

UBX integration with WebSphere Commerce

The purpose of this document is to give you a step by step look at integrating UBX and WebSphere Commerce. Most of these steps are documented in the knowledge center, but hopefully the add screenshots here most things a little clearer and easier.

WebSphere Commerce Knowledge Center

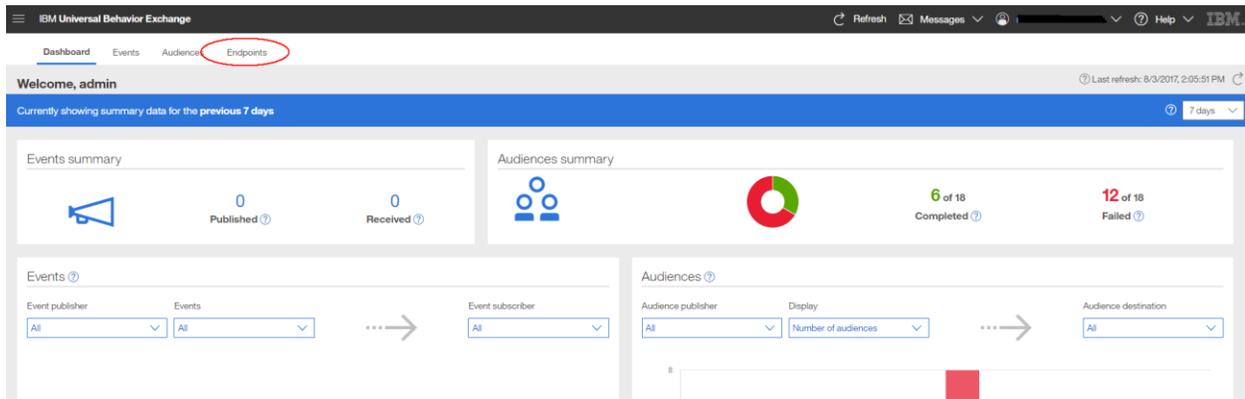
https://www.ibm.com/support/knowledgecenter/SSZLC2_8.0.0/com.ibm.commerce.integration.doc/concepts/ccvubx.htm

Registering Endpoint:

https://www.ibm.com/support/knowledgecenter/SSZLC2_8.0.0/com.ibm.commerce.integration.doc/tasks/tcvubxregister.htm

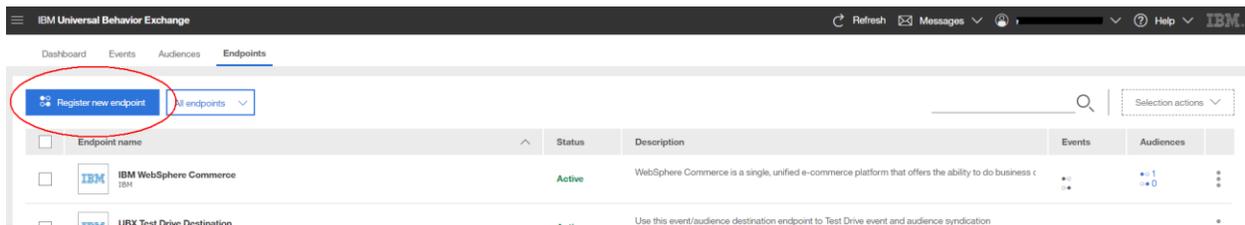
Registering the WebSphere Commerce Endpoint requires access to the Universal Behavior Exchange server UI and an admin User ID and password.

Select Endpoints tab:



The screenshot shows the IBM Universal Behavior Exchange dashboard. The 'Endpoints' tab is selected and circled in red. The dashboard displays summary data for the previous 7 days, including 'Events summary' (0 Published, 0 Received) and 'Audiences summary' (6 of 18 Completed, 12 of 18 Failed). Below the summaries are filters for 'Events' and 'Audiences'.

