Integrating Oracle CX Commerce and Oracle Responsys

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Introduction

This document is intended to provide instructions on how to implement the integration between Oracle CX Commerce and Oracle Responsys.

Oracle CX Commerce is an eCommerce solution designed specifically to run in the Oracle Cloud. The solution provides you with a range of powerful tools to build a flexible, feature-rich storefront for your customers.

Activities you can perform with Oracle CX Commerce include the following:

- Customize the design and layout of your storefront pages and preview your changes
- Display your store content in different languages
- Create or import catalog items
- Manage inventory
- Offer promotions
- Manage shopper accounts
- Allow shoppers to set up wish lists
- View reports about your store
- Test the visual elements of your store to determine which design shoppers prefer
- Develop custom features for your store through the Oracle CX Commerce web services API

Oracle Responsys is an application within the Oracle Marketing Cloud suite of products that empowers data-driven marketing teams with the tools to deliver the relevant, engaging experiences their customers demand across devices, channels, and lifecycles. It is easy to make data from disparate sources useful, create precisely targeted audiences, and then empower customers to determine their own next experience by interacting with them in near real-time.

Integrating these solutions brings together the capabilities of Commerce and Responsys to provide a unified solution for businesses to not only sell to their customers, but also communicate with them in a relevant and structured dialogue based on the customer's commerce activity. Commerce provides the overall customer experience allowing merchants to provide the most relevant content to shoppers at all times and, by integrating Commerce and Responsys, retailers can connect online behaviors in near real time to immediately respond to customer's actions and trigger personalized communications.

In addition, Commerce data can be used to create a more complete user profile which allows retailers to deliver a more personalized and engaging experiences to drive conversions and revenue.

Objective

The integration of Oracle CX Commerce and Oracle Responsys targets support for the following customer commerce activity:

- Welcome: Communicate with newly registered customers to enhance their relationship with the merchant.

- Win Back: Communicate with customers who have not created any new orders in a significant period of time. The message to the customer can be tailored to include a Commerce promotion to encourage them to return to the website.

- Milestone: Using Commerce profile data, communicate with customers based on personal milestones such as their birthday or the anniversary of their registration date.

- Abandoned Cart: Communicate with customers who added items to their shopping cart and then left the website without purchasing the items they placed in the cart. The message to the customer can be tailored to include aCommerce promotion to encourage them to return to the website.

This document provides instructions on how to set up an integration between Commerce and Responsys so that Commerce information is automatically passed to Responsys ensuring that the supported marketing campaigns are always based on current shopper activity. This document provides instructions on the following topics:

- How to download the Oracle Integration Cloud Integration Flows.

- How to configure and set up the Oracle Integration Cloud Integration Flows.

- How to setup the connection to Responsys.

- How to set up the required data tables in Responsys.

- How to setup the connection to Oracle CX Commerce.

- How to configure the webhooks to trigger the integration flows.

- How to use the abandoned cart functionality supported by the integration.

Audience

This document is written for Oracle CX Commerce and Oracle Responsys administrators who need to set up and configure the integration between these two systems.

Readers of this document should have experience with Commerce, Responsys, and Oracle Integration Cloud administration.

Prerequisites

For the purposes of this document, it is assumed that you already have:

- An Oracle CX Commerce account and access to Oracle CX Commerce 16.6 or later.

- An Oracle Responsys account and access to Oracle Responsys 6.31 or later.

- An Oracle Integration Cloud account and access to Oracle Integration Cloud
  Service 16.4.5 or later.

If you do not have one or more of these, please contact an Oracle sales representative
for information on how to acquire one: http://www.oracle.com/us/corporate/contact/
index.html.

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Configuring the Integration

There are four stages to configuring the integration that are covered in this chapter.

This chapter will provide information on each of the stages to assist you in configuring your integration.

Configure the Integration Package

This section provides detail about where the integration package can be downloaded and how to import the integration package.

Importing the integration package in Oracle Integration Cloud creates connections to Oracle CX Commerce and Oracle Responsys in Oracle Integration Cloud. It also creates an integration between Commerce and Responsys with some default mappings in place.

Download the integration package

Follow these steps to download the integration package:

1. Log on to My Oracle Support at https://support.oracle.com

2. Search for OCCS-OMC_Integration.

3. Download the `OCCS-OMC_Integration_3.0.par` file. You should save it to a location where you can access it from Oracle Integration Cloud.

Import the integration package

Follow these steps to import the integration package on Oracle Integration Cloud.

1. Log on to Oracle Integration Cloud as an administrator.

2. Click the **Packages** icon.

3. Click the **Import Package** button.

4. Click **Browse** to open a navigation pane.

5. Browse for and select the packages archive (PAR) file when prompted.

6. Click **Import**. The package should be added to the Packages list.

Clicking on the name of the package in the Package list displays the integrations that are included in the package. This package includes three integrations. These are:

- OCCS-OMC Integration Order

- OCCS-OMC Integration Profile

- OCCS-OMC Idle Cart.

The OCCS-OMC Integration Order integration flow is responsible for sending information about submitted orders from Commerce to Responsys.

The OCCS-OMC Integration Profile integration flow is responsible for sending information about customer profiles from Commerce to Responsys.

