"40,000 Reasons to Migrate" – Key Takeaways

Evaluation Framework (The Four Tiers)

1. Security – safeguard data internally and externally.
2. Scalability – easily support new campuses and large user loads.
3. Data In – capture data with robust, compliant forms and workflows.
4. Data Out – generate useful reports directly in Rock, reducing spreadsheets.

Migration Process

- Partnered with a Rock Partner (9-month journey from planning to launch).
- Included data migration, configuration, and ministry analysis.
- Launched with **MVP (Minimum Viable Product)** – essentials only.
- Expanded gradually once stability was proven.

Lessons Learned

- Define security structures early.
- Launch lean: MVP first, bells and whistles later.
- Mix IT and ministry staff for the migration team.
- Use Rock's flexibility wisely—don't overcomplicate.
- Tap into the Rock community for support and give back where possible.