**What are Salesforce Org Migrations?**

A Salesforce Org Migration is an automation of organization reconfiguration to support mergers, acquisitions, divestitures, and other business strategy changes. USA migration is the process of moving data and functionality across multiple Salesforce Orgs. Mergers & Acquisitions can introduce a significant amount of data that needs to be brought into the target Salesforce Org. The migration process needs to be planned and executed to avoid data integrity and downtime issues.

**Which common challenges did you see?**

1. **Data/Security Settings**
   - Company A/Company B
2. **Data**
   - Migrated technical debt
3. **Code**
   - Integration & Architecture Siloed
4. **License**
   - LIFT AND SHIFT
5. **Metadata**
   - Security Settings
6. **Process**
   - One-way data integrity issues
7. **Users**
   - Incorrect order of data loads

**What is the result?**

With the right approach to data migration, customers can achieve the following outcomes:

- **Data Integrity**
- **Security**
- **Integration & Architecture**
- **License**
- **Metadata**
- **Process**
- **Users**

**What do you recommend?**

1. **Determine Approach**
2. **Configure Data Extract, Transformation, and Bulk Loading**
3. **Configure Target Sandbox and System**
4. **Driving Data Migration**
5. **Build a Change Management Plan**
6. **Prepare and Execute Plan**
7. **Data, Configuration Settings, Apps Integration**
8. **User Acceptance Testing (UAT)**
9. **Sprint Review and Iterative Development**

**How to execute?**

First, you need to determine the best approach to the migration. Second, you need to determine the end results and set your vision for the new entity. The migration strategy needs to be executed carefully in order to prevent any data integrity issues during the migration. Once the migration is successful, the new entity should have a clear vision of the future state of the combined entity. This will help ensure the migration is successful and the new entity has a clear vision of the future state of the combined entity.

**Next steps**

Once the migration is successful, the new entity should have a clear vision of the future state of the combined entity. This will help ensure the migration is successful and the new entity has a clear vision of the future state of the combined entity. The new entity should also focus on building a change management plan to help ensure the migration is successful and the new entity has a clear vision of the future state of the combined entity. The new entity should also focus on building a change management plan to help ensure the migration is successful and the new entity has a clear vision of the future state of the combined entity.