



Viking Cruises | Federated Audience Composition POC

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1. POC Status 11/6/25

29:16

Follow-up tasks:

- **Derived Fields for Ranking and Opt-in in Composition Canvas:** Investigate whether derived fields and ranking logic can be created directly in the composition canvas and follow up with the team on the best approach. (Sheyla)
 - Determine how to set opt-in/opt-out logic using unsubscribe date in the composition canvas and communicate findings to the team. (Sheyla)
- **Testing Audience Rules and Logic:** Test the audience rules and logic as discussed, and email the team with any questions or issues that arise. (Sheyla)
- **Loading Event Data and Testing Stitching:** Load event data into the sandbox, test the stitching using the provided email address and Chrome debugger, and update the team on the enrichment piece. (Sheyla)

2. POC Kickoff

35:57

Follow-up tasks:

- **POC Scope Document and Use Case Review:** Review the use case document, provide comments and feedback, and coordinate with Adobe to finalize the use cases for the POC. (Alexandra, Anthony, Andres Lorenzo, Brandon, Gaurav Mathur)
- **Data Consistency for POC:** Share the identities used in dummy data with Sheyla to enable streaming ingestion of experience events tied to those mock identities for profile merging. (Gaurav Mathur)
- **Weekly Coordination Meetings:** Coordinate and schedule a recurring weekly call to review use cases and POC progress. (Sheyla)
- **Signature for \$0.00 Contract:** Chase down and obtain the required signature for the \$0.00 contract to enable provisioning of federated audience composition. (Robert)
- **AJO Limited POC Decision:** Review the proposed limited AJO POC approach and provide feedback to the Adobe team after internal discussion. (Gaurav Mathur, Andres Lorenzo, Brandon)

- **AJO Limited POC Materials:** Send the slide deck describing the limited AJO POC to Gaurav Mathur for review. (Kyle)

3. POC Resources

Experience League Documentation

<https://experienceleague.adobe.com/en/docs/federated-audience-composition/using/home>

>>>> Release Notes for upcoming launches

<https://experienceleague.adobe.com/en/docs/federated-audience-composition/using/release-notes>

POC Use Case Definition

 [vikingcruises_usecases_WIP.xlsx](#)



10/1/25 Update

 [2025.10.01.vikingcruises_usecases_Vikin...](#)



10/14/25 Update

 [2025.10.01.vikingcruises_usecases_Vikin...](#)



POC Scope Document

 [VikingCruises_AEP_FAC_POC_Scope.docx](#)



10/14/25 Update

- Use case 1 validation requirement updated to decouple Shorex and BND audiences. Updated in Use Case Definition as well.

 [VikingCruises_AEP_FAC_POC_Scope \(1\)....](#)



Mock Data Files

 vc_datafiles.zip	
 Evo.OffCurr.csv	

4. POC Status 9/23/25

18:27

Follow-up tasks

- **Audience Definition for FAC POC:** Meet internally to clarify and finalize the audience definition for the FAC proof of concept:
 - Confirm whether Shorex recommendation will be used to validate first use case or other audience criteria/audience definition
 - Confirm second use case strategy and audience definition e.g. booking vs. browsing abandoner and activation channel
 - Viking leads: Gaurav, Brandon, Alex
 - Adobe leads: Sheyla and Juan
 - ETA: TBD
- **Contract Finalization:** Continue communication between Anya and Gaurav to finalize and sign the contract required to move forward with the project. (Anya, Gaurav)
 - Viking lead: Gaurav

- With Viking legal
- ETA: feedback/sigs this week
- **Data Mapping and Table Request:** Meet with IT to obtain necessary data mapping and tables, and request table builds as needed for the project, notifying the team of any delays. (Alexandra, the team)
 - Viking leads: Andres, Willie, Jenna, Brandon, Alex
 - In progress. Collaborating with Viking IT for data definitions
 - ETA: end of next week (10/3)

5. POC Status 10/1/25

35:38

Next Steps

Finalize use cases - see updates [here](#)

Provisioning Request - provide the following

- IMS Org ID
- Sandbox name: development
- System Administrator(s) names and email addresses

AEP access for POC team - please enable AEP access permissions for the following users.

- Sheyla Sanchez - `snchez@adobe.com`
- Juan Magana - `jmagana@adobe.com`

Once Federated Audience Composition is provisioned, we will update permissions again for Adobe POC team and Viking stakeholders.

