

## IT Conversation Guide

If you're looking at implementing Adobe Campaign, it's helpful for marketing and IT to work together in the evaluation process. This conversation guide is designed to help foster a productive dialogue between your marketing and IT teams regarding key points you will need to consider. It provides basic answers to some of the initial questions IT will ask. The guide will also help you make joint decisions about deploying Adobe Campaign in a way that best fits both teams' needs.

"While marketers can play a key role in leading the CX charge, the ability to delight customers transcends the marketing function....A cross-team approach ultimately means ensuring that employees are motivated to work together across departments in order to bring about the best experience for customers."

—Econsultancy 2018 Digital Trends

### Things IT will want to know.

#### What hosting platforms does Adobe Campaign use? How do those platforms handle data storage and security?

Campaign can be hosted on either Microsoft Azure and Amazon Web Services (AWS). Whether hosted on Azure or AWS, Campaign securely stores and manages your data. While each hosting platform handles data storage and security a bit differently, Adobe ensures they follow industry-standard practices for security design and ensures that only SOC 2–certified data centers are used for hosting.

All of our hosting servers employ non-routable private addressing combined with firewalls and network address translation (NAT) to prevent any individual servers from being directly addressed from the Internet. We employ intrusion detection sensors at all critical points and maintain network and OS-related logs. We monitor all servers, routers, switches, load balancers, and other critical network equipment 24x7x365.

Your data can only be accessed via multi-factor authentication (MFA) by authorized individuals. And even though more than one of our clients may share a server, your data will be segmented into a separate database from other Adobe clients. Campaign uses PostgreSQL as its default database, but for hybrid deployments you can also choose from Oracle, Microsoft SQL Server, and

a variety of other databases. Additionally, Adobe performs daily backups of all your hosted data. Retention parameters are set by Adobe technical administrators during implementation and can be configured based on customer requirements at that time.<sup>1</sup>

#### How does Adobe Campaign support authentication management?

In asking this question, IT usually wants to understand if they have to create usernames and passwords for users of Campaign, or if they can take advantage of single sign-on. Campaign enables single sign-on using SAML 2.0, allowing you to use your existing directory services and identity provider.

For Adobe Campaign Standard, the single sign-on protocol for Adobe Marketing Cloud is used. For Adobe Campaign Classic, you have other options, including LDAP/Active Directory if you want to implement it behind your firewall.

Your IT team might also want to know that Campaign supports:

- Two-factor authentication
- Password complexity enforcement
- Restricting access to a particular range of IP addresses

## Does Adobe Campaign integrate with third-party systems?

We provide a robust set of REST APIs for Campaign Standard and web services SOAP APIs for Campaign Classic to give you flexibility and ease in integrating with almost any system. This includes a complete ETL (extract, transform, and load) toolkit. You can also choose to use your own third-party ETL tool, such as Informatica or Microsoft SQL Server Integration Services (SSIS).

Additionally, our Adobe Exchange marketplace provides several third-party connectors, extensions, scripts, and apps to further enhance your capabilities with Campaign. We also provide the Campaign CRM Connector that lets you tie a variety of different CRM systems into Campaign, including Salesforce.com, Microsoft™ Dynamics CRM, and Oracle CRM On Demand. Using federated data access technology, Campaign Classic also provides connectors and native integrations to external databases, such as Hadoop, SQL Server, Oracle, and Teradata. Campaign also easily integrates directly with Adobe Experience Cloud solutions.

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## Points marketing and IT should consider together.

### Which Adobe Campaign offering will best fit our needs? Adobe Campaign Classic or Adobe Campaign Standard? What are the advantages of each?

Your Adobe sales and consulting team can help you choose the best options for your needs, but here are a few things to keep in mind.

