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Preface

This guide describes how to configure the Oracle Responsys 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 Responsys 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:
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><code>monospace</code></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 Responsys Adapter

Review the following conceptual topics to learn about the Oracle Responsys 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 Responsys Adapter Capabilities
- What Application Version Is Supported?
- About Oracle Responsys Adapter Use Cases
- Workflow to Create and Add an Oracle Responsys Adapter Connection to an Integration

Oracle Responsys Adapter Capabilities

Use the Oracle Responsys Adapter to extract customer profile data from customer relationship management, sales automation, and commerce applications.

Use the Oracle Responsys Adapter to collect and organize customer data from disparate sources, distribute marketing information to specific audiences, and interact with your customers in real-time. With Oracle Responsys, you can orchestrate and communicate offers to your customers on websites, mobile devices, social media, and email.

Oracle Responsys:
- Provides your customers with a sophisticated, personal, and consistent experience.
- Includes integrated tools for designing, deploying, and testing email marketing campaigns.
- Provides metrics that allow you to determine the effectiveness of your campaigns.
- Includes an advanced search and alert feature that allows you to monitor industry trends and see how competitor campaigns compare to your own.
- Provides real-time data to allow you to create successful campaign strategies.

The Oracle Responsys Adapter is one of many predefined adapters included with Oracle Integration. You can configure Oracle Responsys Adapter as a connection in an integration in Oracle Integration.

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 Responsys Adapter Use Cases

This use case describes how the Oracle Responsys Adapter is used to synchronize customer data between Oracle Responsys and Oracle Commerce Cloud in real-time.

- A new customer registers on the Oracle Commerce Cloud and provides their contact information including their email address, home address, and telephone number.
- A customer record is created in Oracle Commerce Cloud.
- The customer data is sent from Oracle Commerce Cloud and the Oracle Responsys Adapter in real-time.
- The Oracle Responsys Adapter sends the customer data to Oracle Responsys.
- A new customer record is created in the Oracle Responsys profile extension table.
- The customer identifies and corrects an error in their contact information in Oracle Commerce Cloud.
- The updated customer data is updated in the corresponding Oracle Responsys profile extension table.
- The Oracle Responsys Adapter sends the updated customer data to Oracle Responsys.
- The updated customer data is added to the Oracle Responsys master profile extension table.

Workflow to Create and Add an Oracle Responsys Adapter Connection to an Integration

Follow a 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>Review and complete the adapter connection prerequisite tasks.</td>
<td>Prerequisites for Creating a Connection</td>
</tr>
<tr>
<td>2</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 Responsys Adapter Connection</td>
</tr>
<tr>
<td>3</td>
<td>Create the integration. When you do this, you add source and target connections to the integration.</td>
<td>Create Integrations and Add the Oracle Responsys Adapter Connection to an Integration</td>
</tr>
<tr>
<td>4</td>
<td>Map data between the source connection data structure and the target connection data structure.</td>
<td>Map Data of Using Integrations in Oracle Integration</td>
</tr>
<tr>
<td>Step</td>
<td>Description</td>
<td>More Information</td>
</tr>
<tr>
<td>------</td>
<td>-------------</td>
<td>------------------</td>
</tr>
<tr>
<td>5</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 of <em>Using Integrations in Oracle Integration</em></td>
</tr>
<tr>
<td>6</td>
<td>Activate the integration.</td>
<td>Manage Integrations of <em>Using Integrations in Oracle Integration</em></td>
</tr>
<tr>
<td>7</td>
<td>Monitor the integration on the dashboard.</td>
<td>Monitor Integrations of <em>Using Integrations in Oracle Integration</em></td>
</tr>
<tr>
<td>8</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 of <em>Using Integrations in Oracle Integration</em></td>
</tr>
<tr>
<td>9</td>
<td>Manage errors at the integration level, connection level, or specific integration instance level.</td>
<td>Manage Errors of <em>Using Integrations in Oracle Integration</em></td>
</tr>
</tbody>
</table>
Create an Oracle Responsys 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

These are the prerequisites for creating a Oracle Responsys Adapter connection:
• Web Services [WSAPI] must be enabled on the customer account. Contact Oracle Support Services.
• Oracle recommends using the Custom Security Policy. No additional setup is required and the customer can use the existing web services API user credentials. If the Basic Authentication Security Policy is selected when creating the connection, you must contact Oracle support service to enable Basic authentication for Web Services on the customer account. See Contact Oracle Support Services and Configure Connection Security.
• If you are using the Oracle Responsys Adapter to trigger custom events, you must create a custom event in Oracle Responsys. See Create a Custom Event.
• A profile list and profile extension table must be created for the customer account in Responsys Interact. See Create a Profile List and Create a Profile Extension Table.
• A valid Responsys REST API log in URL. This is provided by Oracle Support Services when Web Services is enabled on the customer account.
• A valid Responsys REST API user name and password. This is provided by Oracle Support Services when Web Services is enabled on the customer account.

Note:
Do not include these characters in the password: + (plus symbol), & (ampersand symbol), and % (percent symbol).
Create a Profile List

A profile list is required to successfully implement the Oracle Responsys Adapter. The profile list stores user information such as the contact email address, telephone number, and address.

To create a master profile list:
1. Log in to Oracle Responsys.
2. Click the menu icon in the upper left and select Data and then Manage Lists.
3. Click Create New List.
4. Enter a unique name, select the containing folder, and optionally provide a description.
5. Click Save.
6. Select one of these options:
   a. Done — the list is created with system-defined fields and no records.
   b. Change Schema — allows you to add custom-defined fields.
   c. Load from File — imports data into the list from an external source.

Create a Profile Extension Table

A profile extension table is required to successfully implement the Oracle Responsys Adapter. The profile extension table stores additional attributes that define behavioral, demographic, or profile preference characteristics of your contacts.

To create a profile extension table:
1. Log in to Oracle Responsys.
2. Click the menu icon in the upper left and select Data and then Manage Lists.
3. Select the Profile Extensions tab.
4. Click Create Profile Extension.
5. Click Table with Data to upload an existing table or click Empty Table to create a new profile extension table.
6. To create a profile extension table with an existing table:
   a. Click Upload a File.
   b. Click Browse.
   c. Browse to the location of the file, select it, and click OK.
   d. Click Next.
   e. Preview the file specifications and then click Next.
   f. Map the incoming fields to the appropriate data type.
   g. Set the record handling preferences.
   h. Select a folder and enter a name.
   i. Click Next.
7. To create a new profile extension table:
   a. Click **Specify Fields**.
   b. Enter the field names and the data types for each field.
   c. Add additional fields as required.
   d. Click **Next**.
   e. Select a folder and enter a name for the new data source.
   f. Click **Create**.

Create a Custom Event

A custom event is required if you are using the Oracle Responsys Adapter to trigger custom events.

To create a custom event:

1. Log in to Oracle Responsys with Account Administrator privileges.
2. Click the menu icon in the upper left and select **Account**.
3. In the **Account Customization** area, below the **Global Settings** heading, click **Define custom event types**.
4. Scroll to the bottom of the custom events list and then click **Add New Type**.
5. Complete the **Custom Event Type Name**, **Description** fields.
6. Optionally, select **Include Mobile APP Channel RIIDs**.
7. Click **Save**.

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.

![Create New Connection](image)

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 Properties

Enter connection information so your application can process requests.

1. Click Configure Connectivity.
2. Enter the Oracle Responsys login URL in the Responsys Login URL field. The URL is based on the endpoint provisioned for your account. For example:

   https://login2.responsys.net

   or

   https://login5.responsys.net

3. Click OK.
4. Configure the connection security settings.

Configure Connection Security

Enter connection information so your application can process requests.

1. Click Configure Security.
2. Select Basic Authentication or Custom Security Policy in the Security Policy list.

   Oracle recommends using the Custom Security Policy. No additional setup is required and the customer can use the existing web services API user credentials. Also, the authentication tokens used by a custom security policy provide better security than the authentication tokens used by a basic authentication security policy. If Basic Authentication is selected, you must contact Oracle support service to enable Basic authentication for Web Services on the customer account. See Contact Oracle Support Services.

3. Complete the Username, Password, and Confirm Password fields. These are the credentials required to access Oracle Responsys.
4. Click OK.
5. Test and save the connection.

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 &lt; 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.

3. 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.

4. 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 Responsys Adapter Connection to an Integration

When you drag the Oracle Responsys Adapter into the invoke area of an integration, the Adapter Endpoint Configuration Wizard appears. This wizard guides you through configuration of the Oracle Responsys Adapter endpoint properties.

These topics describe the wizard pages that guide you through configuration of the Oracle Responsys Adapter as an invoke in an integration. The Oracle Responsys Adapter cannot be used as a trigger in an integration.

Topics:
- Basic Information Page
- Invoke Operations Page
- Invoke Datasource Page
- Summary Page

Basic Information Page

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

<table>
<thead>
<tr>
<th>Element</th>
<th>Description</th>
</tr>
</thead>
</table>
| What do you want to call your endpoint?      | 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:  
  - Blank spaces (for example, My Inbound Connection)  
  - Special characters (for example, #;83\ or righ(t)now4)  
  - Multibyte characters                                                                 |
| What does this endpoint do?                  | 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. |

Invoke Operations Page

Select the business object and the operation to perform in Oracle Responsys.
### Select Business Object

Selects the business object in Oracle Responsys on which you want to operate when running an integration that uses this endpoint. When configured as an invoke, the Oracle Responsys Adapter supports operations on these business objects:

- Profile Extension Recipients
- Custom Event
- Profile List Recipients

### Select Operation

Selects the operation that you want Oracle Integration to invoke when running an integration that uses this endpoint. These operations are available for the Profile Extension Recipients business object:

- Merge Profile Extension Recipients

These operations are available for the Custom Event business object:

- Trigger Custom Event

These operations are available for the Profile List Recipients business object:

- Merge List Recipients

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### Invoke Datasource Page

These topics provide information for configuring Oracle Responsys Adapter invoke datasource properties.

The activities available on the Oracle Responsys Adapter invoke Datasource Properties page are determined by the selections you made on the Oracle Responsys Adapter Operations page. If you selected **Profile List Recipients**, you identify the Oracle Responsys master profile list. If you selected **Profile Extension Recipients**, you identify the Oracle Responsys adapter profile extension and data source fields for the integration.

<table>
<thead>
<tr>
<th>Element</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Custom event</td>
<td>Selects the custom event you want to trigger. This option is only available when <strong>Custom Event</strong> is selected as the business object on the Oracle Responsys Adapter Invoke Operations Properties page.</td>
</tr>
<tr>
<td>Profile List</td>
<td>Selects the Oracle Responsys master profile list on which you want to perform operations.</td>
</tr>
<tr>
<td>Profile Extension</td>
<td>Selects the Oracle Responsys profile extension on which you want to perform operations. This option is only available when <strong>Profile Extension Recipients</strong> is selected as the business object on the Oracle Responsys Adapter Invoke Operations Properties page.</td>
</tr>
<tr>
<td>Select All Columns</td>
<td>Selects all columns in the Oracle Responsys master profile list on which you want to perform operations. When this option is selected and a regeneration of artifacts is completed for a pre-built integration, all additional custom attributes in the Target Profile list are available for mapping.</td>
</tr>
<tr>
<td>Select Data Source Fields</td>
<td>Filters the data source fields using the criteria you specify. For example, enter <strong>email</strong> to return all email data source fields.</td>
</tr>
<tr>
<td>Element</td>
<td>Description</td>
</tr>
<tr>
<td>---------------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Available Fields</td>
<td>A list of the data source fields for the selected master profile list or profile extension. Double-click an entry to add it to Selected Fields.</td>
</tr>
<tr>
<td>Selected Fields</td>
<td>A list of the selected data source fields on which operations are performed.</td>
</tr>
</tbody>
</table>

**Summary Page**

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

<table>
<thead>
<tr>
<th>Element</th>
<th>Description</th>
</tr>
</thead>
</table>
| 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. |