

# Project Portfolio (Use Cases)

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## Business Pillar:

Marketing Technology Architecture

## Goal:

Design an end-to-end pilot program to onboard and launch Salesforce Marketing Cloud at Cisco.


## NOTE:

- Sample Slides to follow; watch session [HERE](#)
- See full presentation deck [HERE](#)






## Our MVP Pilot Mission:

- Launch new digital journey for new product offering
  - Within 10 weeks
  - On (not yet onboarded) Marketing Cloud Product
  - Integrated with Salesforce CRM for Sellers
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## Our Short-Term MVP Pilot KPIs:

- # of customers sent into digital journeys by sellers
  - # of real-time customer responses
  - # of resulting actions taken by the seller in Salesforce
  - # of customers progressing through their lifecycle stages
  - Time of integration build between MAP and other Cisco platforms
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# Our Deliverables:

## Journey Builder

Customer Journey  
(Modular)

## Email Studio

Dynamic Content  
Emails

## Web Studio

Questionnaire  
Landing Pages

## MC Connect

Integration with  
Salesforce

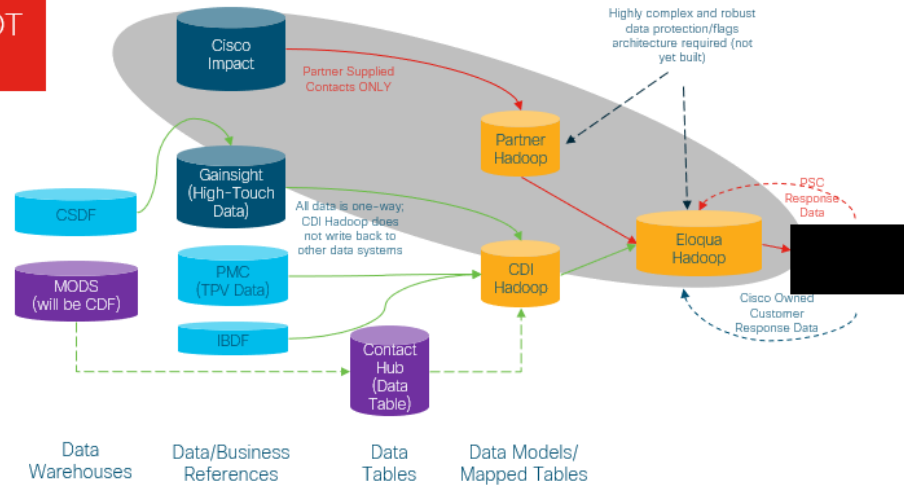
Questionnaire Data  
Syncing

Case Creation/  
Task Creation

# CDI Use Case Example (Platform Architecture Proposal)

WIP

## CURRENT PILOT DESIGN



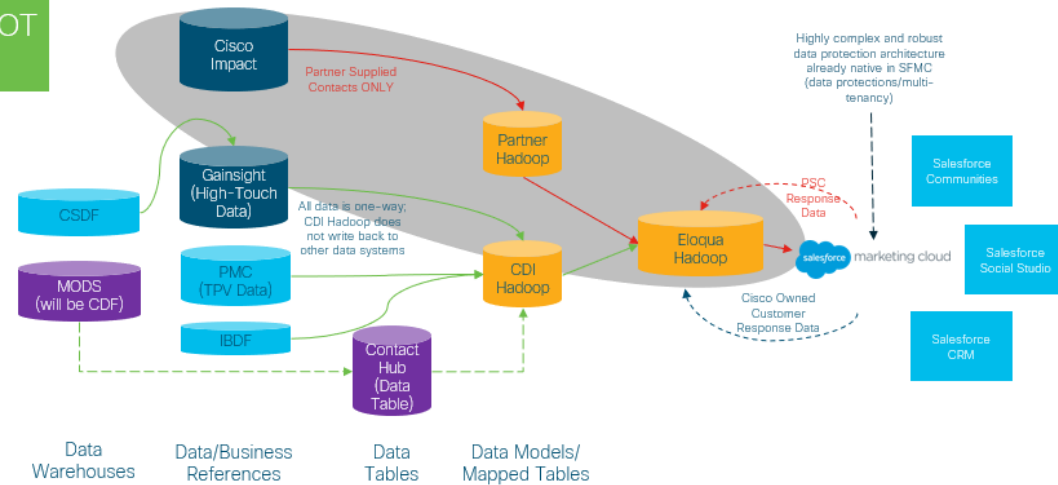
WORK IN PROGRESS, (projected pilot launch for UCSC/UCSD October 17<sup>th</sup>)