Federated Access for Databricks - provide access details to establish a federated connection to Databricks

Amazon Redshift Azure Synapse Analytics **Databricks** Google BigQuery Microsoft Fabric Oracle Snowflake Vertica

NOTE

Secure access to your external Databricks data warehouse through private link is supported. This includes secure connections to Databricks databases hosted on Amazon Web Services (AWS) via private link and Databricks databases hosted on Microsoft Azure via VPN. Please contact your Adobe representative for assistance in setting up secure access.

After selecting Databricks, you can add the following details:

Field	Description
Server	The name of the Databricks server.
HTTP path	The path to your Cluster or Warehouse. For more information on the path, please read the Databricks documentation on connection details .
Password	The access token for the Databricks server. For more information on this value, please read the Databricks documentation on personal access tokens .
Catalog	The name of the Databricks Catalog. For more information on catalogs in Databricks, please read the Databricks documentation on catalogs
Working schema	The name of the database schema to use for the work tables. Note: You can use any schema from the database, including schemas used for temporary data processing, as long as you have the required permissions to connect to this schema. However, you must use distinct working schemas when connecting multiple sandboxes with the same database.
Options	Additional options for the connection. The available options are listed in the following table.

For Databricks, you can set the following additional options:

Options	Description
TimeZoneName	The name of the time zone to use. This value represents the TIMEZONE session parameter. For more information on time zones, please read the Databricks documentation on timezones .

After adding the connection's details, please note the following additional settings:

NOTE

To use Federated Audience Composition for a given database, you must allow list all of the IP addresses associated with that database.

Settings	Details
Enable connection	A boolean toggle that determines whether the connection will automatically be enabled.
Server IPs	A popover that displays what IP addresses need to be allowlisted to connect to the database.
Test connection	Lets you verify your configuration details.

You can now select **Deploy functions**, followed by **Add** to finalize the connection between the federated database and Experience Platform.

FDA Rights - <https://experienceleague.adobe.com/en/docs/federated-audience-composition/using/config/fda-rights>

6. POC Status 10/7/25

22:55

Follow-up tasks

Scope Document Review: Review the scope document once received and send feedback, questions, or agreement to proceed via email, including inserting any missing details highlighted in yellow. (Andres, Jenna, Brandon, Alexandra).

Federated Audience Composition Provisioning: Confirm with the team once full provisioning for Federated Audience Composition is completed and access is restored. (Sheyla)

Databricks Authentication: Provide an update on authentication to Databricks once available, ensuring it does not impact modeling or schema access. (Andres).

Data Mapping and Dictionary: Reshare the list of audience attributes and events needed for data mapping to the IT team to clarify requirements for Databricks access. (Sheyla).

Viking Site User Flow: Identify and share specific Viking site URLs, screenshots, or test login details that demonstrate the customer journey for modeling experience events in the demo environment. (Jenna)

Databricks Table Relationships: Define and share the primary and foreign keys for Databricks tables once access is available to aid in relationship mapping (Andres).

7. POC Status 10/14/25

12:32

Follow-up tasks:

- **SOW Approval:** Send an email giving formal approval to proceed with the SOW. (Alexandra Petrus)
- **Contractual Dates Update:** Update the scope document to include the contractual dates. (Sheyla)
- **Databricks Access:** Follow up internally to ensure all necessary team members have access to Federated Audience Composition and resolve any outstanding access issues. **Recommend to only extend to those working on the POC.** (Andres)
- **Authentication Method Confirmation:** Confirm with the team that service account authentication will be used for Databricks connection, as app registration is not currently supported. (Andres)
- **Data Mapping Clarification:** Connect with Jenna to clarify the requirements and progress on data mapping for Federated audience composition, and determine if

existing mappings are sufficient or if new ones are needed. (Alexandra Petrus, Jenna)

- **Audience Attributes Review:** Review audience attributes and events defined in Juan's scope document to determine overlap with current audiences and share relevant information if helpful. (Viking, Sheyla)
- **Viking Site Access:** Reach out to identify who can provide URL or login details for the Viking site user flow, or alternatively provide screenshots if direct access is not possible. (Jenna)
- **Data Mapping Template:** Send a template for data mapping to assist the team in providing the required information (Sheyla)

