### Phase 1 | Marketing Cloud and CRM Timelines

<table>
<thead>
<tr>
<th>CRM Timeline</th>
<th>3/13/17 - 06/23/17</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Discovery and Design</strong></td>
<td></td>
</tr>
<tr>
<td>Discovery</td>
<td>3 Weeks</td>
</tr>
<tr>
<td>Design</td>
<td>13 days</td>
</tr>
</tbody>
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**Begin CRM Configuration and Development**
- Install and Setup HEDA
- Configure of Custom objects/fields
- Creation of Integration Mapping Document
- Continue CRM build – mobile layouts etc
- Start Small Data Load (to confirm data is in the correct place)

**Integrations**
- Build integrations and unit test
- Complete Data migration of initial load

**UAT, Testing and Training**
- UAT Management
- Complete data migration and initial load
- Final Fixing, approval
- Push to Production
- Go Live

### MARKETING TIMELINE (SFMC)

<table>
<thead>
<tr>
<th>Marketing Timeline (SFMC)</th>
<th>3 Weeks</th>
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</thead>
<tbody>
<tr>
<td><strong>Discovery / Design</strong></td>
<td></td>
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<tr>
<td>Solution Design Document</td>
<td>10 days</td>
</tr>
</tbody>
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**Begin SFMC configuration and development**
- Configure of Base Salesforce Marketing Cloud
- Configuration of Business Units
- Configuration of User Permissions
- Creation of Email Templates
- Train the trainer on sending emails
- Start Journey Builder Workbook

**Integrations**
- Build integration of CRM data
- Data Migration from Business Units
- UAT of Data

**Soft Launch for Email and Start Marketing Automation**
- IP Warming Plan/Guide
- IP Warming (soft launch of email functionality)
- Creation of Marketing Automations
- Final Trainings
- Go Live

**Key Deliverables**