

Adobe CJA Migration Readiness Checklist

STRATEGY

- Defined business questions and decisions CJA must support
 - Identified priority customer journeys and KPIs
 - Agreed on success criteria beyond dashboards
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IDENTITY

- Primary and secondary identities defined
 - Identity stitching rules aligned across sources
 - Known gaps in identity resolution documented
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DATA & ARCHITECTURE

- AEP schema designed for CJA use cases
 - Core entities (customer, event, context) clearly modeled
 - Over-collection avoided
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GOVERNANCE

- Metric definitions standardized and documented
 - Data ownership assigned
 - Change management process established
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ADOPTION

- Parallel reporting plan defined
- Training plan for analysts and business users (e.g., train-the-trainer)
- Enablement materials planned (playbooks, starter kits, videos, Confluence pages, office hours)