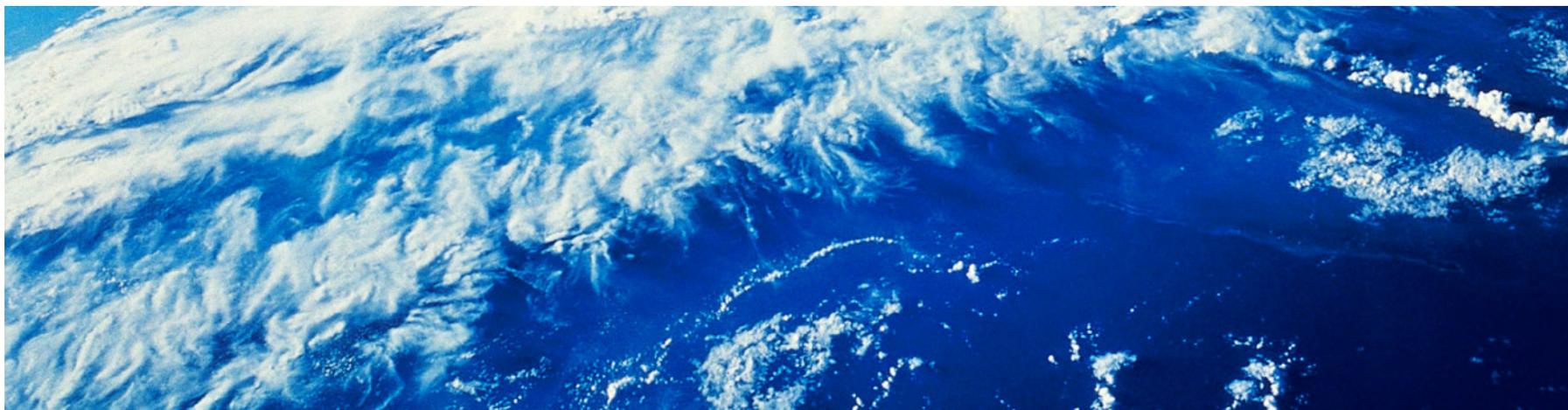

IBM WebSphere Commerce V7 FEP7

MC Integration



Agenda

- Introduction
 - EMM overview
 - WC to MC integration – biConfig.xml
 - Launch MC from CMC
 - Export promotion code and upload it to MC
 - Create an email campaign in MC using the promotion code
- Demo
- Troubleshooting

EMM Overview

- Enterprise Marketing Management (EMM) solution provides:
 - Multi-channel campaign management
 - Cross-channel campaign management
 - Integrated marketing management
 - Customer analytics
- There are many applications (modules) under EMM:
 - Marketing Center (MC)
 - Digital Analytics (DA, a.k.a. Coremetrics)
- They are cloud based.

Feature Pack 3, WC/CMC To Digital Analytics Integration

- Business user can have a single sign on from CMC to Digital Analytics to view the analytics reports.
- There are many launch points from different tools in CMC to view different reports or tools in the Digital Analytics.
- The configuration file of the Digital Analytics integration is biConfig.xml in the <WC_EAR>/xml/config/bi/ directory.
- For a customer to use this feature, they must sign up with EMM to have a client ID to enable the Digital Analytics.