#### Adobe Campaign Classic and Campaign Standard both:

- Help marketers build personalized online and offline cross-channel marketing campaigns
- Integrate with Adobe Experience Cloud solutions and core services
- Support real-time data transfers via APIs and batch transfers via flat-file loads

#### Adobe Campaign Classic:

- Offers an extensive cross-channel engagement platform that delivers deep and rich campaign management and delivery options
- Can be deployed on-premise, in a hybrid deployment, or as a fully hosted option
- Delivers real-time access to enterprise data warehouses via federation
- Caters to marketers with more advanced data needs or who need more customization

#### Adobe Campaign Standard:

- Offers a fully web-based, on-demand solution for cross-channel campaign management that spans online and offline interactions
- Can be accessed on any browser or device
- Primarily leverages drag and drop for campaign management and content building
- Caters to marketers who have straightforward data management needs

Experience Businesses—those that consistently adopt CX best practices across people, process, and technology pillars—outperform their peers in business metrics spanning the entire customer journey. They also see topline gains, including **1.4x** revenue growth, **1.7x** customer retention rates, and **1.6x** customer lifetime value.<sup>2</sup>

## Do we want a fully hosted or hybrid deployment model? What are the relevant implementation considerations?

In a fully hosted deployment, Adobe hosts all components of Campaign in our managed data centers. We relieve you of all the burden and worry of procuring equipment and allocating resources to run and maintain the deployment.

In a hybrid deployment, the Campaign software resides and runs on your premises and we deliver execution management as a cloud service.

Additionally:

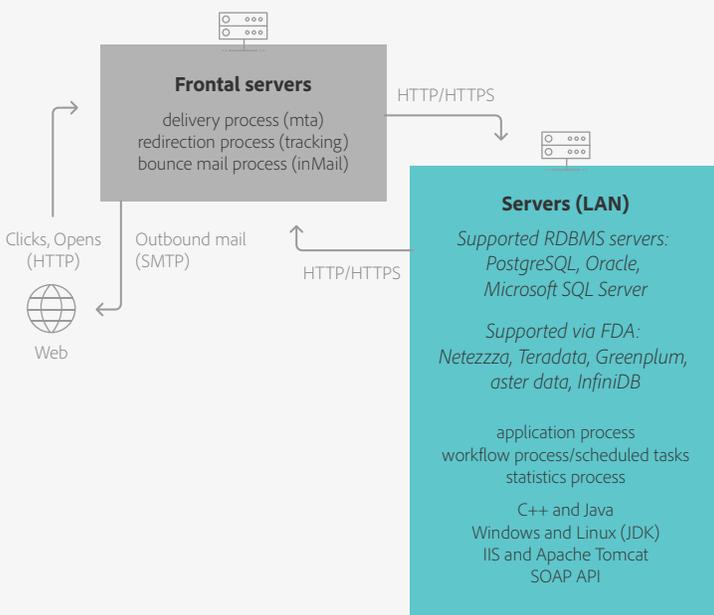
- All data remains in the Campaign database in your data center until the moment of execution
- At execution, only the data required for the specific campaign is transmitted to our service infrastructure
- No data of any kind is permanently stored in the cloud

You'll also need to consider the following questions for a hybrid deployment:

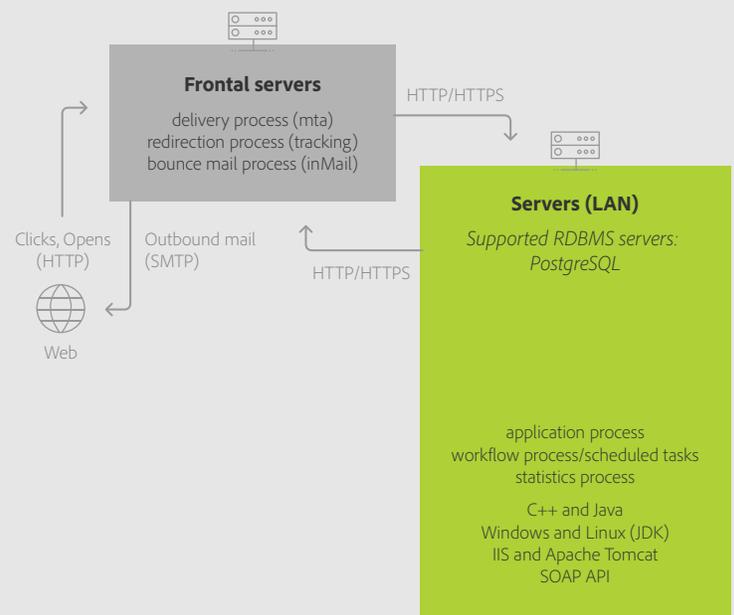
- How much hardware will we need to buy?
- How much redundancy do we need?
- What database and OS should we use?
- Can we virtualize our environment?
- Do our people have the skill sets needed to maintain it?
- Will we need more training or more people?
- How will this impact IT budgets?
- Can IT provide a Service Level Agreement (SLA) that meets marketing's business needs?
- How will it impact IT's own strategic business needs and initiatives?
- Who will act as the liaisons between IT and Marketing to handle the ongoing interactions between the two teams?

