



Omnichannel Architecture: Deployment & Readiness Checklist

Use this framework to audit your technical infrastructure and semantic maturity before migrating to a headless CMS.

Phase 1: Semantic Auditing & Taxonomy Alignment

- **Identify Entry Points:** All current digital interfaces (Web, App, Voice, Social) have been mapped and documented.
- **Taxonomy Standardization:** A global tagging system and category structure are strictly defined for all corporate assets.
- **Entity Extraction:** Core business entities (Products, Services, FAQs) are separated from their presentation formatting (HTML/CSS).
- **Knowledge Graph Readiness:** Relational links between distinct content blocks are established for RAG-system ingestion.

Phase 2: MACH Stack Evaluation

- **API Audit:** Existing internal databases support REST or GraphQL API endpoints for data fetching.
- **Frontend Decoupling:** The current presentation layer can operate entirely independently of the backend content logic.
- **JSON Payload Testing:** Content editors can successfully export rich text elements as clean, structured JSON data.
- **Webhook Integration:** External triggers are planned for automated content syndication across partner platforms.

Phase 3: Governance, Security & Internal Syncing

- **Role-Based Access Control (RBAC):** Strict editorial permissions are mapped out for Junior, Senior, and Admin staff.
- **Azure Access / Active Directory:** Security protocols are in place to automate the auditing of user permissions.
- **Internal Syncing:** A pipeline is established to push approved public metadata directly to internal portals (e.g., SharePoint).



- [] **Analytics Unification:** A unique user ID framework is configured in the CRM to track multi-touchpoint engagement accurately.