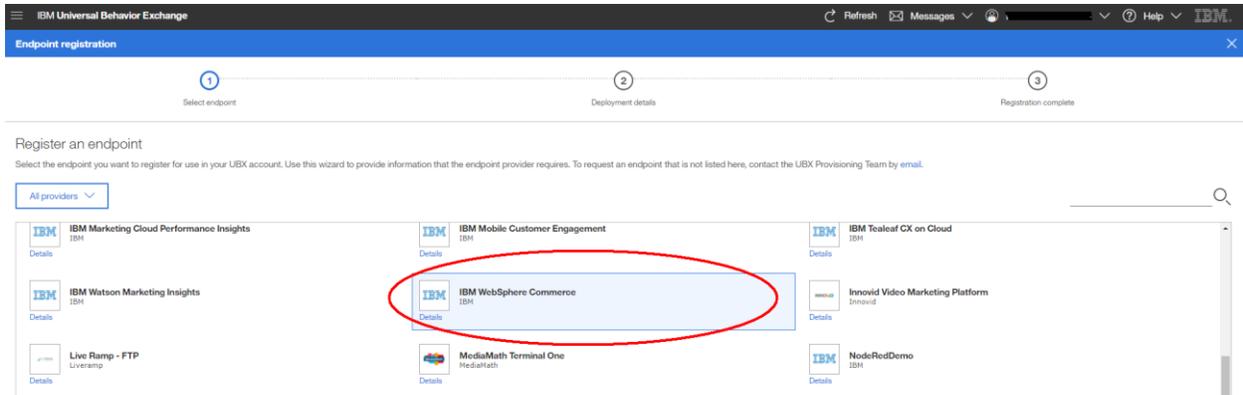
Click Register new endpoint



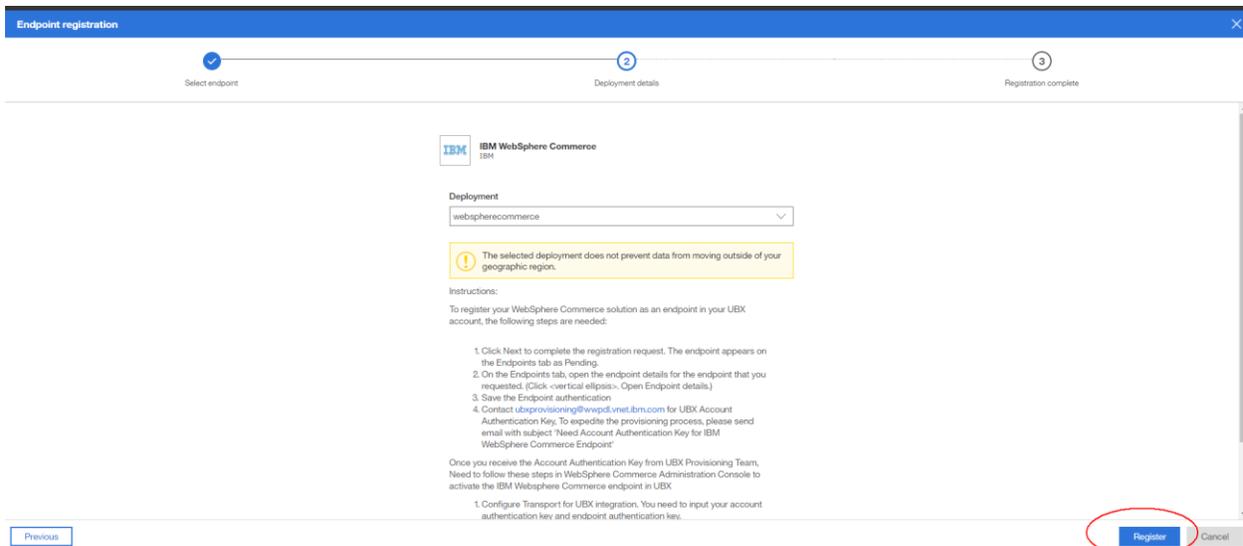
The screenshot shows the 'Endpoints' tab in the IBM Universal Behavior Exchange dashboard. The 'Register new endpoint' button is circled in red. Below the button is a table of existing endpoints.