If you have regulatory concerns that require data to be stored in your own servers, as is often the case with financial services, and government organizations, you will likely need to choose a hybrid deployment with Campaign. If you don't have regulatory concerns, you can choose to take advantage of all the benefits of a fully hosted deployment with either Campaign Classic or Standard.

### Adobe hosts frontal servers Customer hosts LAN servers



### Adobe hosts everything



## Where does the data reside that marketing and Adobe Campaign need for segmentation and personalization?

Understanding where your segmentation and personalization data resides helps you answer several other key questions. Do you host that data or is it hosted by another entity? What level of availability do you have to that system? Perhaps the most important question is if you can connect to it in real-time.

Getting real-time access can be precluded if that data resides on-premise on a heavily utilized system that is already close to hitting maximum capacity. You'll need to find out if any measures can be taken to give your marketing team the level of availability that it desires or needs. Another determining factor might include what other systems integrate with the system that pulls in the data? How frequently is that system updated? If it's only updated nightly, it doesn't make sense to pay the IT costs for real-time access since access will always be delayed. In such cases you can achieve the same degree of freshness using an extract, transform and load (ETL) feed that runs right after the nightly update. You'll also want to know what the SLA is for the database where the data resides.

These answers can help you better decide what kind of access you have to live with, can live with, or actually need. Sometimes the best answer is to go with a fully-hosted model to ensure you can get the level of access you want and need.

## How will we handle access controls and permissions in Adobe Campaign?

Adobe lets you implement three different identity types that determine how you handle access and authentication:

- **Adobe IDs** let users create, own, and manage their accounts. Adobe performs the authentication and the end user manages the identity. Users retain complete control over the files and data associated with their Adobe ID.
- **Enterprise IDs** allow you to create, own, and manage your users' accounts. Adobe hosts the Enterprise ID and performs authentication, but you maintain the Enterprise ID.
- **Federated IDs** let you create, own, and manage your users' accounts by linking with your enterprise directory through federation. You manage the credentials and process single sign-on through your SAML 2.0 identity provider.

Adobe also uses profiles to allow you to define granular permissions that determine what your different users and groups can access within Campaign. Permissions can be defined based on roles, as well as a geographical or organizational hierarchy. The default roles include Administration, Data Model, Deliverability, Export, Generic Import, Prepare Deliveries, Start Deliveries, and Workflow. You can also create your own custom roles.



## What about GDPR?

Adobe Campaign is GDPR-ready and can support you in your efforts toward GDPR compliance by helping you:

- Facilitate data access, correction, and deletion requests
- Manage opt-in and opt-out preferences for customer consent
- Ensure you have the appropriate data access policies in place
- Specify what data a user or groups of users can access with detailed role-based access
- Control what users can do with data as part of their job duties
- Protect privacy by blocking visibility of customers' first names, last names, emails, and other directly identifiable data when campaign operators access data records

