



Risk- Mitigated Platform Modernization with Adobe Experience Manager



300+ legacy pages, forms, and structured content types analyzed and mapped for automated migration



Validated migration strategy developed ahead of the legacy platform sunset deadline



Seamless integration with Salesforce Marketing Cloud, Azure Active Directory (Entra ID), and Google Analytics.



Client

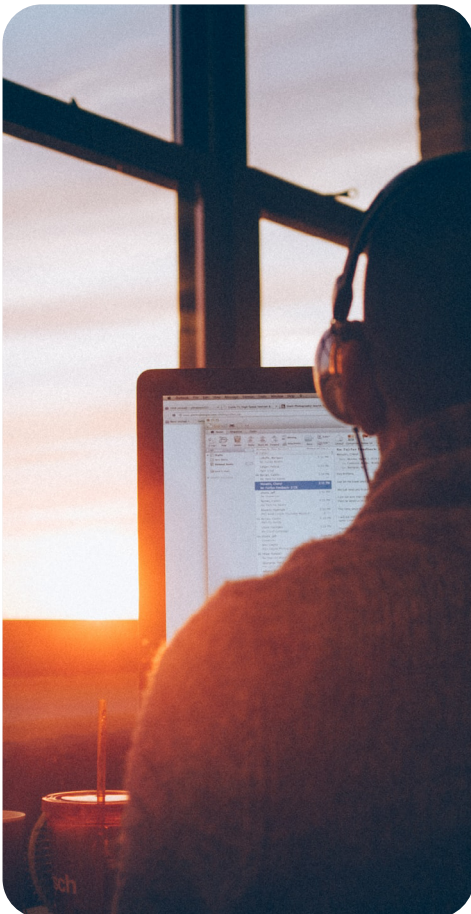
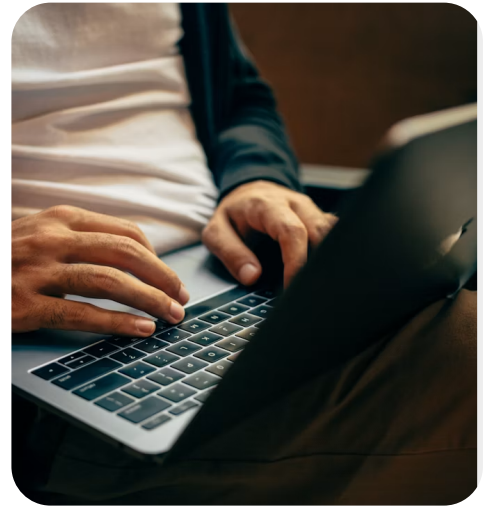
A national non-profit organization dedicated to conserving wildlife and habitats through research, education, and on-the-ground conservation work across terrestrial, freshwater, and marine environments.

The organization operates a vital national public website that serves as its primary engine for fundraising, education, and audience engagement

Challenges

The organization needed to replace its aging Blackbaud Luminate Online CMS before the platform reached end of life while ensuring uninterrupted operation of its primary public website and avoiding disruption to critical public services during the transition.

The modernization project required migrating to Adobe Experience Manager as a Cloud Service while preserving critical website content, donation capabilities, campaign management processes, and marketing integrations. In addition to meeting a fixed platform sunset deadline, the organization required comprehensive documentation, a detailed migration strategy, and a risk-managed implementation approach that would support long-term scalability.



Munvo Solution

Munvo led the discovery, design, and migration planning for the Best Experience Platform Modernization (BEPM) initiative, delivering a comprehensive roadmap for a successful transition to Adobe Experience Manager as a Cloud Service.

Our team:

- Conducted comprehensive discovery workshops to capture functional and non-functional requirements across content publishing, donation processing, and campaign management.
- Authored detailed Statements of Requirements, System Design Documents, and Architectural Blueprints covering integrations with Salesforce Marketing Cloud, Azure Active Directory (Entra ID), and Google Analytics.
- Performed a complete analysis of the legacy Blackbaud Luminate Online CMS repository, documenting more than 300 pages, forms, and structured content types.
- Developed and validated conversion mappings to support an automated extract, transform, and load (ETL) migration process while preserving metadata, taxonomy, and content relationships.
- Created comprehensive end-to-end technical documentation, including user flows, data architecture, component specifications, deployment procedures, and DevOps pipeline integration aligned with Adobe Experience Manager as a Cloud Service.
- Managed project risks through ongoing risk assessments, mitigation planning, and a detailed go-live contingency plan while providing knowledge transfer and technical training to support long-term platform adoption.

Benefits

The engagement established a strong foundation for a successful transition to Adobe Experience Manager as a Cloud Service while minimizing the operational risks associated with replacing the organization's primary digital platform.

The organization now has a validated migration strategy, comprehensive technical documentation, and an integrated digital architecture supporting content publishing, fundraising, marketing, authentication, and analytics. This approach reduced migration risk, ensured readiness for the legacy platform retirement deadline, and positioned the organization with a scalable, cloud-based platform to support future growth.

Through comprehensive documentation, governance, and knowledge transfer, internal technical teams gained the expertise and resources needed to confidently manage, maintain, and evolve the new Adobe Experience Manager environment following implementation.



Results

- ✓ Successfully prepared the migration of 300+ legacy pages, forms, and structured content types, including validated conversion mappings to preserve metadata, taxonomy, and content relationships.
- ✓ Established a complete migration strategy and go-live contingency plan, enabling a risk-managed transition ahead of the legacy CMS retirement deadline.
- ✓ Delivered comprehensive architectural documentation, implementation blueprints, and system design documentation to support long-term platform governance.
- ✓ Designed and documented seamless integrations with Salesforce Marketing Cloud, Azure Active Directory (Entra ID), and Google Analytics, supporting content publishing, fundraising, marketing, authentication, and analytics.
- ✓ Equipped internal technical teams with the documentation, knowledge transfer, governance, and technical capability required to confidently manage and evolve the Adobe Experience Manager as a Cloud Service platform after implementation.



Getting in Touch

Online

www.munvo.com
[Munvo LinkedIn](#)

Sales

sales@munvo.com
+1.514.223.3648