Endpoint name	Status	Description	Events	Audiences
IBM WebSphere Commerce	Active	WebSphere Commerce is a single, unified e-commerce platform that offers the ability to do business c	++	++
IBRX Test Drive Destination	...	Use this event/audience destination endpoint to Test Drive event and audience syndication

Select the IBM WebSphere Commerce provider



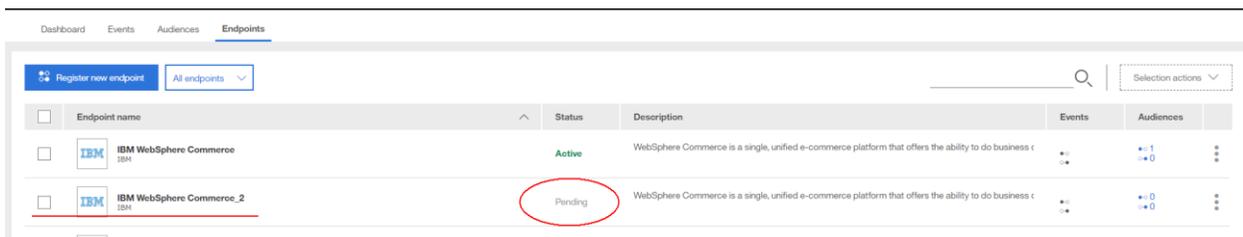
Click Next



Leave defaults and click Register

Close the "Thanks!, We Got it" screen.

You should now see your Endpoint in a Pending Status state.



Now we need to retrieve the EndPoint Authentication Key from the Endpoint Details:

Dashboard Events Audiences Endpoints

Register new endpoint All endpoints 2 item(s) selected Selection actions

Endpoint name	Status	Description	Events	Audiences	Actions
<input type="checkbox"/> IBM WebSphere Commerce	Active	WebSphere Commerce is a single, unified e-commerce platform that offers the ability to do business c	+1 +0	+1 +0	⋮
<input checked="" type="checkbox"/> IBM WebSphere Commerce_2	Pending	WebSphere Commerce is a single, unified e-commerce platform that offers the ability to do business c	+0 +0	+0 +0	⋮
<input type="checkbox"/> UBX Test Drive Destination	Active	Use this event/audience destination endpoint to Test Drive event and audience syndication	+0 +0	+0 +0	⋮

Endpoint details

IBM WebSphere Commerce_2 Pending

Details Identifiers

Description

WebSphere Commerce is a single, unified e-commerce platform that offers the ability to do business directly with consumers (B2C), directly with businesses (B2B), and indirectly through channel partners (indirect business models). WebSphere Commerce is designed to be a customizable, scalable, and high availability solution that is built to leverage open standards. WebSphere Commerce can leverage UBX by sharing information such as audience data, which can then be used by other solutions such as IBM Digital Analytics.

●○ Publisher ○● Destination

0 audiences 0 audiences

Endpoint authentication key ?

a1d55571-ba9c-405f-950b-1f32a97b8209:US

Delete Disable Close

Copy this Endpoint authentication key, you will need this later when configuring the transport in WebSphere Commerce. You can close this screen once you've copied the key.

Now that the Endpoint is registered in UBX, we need to create a Transport and Scheduler job in the WebSphere Commerce AdminConsole that will run and activate the Endpoint.

https://www.ibm.com/support/knowledgecenter/SSZLC2_8.0.0/com.ibm.commerce.integration.doc/tasks/tcvubxtransport.htm

Access your Websphere Commerce Adminconsole:

<https://<hostname>:8002/webapp/wcs/admin/servlet/ToolsLogon?XMLFile=adminconsole.AdminConsoleLogon>

Select Store that your working with.. In this example, we are using the AuroraESite:

IBM WebSphere Commerce
Administration Console Site/Store Selection

Select the site/stores that you want to work on

Site
 Store

Store name

AuroraB2BESite
AuroraB2BStorefrontAssetStore
AuroraESite
AuroraStorefrontAssetStore
Extended Sites Catalog Asset Store

Find a store

Store name Ignore case, beginning with

Language to work in

United States English

Click OK

Under Configuration menu, select Transports

Select AuroraStorefrontAssetStore - United States English

Access Management Monitoring Configuration Help

Logout > Home > Transports

Transport Configuration

Page Number

« First 1 of 1 Last »

Number of items: 0

Currently there are no transports assigned or configured. Select the add button on the right to add transports.