Feature Pack 7, WC/CMC To MC Integration

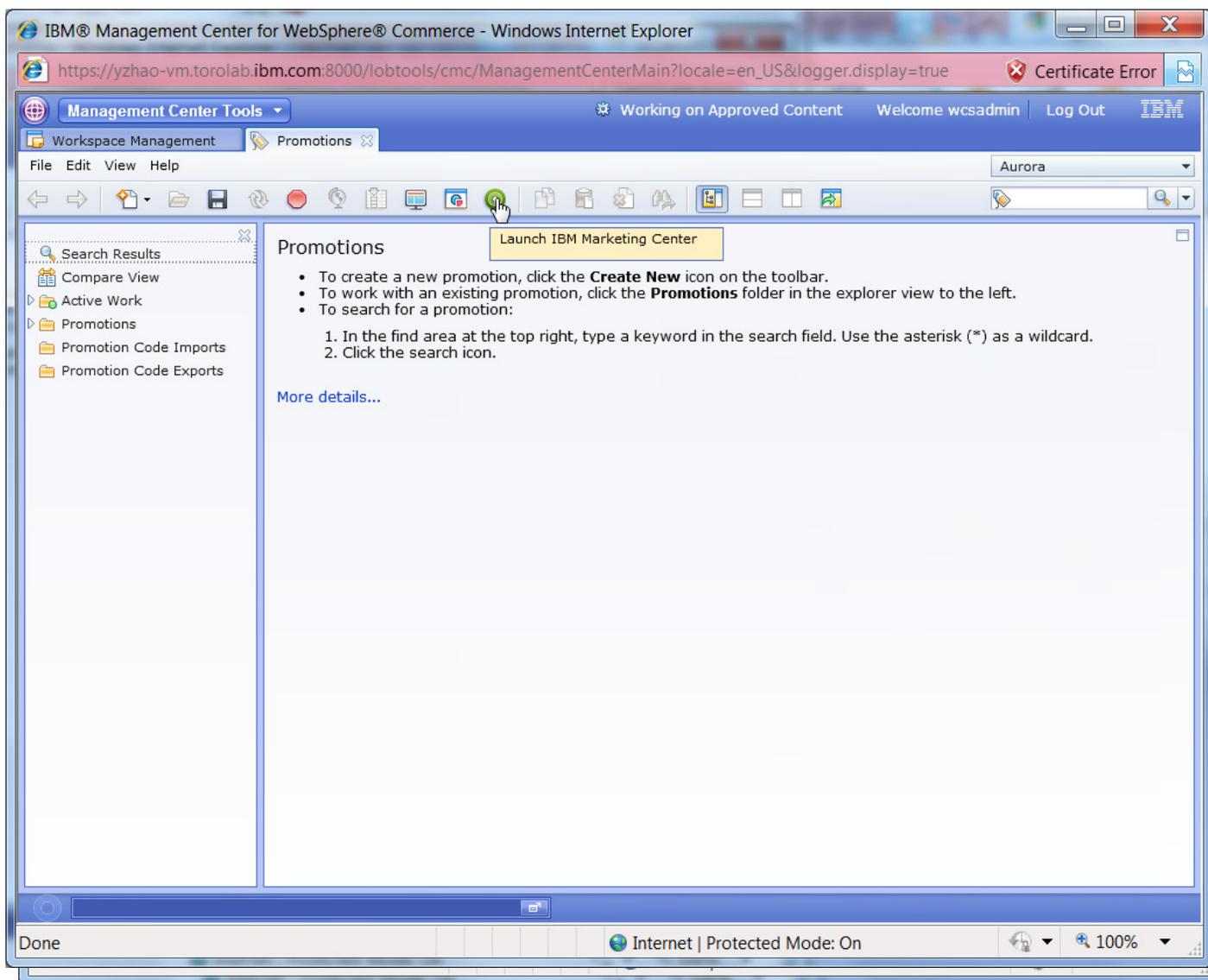
- For a customer to use this feature, they must sign up with EMM to have a client ID to enable MC. This client ID is shared with Digital Analytics. That is, if the customer has sign up with EMM to enable both Digital Analytics and MC, they will get a single client ID.
- The configuration file for the integration is the same biConfig.xml as the Digital Analytics.
- Business user have a single sign on from CMC to MC to launch the MC tool page. There are three launch points from CMC to MC.
 - Launch the campaign performance dashboard in the MC
 - Launch the managing promotion code page in the MC
 - Launch the creation campaign page in the MC
- Promotion code export to include MC metadata to be imported into MC
- Create email campaign in MC to use the promotion code in WC.

biConfig.xml

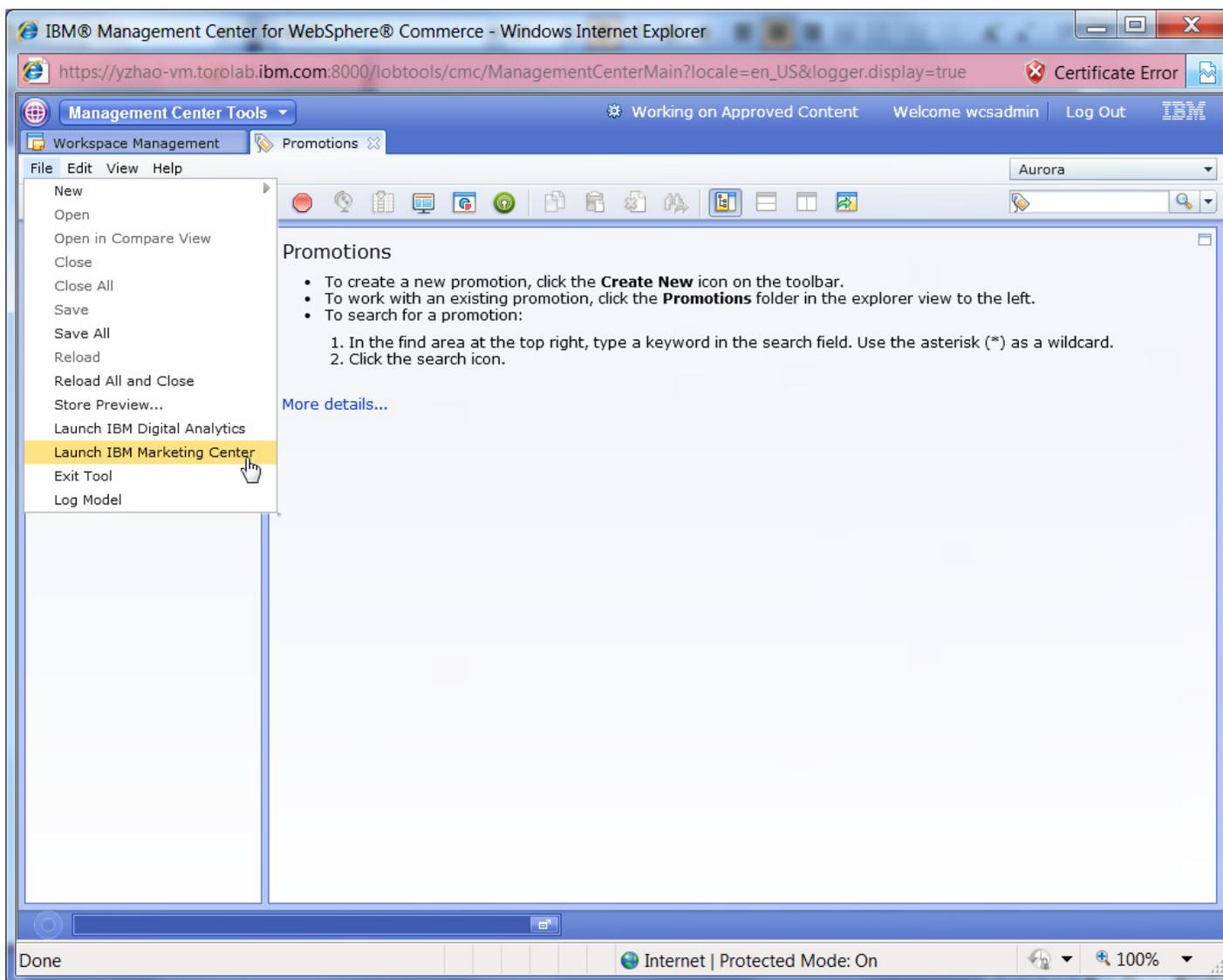
```
<stores>  
  <store bprovider="coremetrics" enabled="true" storeId="10001"  
    marketingCenterEnabled="true">  
    <clientid>12345678</clientid>  
  </store>  
</stores>  
<ssoKey>abcdefghijklm</ssoKey>
```

