

Webinar

Reliable Solutions in Virtual Times: The Power of Adobe Package Migration

Presented by Andrew Didinchuk

Presenter



Andrew Didinchuk

VP of Adobe Practice, Munvo

andrew.didinchuk@munvo.com

Who We Are

- Marketing Solutions System Integrator
- Munvo's Adobe Practice
- Our Products:
 - SMS Gateway
 - campaignQA
 - Companion

165+

Adobe Projects

50+

Adobe Certified
Consultants

8+

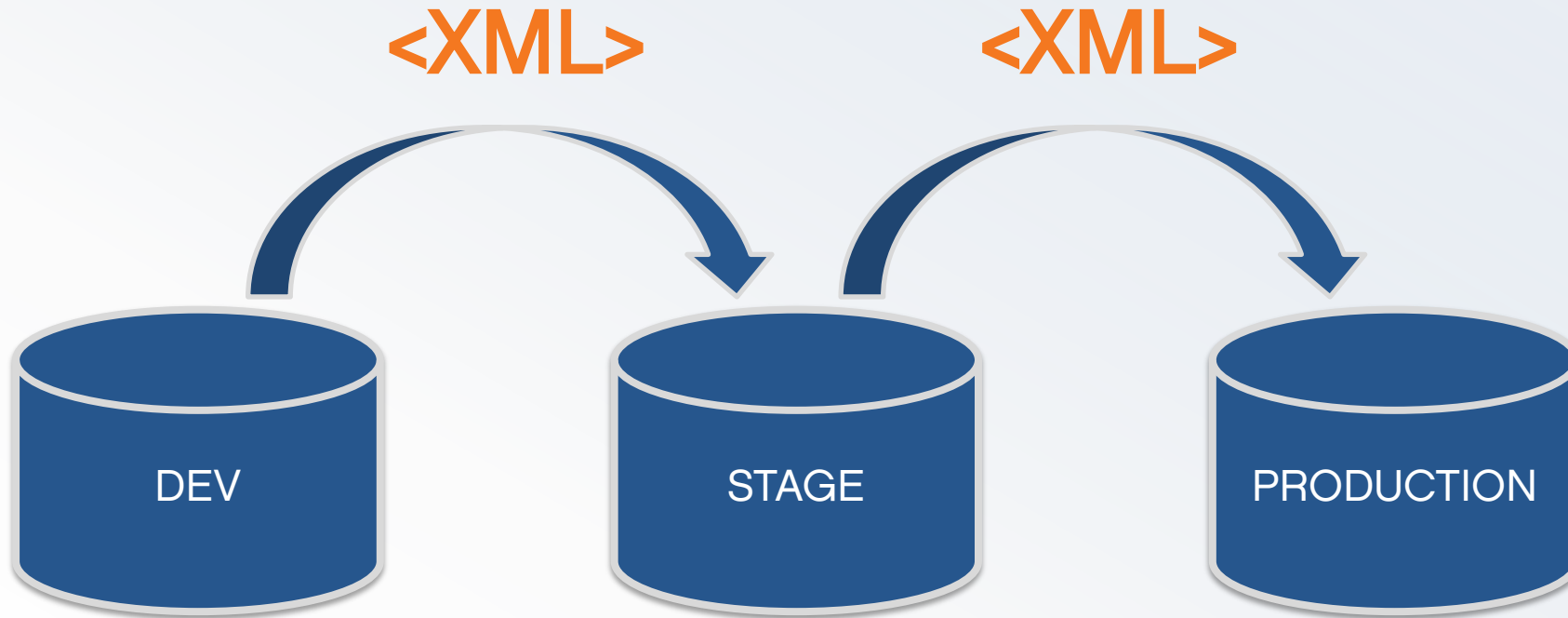
Years of Adobe
Experience

Core Topics

- What are packages?
- Why use packages?
- Challenges with the standard model
- Typical deployment process
- Best practices for package migration
- Munvo's solution



Adobe Campaign Packages



Used for moving platform configuration between environments

What's Inside Data Packages?

Configuration Objects

- Schemas / Tables
- Web Applications
- Technical Workflows
- API endpoints
- Operators
- Target Mappings

Operational Objects

- Campaigns
- Deliveries
- Workflows
- Templates

Why Use Package Deployment?