**DOES NOT CHANGE OR IS IMPACTED**

# CDI Use Case Example (Platform Architecture Proposal)

WIP

## PROPOSED PILOT DESIGN



**Will not delay existing work**

## vs. SFMC Advanced Capability Comparison

### Salesforce Preferred Capabilities (to test through pilot)

Capability/Function		Salesforce Marketing Cloud	Potential Preferred MAP
User Profiles/Access Levels	<p>Cons:</p> <ul style="list-style-type: none"> <li>Tie users to contact level security and only 1 instance of [redacted] (meaning contact integrity at risk with updates)</li> </ul> <p>Pros:</p> <ul style="list-style-type: none"> <li>Robust library of [redacted] products already integrated</li> </ul>	<p>Pros:</p> <ul style="list-style-type: none"> <li>Allows creation of multiple BEs with different access levels tied to specific versions of contacts or SFMC instances</li> </ul>	SFMC
Omni-channel activation	<p>Cons:</p> <ul style="list-style-type: none"> <li>Cisco not using full [redacted] suite, so integration strategies are key</li> </ul>	<p>Pros:</p> <ul style="list-style-type: none"> <li>Robust library of SF products already integrated, allowing for higher matches/omnichannel activation</li> <li>Native cloud-to-cloud integration (Communities, Analytics, etc)</li> </ul>	SFMC(?)
Troubleshooting/Platform Support	<p>Cons:</p> <ul style="list-style-type: none"> <li>Not using the full [redacted] suite</li> <li>Sometimes difficult to "connect the dots" between platforms if 3rd party issue</li> </ul>	<p>Pros:</p> <ul style="list-style-type: none"> <li>In a connected Salesforce environment, includes full platform support (SFMC, SFDC, Social Studio, Communities, etc)</li> </ul> <p>Cons:</p> <ul style="list-style-type: none"> <li>Pro is contingent on using multiple SF applications rather than modular stack</li> <li>If a 3rd party app, same issue as [redacted]</li> </ul>	SFMC
Data accessibility	<p>Cons:</p> <ul style="list-style-type: none"> <li>Issues with data storage (single source of truth)</li> <li>Requires storing all contacts in [redacted]</li> </ul>	<p>Pros:</p> <ul style="list-style-type: none"> <li>Easier ability to assign unique identifier</li> <li>Multi-tenancy</li> </ul> <p>Cons:</p> <ul style="list-style-type: none"> <li>Still requires all data stored in SFMC (single source of truth)</li> </ul>	SFMC

## vs. SFMC Advanced Capability Comparison

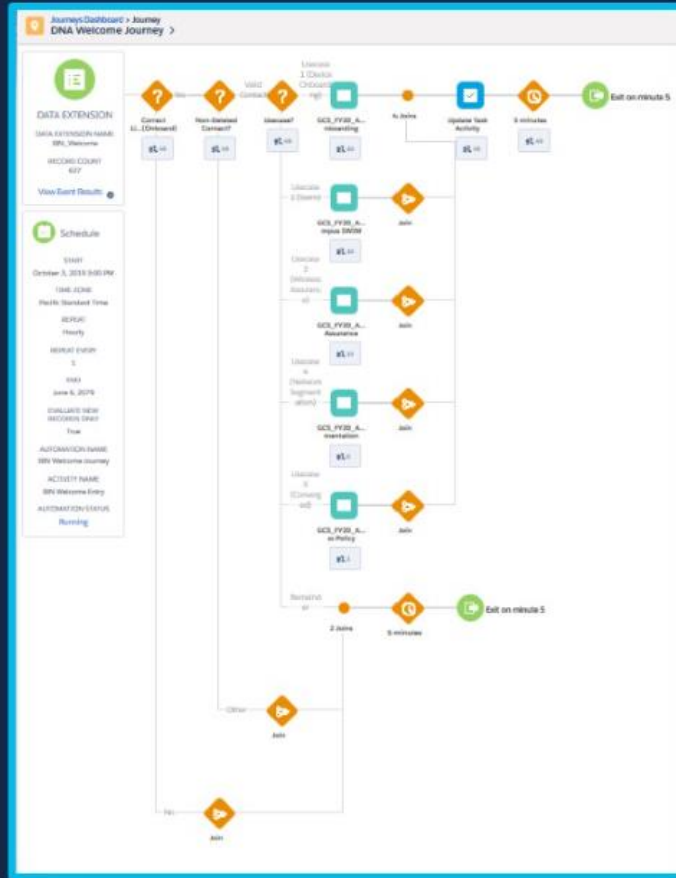
### Preferred (or "NA") Capabilities (do not need to test through pilot)