- enabled="true" is for Digital Analytics only. It is independent of marketingCenterEnabled="true"
- clientid is shared.
- ssoKey is also shared. It is used for the single sign on. It can be configured in the Digital Analytics Admin tool.

Launch MC campaign performance dashboard button



Launch MC campaign performance dashboard menu



MC campaign performance dashboard page

Campaign Clickers
Yesterday | 2/18/2014
Clickers

Campaign Conversion
Yesterday | 2/18/2014

Campaign / Run Date / ...ment Split / Communication	Sales	Sales/Clickers
Remise en pour...ne commande	\$0.00	-
UniquePromo23	\$0.00	-
WinUniquePromo1	\$0.00	-
Feb13UniquePromo1	\$0.00	-

Campaign Audiences
Yesterday | 2/18/2014
Viewers

Campaign Conversion
Yesterday | 2/18/2014 vs. Prior Period

Campaign / Run Date / ...ment Split / Communication	Sales	% Change
Remise en pour...ne commande	\$0.00	-
UniquePromo23	\$0.00	-
WinUniquePromo1	\$0.00	-
Feb13UniquePromo1	\$0.00	-

Create promotion with public promotion code

The screenshot shows the IBM Management Center for WebSphere Commerce interface. The browser address bar displays the URL: `https://yzhao-vm.torolab.ibm.com:8000/lobtools/cm/ManagementCenterMain?locale=en_US&logger.display=true`. The page title is "Management Center Tools". The user is logged in as "wcsadmin".

The main content area is titled "PublicCodePromotion" and contains the following configuration options:

- Administrative name:** PublicCodePromotion
- Promotion folders:** A table with columns for Type, Name, and Path. It shows "0 of 0 selected".
- Promotion type:** Percentage off an order
- Redemption method:** Requires promotion codes
- Promotion code specification:**
 - Create public promotion codes
 - Simple system-generated unique promotion codes
 - Advanced system-generated unique promotion codes
 - Using imported promotion codes
- Promotion codes:** A table with columns for Promotion Code. It shows "WINTERSAVE" and "0 of 1 selected".

A status bar at the bottom of the window displays the message: "Deactivate action completed for Promotion PublicCodePromotion." The system tray shows "Done", "Internet | Protected Mode: On", and "100%".

