Oracle® Cloud

Using the Oracle Eloqua Cloud Adapter with Oracle Integration
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Preface

This guide describes how to configure the Oracle Eloqua Cloud Adapter as a connection in an integration in Oracle Integration.

Note:

The information in this guide applies to all of your Oracle Integration instances. It doesn't matter which edition you're using, what features you have, or who manages your cloud environment. You'll find what you need here, including notes about any differences between the various flavors of Oracle Integration when necessary.

Topics

• Audience
• Documentation Accessibility
• Related Resources
• Conventions

Audience

This guide is intended for developers who want to use the Oracle Eloqua Cloud Adapter in integrations in Oracle Integration.

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 that have purchased support have access to electronic support through My Oracle Support. For information, visit http://www.oracle.com/pls/topic/lookup?ctx=acc&id=info or visit http://www.oracle.com/pls/topic/lookup?ctx=acc&id=trs if you are hearing impaired.

Related Resources

See these Oracle resources:
• Oracle Cloud
  http://cloud.oracle.com
• Using Integrations in Oracle Integration
• Using the Oracle Mapper with Oracle Integration

Conventions

The following text conventions are used in this document:

<table>
<thead>
<tr>
<th>Convention</th>
<th>Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>boldface</strong></td>
<td>Boldface type indicates graphical user interface elements associated with an action, or terms defined in text or the glossary.</td>
</tr>
<tr>
<td><em>italic</em></td>
<td>Italic type indicates book titles, emphasis, or placeholder variables for which you supply particular values.</td>
</tr>
<tr>
<td>monospace</td>
<td>Monospace type indicates commands within a paragraph, URLs, code in examples, text that appears on the screen, or text that you enter.</td>
</tr>
</tbody>
</table>
Understand the Oracle Eloqua Cloud Adapter

Review the following conceptual topics to learn about the Oracle Eloqua Cloud Adapter and how to use it as a connection in integrations in Oracle Integration. A typical workflow of adapter and integration tasks is also provided.

Topics:
- Oracle Eloqua Cloud Adapter Capabilities
- What Application Version Is Supported?
- About Oracle Eloqua Cloud Adapter Use Cases
- Workflow to Create and Add an Oracle Eloqua Cloud Adapter Connection to an Integration

Oracle Eloqua Cloud Adapter Capabilities

The Oracle Eloqua Cloud Adapter enables you to create an integration with an Oracle Eloqua Cloud application. You configure the Oracle Eloqua Cloud Adapter as a trigger (inbound) connection (Oracle Eloqua Cloud to Oracle Integration) or as an invoke (outbound) connection (Oracle Integration to Oracle Eloqua Cloud).

Oracle Eloqua Cloud provides cloud-based marketing software that delivers marketing automation for industries such as finance, health, media, real estate, sports, entertainment, and so on. Oracle Eloqua Cloud simplifies marketing procedures by delivering leads targeted to new customers. Oracle Eloqua Cloud helps manage and organize marketing segmentation and marketing workflow.

The Oracle Eloqua Cloud Adapter accelerates integrations between Oracle Integration and Oracle Eloqua Cloud systems. The Oracle Eloqua Cloud Adapter synchronizes accounts, contacts, and custom objects from Oracle Integration to Oracle Eloqua Cloud systems. Accounts can only be synchronized from Oracle Integration to Oracle Eloqua Cloud systems, and not in the other direction.

What Application Version Is Supported?

For information about which application version is supported by this adapter, see the Oracle Integration Adapters Certification Matrix under section Oracle Integration Adapters Certification at the top of the page:

Oracle Integration Adapters Certification Matrix

About Oracle Eloqua Cloud Adapter Use Cases

The Oracle Eloqua Cloud Adapter can be used in scenarios such as the following.
• General use cases such as integrating with other applications through Oracle Integration where you build your own integrations.

• Out-of-the-box integrations for bidirectional flows between Oracle Eloqua Cloud and Oracle Service Cloud (RightNow), including contact to contact (bidirectional) and organization to account (unidirectional Oracle Service Cloud (RightNow) to Oracle Eloqua Cloud only).

• Other flows that you build such as incident import to an Oracle Eloqua Cloud custom object so that a marketer can segment Oracle Service Cloud (RightNow) data.

Workflow to Create and Add an Oracle Eloqua Cloud Adapter Connection to an Integration

You follow a very simple workflow to create a connection with an adapter and include the connection in an integration in Oracle Integration.

<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
<th>More Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Create the adapter connections for the applications you want to integrate. The connections can be reused in multiple integrations and are typically created by the administrator.</td>
<td>Create an Oracle Eloqua Cloud Adapter Connection</td>
</tr>
<tr>
<td>2</td>
<td>Create the integration. When you do this, you add an invoke connection to the integration. During connection configuration, you add an Eloqua business object and fields.</td>
<td>Create Integrations and Add the Oracle Eloqua Cloud Adapter Connection to an Integration</td>
</tr>
<tr>
<td>3</td>
<td>Map data between the trigger connection data structure and the invoke connection data structure.</td>
<td>Map Data in Using Integrations in Oracle Integration</td>
</tr>
<tr>
<td>4</td>
<td>(Optional) Create lookups that map the different values used by those applications to identify the same type of object (such as gender codes or country codes).</td>
<td>Manage Lookups in Using Integrations in Oracle Integration</td>
</tr>
<tr>
<td>5</td>
<td>Activate the integration.</td>
<td>Manage Integrations in Using Integrations in Oracle Integration</td>
</tr>
<tr>
<td>6</td>
<td>Monitor the integration on the dashboard.</td>
<td>Monitor Integrations in Using Integrations in Oracle Integration</td>
</tr>
<tr>
<td>7</td>
<td>Track payload fields in messages during runtime.</td>
<td>Assign Business Identifiers for Tracking Fields in Messages and Manage Business Identifiers for Tracking Fields in Messages in Using Integrations in Oracle Integration</td>
</tr>
<tr>
<td>8</td>
<td>Manage errors at the integration level, connection level, or specific integration instance level.</td>
<td>Manage Errors in Using Integrations in Oracle Integration</td>
</tr>
</tbody>
</table>
Create an Oracle Eloqua Cloud Adapter Connection

A connection is based on an adapter. You define connections to the specific cloud applications that you want to integrate.

Topics:
- Prerequisites for Creating a Connection
- Create a Connection
- Upload an SSL Certificate

Prerequisites for Creating a Connection

You must satisfy the following prerequisite to create a connection with the Oracle Eloqua Cloud Adapter:

- Work with your sales representative to become a customer of Oracle Eloqua Cloud. This action enables you to create an Oracle Eloqua Cloud user account with the correct privileges. You specify this user account when creating an Oracle Eloqua Cloud Adapter connection on the Connections page. See Oracle Marketing Cloud.

- Follow the instructions in Integration Cloud Service for Eloqua app to install and configure the Integration Cloud Service for Eloqua app to work in integrations with Oracle Integration. The Integration Cloud Service for Eloqua app must be installed and configured prior to testing an Eloqua connection in Oracle Integration. This guide is located on the Integration Cloud Service for Eloqua web site.

Create a Connection

The first step in creating an integration is to create the connections to the applications with which you want to share data.

1. In the navigation pane, click Integrations, then click Connections.
2. Click Create.

Note:
You can also create a connection in the integration canvas of:
- An orchestrated integration (See Define Inbound Triggers and Outbound Invokes.)
- A basic routing integration (See Add a Trigger (Source) Connection.)
The Create Connection — Select Adapter dialog is displayed.

3. Select an adapter from the dialog. You can also search for the type of adapter to use by entering a partial or full name in the Search field, and clicking Search. The Create New Connection dialog is displayed.

4. Enter the information to describe the connection.

   • Enter a meaningful name to help others find your connection when they begin to create their own integrations. The name you enter is automatically added in capital letters to the Identifier field. If you modify the identifier name, do not include a blank space (for example, Sales Opportunity).

   • Select the role (direction) in which to use this connection (trigger, invoke, or both). Only the roles supported by this adapter are displayed for selection. When you select a role, only the connection properties and security policies appropriate to that role are displayed on the Connections page. If you select an adapter that supports both invoke and trigger, but select only one of those roles, then try to drag the adapter into the section you did not select, you receive an error (for example, configure an Oracle Service Cloud (RightNow) Adapter as only an invoke, but drag the adapter to the trigger section).

   • Enter an optional description of the connection.

5. Click Create.

Your connection is created and you are now ready to configure connection details, such as email contact, connection properties, security policies, connection login credentials, and (for certain connections) agent group.

Add a Contact Email

From the Connection Administrator section of the connection, you can add a contact email address for notifications.
1. In the Email Address field, enter an email address to receive email notifications when problems occur.

2. In the upper right corner, click Save.

Configure Connection Security

Configure security for your Oracle Eloqua Cloud Adapter connection.

1. Click Configure Security.
   The Connection Security dialog is displayed.

2. Select the security policy. Note that Eloqua HTTP Basic Authentication is displayed by default and cannot be deselected.

3. Specify the company name.

4. Specify the username and password.

5. Click OK.

Test the Connection

Test your connection to ensure that it is successfully configured.

1. In the upper right corner of the page, click Test.

2. If your adapter connection uses a WSDL, you are prompted to select the type of connection testing to perform:
   - **Validate and Test**: Performs a full validation of the WSDL, including processing of the imported schemas and WSDLs. Complete validation can take several minutes depending on the number of imported schemas and WSDLs. No requests are sent to the operations exposed in the WSDL.
   - **Test**: Connects to the WSDL URL and performs a syntax check on the WSDL. No requests are sent to the operations exposed in the WSDL.

   If successful, the following message is displayed and the progress indicator shows 100%.
   Connection connection_name was tested successfully.

3. If your connection was unsuccessful, an error message is displayed with details. Verify that the configuration details you entered are correct.

4. When complete, click Save, then click Close.

Upload an SSL Certificate

Certificates are used to validate outbound SSL connections. If you make an SSL connection in which the root certificate does not exist in Oracle Integration, an exception is thrown. In that case, you must upload the appropriate certificate. A certificate enables Oracle Integration to connect with external services. If the external endpoint requires a specific certificate, request the certificate and then upload it into Oracle Integration.

To upload an SSL certificate:

1. In the navigation pane, click Integrations, then click the < arrow next to Designer.
2. Click **Settings > Certificates**.

All certificates currently uploaded to the trust store are displayed in the Certificates dialog. The **Filter By > Type** list displays the following details:

- **Preinstalled**: Displays the certificates automatically installed in Oracle Integration. These certificates cannot be deleted.
- **Uploaded**: Displays the certificates uploaded by individual users. These certificates can be deleted and updated.

You can also search for certificates in the **Search** field. The search results are limited to a maximum of ten records sorted by name for performance and usability reasons. To ensure that your search results are more granular, enter as much of the certificate name as possible.

3. Click **Upload** at the top of the page.

4. In the Upload Certificate dialog box, select the certificate type. Each certificate type enables Oracle Integration to connect with external services.

- **Trust Certificate**: Use this option to upload a trust certificate.
  
  a. Enter a unique alias for the certificate.
  
  b. Click **Browse**, then select the trust file (for example, .cer or .crt) to upload.

- **Message Protection Certificate**: Use this option to upload a keystore certificate with SAML token support. Create, read, update, and delete (CRUD) operations are supported on this type of certificate.
  
  a. Enter a unique alias for the certificate.
  
  b. Click **Browse**, then select the certificate file (.cer or .crt) to upload.

- **Identity Certificate**: Use this option to upload a certificate for two-way SSL communication.
  
  a. Click **Browse**, then select the keystore file (.jks) to upload.
  
  b. Enter the password of the keystore being imported.
  
  c. Enter the comma-separated list of aliases from the keystore being imported.
  
  d. Enter the comma-separated list of passwords corresponding to key aliases.
  
  e. If you want to display the passwords in clear text, select **Show Key Password(s)**. This enables you to ensure that you are correctly entering a list of keystore passwords.

5. Click **Upload**.

6. Click the certificate name to view details such as the subject of the certificate, the issuer of the certificate, the date the certificate was issued, and the date the certificate expires.
Add the Oracle Eloqua Cloud Adapter Connection to an Integration

When you drag the Oracle Eloqua Cloud Adapter into the trigger or invoke area of an integration, the Adapter Endpoint Configuration Wizard appears. This wizard guides you through the configuration of the Oracle Eloqua Cloud Adapter endpoint properties. These topics describe the wizard pages that guide you through configuration of the Oracle Eloqua Cloud Adapter as a trigger or invoke in an integration.

Topics:
• Basic Info Page
• Trigger Operations Page
• Trigger Fields Page
• Trigger Response Page
• Invoke Operations Page
• Summary Page
• Perform Oracle Eloqua Cloud Adapter Postconfiguration Tasks

Basic Info Page

You can enter a name and description on the Basic Info page of each adapter in your integration.

<table>
<thead>
<tr>
<th>Element</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>What do you want to call your endpoint?</td>
<td>Provide a meaningful name so that others can understand the responsibilities of this connection. You can include English alphabetic characters, numbers, underscores, and dashes in the name. You cannot include the following:</td>
</tr>
<tr>
<td></td>
<td>• Blank spaces (for example, My Inbound Connection)</td>
</tr>
<tr>
<td></td>
<td>• Special characters (for example, #;83&amp; or righ(t)now4)</td>
</tr>
<tr>
<td></td>
<td>• Multibyte characters</td>
</tr>
<tr>
<td>What does this endpoint do?</td>
<td>Enter an optional description of the connection's responsibilities. For example: This connection receives an inbound request to synchronize account information with the cloud application.</td>
</tr>
</tbody>
</table>
### Trigger Operations Page

Configure and view the Oracle Eloqua Cloud Adapter trigger operations values for your integration.

<table>
<thead>
<tr>
<th>Element</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cloud Operation</strong></td>
<td>View the operation to perform. Only the <code>execute</code> operation is supported and it cannot be deselected.</td>
</tr>
<tr>
<td><strong>Select a Business Object</strong></td>
<td>Select the standard or custom business object on which to perform the operation. You can filter the display of business objects by typing their initial letters.</td>
</tr>
</tbody>
</table>

### Trigger Fields Page

Enter and view the Oracle Eloqua Cloud Adapter trigger field values for your integration.

<table>
<thead>
<tr>
<th>Element</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cloud Operation</strong></td>
<td>View the selected operation to perform.</td>
</tr>
<tr>
<td><strong>Select a Business Object</strong></td>
<td>View the selected business object on which to perform the operation.</td>
</tr>
<tr>
<td><strong>Available Fields</strong></td>
<td>Select the fields that you want to send from the Oracle Eloqua Cloud application to Oracle Integration. Because an Oracle Eloqua Cloud application business object can have many fields (hundreds), select only fields required for the integration.</td>
</tr>
<tr>
<td><strong>Selected Fields</strong></td>
<td>Displays the selected fields.</td>
</tr>
<tr>
<td><strong>Field Mapping</strong></td>
<td>Displays a summary of the selected fields. The field is only available when the selected business object is a custom object. This field represents a unique identifier field used to identify the object in Oracle Eloqua Cloud.</td>
</tr>
</tbody>
</table>

### Trigger Response Page

Enter and view the Oracle Eloqua Cloud Adapter trigger response values for your integration.

<table>
<thead>
<tr>
<th>Element</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cloud Operation</strong></td>
<td>View the selected business operation to perform.</td>
</tr>
<tr>
<td><strong>Select a Business Object</strong></td>
<td>View the selected business object on which to perform the operation.</td>
</tr>
</tbody>
</table>
Available Response Fields
Select the fields that you want to send from the target endpoint back to the Oracle Eloqua Cloud application. Because an Oracle Eloqua Cloud application business object can have many fields (hundreds), select only fields required for the integration.

Selected Response Fields
Displays the selected response fields.

Invoke Operations Page
Enter the Oracle Eloqua Cloud Adapter invoke operation values for your integration.

<table>
<thead>
<tr>
<th>Element</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cloud Operation</td>
<td>Displays the operation to perform. The currently supported operation is <strong>import</strong>. This means that the Oracle Eloqua invoke imports data into the connected Oracle Eloqua Cloud application.</td>
</tr>
</tbody>
</table>
| Select the Business Object | Select the business object for the Oracle Eloqua invoke to import into the Oracle Eloqua Cloud application. This enables you to synchronize the business object data from a source system (such as Oracle RightNow Cloud or Oracle Sales Cloud) to the targeted Oracle Eloqua Cloud application.  
  - Accounts  
  - Contacts  
  - Other custom objects associated with the configured Oracle Eloqua Cloud connection  |
| Filter by Field Name  | Type the initial letters of the field to filter the display of field names.                                                                   |
| Select the Fields      | Select the fields of the business object that you want to send to the Oracle Eloqua Cloud application as part of the import operation.       |
| Your Selected Fields   | Displays the selected fields.                                                                                                               |
| Uniquely Match on Field | Select the field that the Oracle Eloqua Cloud application uses to match your data to the existing data in the Oracle Eloqua application. Select a field that is likely to be unique to avoid updating the wrong record.  
  Do not use a large text field because this can potentially produce errors. |
| Auto-Sync Time Interval | Select the time interval between data synchronizations. The Oracle Eloqua Cloud connection uses this interval to synchronize data with the Oracle Eloqua Cloud application. |
Link to Contacts/Accounts

Select to link custom objects with contacts and accounts objects. This field is displayed if you selected a custom object.

When importing data to a custom data object in Eloqua, the records being imported can be linked to a contact or account using a field on the custom object record and associated field on the contact or account. There can be many custom object records linked to a single contact or account. For example, a contact in RightNow may have several incidents in its history. These incidents can be imported to an Eloqua custom data object and linked to the associated contact through the email address on the incident and contact records.

If you select this option, the three fields described below are displayed.

CDO fields used for linking

Select the custom data object (CDO) field to use for linking.

Entity to map CDO records to

Select the Eloqua entity (contact/account) to link with the custom object.

Entity field used for linking

Select the Eloqua entity field to use for linking.

Summary Page

You can review the specified adapter configuration values on the Summary page.

Summary

Displays a summary of the configuration values you defined on previous pages of the wizard.

The information that is displayed can vary by adapter. For some adapters, the selected business objects and operation name are displayed. For adapters for which a generated XSD file is provided, click the XSD link to view a read-only version of the file.

To return to a previous page to update any values, click the appropriate tab in the left panel or click Back. Click Cancel to cancel your configuration details.

Perform Oracle Eloqua Cloud Adapter Postconfiguration Tasks

When used as a trigger, the Oracle Integration Eloqua Application must be installed in the Oracle Eloqua Cloud instance.

See Integration Cloud Service for Eloqua app.
There are messages and situations that can appear in Oracle Eloqua Cloud based on data handling. Other error handling is done through Oracle Integration.

Additional integration troubleshooting information is provided. See Troubleshoot Oracle Integration in *Using Integrations in Oracle Integration*. 