Select Add create a transport for UBX

Access Management Monitoring Configuration Help

Logout > Home > Transports > Add Transport

Add Transport

Page Number

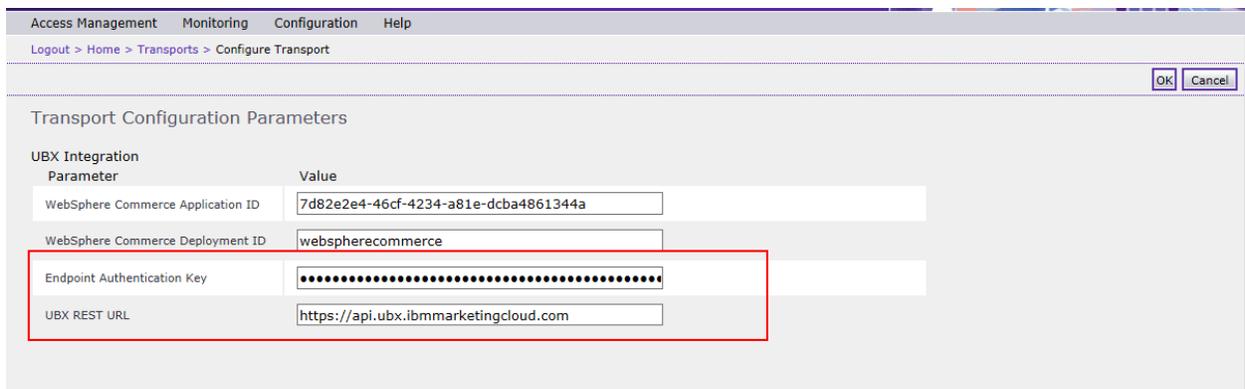
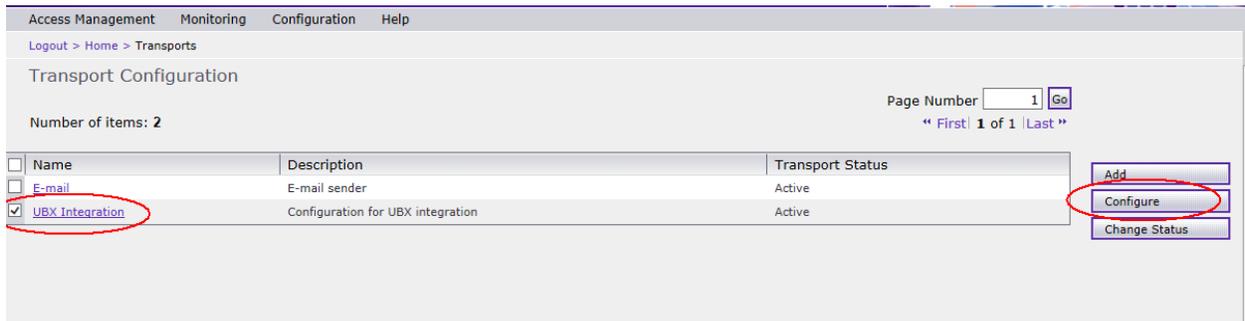
« First 1 of 1 Last »

