

EMM Integration

Steffen Uhlig

IT Architect

Analytics & EMM Integration



What is Enterprise Marketing Integration about?

content

Deliver targeted ~~offers~~ to a spot on the page



Products

- PZN (“Content Targeting”)

or

- IBM Marketing Center

or

- IBM Interact

(or even a combination of the above)

Idea: Externalize the decision, what content to show



What's in the EMM PAA?

- WCM library (“Marketing”)
- PZN rule (“SelectInteractOffersByName”)
- EAR (PA_wp.emm)
- JARs
- wp.emm.base Common code for MC and Interact
- wp.interact.server Specific to the Interact Integration
- interact_client Contains Interact API (from IBM Interact 9.1)
- ConfigEngine scripts to
 - Create two clones of the LRP portlet (Interact and MC)
 - Create a shelf category (“Marketing”)
 - Via a JSON file to theme in WebDAV
 - Add a new module to theme profiles



Adding EMM Integration to Portal (one-time setup)

1) Download EMM PAA from the IBM Collaboration Solutions Catalog

- <https://greenhouse.lotus.com/catalog/>
- Portal Application Archive (PAA) is just a zip file with a predefined structure

2) Install PAA in 2 steps: install-paa, deploy-paa

```
ConfigEngine.sh install-paa \  
-Dwcmdetect=true \  
-DwasPassword=portal admin \  
-DportalAdminPwd=portal admin \  
-DPAALocation=/tmp/Downloads/emm integration.paa
```

```
ConfigEngine.sh deploy-paa \  
-DportalAdminIdShort=portal admin \  
-DwasPassword=portal admin \  
-DPortalAdminPwd=portal admin \  
-DappName=emm integration
```