Export promotion code to include MC metadata

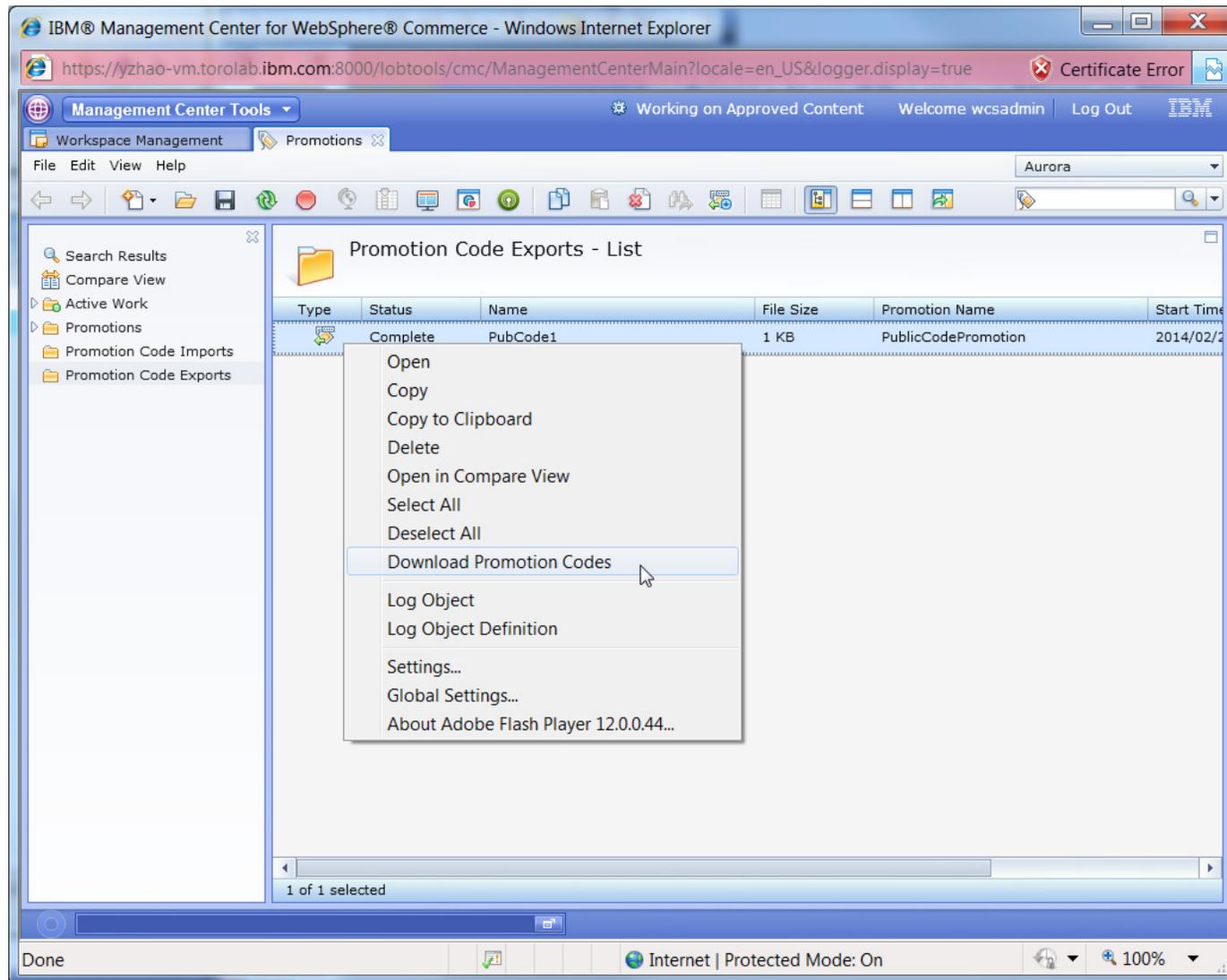
The screenshot shows the IBM Management Center for WebSphere Commerce interface in a Windows Internet Explorer browser. The browser address bar shows the URL: `https://yzhao-vm.torolab.ibm.com:8000/lobtools/cm/ManagementCenterMain?locale=en_US&logger.display=true`. The page title is "IBM® Management Center for WebSphere® Commerce - Windows Internet Explorer".

The interface displays the "Promotion Code Export Properties" dialog for a promotion named "*PubCode1". The dialog includes the following fields:

- Name:** PubCode1
- Promotion name:** PublicCodePromotion
- Promotion identifier:** 10000151
- Include metadata for IBM Marketing Center:** (checked)
- Campaign name:** PublicCodePromotion
- Start date:** 2014-02-21T00:00:00.001Z
- End date:** 2014-02-28T23:59:00.001-05:00
- Summary:** (empty)

The dialog also features "Save" and "Close" buttons. The left sidebar shows the navigation tree with "Promotions" expanded, and "Promotion Code Exports" selected. The bottom status bar indicates "Done" and "Internet | Protected Mode: On".

