



# Migrate Adobe Campaign to the Google Cloud Platform

## Main Reasons to migrate to the Cloud

- ✓ Reduced costs monitored through a single platform
- ✓ Ability to instantly integrate Adobe Campaign instance with current services
- ✓ Unlimited potential for computer power

Considering all the benefits of migrating Adobe Campaign to the cloud, a Canadian national telecommunications company decided to move away from 3 years of Adobe Campaign in an on-premise tenant and embarked on a company-wide initiative to move all of their infrastructure to the Google Cloud Platform.

## Project Outcomes

- ➡ Migrated Adobe Campaign from on-premise Windows/Oracle to cloud hosted Debian/Postgres
- ➡ Improved application performance and scalability
- ➡ Reduced license, infrastructure, and management costs

HERE'S HOW

## Migrate three major components:



Operating system



Database



Version

### Must haves:

1

Convert data and objects for new environments (JS, DB Procedures, Scripts, Data Types)

2

Migrate live data simultaneously and limit blackout period

3

Deploy scalable solutions with instantaneous disaster recovery times



### How?

- ✓ Leverage open-source alternatives (PSQL, Debian)
- ✓ Automate object conversion and migration from previous to new Campaign environment
- ✓ Establish a continuous secure data transfer from on-premise to the cloud solution
- ✓ Configure infrastructure as code to rapidly deploy and update Adobe Campaign

# Results

1

Auto-scaling instance groups save up to 70% of computation costs during off-hours



2

Eliminated annual \$100K Oracle DB licensing cost with reliable free alternatives



3

Cloud SDK reduced the need for support resources by 75%



4

Eliminated application downtime with a robust system which updates continuously and is instantly re-deployed, backed up, duplicated



5

Salary expenses reduced by \$250K

