

# Case Study - Business Unit Migration

## Summary

This global organisation produces cutting-edge security solutions using video, audio and analytics. Nebula has supported this customer for over 5 years and has recently supported their project to migrate from a single Pardot instance to multiple Pardot Business Units for regional marketing teams in EMEA, AMER and APAC with a global HQ in Sweden. Nebula was responsible for planning the migration of assets, processes and data as well as providing strategic consultancy and co-ordination between global and regional marketing teams.

## Key Figures

Number of Pardot Users:	810
Nebula team members:	7
Project started:	Jan 2020
Number of Business Units	4

## Highlights

- ❖ Collaborating with global MA team to manage project timelines, priorities and multiple concurrent regional deployments.
- ❖ Using our broad Pardot knowledge to advise the IT team on technical considerations, from user management to data migration.
- ❖ Supporting regional users with platform enablement, campaign migration planning and asset prioritisation.
- ❖ Migrating Engagement Programs maintaining journey continuity for Prospects in each Program and avoiding prolonged downtime of critical communications.
- ❖ Rolling out automated onboarding journeys for Channel Partners across multiple teams in EMEA.
- ❖ Design and implementation of advanced consent management for global campaigns, accommodating varied regional legislation.
- ❖ Migrating of all priority marketing assets on time and on budget, aligning with central Salesforce deployment schedules.