

Planning for Modernization: The Top Considerations When Migrating from SAS MA to Customer Intelligence 360

SAS Customer Intelligence 360 is a marketing platform that enhances customer engagement across channels. It offers tools for data analysis, campaign management, and customer journey orchestration, enabling businesses to track customer behavior and create personalized campaigns.



? What are the top considerations in modernization from SAS MA to CI 360?

? How to gauge the effort required to migrate from SAS MA to CI 360?

? How will campaigns need to change to make the most of CI 360 customer journeys?

What Can You Expect from the Workshop?

1 Welcome & Introductions

- Meet the team and other participants.
- Share your role, experiences with SAS MA, and migration goals.

2 Why Modernize?

- Explore the key reasons for moving from SAS MA to CI 360.
- Learn about the benefits of modernization, including improved scalability, enhanced data capabilities, and next-generation marketing automation.

3 Understanding CI 360

- Overview of SAS CI 360 features and capabilities.
- Learn how CI 360 offers a comprehensive marketing ecosystem to deliver data-driven, personalized experiences across multiple channels.

4 Migration Planning & Strategy

- **Step 1 Preparing Your Data:** Best practices for assessing, cleaning, and structuring your data before migration.
- **Step 2 Mapping Current Processes to CI 360:** Learn how to replicate and improve your existing workflows in the new platform.
- **Step 3 Key Technical Considerations:** Understand the technical architecture and integrations needed for a seamless transition.

5 Hands-On: CI 360 Walkthrough

- Explore the CI 360 user interface and key tools.
- Set up a basic marketing campaign and see CI 360's advanced reporting in action.

6 Q&A and Expert Consultation

- Open floor for questions on migration challenges and technical details.
- Discuss your specific migration scenarios and get personalized advice from our experts.



Who is This Designed For?

This workshop is designed for companies facing the challenges of transitioning from SAS MA to SAS CI 360. Our target audience includes:

- ✓ Marketing Directors and Managers
- ✓ Marketing Operations Specialists
- ✓ IT Professionals
- ✓ Marketing Analysts
- ✓ SAS Administrators
- ✓ Related Professionals

Munvo Delivers Services for



Customer Intelligence 360
(Discover, Engage, Plan, Optimize)



Intelligent Decisioning for Marketing (Viya, Intelligent Decisioning)



SAS Customer Intelligence 6.x (SAS RTDM, SAS Marketing Automation)

Register now



Interested? Get in touch with our Experts!

Online



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Format: Online, instructor-led event (MS Teams)