Messagepoint Migrator

Simplify and streamline your move to Messagepoint

Many organizations are stuck on CCM platforms that are costly and time-consuming to manage, and that lack the capabilities required to modernize communications management and customer experiences. Migration cost, time and risk are significant barriers to modernization. Rebuilding thousands of CCM templates by hand can take years and cost millions, so many organizations put the move off indefinitely.

Messagepoint Migrator changes that.

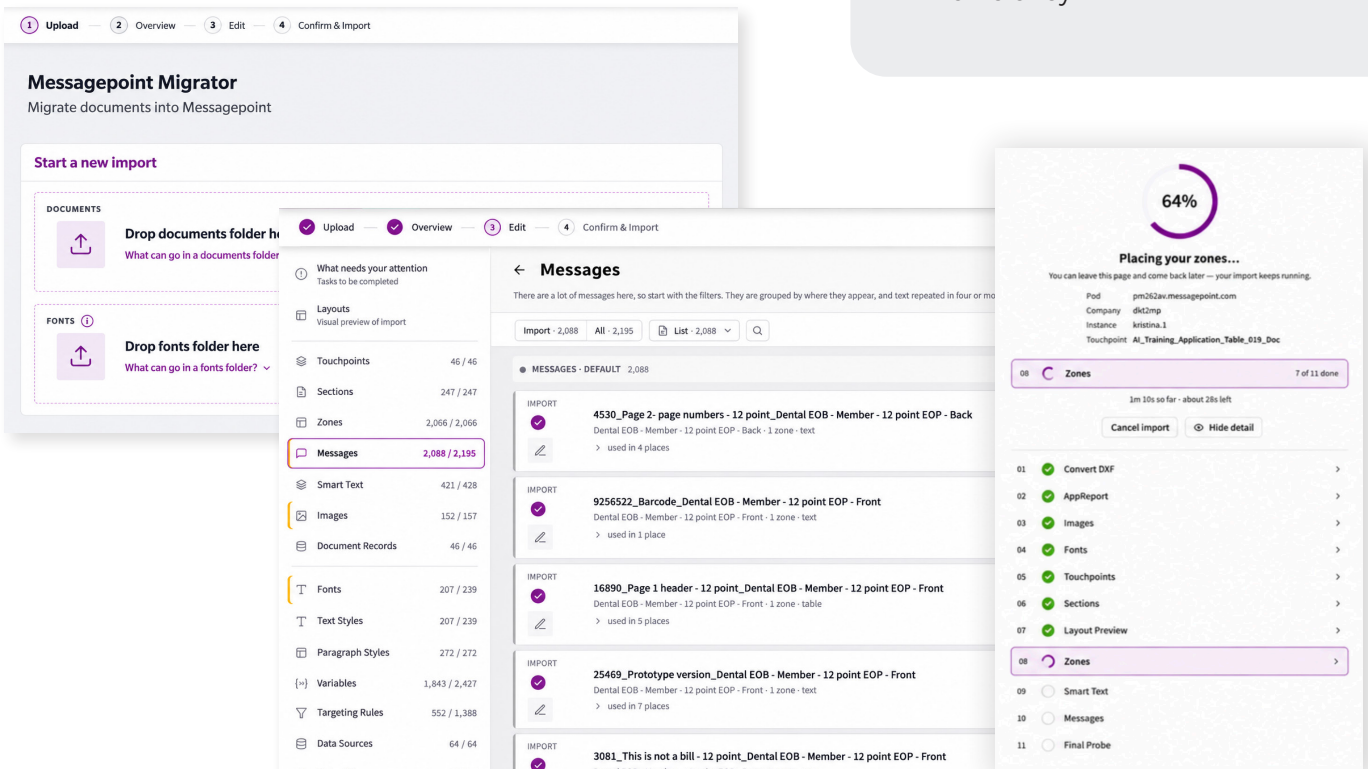
Messagepoint Migrator accelerates CCM migration, reducing the time and effort required by 90%+ compared to manual approaches. Thousands of communications and templates from other CCM platforms can be moved into Messagepoint, with layouts, styles, content, images, variables and targeting rules intact. This enables organizations to rapidly and easily migrate existing CCM templates to Messagepoint's AI-powered platform.

Migrate your communications at scale

Migrator is built for enterprise-scale CCM migrations, moving large numbers of communications into Messagepoint in bulk. Simply upload your templates from your existing system, and Migrator breaks them down into its components, including layouts, styles, content, images, variables and targeting rules, making it easy to understand and review.

Messagepoint Migrator enables organizations to:

- Reduce the time and effort of CCM migration by 90%+
- Automate the migration of thousands of templates from other CCM platforms
- Preserve the content, design and business rules of their existing communications
- Clean up and standardize their content for greater efficiency



Identify and resolve issues

Prior to migration, Migrator proactively flags issues such as missing fonts, formatting issues and naming conflicts, providing your team with a clear list to work through and the options for how to address each one.

Clean up and standardize your communications library

Migrator recommends how to optimally structure your content so it's easier and more efficient to manage in Messagepoint. Analysis reveals opportunities to consolidate duplicate content into shared content, and to organize related communications, such as versions for different states or products, into variations, for your team to review and approve.

Ensure accuracy and consistency

Migrator executes every migration through a deterministic process, ensuring your content and communications are moved over exactly as you intended. Where required, it can reproduce your original communications with exact fidelity, so communications that have already been reviewed or approved can be quickly moved to production post-migration.

Track every migration end-to-end

Migrator provides complete visibility throughout the migration process, including a pre-migration summary of what will be imported into Messagepoint, real-time tracking during migration, and a detailed post-migration report, giving you an auditable record of every run.

Optimize your content in Messagepoint

After migrating your communications to Messagepoint, you can intelligently rationalize and optimize your content with Rationalizer. AI analyzes your content at scale to reveal issues, uncovers opportunities to consolidate similar and duplicate content, and suggests rewrites that optimize your content for plain language, readability, sentiment, and brand consistency.

To learn more about Messagepoint, visit us at messagepoint.com, email us at info@messagepoint.com or contact us at 1-800-492-4103.

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