8. POC Status 10/21/25

15:46

Follow-up Tasks

- **Experience Events Documentation:** Send the full list of experience events loaded for testing to Alexandra and team for review and additions. (Sheyla)
- **Databricks Access Issue:** Open a JIRA ticket internally with engineering to investigate and expedite resolution of the Databricks RBAC permission issue. (Sheyla)
- **Mock Identity Sharing:** Send the mock hashed emails being generated to Sheyla to facilitate profile creation and stitching. (Jenna)
- **Databricks Access Escalation:** Continue to escalate the Databricks access issue with the Basel team and VP, and keep Sheyla updated on progress and any delays. (Alexandra Petrus)

9. POC Status 10/29/25

22:06

Follow-up tasks:

- **Data Table Consistency:** Viking team to update values for Booking ID, Booking Number and Invoice for consistency. Make any other necessary table updates (Andres, Jenna)
- **Missing Data Table Generation:** Generate and share the missing currency table (Currency EVO off currency) required for the POC use cases. (Sheyla)
 - *Shared 10/30/25*
- **Data Table Review Prior to Load:** Review the mock data tables provided by Sheyla prior to loading into Databricks to ensure all necessary relationships and values are present. (Alexandra, Andres, Jenna)
- **Audience Rule Validation:** Review and validate the selected fields for audience definitions, specifically for opted-in BND guests who have purchased optional Shorex, and provide guidance or feedback to Sheyla. (Brandon, Alexandra, the team)
- **AEP Audience Links:** Share links to existing inherited audiences in prod sandbox for Sheyla to review and replicate similar audience logic in the POC sandbox. (Alexandra)

- **Rule-Based Access Control Issue:** Continue working with IT to resolve the rule-based access control or new catalog in Databricks and update the team once validated. (Alexandra, IT)
- **Streaming Data Audience Enrichment:** Share a link or details of the audience identified through offline model score and Meta (web referrer or CID mapping) for Sheyla to replicate enrichment logic in the POC sandbox. (Alexandra)

10. POC Readout I

39:54

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Meeting notes

- **Federated Audience Composition Use Cases:** Sheyla led the team, including Brandon Farraye, Alexandra Petrus, Andres, and Lana, through the main use cases for federated audience composition, focusing on accessing enterprise data sets in Databricks to federate, enrich, and activate audiences for personalization across channels.
 - **Business Case Overview:** Sheyla described two main business cases: targeting guests based on past booking and purchase behavior, and enriching profiles with propensity scores and federated attributes. The team defined four main audiences across these cases, including opted-in, booked-not-departed guests and those enriched with behavioral data and propensity scores.
 - **Audience Creation Patterns:** The team discussed three supported use case patterns: federating audiences without moving underlying data, enriching audiences with behavioral or existing AEP segment data, and profile enrichment to persist federated data inside an AEP profile.

- **Daily Audience Refresh:** Sheyla explained the capability to schedule daily audience refreshes, demonstrating how attributes from Databricks data sets are federated and refreshed, and how additional attributes and experience events, such as logins to the My Biking Journey site, are layered for enrichment.
- **Propensity Score Enrichment:** The team attempted to enrich audiences with propensity scores generated in Databricks and Customer AI, but encountered limitations due to insufficient historical data and profile counts in the development sandbox, preventing model training in AEP.
- **Implementation and Data Access Process:** Sheyla and Andres reviewed the technical steps for provisioning federated audience composition in AEP, including data dictionary development, mock data generation, service account authentication, and permission management for accessing Databricks and other data warehouses.
 - **Provisioning and Authentication:** The team provisioned federated audience composition in the AEP development sandbox, built custom parameters to expose only necessary tables, and authenticated access using service account credentials, with Andres handling UI authentication.
 - **Permission Requirements:** Sheyla highlighted the need for specific permissions, such as schema creation and table modification, to enable audience composition. The team resolved initial permission issues that restricted schema creation, allowing successful audience composition and query pushdown to Databricks.
 - **Schema and Table Management:** Sheyla explained that schemas in federated audience composition correspond directly to tables in the data warehouse, and users select columns and primary keys for exposure in the canvas. Schema updates, additions, and removals are managed within the UI and do not affect active workflows.
 - **Data Dictionary and Mock Data:** A data dictionary was developed to define required tables, primary keys, and joins for the POC, and mock data was generated to correspond to these tables during the build-out period.
- **Data Modeling and Joins in Federated Audience Composition:** Sheyla and Andres discussed the creation of data models and links representing table joins, cardinality definitions, and the organization of schemas for audience composition, emphasizing the technical process for establishing relationships between tables.