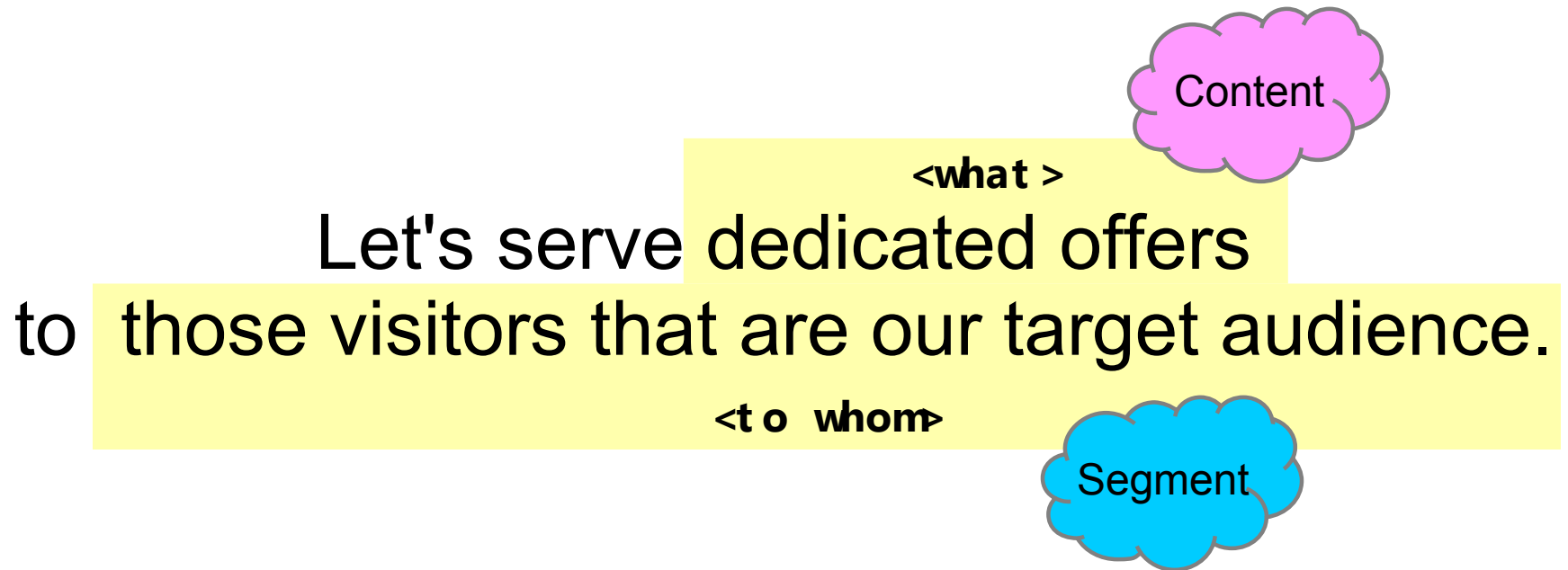
3) Configure



Interact



Interact Demo Scenario



Interact Server URL

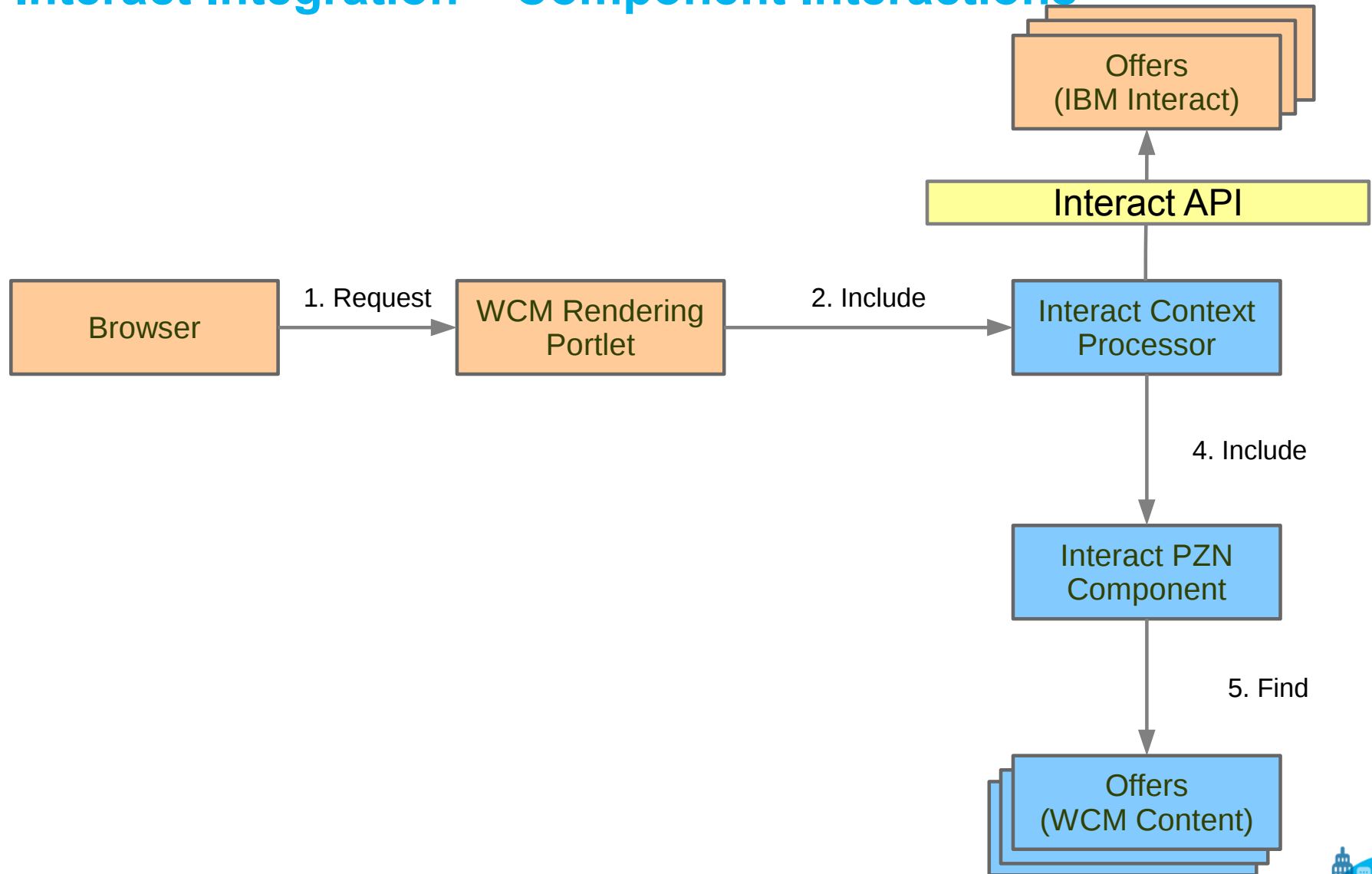
<http://unicavmdemo:7001/unica/>

Portal URL

<http://wpsvm168:10039/wps/myportal/Home/Interact/>



Interact Integration – Component Interactions



Interact Integration – Main flow

▪ Context Processor

- Do nothing if master switch is OFF
 - WP ConfigService REP
 - Default: ON
- Determine channel, interaction point, audience level and other settings from portlet preferences
- Generate Interact session from user id
 - Anonymous visitors share the same session
- Retrieve offers from Interact
- Attach offer id's and status to request

▪ PZN rule

- Find content for each offer

▪ WCM Local Rendering Portlet

- Show content



Troubleshooting (1)

▪ Principle: Hide issues from ordinary visitors

- With no default content, on error the portlet will appear as if it isn't there
- Warnings will be revealed to the Marketer in edit mode

▪ Common Errors

- No web content found for an offer
 - Look in SystemOut.log for messages like this:

```
[11/26/13 12:35:13:675 CET] 000000dd InteractUIUtil W Failed to find 1 Interact offers in WCM Offer IDs: [000000505]
```

- No communication with Interact
 - Is the server URL correct? (WAS REP)
 - Is the AJAX proxy configured to allow connections to the Interact server? (WAS REP)
 - Firewalls? (e.g. BSO)

```
[11/21/13 2:00:03:779 CET] 00000c5d InteractMarketingService startSession THROW java.rmi.RemoteException: startSession : http://univadem:7001/interact/servlet/InteractJSService; nested exception is: java.io.StreamCorruptedException: invalid stream header: 0A0A4572
```

Troubleshooting (2)

- **Common Errors (cont.)**

- Performance issues
 - Check the limit for the number of concurrent AJAX proxy connection (default: 5 per host)

- **Tracing**

- `com.ibm.wps.emm.*=all`

- **Limits**

- Alternative context root => Known WCM limitation



Marketing Center



Marketing Center Demo Scenario

<what >

Content

Let's serve a high-res image
to those visitors that have a full-HD capable
screen.