Download promotion codes to a file



PubCode1.csv

campaignName=PublicCodePromotion

promotionStartDate=20140221

promotionEndDate=20140228

promocodes

WINTERSAVE

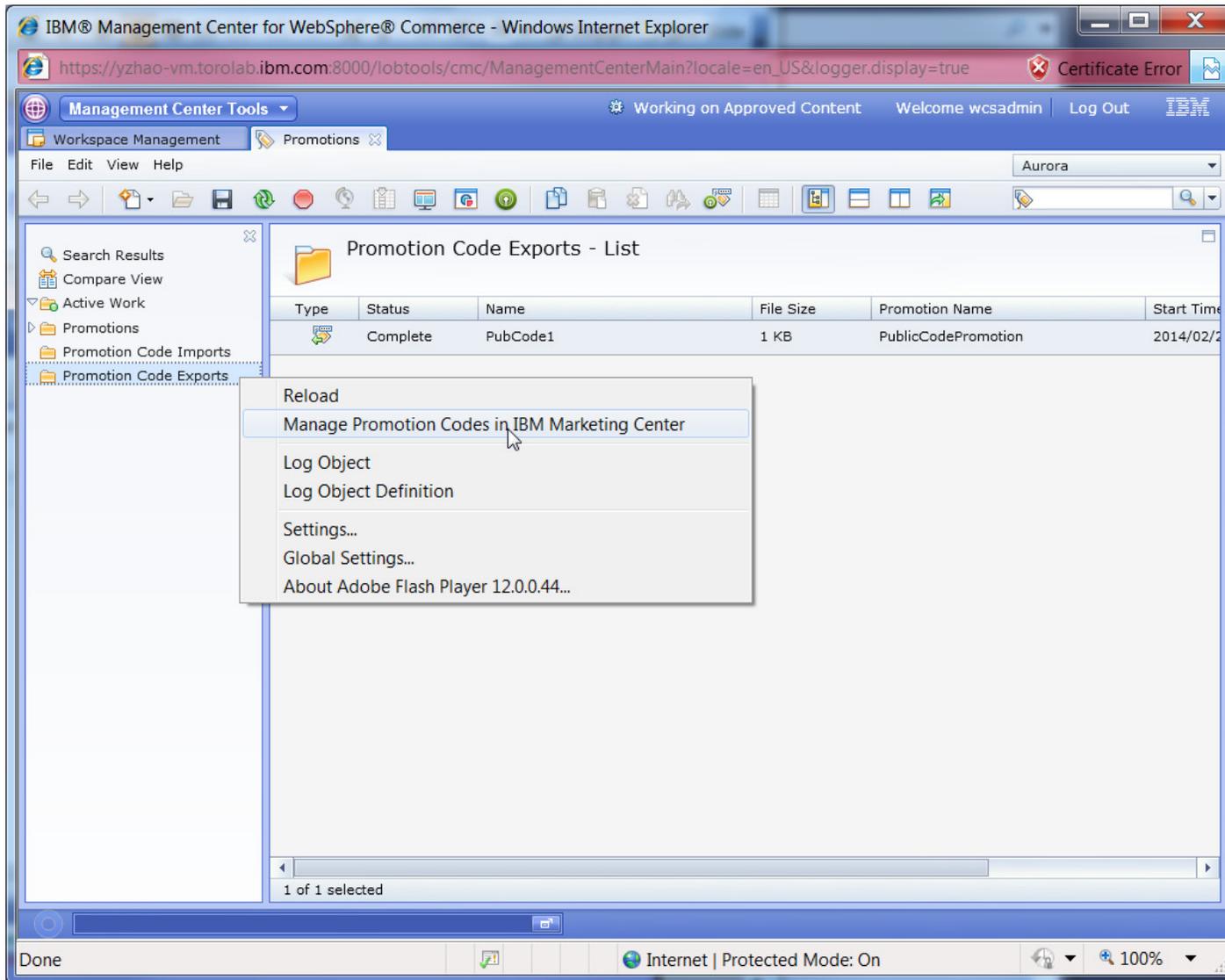
Launch manage promotion codes in MC button

The screenshot shows the IBM Management Center interface in Internet Explorer. The browser address bar displays the URL: `https://yzhao-vm.torolab.ibm.com:8000/lobtools/cmc/ManagementCenterMain?locale=en_US&logger.display=true`. The page title is "Management Center Tools". The main content area shows a table titled "Promotion Code Exports - List". A tooltip is visible over the "Manage Promotion Codes in IBM Marketing Center" button.