Reduces risks from changes in prod

- More time developers spend in production, more risk of **human error**



Provides versioning and rollback

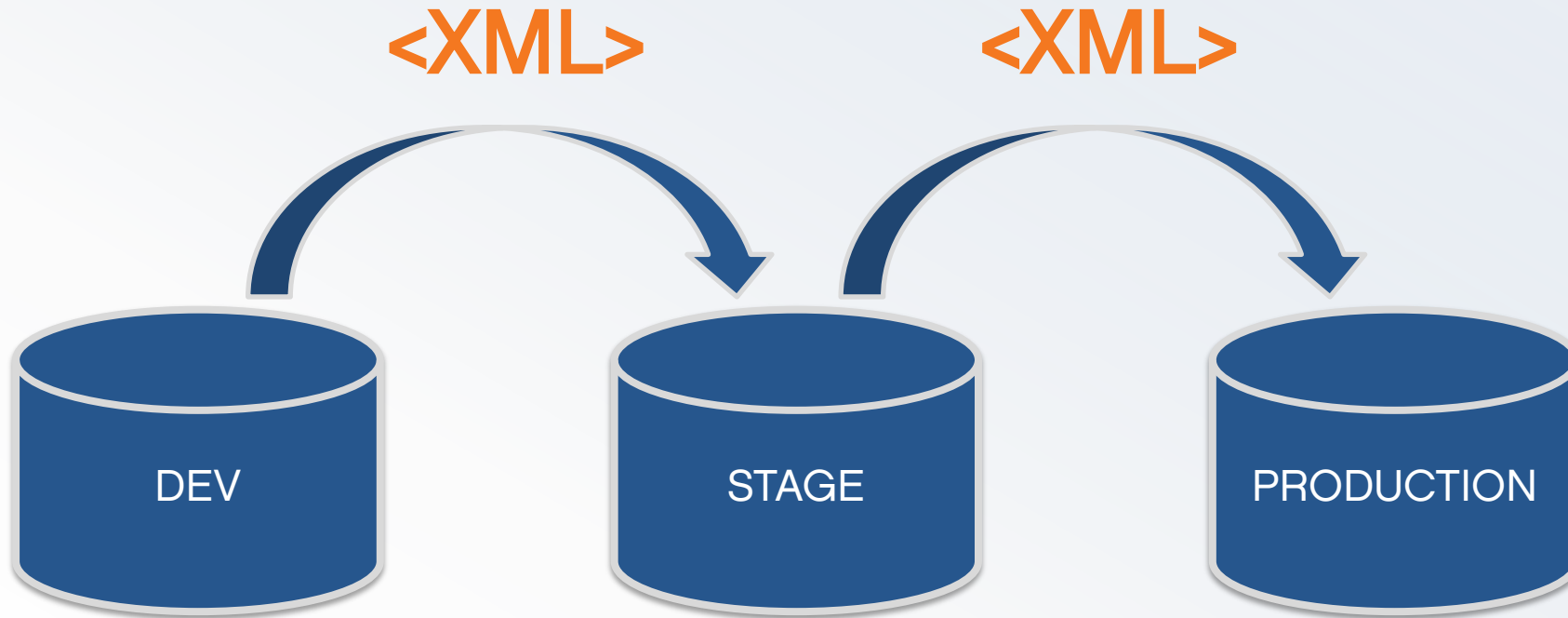
- When packages are **organized and archived** regularly, they can be leveraged for **rollback** when needed
- **Backups** save teams when objects are accidentally deleted or overwritten

Common Challenges

- Lack of package **transparency**
- Admin **permissions needed** to import packages
- **Overwrites** due to internal naming issues
- **Limited rollback** functionality



Deployment Process



Used for moving platform configuration between environments

	Build in Production	Make Everyone Admin	Package Middleman
Process	Most campaign development done directly in production	All users are administrators to allow for development in pre-production and deployment to production	Development is done in pre-production and deployment to production by one or a small group of power users
Best Suited	Small teams with short turnaround for campaign deployment	Small teams with very strong Adobe Campaign expertise	Large teams with a small group of very proficient users
Benefits	<ul style="list-style-type: none"> • Short turnaround • Direct production data access for development 	<ul style="list-style-type: none"> • Safe development in pre-production • Agile migration to production for deployment 	<ul style="list-style-type: none"> • Safe development in pre-production • Reserves admin access for more capable resources
Drawbacks	<ul style="list-style-type: none"> • Risk of accidental deployment • Potential unintentional corruption of production processes 	<ul style="list-style-type: none"> • Lack of control • Potential unintentional corruption of production processes 	<ul style="list-style-type: none"> • Deployment to production slowed by deployment team capacity • Deployment issues take longer to resolve

