

Right now is a good time to start making your internal preparations for the upcoming busy holiday season. Below are Acoustic Exchange (formerly Universal Behavioral Exchange) tips to consider while your organization gets ready.



Preparing your team for the holidays

Please confirm:

- Your team members have access to Acoustic Exchange interface.
- You have Support Portal access: <https://www.ibm.com/mysupport>
- You are signed up for Maintenance and Outage Notifications: https://www.pages03.net/ibm-supportstrategyandsvcs/UBXSupportnotificationOpt_IN/Form
- Your user login passwords up to date and work.
- If you require a new Acoustic Exchange account set up, you may do so here: <https://www-01.ibm.com/marketing/iwm/iwm/web/signup.do?source=ibm-ubxprovision>
- Bookmark and/or download the Acoustic Campaign Support guide for useful information, such as contact numbers and escalation processes:
 - o <https://developer.ibm.com/customer-engagement/wp-content/uploads/sites/106/2019/05/Acoustic-Support-Handbook.pdf>
- If you or your team need to file a support ticket, please include the following information:
 - o Acoustic Exchange Account Name/ID
 - o Acoustic Exchange user name
 - o Acoustic Campaign ORG and Acoustic Campaign Pod number
 - o A detailed description of the issue



Acoustic Exchange Platform

Ensure your teams are aware of:

- Any integrations (i.e. Unica Campaign, Google Analytics integration etc.)
- Your company's internal holiday processes (e.g. on-call processes, appropriate Acoustic Exchange knowledge transfer for on-call teams)
- Bookmark the Acoustic Exchange Knowledge Center for useful educational information
 - o https://www.ibm.com/support/knowledgecenter/en/SS9JVY/UBX/kc_welcome_UBX.html



- Ensure required endpoints are in an Active state and events have been subscribed to
- Acoustic Exchange supports a diverse taxonomy of event types. You can access the dynamic event library using two methods:
 - <https://ubx-01.ibmmarketingcloud.com/#/taxonomy>
 - Or through the Navigation menu in Acoustic Exchange interface

