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### Prerequisites

Ensure the following are ready before proceeding with GA 360 setup:

* GA4 360 contract is signed with Google
* Google Workspace domain (@samsungmcgcp.net) is active and verified
* At least one Org Admin or Billing Admin has access to the Google Marketing Platform (GMP) Admin Console
* A GCP (Google Cloud Platform) project is provisioned for BigQuery export
* BigQuery is enabled for the selected project

### 1. GA 360 Activation & Access Management

#### Log in with Enterprise Accounts

* Log in via [admin@samsungmcgcp.net](mailto:admin@samsungmcgcp.net)
* Visit: [https://analytics.google.com](https://analytics.google.com/)

### 2. Set Up and Create Google Workspace Enterprise Accounts

#### What is a Google Enterprise Account?

A Google Workspace Enterprise account is a managed Google account using the company's custom domain (name@samsungmcgcp.net). These accounts are created and controlled by the company's Google Workspace Admins. It manages emails, users, security policies, and workspace apps under the corporate domain.

#### Steps to Create User Accounts

**Step 1: Sign in to the Admin Console**

* Go to: [https://admin.google.com](https://admin.google.com/) using admin credentials (e.g., admin@samsungmcgcp.net)

**Step 2: Add a New User**

1. In Admin Console, go to "Users"
2. Choose the appropriate organizational unit (e.g., /Analytics, /Marketing)
3. Click "+ Add new user"
4. Fill in user details:
   * First Name / Last Name
   * Primary Email (e.g., name@samsungmcgcp.net)
   * Set or auto-generate a password

*Reference*: [Add an account for a new user](https://support.google.com/a/answer/33310)

**Step 3: Share Login Details**

* Provide the temporary password securely
* Instruct users to log in and update password

**Step 4: Enforce Security Settings**

* Enable 2-step verification
* Enforce SSO policies
* Assign users to relevant Google Groups (e.g., knox-analysts@samsungmcgcp.net)

**Optional: Bulk Create Users**

* Use CSV import in Admin Console:
  + Directory > Users > “Bulk Update Users”
* Alternatively, use Google Admin SDK Directory API

#### References:

* [Add or update multiple users from a CSV file](https://support.google.com/a/answer/40057)
* [About administrator roles](https://support.google.com/a/answer/33325)

### 3. Move or Recreate GA4 Property

#### A. Check if Same GA4 Property Can Be Upgraded

* Conditions for upgrade:
  + GA4 360 contract is signed
  + Property is under a GMP account tied to @samsungmcgcp.net
  + User has Org Admin or Billing Admin role
* To verify and proceed:
  + Go to Admin > Property Settings
  + If property is under @samsungmcgcp.net: Upgrade directly
  + If under legacy domain or Gmail: Consider move or recreate

***Reference*:** [Upgrade to GA4 360](https://support.google.com/analytics/answer/11202874?hl=en)

#### B. Move GA4 Property (If needed)

* Navigate: Admin → Property Settings → Move Property
* Prerequisites:
  + Admin access on both source and destination accounts
  + Measurement ID remains unchanged (no need to retag)

***Reference*:** [Move GA4 Property](https://support.google.com/analytics/answer/9305872)

#### C. Upgrade Steps

* Sign in to GMP Admin Console
* Go to Administration → Organizations
* Locate your GA4 property
* Select it → Click "More" → Upgrade selected properties

#### D. What Happens When You Upgrade

* Activation of GA4 360 features:
  + Increased event limits
  + Higher quotas for custom dimensions
  + BigQuery linking
* Timing: Changes apply within minutes (can take up to a few hours)

### 4. Link GA 360 Property to BigQuery

* GA4 Admin → Product Links → BigQuery
* Choose GCP Project and dataset region
* Enable daily/streaming export

***Reference*:** [GA4 BigQuery Link](https://support.google.com/analytics/answer/9358801)

### 5. Set IAM Roles in BigQuery

#### How to Assign IAM Roles

1. Visit: [https://console.cloud.google.com](https://console.cloud.google.com/)
2. Navigate to the correct GCP project
3. IAM & Admin > IAM > "+ Grant Access"
4. Enter email or Google Group (e.g., knox-analysts@samsungmcgcp.net)
5. Assign appropriate roles:
   * roles/bigquery.dataViewer
   * roles/bigquery.jobUser
   * roles/bigquery.admin (for Ops/Admins only)
6. Click Save

#### Common Role Combinations

* **Engineers/Analyst**: dataEditor + jobUser
* **Admin**: admin + jobUser
* **PM/Viewer**: dataViewer

#### Dataset-Level Access (Optional)

* Go to: BigQuery Console → Dataset → Sharing → Permissions
* Add principal and assign appropriate roles

#### References:

* [BigQuery IAM Roles and Permissions](https://cloud.google.com/bigquery/docs/access-control)
* [IAM Policies Best Practices](https://cloud.google.com/iam/docs/overview)

### 6. Create Google Groups for Access Management

#### Why Use Google Groups?

Google Groups simplify access control and team management across GA4 and BigQuery.

#### Examples of Groups:

* ga-admins@samsungmcgcp.net
* ga-analysts@samsungmcgcp.net
* ga-viewers@samsungmcgcp.net

#### How to Set Up

* Use Google Admin Console to create groups
* Add users to appropriate groups based on their role
* Use these groups for assigning access in GA360 and BigQuery

### 7. Assign Roles in GA 360

* GA4 Admin → Property Settings → Access Management
* Add users or Google Groups
  + Admins → Administrator
  + Analysts/Engineers → Editor
  + Sales Team → Viewer

#### Tips:

* Use email groups for easier future updates
* Always follow least privilege principle

### 8. Manage Legacy Access

#### Best Practices:

* Identify all legacy users (e.g., @samsung.com)
* Revoke outdated user access from GA4 and BigQuery
* Notify stakeholders when access to old accounts will be removed
* Ensure all dashboards, data exports, and reports are migrated to @samsungmcgcp.net accounts

### 9. Ongoing Monitor

* Regularly review user and group permissions
* Check GA4 to BigQuery export status for delays or failures
* Monitor GA360 usage and costs through GMP Admin Console
* Schedule quarterly audits for access and usage logs