Case Study

Uncovering Hidden Challenges: The Value of an ESP Migration Roadmap

Enterprise email migrations are incredibly complex, and anything unexpected can double or triple the migration timeline. When that happens, it can cause major disruptions for the business and add significant cost during the transition.

RPE ORIGIN

Our migration roadmap ensures the client knows what they have and what steps are needed for a successful migration journey. Here's how the RPE Origin team helped a major international retailer with a migration roadmap.

The Challenge

The client's current platform didn't meet their level of sophistication. The team was fighting inefficiencies that required complicated queries and workarounds, which were costing valuable time and money. Additionally, they had concerns about the viability of their current platform.

They were up against a significant deadline and needed to move quickly and efficiently through the RFP process, migration roadmap, and migration to a new platform to support their global email strategy. Internal teams had different priorities in the process and opinions on how it should happen.

The challenge was clear: Bring cross-functional teams together to find a new email platform aligned to their current and future needs and ensure a smooth migration.

The Solution

As part of the Global Email Alliance, RPE Origin assisted in the scorecard-driven RFP and led the migration roadmap process with teams in North America, Europe, and Australia once a new email platform had been identified.

The stakeholders included marketing, IT, data management, analytics, leadership, and third-party vendors to outline the process and begin building relationships.

The RPE Origin team guided all stakeholders through our proprietary methodology to document their infrastructure, systems, processes, and data to ensure a smooth migration.

The Outcome

Through the migration roadmap process, the RPE Origin team thoroughly documented existing processes, mapped data between systems, identified gaps in knowledge, and uncovered a phantom system that no one knew about. The process also brought cross-functional teams together in pursuit of a shared goal to streamline email processes and improve efficiencies while ensuring data privacy and compliance across all systems.

"The team was super impressive and highlighted a lot of things that were not on our radar and would have been misses for us."

The 113-page comprehensive documentation outlining every process and connected system was a huge benefit to the client, who had never fully documented their email processes before going through the migration roadmap with our team.

"I don't know if we would've gotten through it without RPE Origin. It definitely helped us uncover a lot, and we appreciate the partnership and flexibility and expertise. We had a lot of knowledge in different people's heads that not everyone knew."

The migration roadmap was completed on time, and the client migrated with a renewed focus and synergy for their global email marketing program. The infrastructure and dependencies documentation we provided enabled the ESP to move with speed and confidence through the migration, which helped the client quickly leverage enhanced capabilities in the new platform.

About RPE Origin

We are the industry's only vendor-agnostic, email-centric agency serving enterprise companies throughout their digital journey. We aim to be an indispensable partner for enterprise and agency clients who rely on email for success. Whether you need help choosing a new ESP, automating customer journeys, or connecting data points across your tech stack, we help you move from simple to sophisticated to drive more revenue through email marketing.

Our team lives email every day, and that includes both email marketing and maximizing the connective tissue across all digital channels. With our customized approach and flexible services, we can do everything or we can do one piece of the puzzle.

Need help with your enterprise email strategy and systems?
Contact our team to get the conversation started.

RPE ORIGIN

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