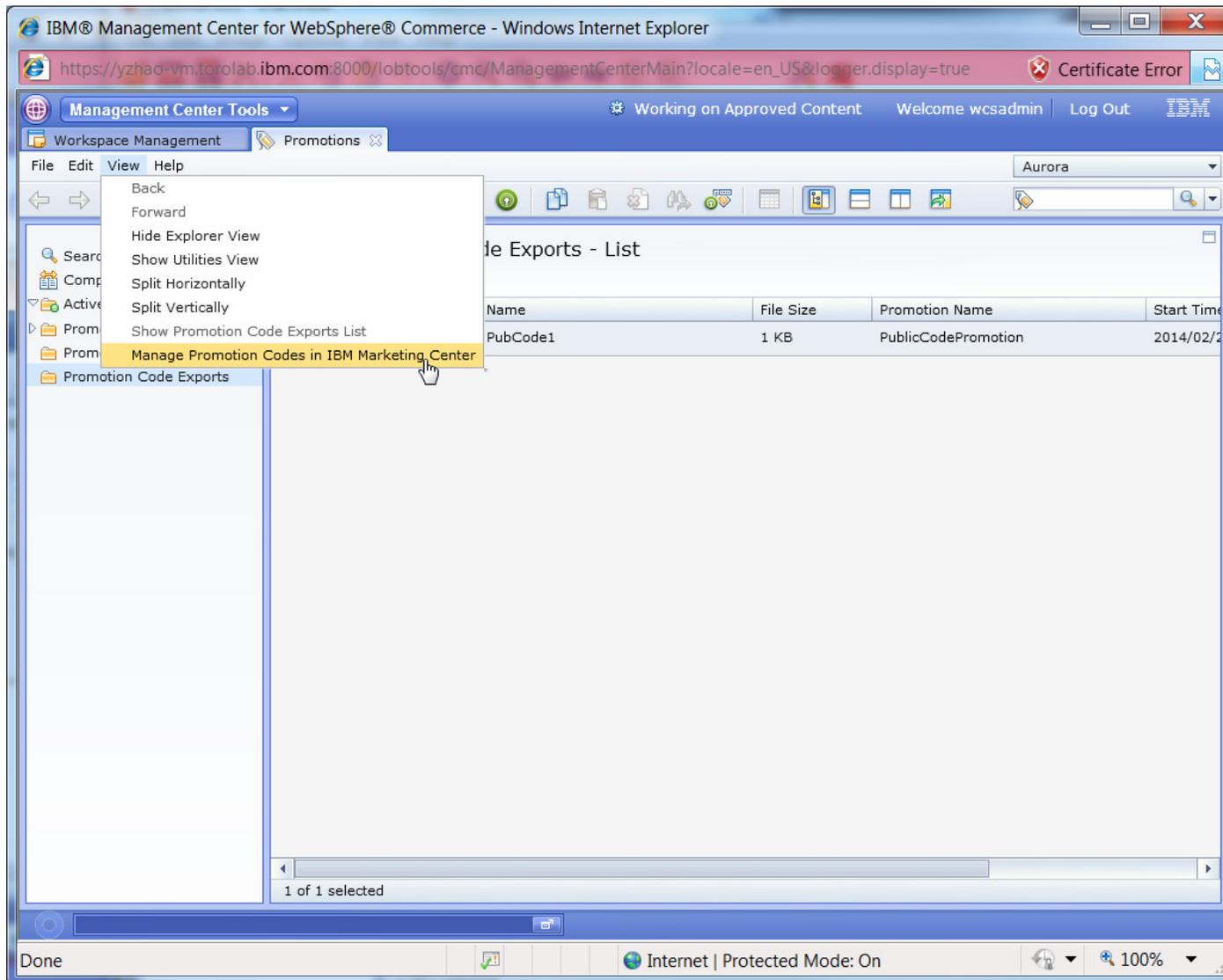
Type	Status	Name	File Size	Promotion Name	Start Time
	Complete	PubCode1	1 KB	PublicCodePromotion	2014/02/2

1 of 1 selected

Launch manage promotion codes in MC popup menu



Launch manage promotion codes in MC with menu



MC manage promotion codes page

Manage Promotion Codes

Promotion codes are used in email or site communications that reference the personalization field PROMOCODE. You can create a promotion code that contains only one code, that code is treated as a multi-use code that can be used by more than one user.

New File [Download](#)

File Name	Start Date	End Date	Type	Count	Promo
ApprovedCo...Promo1.csv	02/01/2014	02/28/2014	Multi-use	1	AssetPu
ApprovedCo...Promo1.csv	02/13/2014	12/31/9999	Single-use	5	AssetUn
ApprovedCo...Promo1.csv	02/01/2014	02/20/2015	Multi-use	1	publicPro
ApprovedCo...Promo1.csv	02/04/2014	02/20/2014	Single-use	5	UniqueP
ApprovedDo...etadate.csv	12/06/2013	12/31/9999	Multi-use	1	publicPro
ChinesePromoExport.csv	01/17/2014	12/31/9999	Multi-use	1	票價達P
DeActivated...Promo1.csv	02/03/2014	02/05/2014	Single-use	6	NewUniq
EsiteUnique...ctivated.csv	01/01/2014	01/31/2015	Single-use	10	EsiteUniq
Export2_FrenchCode.csv	01/24/2014	12/31/9999	Multi-use	1	Remise e
Export_Asse...Promo1.csv	01/01/2014	01/31/2014	Multi-use	1	AssetPu
Export_asset...1_emm.csv	10/11/2013	10/31/2016	Multi-use	1	assetSto
Export_Asse...ontents.csv	02/10/2014	12/31/9999	Single-use	5	AssetUn
Export_esite...1_emm.csv	10/01/2013	10/31/2014	Multi-use	1	esite_pul
export_esite...rkspace.csv	10/01/2013	10/31/2014	Multi-use	1	esite_pul
export_esite...rkspace.csv	10/11/2013	12/31/2013	Single-use	5	esite_un
export_esite...2_emm.csv	10/01/2013	10/31/2015	Single-use	5	esite_uni

Launch create campaign in MC button

The screenshot shows the IBM Management Center interface for WebSphere Commerce. The browser window title is "IBM® Management Center for WebSphere® Commerce - Windows Internet Explorer". The address bar shows the URL: https://yzhao-vm.torolab.ibm.com:8000/lobtools/cm/ManagementCenterMain?locale=en_US&logger.display=true. The page title is "Promotions - List".

