

## Target X Committee

### Meeting Minutes

August 29, 2022

Working Group: Renee Daudert, Evan Pauken, Mike Thompson, Chelsie Taylor, Jonathan Selmon, Erin Dominianni, Kristina Pudasaini, Josh Sprow, Chris LaPonsie

1. New IT
  - a. Introduce Josh and Chris to the group
2. Premier Lite
  - a. Purchased Premier Lite as part of new contract with TX
  - b. TX will conduct 4 upgrades annually, starting with the August 2022 update
  - c. We will have access to a multitude of training documents and webinars as well
  - d. Discussed need to inform A/R/R prior to upgrades being conducted in the Sandbox
3. Enhanced Domains
  - a. Renee provided an update on enhanced domains
  - b. Need to begin working on implementation after the August 2022 update
4. De-duplication
  - a. Purchased Data Groomr product
  - b. Will take some time to automate as the product will “learn” and become more intelligent as time goes on
    - i. Somewhat manual at the beginning
  - c. Training and onboarding for IT
  - d. 2 Licenses will be available
5. Internal Contact Card
  - a. Developed for use by ambassadors when inputting contact cards that we want to ensure get swept into TX Insights
  - b. Ready to use
6. Insights
  - a. Discussed progress; Almost done with data mapping
    - i. TX has been instrumental in success of the project and sticking to the timeline
7. Intelligent Names
  - a. Likely purchasing
    - i. Small group will need to meet to discuss filters with Liaison team
    - ii. Will need to deduplicate the list outside of Salesforce prior to importing
    - iii. Josh will schedule import once list is in hand