qualification, refresh, and activation. The client's teams were proactive and decisive, SAS Support helped unblock key pieces, and Munvo's role was to guide diagnostics, keep validation disciplined, and turn fixes into a stable foundation for adoption. With strong collaboration, we achieved the goals swiftly and efficiently.

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