The interface includes a navigation pane on the left with the following items:

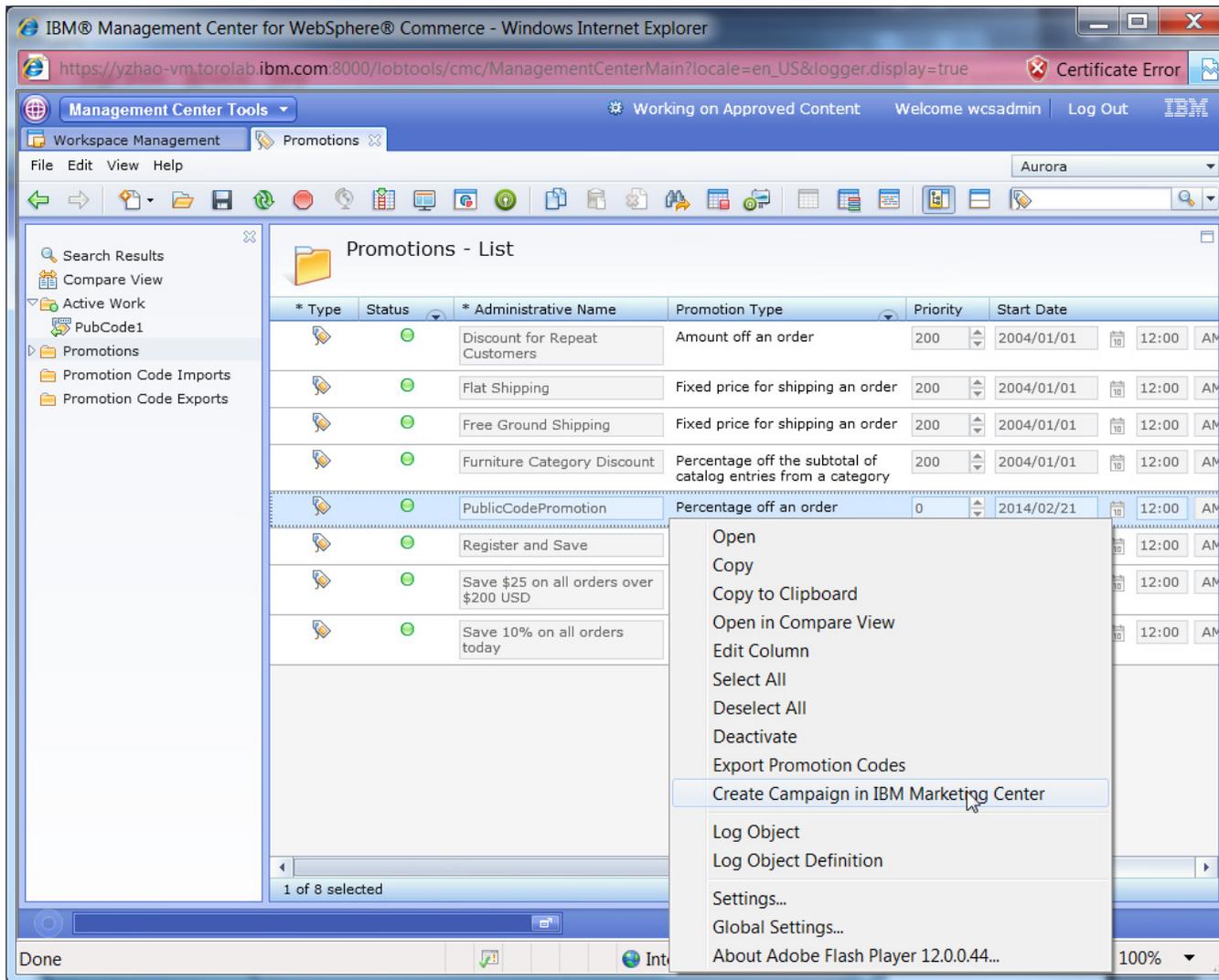
- Search Results
- Compare View
- Active Work
- PubCode1
- Promotions
- Promotion Code Imports
- Promotion Code Exports

The main content area displays a table of promotions. A tooltip "Create Campaign in IBM Marketing Center" is shown over a button in the toolbar. The table has the following columns: * Type, Status, * Administrative Name, Promotion Type, Priority, and Start Date.