- **Model and Link Creation:** The team created multiple links within models to represent joins between tables, defining cardinality (one-to-one, one-to-many) and join types (left, right, outer) for the POC, with most relationships established as one-to-one.
- **Schema Organization Strategies:** Sheyla described different ways to organize data models, such as separating person and non-person schemas, and provided examples of joining tables like contact view and travel summary by contact ID.
- **Data Model Purpose:** Andres clarified that the data model is used solely to establish relationships between tables, with custom data elements and audience-building logic applied later during audience creation.
- **Audience Building and Query Logic:** Sheyla demonstrated the process of building audiences using the query builder, traversing joins, applying custom conditions, and mapping attributes for activation and personalization, while addressing questions from Brandon Farraye and Andres about audience counts and data reconciliation.
 - **Query Builder Usage:** Sheyla showed how to use the query builder to define custom conditions, traverse joins between tables, and preview audience definitions, highlighting the real-time calculation of qualifying profiles based on Databricks data.
 - **Audience Mapping for Activation:** The team mapped fields from compositions to identity namespaces, enabling audience activation in email and other channels, and discussed mapping additional attributes for downstream personalization.
 - **Audience Count Clarification:** Brandon Farraye asked whether the audience count reflects existing AEP profiles or records in Databricks; Sheyla confirmed it is the latter, and explained how AEP creates 'skinny profiles' when there is a delta between data warehouse and AEP profiles.
 - **Temporary Table Management:** Andres inquired about temporary tables created during query execution, and Sheyla explained that these are regenerated during active work and are automatically cleaned up after a 30-day retention period unless compositions are scheduled.
- **Complex Audience Enrichment and Reconciliation:** Sheyla detailed the construction of a more complex audience composition involving multiple nodes, activities like

change dimension, intersection, split, and enrichment, and reconciliation of data from different tables, while addressing technical challenges encountered with mock data.

- **Node and Activity Structure:** Sheyla built a composition with multiple nodes, using activities such as change dimension to switch source tables, intersection to combine outputs, and enrichment to tie together results from different nodes.
- **Reconciliation Techniques:** The team reconciled data from tables without direct joins by changing dimensions and using intersection activities, and discussed the use of reconciliation activities for more complex rules.
- **Split Activity for Date Comparison:** Sheyla used split activities to compare FM dates from different tables, defining pre and post conditions based on date logic, but encountered issues due to empty columns in mock data, resulting in no output for certain splits.
- **Behavioral Data Layering:** The final step involved layering behavioral data, such as site logins, onto the federated audience composition, qualifying users based on both federated and behavioral criteria, and demonstrating real-time evaluation methods.
- **Scheduling, Governance, and Next Steps:** The team, led by Alexandra Petrus and Sheyla, coordinated scheduling for a follow-up meeting to cover remaining topics, including governance, guardrails, and technical access details, with Andres requesting documentation on roles and permissions for future environments.
 - **Follow-Up Meeting Planning:** Alexandra Petrus and Sheyla discussed scheduling a follow-up session to review additional audiences, propensity scores, and governance considerations, ultimately agreeing on a time that accommodates all participants.
 - **Governance and Access Documentation:** Andres requested a recap and documentation of technical details related to user access and permissions for federated audiences in AEP, and Sheyla confirmed that governance topics would be addressed in the next meeting.

Follow-up tasks:

- **Temporary Table Cleanup Confirmation:** Confirm with product team whether temporary tables in Databricks are automatically cleaned up after the default retention period or require manual cleanup, and communicate the findings to the team. (Sheyla)
- **Meeting Follow-Up Scheduling:** Schedule a follow-up meeting for Monday at noon Pacific Time to continue the POC review and address remaining topics including audiences 3 and 3A, propensity scores, and governance considerations. (Sheyla, Alexandra Petrus)
- **Recording and Copilot Notes Distribution:** Send the meeting recording and copilot notes to the team for review and further digestion. (Sheyla)
- **Federated Audience Access Documentation:** Provide documentation and a recap of the technical details and required roles/permissions for user access to Federated audiences in AEP, especially for transitioning to other environments. (Sheyla)

11. POC Readout II

1:33:11

Content

 [AEP_POC_Readout_VikingRiverCruises.pdf](#)



Generated by AI. Be sure to check for accuracy. Meeting notes:

- **Temporary Table Persistence in Federated Audience Composition:** Sheyla and Andres clarified that temporary table names persist in the schema list due to transitions between activities and scheduled compositions, as confirmed by engineering, addressing an outstanding question from the previous meeting.
 - **Table Name Persistence:** Temporary table names appear in the schema list because they are saved during transitions between activities or nodes in Federated Audience Composition, and they persist when the composition status is not stopped or paused.
- **Audience Creation and Enrichment Workflows:** Sheyla led a walkthrough of the creation and enrichment of audiences 3 and 3A, detailing the use of propensity

scores, segment membership, opt-in status, and experience events, with Alexandra Petrus providing input on operator usage and segment logic.

- **Audience 3 Definition:** Audience 3 was defined by qualifying users with a medium offline modeling or propensity score from the data lake and segment membership as past passengers (PPAX), with enrichment using the rank field and creation in AEP.
- **Query Logic and Scheduling:** The query for Audience 3 used rank operators to select profiles between 17 and 32, and the scheduler activity was configured to refresh the audience daily, specifying frequency, time, and validity period.
- **Enrichment with Existing Attributes:** The save audience activity enabled exposure of the composition in the audience portal, where further enrichment was performed using existing AEP attributes such as PPAX segment membership and medium propensity.
- **Audience 3A Enrichment:** Audience 3A built upon Audience 3 by adding criteria for web form submission and opt-in status, using the unsubscribe date field to identify opt-in users and enriching with experience events evaluated on the edge for real-time personalization.
- **Operator Usage Clarification:** Alexandra Petrus asked about using 'exists' for PPAX segment membership, and Sheyla confirmed that operators can be adjusted for inclusion or exclusion, with the segment logic working as expected for qualifying profiles.
- **Profile Enrichment and Attribute Persistence:** Sheyla explained the process of profile enrichment, highlighting the difference between federating data for audience composition and persisting federated attributes in AEP profiles using the save profiles activity, with Andres inquiring about attribute mapping and transformations.
 - **Profile Enrichment Workflow:** Profile enrichment allows federated data, such as Shorex recommendations or propensity scores, to be persisted in AEP profiles by defining attributes in an XDM schema and mapping them from the federated source to the schema using the save profiles activity.
 - **Attribute Mapping and Schema Setup:** Sheyla demonstrated creating a dedicated XDM schema and dataset for profile enrichment, mapping fields like

booking ID, e-mail, product line, and sale date from the federated source to the schema object for storage in AEP profiles.

- **Transformation Capabilities:** Andres asked about transformations during attribute mapping, and Sheyla clarified that transformations must be performed before the save profiles step, utilizing available targeting activities such as enrich, reconcile, and change dimension within the composition canvas.
- **Retention and Update Options:** Federated audience composition retains qualifying profiles and segment membership for 30 days unless a daily frequency is set; with profile enrichment, users can select full refresh or incremental updates for persisted attributes.
- **Governance, Privacy, and Data Access Considerations:** Sheyla provided a comprehensive overview of governance, privacy, and data access controls for federated audience composition, addressing previous questions from Andres and confirming the applicability of privacy service, consent policies, data lifecycle, access labeling, and audit logs.
 - **Privacy and Consent Management:** Privacy service handles consumer data access and deletion requests in compliance with global regulations, and consent policies can be enforced for automated downstream activation if configured.
 - **Data Lifecycle and Hygiene:** Data lifecycle management and hygiene APIs allow for deletion of records and datasets, with these processes remaining applicable to federated audience composition.
 - **Access Labeling and Audit Logs:** Governance policies and access labels can be applied at the audience, dataset, and composition level, with audit logs available for create, read, update, and delete operations in the Federated Audience Composition UI.
 - **Role-Based Access Control:** Two new roles are automatically created for federated audience composition in the permissions UI, enabling assignment and management of user roles, with custom roles available for specific teams.
 - **Data Localization and Guardrails:** Database connections must match the sandbox region, and asset limitations include up to 4000 active audiences per

sandbox and 15,500 active streaming audiences for edge evaluation, with export file size recommendations for optimal performance.