<to whom>

Segment



Marketing Center URL

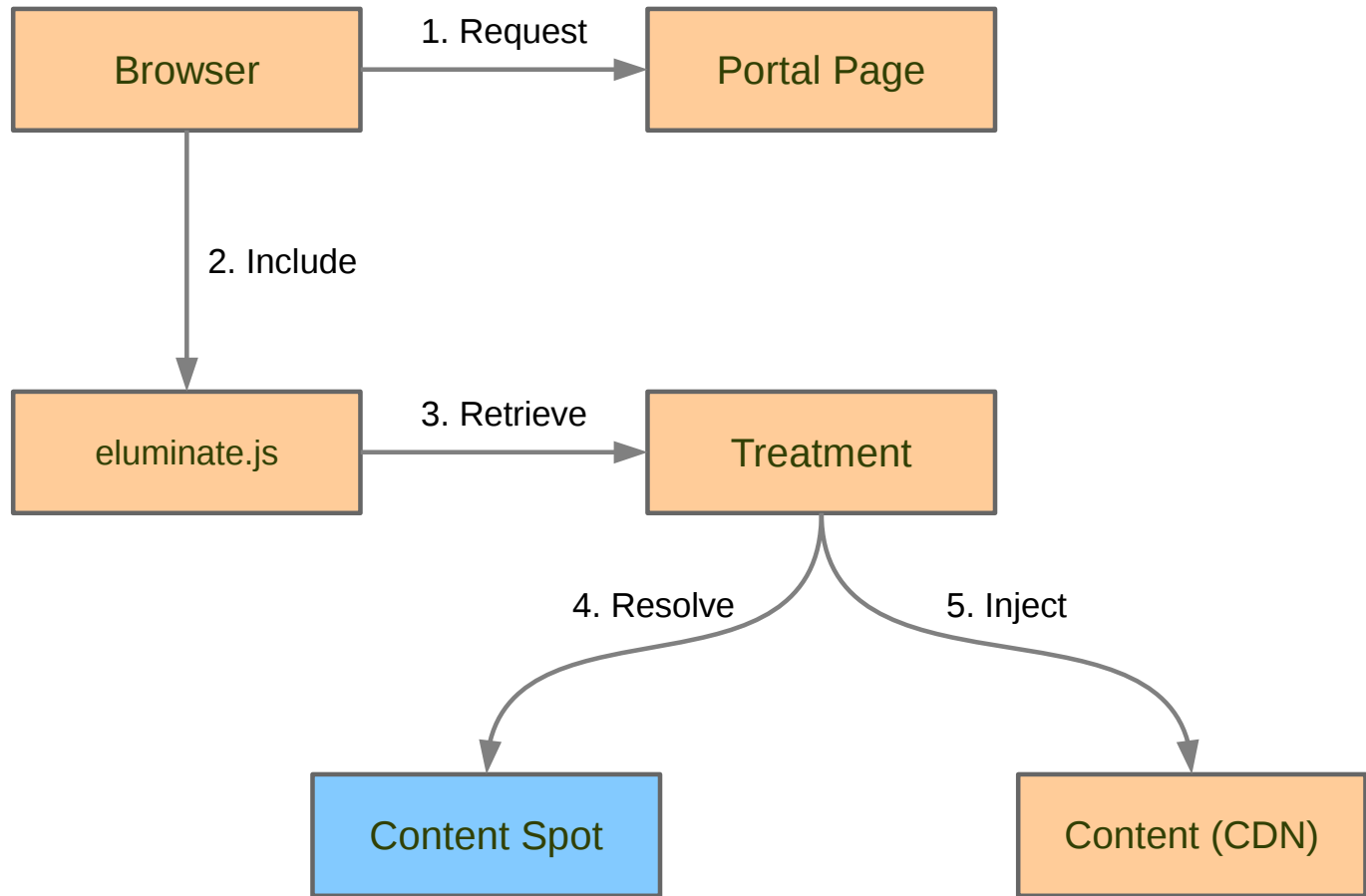
<https://mc.coremetrics.com/>

Demo Portal URL

<http://wpsvm168:10039/wps/myportal/Home/mc/>



Marketing Center Integration – Component Interactions



Troubleshooting

▪ Common Errors

- Aggregator not assigned or not configured correctly
 - Double-check the following configuration (page metadata or in the aggregator source):

asa_aggregator => CoremetricsAggregator.js
asa_dependency => http://libs.coremetrics.com/eliminate.js
asa_js_clientID => <your-client-id>
asa_js_cookieDomain => ibm.com
asa_js_dataCollectionDomain => data.coremetrics.com
- Not all segments in MC are evaluated at runtime
 - If in doubt, cross-check with MC support

▪ Limits

- Content in MC's asset library is static (images, HTML, etc.)
 - But: IFrame!
- Replacement may cause screen flicker



Questions?

Steffen.Uhlig@de.ibm.com