Number of items: 19

Available Transports	Description
<input type="checkbox"/> E-mail	E-mail sender
<input type="checkbox"/> File	File Writer
<input type="checkbox"/> IBM MQ	IBM MQ
<input type="checkbox"/> Sample adapter	Sample adapter
<input type="checkbox"/> DemandTec SFTP	DemandTec SFTP connection settings
<input type="checkbox"/> Commerce Insights SFTP	Commerce Insights SFTP connection settings
<input type="checkbox"/> HTTP	HTTP
<input type="checkbox"/> Webservices over HTTP	WebServices over HTTP
<input type="checkbox"/> Webservices over JMS	WebServices over JMS
<input type="checkbox"/> SMS HTTP	SMS HTTP adapter
<input type="checkbox"/> SMS Webservices	SMS Webservices adapter
<input type="checkbox"/> Silverpop	Send transactional emails with Silverpop Transact
<input checked="" type="checkbox"/> UBX Integration	Configuration for UBX integration
<input type="checkbox"/> Success360	Success360 Integration Settings
<input type="checkbox"/> Watson Content Link Integration	Configuration for Watson Content Link

Select UBX Integration and click Add

Now we need to configure the transport that was just added:



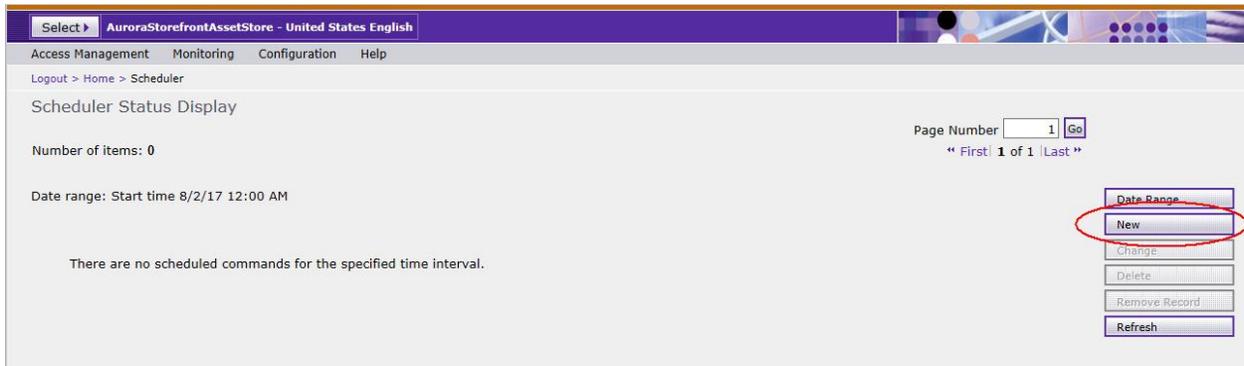
This is where you will need to insert the Endpoint Authentication Key you copied earlier from UBX.

NOTE: Ensure the UBX Rest URL is correctly populated here. The default URL is an example for a pilot system, please change to the valid REST host name URL. Also, you will notice in the Knowledge center documentation the Account Authentication Key parameter with 8.0.3.0. This is only needed for 8.0.3 environments as you will notice it's not displayed in this 8.0.4 environment.

Next, lets create the scheduler job that activates the endpoint and will also be the job that sends updated customer segments across to the UBX server.

https://www.ibm.com/support/knowledgecenter/SSZLC2_8.0.0/com.ibm.commerce.integration.doc/tasks/tcvschedcustomersegmentubxintegrate.htm

Under Configuration menu, select Scheduler and select New to add a job:



Fill in the appropriate fields:

Ensure the Associated User is your WebSphere Commerce admin user. In this example I've set the job to run every 30 mins, you can adjust this interval to your desired setting.

Once the job completes successfully:

Access Management Monitoring Configuration Help

Logout > Home > Scheduler

Scheduler Status Display

Page Number

Number of items: 2

« First 1 of 1 Last »

Date range: Start time 8/2/17 12:00 AM

Command	Job parameters	State	Status	Start Date	Finished	Application Type
<input type="checkbox"/>	CustomerSegmentUBXIntegrate	Complete	Successful	8/2/17 10:28 AM	8/2/17 10:29 AM	
<input type="checkbox"/>	CustomerSegmentUBXIntegrate	Waiting		8/2/17 10:49 AM		

We can now validate in UBX that the endpoint is now “Active” instead of “Pending”

Dashboard Events Audiences Endpoints

Register new endpoint All endpoints

Endpoint name	Status	Description	Events	Audiences
<input type="checkbox"/> IBM WebSphere Commerce_2	Active	WebSphere Commerce is a single, unified e-commerce platform that offers the ability to do business c	0	0

Now that the Endpoint is active, you will need to Enable SSL for the UBX integration.

https://www.ibm.com/support/knowledgecenter/SSZLC2_8.0.0/com.ibm.commerce.integration.doc/tasks/tcvubxconfig.htm

The steps for this are pretty straight forward and the above link is very clear. This is done in your WebSphere Application admin console. The only think to watch out for here is that you put the proper host name. Should be more like the following : `api.ubx.ibmmarketingcloud.com`

1. Expand **Security**. Click **SSL certificate and key management**.
2. In the **Related Items** section, click **Key stores and certificates**.
3. Select **NodeDefaultTrustStore**.
4. In the **Additional Properties** section, click **Signer Certificates**.
5. Click **Retrieve from port** and enter the following information.

Parameter	Value
Host	<code>api.ubx.ibmmarketingcloud.com</code>
Port	443
SSL configuration for outbound connection	NodeDefaultSSLSettings
Alias	UBX

6. Click **Retrieve signer information**.
7. Select **OK** and save your changes.

At this point, your integration with UBX is complete and you can work with customer segments and import or export between UBX and WebSphere Commercercer.

What to do next

After you enable UBX integration, you can work with customer segments in the Marketing tool to export information to external applications. This is done by selecting the **Allow exports to external applications** property when you create a customer segment. For more information, see [Creating a customer segment](#).

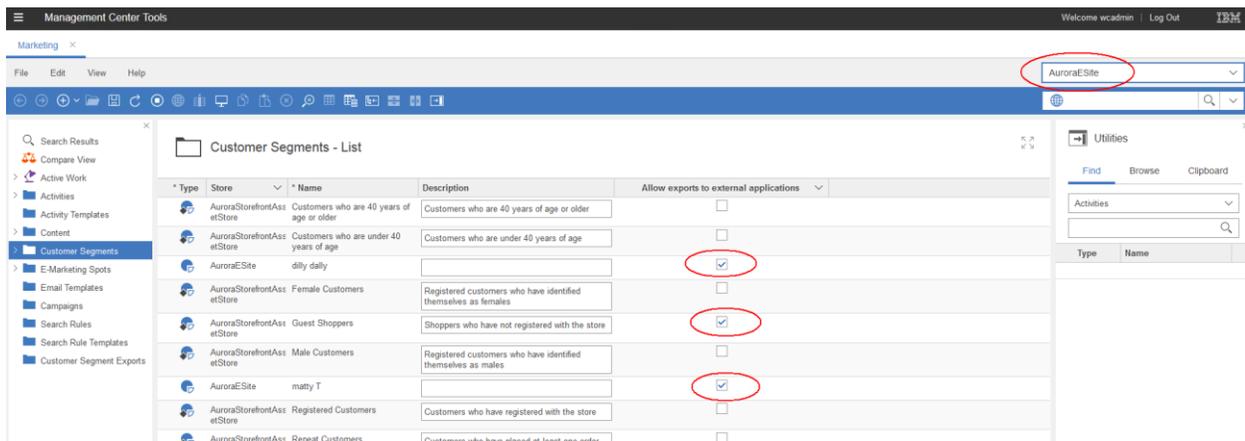
Then, you can manage customer segments by importing and exporting them within UBX. For more information, see [Managing customer segments with UBX](#).

Below is a exampe of Exporting a customer segment (source audience) from WCS to UBX.

Now that the integration is complete and the Endpoint is active, we can export a customer segment from our WCS to UBX.. This is done in the UBX UI.

First, we need to make sure the customer segment is configured properly in WCS. When creating a customer segment you have to specific if you allow it to be exported to external applications. Once this is done, we should be able to see those segments in UBX.

Example showing some segments allow exports from Manager Center inside Marketing tool for store we would like to export customer segments from:



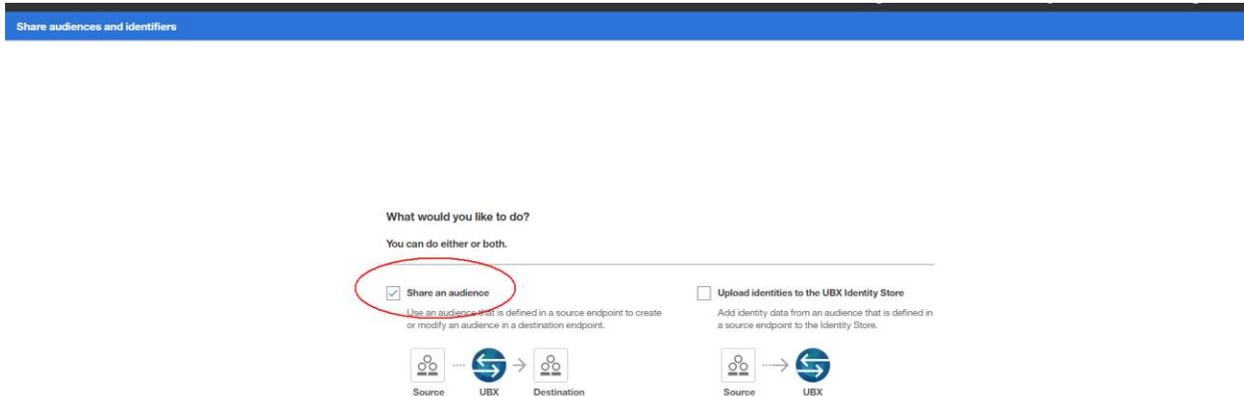
* Type	Store	* Name	Description	Allow exports to external applications
AuroraStorefrontAss etStore		Customers who are 40 years of age or older	Customers who are 40 years of age or older	<input type="checkbox"/>
AuroraStorefrontAss etStore		Customers who are under 40 years of age	Customers who are under 40 years of age	<input type="checkbox"/>
AuroraESite		dilly dilly		<input checked="" type="checkbox"/>
AuroraStorefrontAss etStore		Female Customers	Registered customers who have identified themselves as females	<input type="checkbox"/>
AuroraStorefrontAss etStore		Guest Shoppers	Shoppers who have not registered with the store	<input checked="" type="checkbox"/>
AuroraStorefrontAss etStore		Male Customers	Registered customers who have identified themselves as males	<input type="checkbox"/>
AuroraESite		matty T		<input checked="" type="checkbox"/>
AuroraStorefrontAss etStore		Registered Customers	Customers who have registered with the store	<input type="checkbox"/>
AuroraStorefrontAss etStore		Repeat Customers	Customers who have placed at least one order	<input type="checkbox"/>

Now, lets login to UBX and add a source audience to export.

Select "Audiences" tab and click "Share audiences and identifiers"



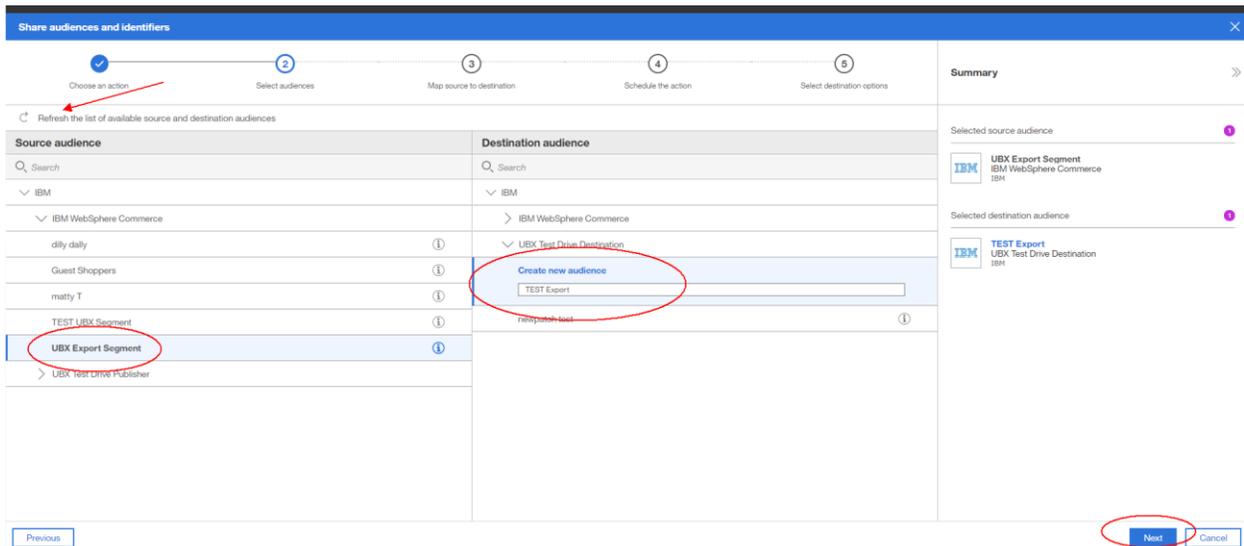
Let's Share an audience to export



Click Next

Here you will select your Source audience, which is your customer segment from IBM WebSphere Commerce and then your destination you would like to export to in UBX.. In this example, I'm using the IBM test drive destination. If your source audience isn't showing up, you may need to Refresh the list.

Here I've select to export my customer segment I created named UBX export Segment and I chose to export it to the IBM test drive and name is TEST Export.



Click Next

Here the only thing you need to do is Map audience identifiers, they do need to match. The source and destination identifiers.

The screenshot shows the 'Share audiences and identifiers' configuration window. The progress bar indicates step 3, 'Map source to destination'. The source audience is 'UBX Export Segment' and the destination is 'TEST Export'. The 'Map marketing databases' section shows 'Source database' as 'IBM WebSphere Commerce Database' and 'Destination database' as 'TestDrive Dest'. In the 'Map audience identifiers' section, 'Source identifier' is 'email' and 'Destination identifier' is 'Email', which is circled in red. A checkbox for 'Do not add stored identifiers' is checked. The 'Map audience attributes' section has 'Source attributes' and 'Destination attributes' both set to 'Choose an attribute'. The 'Summary' panel on the right shows the selected source and destination audiences and their identity schemes. At the bottom right, the 'Next' button is circled in red.

Click Next

I chose to leave the defaults on the next screen and just clicked Next

The screenshot shows the 'Share audiences and identifiers' configuration window at step 4, 'Schedule the action'. The 'Share audiences and identifiers' section has 'Immediately' selected for the frequency. The 'Weekdays' section shows 'Sun' through 'Sat' as options. The 'Start date' and 'End date' fields are empty. The 'Repeat forever' section has 'Yes' selected. The 'Include all data' section has 'Yes' selected. The 'Data range' section is set to 'All data'. The 'Summary' panel on the right shows the selected source and destination audiences and their identity schemes. At the bottom right, the 'Next' button is circled in red.

Again, here I'm going to be adding new records, so I leave the defaults and click Share

After clicking the Share button, the export will start and you can monitor for it's completion on the following page

Audience	Destination	Records matched	Status	Share type	Star...	Completed
UBX Export Segment IBM WebSphere Commerce IBM	TEST Export UBX Test Drive Destination IBM	N/A	Waiting to receive	Audience share	8/3/2017 1:53:48 PM	Not complete

At this point, UBX is waiting for the “CustomerSegmentUBXIntegrate” scheduled job to run on WCS, to push the files up. After the scheduled job runs, if you refresh the status page, you will see that it completes. Depending on the interval you chose when creating the scheduled job, you may want to manually kick off the job at this point.

Audience	Destination	Records matched	Status	Share type	Star...	Completed
UBX Export Segment IBM WebSphere Commerce IBM	TEST Export UBX Test Drive Destination IBM	1 of 1	Complete 3 of 3 steps	Audience share	8/3/2017 1:53:48 PM	8/3/2017 1:57:32 PM

At this point we are complete, We’ve integrated UBX and WCS and successfully export segments from WCS to UBX.

I hope this document helped you get to this same point.

