MEMO

To: Robert Johnson

From: David Morris

Date: January 14, 2018

Subject: Conversion of SQL Scripts to Adobe Campaign Workflows

The purpose of this report is to update you on my progress of converting the sixteen "Credit Card Auto Decline Treatment" SQL scripts into Adobe Campaign workflows for the past two weeks.

Progress from the Previous Two Weeks
Out of the six SQL script to be converted from the email treatment stream, I completed conversion of the fifth script, the "Week 17" script. I tested the workflow and HTML email content with no issues. The customer name and appropriate variables were populated accurately into the email. I have updated the script's status to "passed," and have deployed it into the production environment.

Tasks for the Next Two Weeks
I will convert and test the "Week 21" script, which will complete conversion of the email channel. With any extra time, I will begin to prep the testing environment for the direct mail channel scripts and confirm we have access to all the necessary data points.

Potential Roadblocks
I received confirmation from our support technicians that Campaign is not able to accurately sync with the phone dialer program at this time. The technician I spoke with informed me that they are working on a fix and plan to have it deployed within two to three weeks.

Conclusion
I am on schedule to complete the email channel conversion on time and do not anticipate any problem meeting the deadline for the direct mail channel either. I will follow up with the Campaign technicians by January 29 and request an update on the fix for the phone channel. Even if their solution does take three weeks, that will not put me behind and still allow me enough time to complete conversion of all marketing channels by June 30, 2018.