**Technical RFI**

**About this Document:**

This is designed to be an open discussion between Adobe and the client. However, it may be helpful to send this to the client to review beforehand so they can start thinking through their responses before that meeting takes place.

**Goals:**

Primary: The following information will help our consulting team develop a Target implementation that will meet the client’s business and technical requirements. These questions will uncover any hurdles/obstacles and minimize/eliminate the need to revise mbox implementation.

**1. Platform Questions:**

*Goal: Understand the technical platform they are working on and any limitations.*

1. **Release Schedules:** 
   1. What is the frequency for development releases?
   2. When do you enter code freezes?
2. **Technology Platform:**
   1. What CMS or platform is your site built on?
   2. Are there any specific limitations of this platform with regards to placing code?
   3. Are their pages that are “off limits” for changes?
3. **Domains:**
   1. Will you be testing across multiple domains?
   2. First-party cookies are the preferred testing implementation. Are there any problems with using first-party cookies on your site?

**2. Technical Environment**

*Goal: Understand the technical environment they are working in as it pertains to people and processes.*

1. **Technical Team**
   1. Describe your development team (agile scrum vs. long-development cycles)
   2. Who places code on the pages?
   3. Is access limited to specific user roles?
2. **Approval Process:** 
   1. What does the QA/go-live process look like? (Staging/Dev/Prod, etc.)
3. **Other Vendors:**
   1. What other vendors do you work with:
      1. Analytics:
      2. Ad Serving:
      3. Re-Targeting:
      4. Surveys:
      5. Optimization:
      6. Content Management:
      7. Tag Management: