

**Oracle Responsys Configurations for
Oracle Utilities Notifications Hub**

Setup Guide

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Oracle Responsys Configurations for Oracle Utilities Notifications Hub Setup Guide
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Preface

Welcome to the Oracle Responsys Configurations for Oracle Utilities Notifications Hub Setup Guide. This document covers the Oracle Responsys configurations and related information as required by the integration.

Note that the screenshots and images provided in this document are sample references based on the current release of Oracle Utilities Notifications Hub. They may change based on changes in future releases.

The preface includes the following:

- [Audience](#)
- [Documentation and Resources](#)
- [Updates to Documentation](#)
- [Documentation Accessibility](#)
- [Conventions](#)
- [Acronyms](#)

Audience

This document is intended for anyone implementing the Oracle Utilities Notifications Hub integration to send outbound communication through Oracle Responsys.

Documentation and Resources

For more information regarding this integration, foundation technology and the edge applications, refer to the following documents:

Product Documentation

Topic	Location
Oracle Utilities Notifications Hub integration documentation	https://docs.oracle.com/en/industries/utilities/integrations-index.html
Oracle Utilities Customer Cloud Service documentation	https://docs.oracle.com/en/industries/utilities/customer-cloud-service/
Oracle Utilities Customer Care and Billing documentation	https://docs.oracle.com/en/industries/energy-water/ccb/
Oracle Utilities Customer to Meter documentation	https://docs.oracle.com/en/industries/energy-water/c2m/
Oracle Responsys documentation	https://docs.oracle.com/en/cloud/saas/marketing/responsys.html

Additional Documentation

Resource	Location
Oracle Integration Cloud Service documentation	Refer to the OIC documentation at: https://docs.oracle.com/en/cloud/paas/integration-cloud/index.html
Oracle Support	<p>Visit My Oracle Support at https://support.oracle.com regularly to stay informed about updates and patches.</p> <p>Refer to the <i>Certification Matrix for Oracle Utilities Products (Doc ID 1454143.1)</i> on My Oracle Support to determine if support for newer versions of the listed products is included.</p> <p>For more information, refer to the Oracle Utilities Integrations page at http://my.oracle.com/site/tugbu/productsindustry/productinfo/utilities/integration/index.htm</p>
Oracle University for training opportunities	http://education.oracle.com/

Updates to Documentation

The complete Oracle Utilities Notifications Hub documentation set is available from Oracle Help Center at <https://docs.oracle.com/en/industries/utilities/index.html>.

Visit [My Oracle Support](#) for additional and updated information about the product.

Documentation Accessibility

For information about Oracle's commitment to accessibility, visit the Oracle Accessibility Program website at <http://www.oracle.com/pls/topic/lookup?ctx=acc&id=docacc>.

Access to Oracle Support

Oracle customers have access to electronic support for the hearing impaired. Visit: <http://www.oracle.com/pls/topic/lookup?ctx=acc&id=info> or <http://www.oracle.com/pls/topic/lookup?ctx=acc&id=trs>

Conventions

The following text conventions are used in this document:

Convention	Meaning
boldface	Boldface type indicates graphical user interface elements associated with an action, or terms defined in text or the glossary.
<i>italic</i>	Italic type indicates book titles, emphasis, or placeholder variables for which you supply particular values.
monospace	Monospace type indicates commands within a paragraph, URLs, code in examples, text that appears on the screen, or text that you enter.

Acronyms

The following terms are used in this document:

Term	Expanded Form
OUCCS/CCS	Oracle Utilities Customer Cloud Service
OUCCB/CCB	Oracle Utilities Customer Care and Billing
OUC2M/C2M	Oracle Utilities Customer to Meter
OUNMS	Oracle Utilities Network Management System
OIC	Oracle Integration Cloud

Chapter 1

Oracle Responsys Configuration

Use this information to integrate your customer information system with Oracle Responsys to send rich outbound communications using Oracle Utilities Notifications Hub.

Please note that this integration applies to any Oracle product that includes Oracle Utilities Customer Care and Billing.

Have a question? [Contact Your Delivery Team](#) or visit [My Oracle Support](#).

Note: This documentation provides steps to complete these configuration tasks using Oracle Responsys. Refer to your applicable product documentation for steps to complete the configuration using your version of Oracle Responsys. Additionally, this documentation assumes that you have administrative access to Oracle Responsys. For additional details on these tasks, refer to the applicable [Oracle Responsys Documentation](#).

The Oracle Responsys configuration tasks include:

- [Creating an API User](#)
- [Configuring a Brand](#)
- [Configuring SMS Aggregators](#)
- [Using Sample Campaigns](#)
- [Customizing and Testing the Sample Campaigns](#)

Creating an API User

An API user configuration is required before invoking the Oracle Responsys API. This API user credentials will be used in the Oracle Integration Cloud Responsys connections to establish the connection between the Oracle Integration Cloud flow and Oracle Responsys instances.

Follow the steps provided in the [Oracle Responsys Help Center](#) for adding users. When you create an API user, assign the following roles to the user:

- Campaign Web Services Manager
- Content Web Services Manager
- Folder Web Services Manager
- List Web Services Manager
- Program Web Services Manager
- Table Web Services Manager

Note: Save the API user's username and password in a secure location. It will be used again in a future step.

Configuring a Brand

Provisioning of your Oracle Responsys instance includes the promotional and transactional IP addresses, along with the necessary DNS entries including SPF and DKIM. Follow the steps in the [Edit a Brand](#) section to change the brand or brand code name and add from and reply-to addresses.

See [Converting to a Branded Domain](#) to use a domain or sub-domain branded for your corporate entity instead of the standard Oracle Responsys domain.

Configuring SMS Aggregators

If you are enabling SMS channels for your communications, follow the steps in the [Managing SMS Aggregators](#) section to set up aggregators.

Chapter 2

Using Sample Campaigns

A set of sample campaigns have been provided as part of the Oracle Utilities Notifications Hub integration to expedite the setup process and provide a base for your specific campaign customizations.

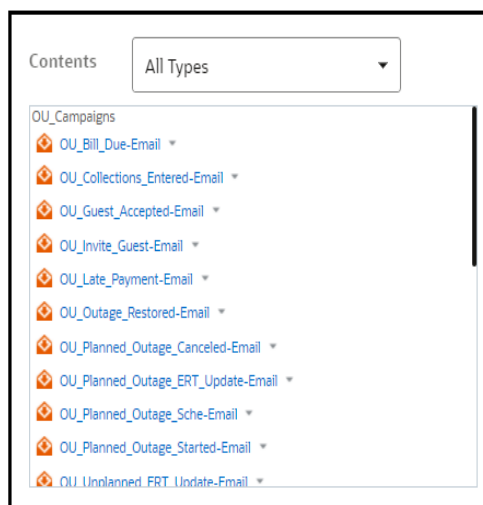
This chapter explains how to import and use the sample campaigns provided:

- [Importing Campaigns](#)
- [Importing Content](#)

Importing Campaigns

To import campaigns:

1. Make sure there is no existing folder with the name **OU_Campaigns** in the Oracle Responsys instance.
2. To import the **OU_Campaigns.zip** sample campaigns file, click **Import** in the **Folder** section of Oracle Responsys.
3. Ensure that the import was successful. Check if the **OU_Campaigns** folder was created along with the email campaigns.



Importing Content

OU_campaign_content.zip contains the images and logos used in the sample campaigns.

To import the content:

1. Unzip the contents of **ou_campaign_content.zip** into a local folder on your system (not a Oracle Responsys folder).
2. Create a **OU_campaign_content** folder under the **Content Library** option from the **Content** drop-down menu.
3. Click **Upload** to upload the contents from the local system folder into the **OU_campaign_content** folder in Oracle Responsys.

The images with the path `/ou_campaign_content/...` will be referenced in sample campaigns.

Chapter 3

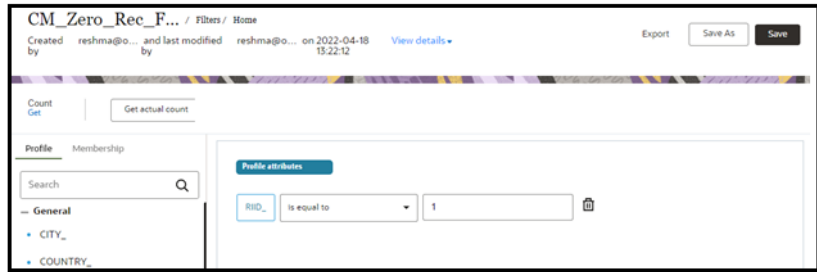
Customizing and Testing the Sample Campaigns

This chapter details the different actions to be performed for customizing and testing the sample campaigns that were provided as part of the Oracle Utilities Notifications Hub integration to expedite the setup process.

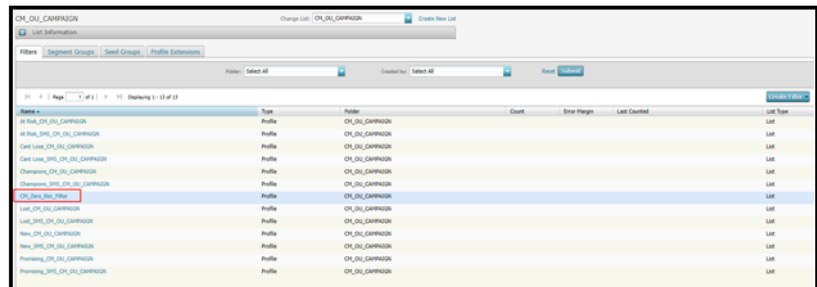
The following are included:

- [Creating a Folder](#)
- [Creating Profile List and Zero Record Filter](#)
- [Copying the Campaign](#)
- [Updating the Email Campaigns](#)
- [Creating SMS Campaigns](#)
- [Updating the Campaigns](#)

- Populate the fields in the **Profile attributes** section. Enter the condition “RIID_ is equal to 1” (as shown below) and click **Save** to update the data in the **CM_OU_Campaigns** folder.



- The **Profile List** and **Zero Record** folder will be seen as below.

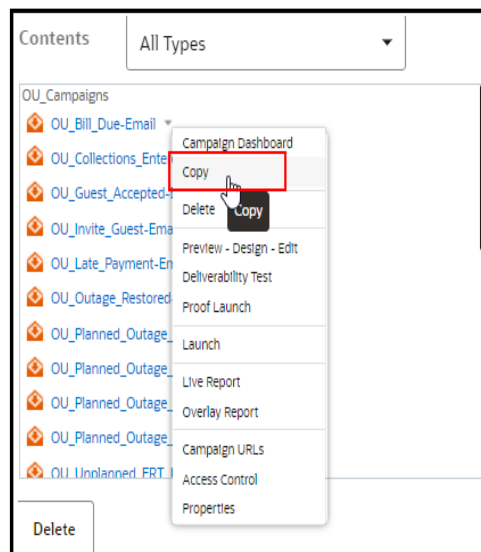


- Delete the filters that are not necessary for the functionality.

Copying the Campaign

To copy a campaign:

- Copy the campaigns that you want to customize, or test, to the newly created folder.



2. Make sure that the name of the new campaign is unique across all folders.

OU_Bill_Due-Email - Copy Campaign
This will create a new campaign that is an exact copy of the selected campaign.

Enter a name for this new campaign:

Campaign name cannot be more than 150 characters and can include only these characters:
A-Z a-z 0-9 space ! - = @ _ [] { }

Select the folder to hold this new campaign

Updating the Email Campaigns

To update an email campaign:

1. Update the following entities for each email campaign:
 - Profile List
 - Selected filters
 - From and To addresses
2. Select the CM folder and profile list (that were created using the steps in the [Creating New Folders](#) section) to populate the corresponding fields in the **About your campaign** section.

About your campaign ⓘ

Define your campaign details.

Description

*Purpose ⓘ

Marketing strategy ⓘ

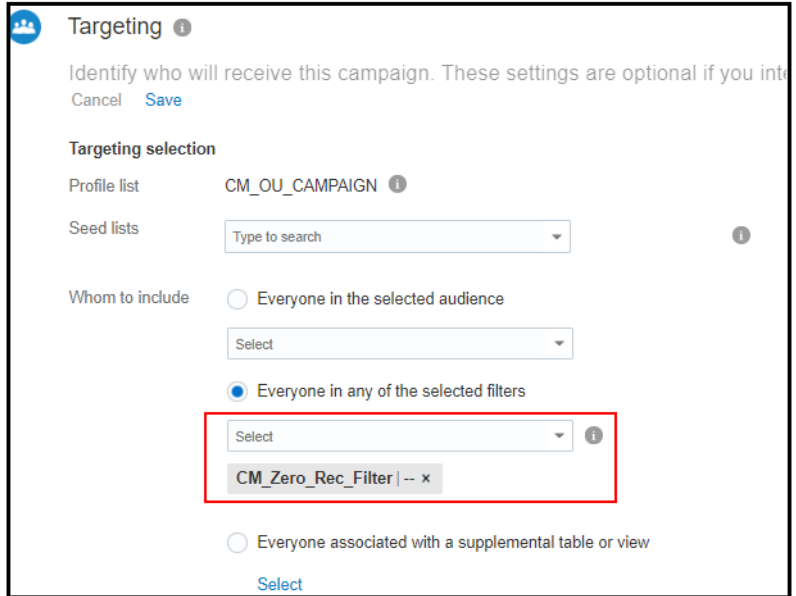
Marketing program ⓘ

*Folder

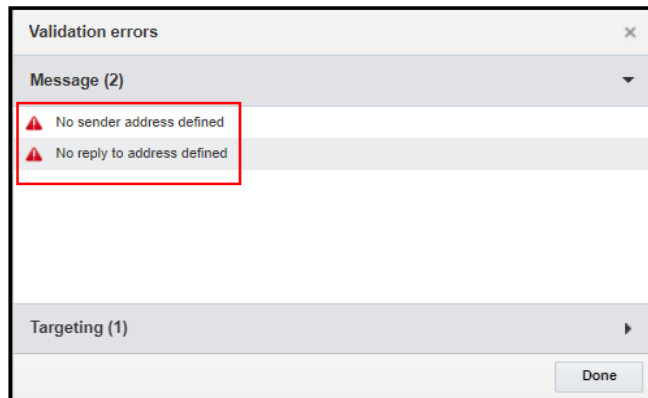
*Profile list

Brand UtilityCo

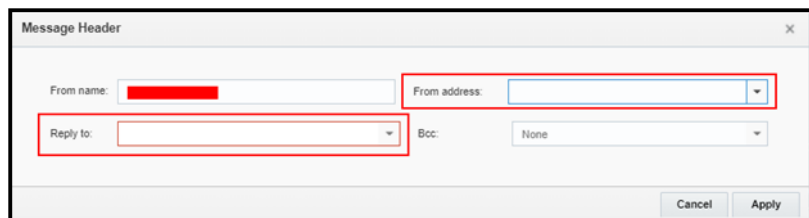
- Update the selected filters to the **Zero Record Filter** that you created.



- Update the **From:** and **To:** addresses.
- After you successfully complete the steps, Oracle Responsys will prompt you (via error notifications) to correct the following sections of the campaign:
 - Click **Show errors** next to the **Preview and Test** drop-down menu.
 - Click the error.



- Update **Reply to:** and **From:** addresses. Select the applicable options from the respective drop-down menus.

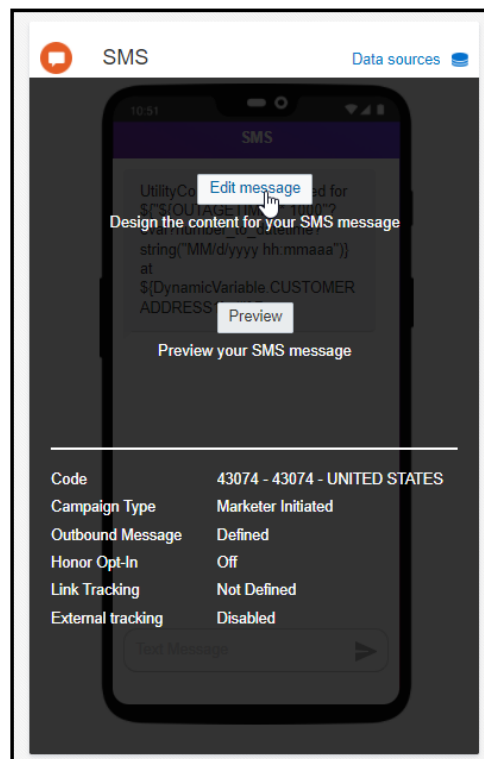


Creating SMS Campaigns

The `ou_campaign_content.zip` content zip has a sub folder `sample_msgs/sms` which has all the sample SMS messages in .txt files to create SMS campaigns to the corresponding email campaigns.

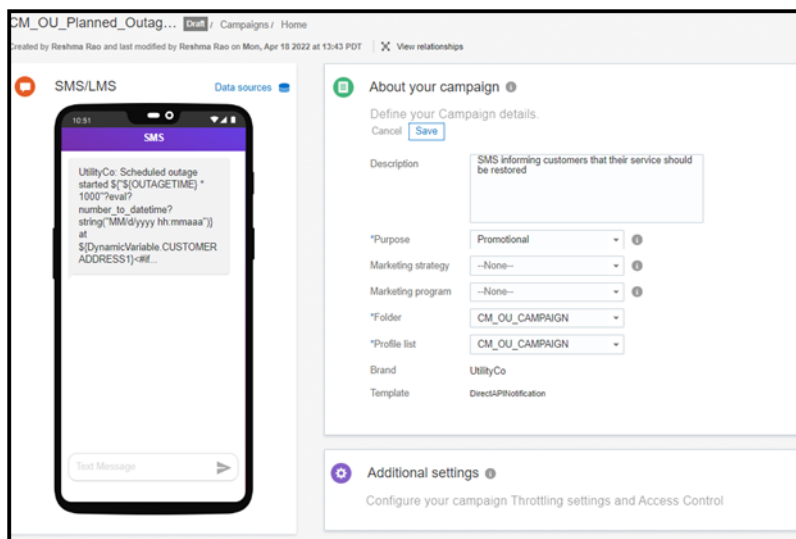
To create a SMS Campaign:

1. On the side navigation bar, click **Campaigns > Manage Campaigns > Create Campaign**.
2. In the **Create Campaign** dialog box, enter the following:
 - Appropriate name
 - Description
 - Set the purpose as “Transactional”
 - Set the folder to be `CM_OU_Campaigns`
 - Set the list to be `CM_OU_Profile`
3. Click **Edit Message** on the SMS Campaign Designer and paste the message from the corresponding text file in the Content Library `ou_campaign_content / sample_msgs/sms`.



4. Click **Data source** to add the necessary dynamic variables. Refer to the corresponding email campaign to understand the required dynamic variables.
5. Click **Activate** next to the **Preview and Test** drop-down menu to activate the campaign.

A sample SMS Campaign will look as the image below:



For more information on creating SMS Campaigns, refer to [SMS Campaigns](#).

Updating the Campaigns

Dynamic Variables

Oracle Energy Water's base campaigns contain dynamic variables, which reference the data from the Customer Information System and Network Management System. The variables must match the key name in the message that is consumed by Oracle Integration Cloud process that sends data to Oracle Responsys.

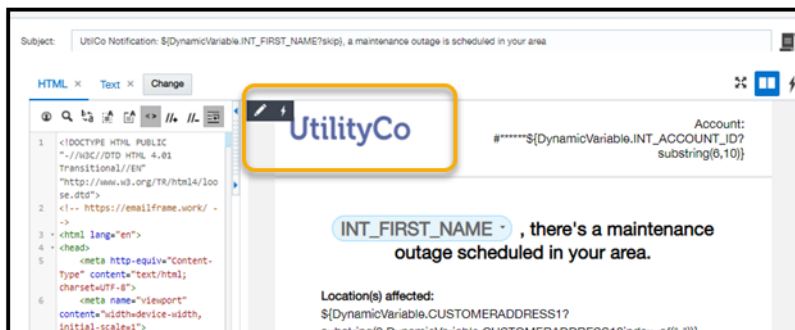
If you have cloned a base algorithm in Oracle Utilities Customer Care and Billing to make modifications, you can add dynamic variables by following the steps in the [Working with Data Sources](#) section to reference your algorithm values.

Responsys Programming Language (RPL)

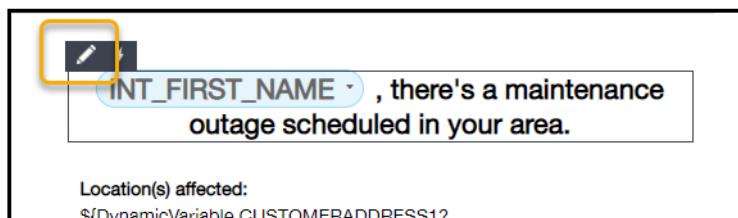
Oracle Energy Water's base campaigns contain RPL to concatenate or format raw data, such as account numbers, dates, and dollar amounts. To customize the RPL to fit your utility's preferences, refer to the documentation in the [Responsys Personalization Language](#) section.

Using Email Message Designer

To customize the default UtilityCo campaign with your utility's brand colors and text, use the Email Message Designer to view the HTML source code and live view of your email side-by-side.



You can also use the WYSIWYG editor to highlight a content area. Click the pencil icon to edit this section's HTML.



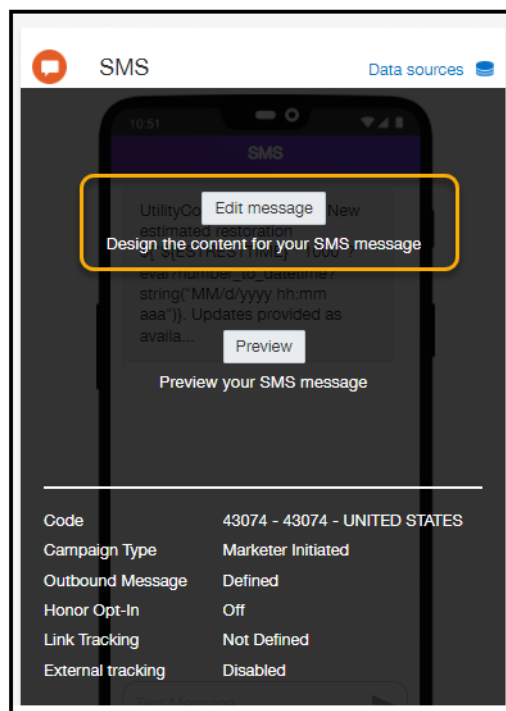
To replace the default images, such as the UtilityCo logo, use the WYSIWYG editor to highlight the image you intend to replace, then do the following:

1. Click the pencil icon to open the HTML editor.
2. Highlight the image.
3. Click the image icon from the WYSIWYG editor toolbar.
4. In the **Add Image** window that opens, select **Select Image from: Content Library**.
5. In the **Select Content** window that opens, select **From Content Library**.
6. Navigate to the folder you created in a previous step.
7. Click **Upload content**.
8. Drag and drop your replacement image into the field or browse for a file.
9. Click **Start upload**.
10. Once the file has been stored in the **Content Library**, you will be able to select it from the **Select Content** window.
11. Click **Apply** to continue.
12. Click **OK** in the **Edit HTML** window to complete your changes.
13. Click **Save** on the **Campaign Designer** to save all changes.

When you are satisfied with your HTML email layout and content, you can generate a plain text version of this campaign by following these steps:

1. Expand the **Text** tab below the subject line while in the Email Message Designer.
2. Click **Change** then **Autogenerate** from HTML to populate the plain text message based on your HTML message content.

To customize the default SMS campaigns with your utility's text and links, use the SMS Message Designer to view the campaign content. Replace the base values with your own content.



Note: We recommend your SMS message (including personalized attributes) be no longer than 160 characters when possible. Messages that are greater than 160 characters may be delivered to the customer in multiple SMS messages and count as multiple “sends” against your total sends per month.