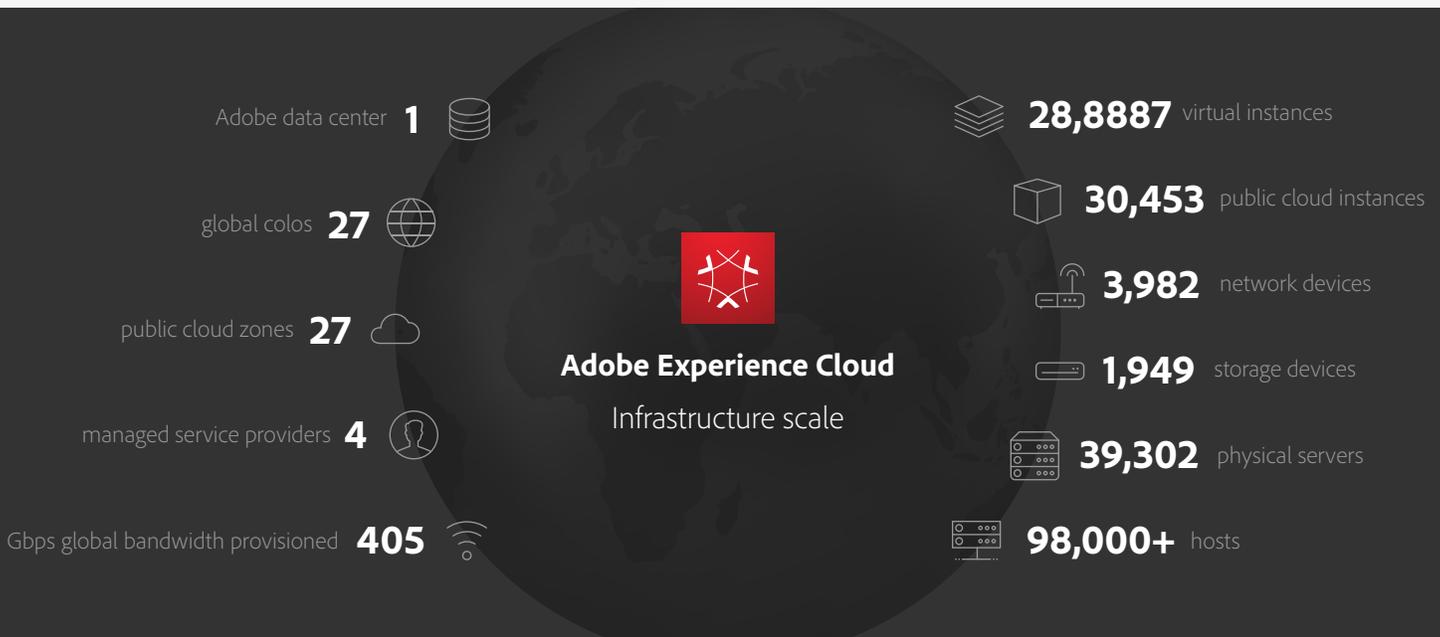
Adobe is also actively working to add more functionality into Campaign to make it easier for you to be GDPR-ready, including enhancing your ability to respond to individual data subject rights requests.

## Adobe Campaign compliance.

- SOC 2–Type 2 (Security & Availability)
- ISO 27001:2013
- GLBA (Gramm-Leach-Bliley Act)-Ready
- GDPR (General Data Protection Regulation)-Ready

Note: An Adobe service that is GLBA-Ready, GDPR-Ready, FERPA-Ready, FDA 21 CFR Part 11-Compliant, or HIPAA-Ready means that the service can be used in a way that enables the customer to help meet its legal obligations related to the use of service providers. Ultimately, the customer is responsible for ensuring compliance with legal obligations, that the Adobe service meets its compliance needs, and that the customer secures the service appropriately.

## TechOps chops.



We also processed more than 22 billion transactions for Campaign in the first quarter of 2018 alone.

For more information, visit the [Adobe Security site](http://www.adobe.com/security/compliance.html), [www.adobe.com/security/compliance.html](http://www.adobe.com/security/compliance.html), and the [Adobe Trust Center](http://www.adobe.com/trust.html), [www.adobe.com/trust.html](http://www.adobe.com/trust.html).

<sup>1</sup> [Adobe Campaign Security Overview](#)

<sup>2</sup> "The Business Impact of Investing in Experience," a commissioned study conducted by Forrester Consulting on behalf of Adobe, February 2018

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