- **Benefits and Cost Efficiency of Federated Audience Composition:** Sheyla summarized the benefits demonstrated in the POC, including reduced data movement, lower storage and processing costs, faster activation, compliance with sensitive data requirements, and licensing efficiency, with validation of daily scheduled federated audiences and enrichment strategies.
 - **Reduced Data Movement:** Federated audience composition eliminates the need to ingest large datasets into AEP, reducing storage and processing costs and enabling validation of attribute reduction in production sandboxes.
 - **Faster Activation and Lower Latency:** Audiences can be exposed and activated downstream more quickly without ETL onboarding, leveraging federated data for rapid refresh and activation, especially for daily scheduled audiences.
 - **Compliance and Sensitive Data Handling:** Federated audience composition allows sensitive data to remain in the data warehouse for compliance, federating only necessary attributes into AEP profiles.
 - **Licensing and Cost Efficiency:** Federating data from Databricks and managing retention strategies can reduce licensing usage and costs over time, with flexibility in deciding what to ingest versus federate.
- **Audience Enrichment and Activation Workflows:** Sheyla demonstrated advanced audience enrichment workflows, including enriching existing AEP audiences with federated data via the Federated Audience Composition destination, and explained activation processes for federated audiences and enrichment attributes, addressing questions from Brandon Farraye.
 - **Enriching AEP Audiences with Federated Data:** Existing AEP audiences can be mapped to the Federated Audience Composition destination, exposed in the composition canvas, and further enriched with federated data using mapping and scheduling options.
 - **Activation and Attribute Mapping:** Federated audience mappings, including enrichment attributes, are carried downstream for activation workflows, allowing

personalization in destinations such as S3 and AJO, even if attributes are not persisted in the AEP profile.

- **Personalization in AJO:** Brandon Farraye asked about using enrichment attributes for personalization, and Sheyla confirmed that helper functions and expression editors in AJO can manipulate federated attributes for dynamic content, including case transformations.
- **Integration with Orchestrated Campaigns:** Brandon Farraye inquired about activating federated audiences in orchestrated campaigns; Sheyla explained that direct integration with Databricks-federated audiences will be available early next year, while traditional AJO campaigns currently support federated data.

- **Provisioning and Sandbox Enablement for Federated Audience Composition:**

Andres, Anja, and Sheyla discussed the process for enabling Federated Audience Composition across multiple sandboxes, confirming that provisioning requests can extend access beyond the default two sandboxes, with considerations for database connections and licensing.

- **Enablement Process:** Federated Audience Composition was enabled for one sandbox during the POC, but can be provisioned for staging and production environments upon request, with licensing considerations for more than two sandboxes.
 - **Database Connection Strategy:** Andres outlined a strategy to connect development and staging sandboxes to the development Databricks environment, and production sandbox to the production Databricks environment, to avoid conflicts.
 - **Licensing and Usage Limits:** Anja confirmed that FAC can be used across all currently licensed sandboxes up to 500 gigabytes, with contractual obligations for multi-sandbox enablement.
- **POC Wrap-Up and Next Steps:** Sheyla, Alexandra Petrus, and Andres agreed to keep POC assets available until the end of the month for further validation and access, with Sheyla committing to upload recordings and provide follow-up resources before decommissioning.

- **POC Asset Decommissioning:** The team will wait until the end of the month before decommissioning POC assets to allow additional time for team members to access and validate the work.
- **Resource Sharing:** Sheyla will upload meeting recordings and link relevant Experience League pages to the landing page for reference and follow-up.

Follow-up tasks:

- **Federated Audience Composition Enablement Across Sandboxes:** Confirm whether Federated Audience Composition (FAC) can be enabled across all three sandboxes (development, staging, production) and communicate the contractual obligations regarding this. (Anja)
- **Federated Audience Composition Provisioning:** Initiate the process to enable FAC for the staging and production sandboxes as requested. (Sheyla)
- **FAC Licensing and Sandbox Limitations:** Verify if there are any licensing limitations for enabling FAC across more than two sandboxes and inform the team accordingly. (Anja)
- **POC Asset Decommissioning Timeline:** Wait until the end of the month before decommissioning all POC assets to allow team members additional time for access and validation. (Sheyla)
- **FAC Enablement Resource Coordination:** Connect the team with the appropriate resources to facilitate FAC provisioning on all licensed sandboxes up to 500 gigabytes. (Sheyla)