Best Practice Recommendations

1 Use Multiple Packages

- Enables rollback of specific components
- Isolates dependencies and other issues

2 Archive Packages

- Allows for rollbacks
- Creates an audit trail

3 Standardize Package Names

- Quickly identify package content
- Streamline rollback process

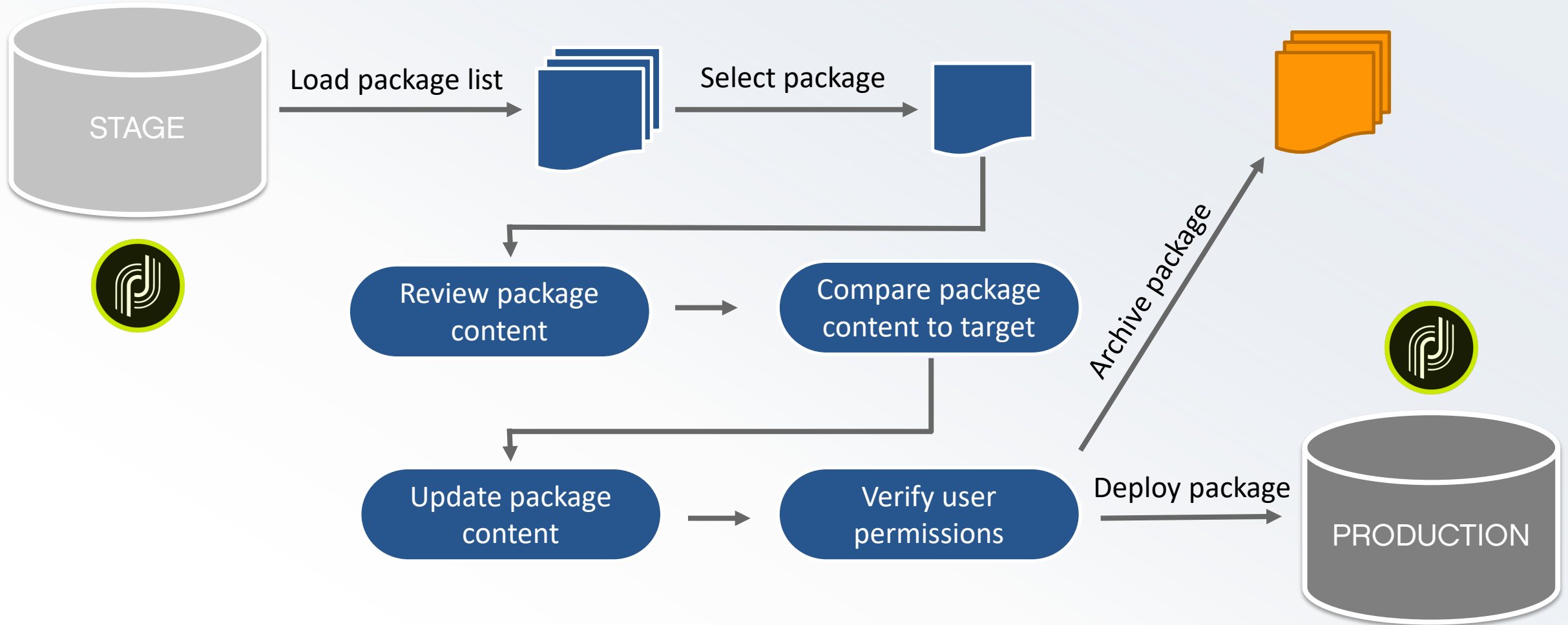
4 Utilize Options

- Reduces manual work required post deployment
- Removes element of human error

5 Ensure Admins are Power Users

- Less operational production risk
- Reduces risk of accidental overwrites

Munvo Solution



Questions?

Contact us for more
information

Andrew Didinchuk

VP Adobe Practice, Munvo

andrew.didinchuk@munvo.com

Thank You!

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