

Client Spectrum Migrator

An accelerated Unica® Campaign migration approach

The **Client Spectrum Migrator** is designed to rapidly migrate clients to a later version of Unica Campaign. The **Client Spectrum Migrator** was built based on lessons learned from previous Unica migrations and extensive Client Spectrum Unica experience since 2005. The **Client Spectrum Migrator** typically allows for an Unica Campaign accelerated migration timeline of 4-6 weeks.



The Client Spectrum Migrator includes:

- Off-site migration scoping and pre-migration activities to reduce migration costs
- Delivery of the **Client Spectrum Migration Scoping Document** and daily status reports
- Delivery of the **Client Spectrum Migrator Guide** which includes: migration tasks to be delivered, a flexible project plan, installation prerequisites, migration risk review and documentation of assumptions, recommended roles and responsibilities during the migration process
- **Client Spectrum Migrator Scripts** used to automate a variety of migration tasks resulting in significant time savings
- Client Spectrum Migrator installation and configuration required to migrate campaign metadata, contact history and response history
- Client Spectrum Migrator campaign data load from previous Affinium Campaign version (no replication of environment is required with the Client Spectrum Migrator)
- Coaching on Unica functionality changes
- Assistance and coaching on the Client Spectrum Migrator user acceptance activities
- Delivery of **Client Spectrum Migrator User Acceptance Testing Templates**
- Assistance with the Client Spectrum Migrator Go Live and transition to Unica Customer Success

Client Spectrum is also in a position to assist clients on aspects not covered in the base migration process included in the Client Spectrum Migrator:

- Standard Cognos reports set up and configuration
- Offer Management deployment (new functionalities introduced in version 7)
- Response tracking implementation (action table, response process)
- Cell Management deployment
- Call and Mail List processes new functionality
- Advanced Security deployment