Capability/Function		Salesforce Marketing Cloud	Potential Preferred MAP
Approval	<p>Pros:</p> <ul style="list-style-type: none"> <li>Allows multi-stage approval process for campaigns</li> </ul>	Not sure	NA
Canvas or Journey Builder	<p>Pros:</p> <ul style="list-style-type: none"> <li>Robust (workflow design) and user friendly</li> <li>User friendly, easy to train</li> <li>Familiar to users</li> </ul>	<p>Pros:</p> <ul style="list-style-type: none"> <li>Robust (workflow design) and user friendly</li> <li>OOB integrations with Salesforce Suite, allowing for immediate use, including actioning on Sales/Partners</li> <li>Natively allows for in-canvas Einstein activation (A/B testing, etc)</li> </ul>	Same
Integrated Cloud Apps	<p>Pros:</p> <ul style="list-style-type: none"> <li>Allows creation of own homemade apps</li> </ul>	<p>Pros:</p> <ul style="list-style-type: none"> <li>Allows creation of homemade apps (need to verify if this feature is OOB or additional purchase)</li> </ul>	Same
UX/UI	<p>Pros:</p> <ul style="list-style-type: none"> <li>User friendly, easy to train</li> <li>Familiar to users</li> </ul>	<p>Pros:</p> <ul style="list-style-type: none"> <li>Allows for more OOB data actioning (including fetching or refreshing data from external systems)</li> </ul> <p>Cons:</p> <ul style="list-style-type: none"> <li>Not as glossy/user friendly, may take longer to train</li> </ul>	[redacted]
Instance Management/Governance	<p>Con: Multiple [redacted] instances, not connected</p>	<p>Pro: Allows for a "master instance" and child instances with varying permissions to contacts/interface</p>	SFMC - Easier to exchange/report on data across instances
Tracking/Analytics (email/webpage/channels)		<p>Issues with data storage (single source of truth), however using SFMC allows for more transparency (and less integrations) between systems</p> <p>Cons:</p> <ul style="list-style-type: none"> <li>~4 years of cookies</li> </ul>	Same

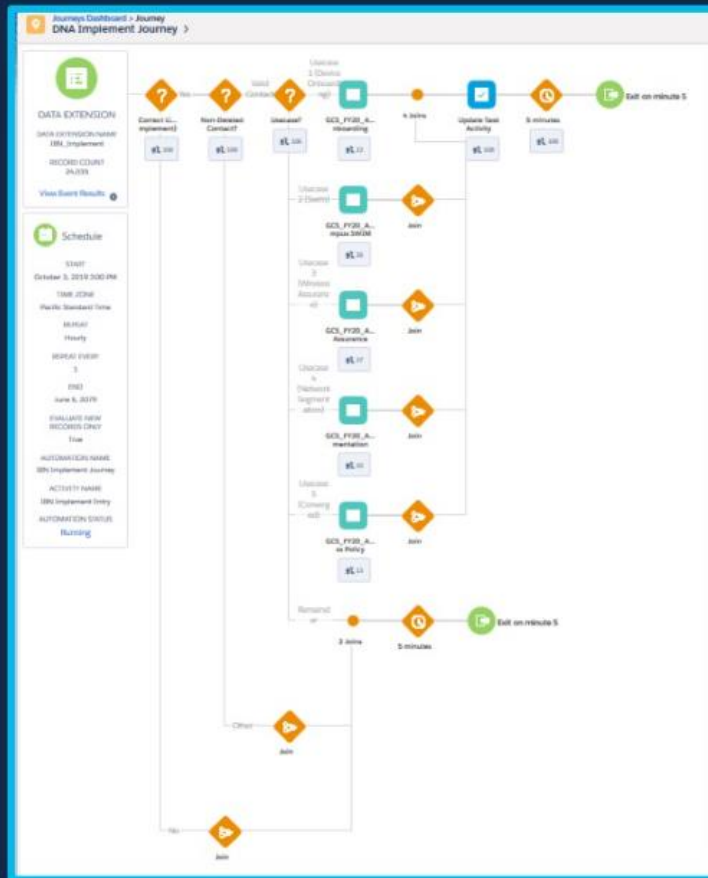


# Modular Journey

## Onboard



## Implement



## Use