* Type	Status	* Administrative Name	Promotion Type	Priority	Start Date
	●	Discount for Repeat Customers	Amount off an order	200	2004/01/01 12:00 AM
	●	Flat Shipping	Fixed price for shipping an order	200	2004/01/01 12:00 AM
	●	Free Ground Shipping	Fixed price for shipping an order	200	2004/01/01 12:00 AM
	●	Furniture Category Discount	Percentage off the subtotal of catalog entries from a category	200	2004/01/01 12:00 AM
	●	PublicCodePromotion	Percentage off an order	0	2014/02/21 12:00 AM
	●	Register and Save	Percentage off an order	250	2004/01/01 12:00 AM
	●	Save \$25 on all orders over \$200 USD	Amount off an order	250	2004/01/01 12:00 AM
	●	Save 10% on all orders today	Percentage off an order	250	2004/01/01 12:00 AM

The status bar at the bottom indicates "1 of 8 selected".

Launch create campaign in MC popup menu



Launch create campaign in MC with menu

The screenshot shows the IBM Management Center interface in a Windows Internet Explorer browser. The browser title is "IBM® Management Center for WebSphere® Commerce - Windows Internet Explorer". The address bar shows the URL: https://yzhao-vm.torolab.ibm.com:8000/lobtools/cm/ManagementCenterMain?locale=en_US&logger.display=true. The page title is "Management Center Tools". The main content area displays a table of promotions.

The "View" menu is open, showing the following options:

- Back
- Forward
- Hide Explorer View
- Show Utilities View
- Split Horizontally
- Split Vertically
- Configure Columns
- Show Promotions List
- Show Promotion Folders List
- Show Promotions Calendar
- Create Campaign in IBM Marketing Center**

The "Promotions - List" table contains the following data:

* Administrative Name	Promotion Type	Priority	Start Date	End Date	Time	AM/PM
Discount for Repeat Customers	Amount off an order	200	2004/01/01		12:00	AM
Flat Shipping	Fixed price for shipping an order	200	2004/01/01		12:00	AM
Free Ground Shipping	Fixed price for shipping an order	200	2004/01/01		12:00	AM
Furniture Category Discount	Percentage off the subtotal of catalog entries from a category	200	2004/01/01		12:00	AM
PublicCodePromotion	Percentage off an order	0	2014/02/21		12:00	AM
Register and Save	Percentage off an order	250	2004/01/01		12:00	AM
Save \$25 on all orders over \$200 USD	Amount off an order	250	2004/01/01		12:00	AM
Save 10% on all orders today	Percentage off an order	250	2004/01/01		12:00	AM

The status bar at the bottom indicates "1 of 8 selected".

MC new campaign page

The screenshot displays the IBM Marketing Center interface for creating a new campaign. The browser window title is "IBM Marketing Center - 90110130 - Windows Internet Explorer". The URL is https://mc.coremetrics.com/mcwebapp/mc.jsp?ltok=er3cx0&uri=mc_campaigns:&defaultName=PublicCodePromotion. The page header includes "IBM Websphere Integration Test" and "Marketing Center".

The main content area is titled "Workbook: Default Workbook *". It features a progress bar with four steps: 1. Define (highlighted), 2. Design, 3. Test, and 4. Deploy. Below the progress bar, the "Define" step is expanded to show the following form fields:

- Campaign Name***: PublicCodePromotion
- Campaign Type:** Hourly
- Campaign Folder***: Select Campaign Folder
- Description**: Enter Description
- Campaign Notification Email Recipients (enter email addresses, separated by commas or semicolons)**: [Empty text area]

At the bottom of the form, there are "Save" and "Cancel" buttons, and a "Next: Design" button. The footer of the page includes "90110130 | About | © Copyright IBM Corporation 2012".

Demo

Troubleshooting

- The MC launch button or menu doesn't show,
 - Make sure the store ID is configured in the biConfig.xml and the marketingCenterEnabled="true".
- Single sign on doesn't work.
 - Make sure the ssoKey configured in the biConfig.xml matches the secrete key defined in the MC admin.
 - The user is also registered in the MC. If there are multiple WC users share one MC user, you need to insert the mapping in the MBRATTRVAL table:

```
INSERT into MBRATTRVAL (MBRATTRVAL_ID, MEMBER_ID, ATTRTYPE_ID, MBRATTR_ID,
  STRINGVALUE) values (
  ((SELECT MAX(MBRATTRVAL_ID) from MBRATTRVAL) + 1),
  (SELECT USERS_ID from USERREG where LOGONID = 'wcsUsername'),
  'STRING',
  (SELECT MBRATTR_ID from MBRATTR where NAME = 'CMCAalyticsUsername'),
  'EMM_UserName')
```

References

- **Integrating Management Center with IBM Marketing Center**

<http://pic.dhe.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.emm.doc/tasks/tmtmarketingcenterintegration.htm>

- **Exporting promotion codes to IBM Marketing Center**

<http://pic.dhe.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.management-center.doc/tasks/tprexpcodecent.htm>

- **Creating campaigns in IBM Marketing Center for promotions**

<http://pic.dhe.ibm.com/infocenter/wchelp/v7r0m0/topic/com.ibm.commerce.management-center.doc/tasks/tsbmarkcentcampaign.htm>

Thank You!

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