The OCCS-OMC Idle Cart integration flow is responsible for sending information about a cart that has been abandoned and adds the visitor to the OMC Abandoned Cart orchestration program.

You can now configure connections for these integrations.

Configure the Oracle Responsys Connection

This section provides instructions on configuring the connection from the integrations to Oracle Responsys. Follow these instructions to configure the Responsys connection:

1. Log on to Oracle Integration Cloud as an administrator.

2. Click the **Connections** icon.

3. Click the **Oracle Marketing Cloud** connection.

4. Click the **Configure Connectivity** button.

5. Add the Responsys Login URL.

   Note: This is not the URL you use to connect to Responsys. You can get the URL required here from your Responsys administrator.

6. Click **OK**.

7. Click on the **Configure Security** button.

8. Select **Custom Security Policy** in the Security policy list.

9. Complete the **Username**, **Password**, and **Confirm Password** fields. These are the credentials required to access your Responsys account.

10. Click **OK**.

11. Click **Test** to test your connection.

12. Click **Save**.

Your Responsys connection is now configured for the integration.

Configure the Oracle Responsys Connection

This section provides instructions on configuring the connection from the integrations to Oracle Responsys.

Follow these instructions to configure the Responsys connection:

1. Log on to Oracle Integration Cloud as an admin user.

2. Click the **Connections** icon.

3. Click the **Oracle Marketing Cloud** connection.

4. Click the **Configure Connectivity** button.

5. Add the Responsys Login URL.

   Note: This is not the URL you use to connect to Responsys. You can get the URL required here from your Responsys administrator.

6. Click **OK**.

7. Click on the **Configure Security** button.

8. Select **Custom Security Policy** in the Security policy list.

9. Complete the **Username**, **Password**, and **Confirm Password** fields. These are the credentials required to access your Responsys account.

10. Click **OK**.

11. Click **Test** to test your connection.

12. Click **Save**.

Your Responsys connection is now configured for the integration.

Configure the Oracle Responsys Database Tables

Once you have configured the Oracle Responsys connection, you need to create two tables to store the information created by the integration. These tables are `CC_Master_User_List` and `CC_Submit_Order`. These tables should be created in a folder called CC in Responsys.

Note: These are the default names of the tables that are populated by this integration. If you create tables with different names or in a different folder then you must also modify the adapter configuration to point to the different tables.

This section shows the structure for each of these tables.

CC_Master_User_List Table

The following is a list of fields that must be included in a table called `CC_Master_User_List` created in a folder called `/CC` in Responsys. The first list is the system fields for the table, and the second list is the custom fields for the table.

Field Name	Field Type
RIID_	Integer Field
CREATED_SOURCE_IP_	Text Field (to 255 chars)
CUSTOMER_ID_	Text Field (to 255 chars)
EMAIL_ADDRESS_	Text Field (to 500 chars)
EMAIL_DOMAIN_	Text Field (to 255 chars)
EMAIL_ISP_	Text Field (to 255 chars)
EMAIL_FORMAT_	Single character field
EMAIL_PERMISSION_STATUS_	Single character field
EMAIL_DELIVERABILITY_STATUS_	Single character field
EMAIL_PERMISSION_REASON_	Text Field (to 255 chars)
EMAIL_MD5_HASH_	Text Field (to 50 chars)
EMAIL_SHA256_HASH_	Text Field (to 100 chars)
MOBILE_NUMBER_	Text Field (to 50 chars)
MOBILE_COUNTRY_	Text Field (to 25 chars)
MOBILE_PERMISSION_STATUS_	Single character field
MOBILE_DELIVERABILITY_STATUS_	Single character field
MOBILE_PERMISSION_REASON_	Text Field (to 255 chars)

Field Name	Field Type
POSTAL_STREET_1_	Text Field (to 255 chars)
POSTAL_STREET_2_	Text Field (to 255 chars)
CITY_	Text Field (to 50 chars)
STATE_	Text Field (to 50 chars)
POSTAL_CODE_	Text Field (to 25 chars)
COUNTRY_	Text Field (to 50 chars)
POSTAL_PERMISSION_STATUS_	Single character field
POSTAL_DELIVERABILITY_STATUS_	Single character field
POSTAL_PERMISSION_REASON_	Text Field (to 255 chars)
CREATED_DATE_	Time Stamp Field (date + time)
MODIFIED_DATE_	Time Stamp Field (date + time)
LOCALE	Text Field (to 25 chars)
FIRST_NAME	Text Field (to 100 chars)
LAST_NAME	Text Field (to 100 chars)
COMMERCE_REGISTRATION_DATE	Time Stamp Field (date + time)
COMMERCE_LAST_ACTIVITY	Time Stamp Field (date + time)
AGE	Number Field
PROFILEATTRIBUTE	Text Field (to 100 chars)

CC_Submit_Order Table

The following is a list of fields that must be included in a list extension table called
CC_Submit_Order created in a folder called CC in Responsys.

Field Name	Field Type
RIID_	Integer Field
ORDER_ID	Text Field (to 25 chars)
NUMBER_OF_ITEMS	Number Field
ORDER_DETAILS_URL	Text Field (to 100 chars)
ORDER_CURRENCY	Text Field (to 25 chars)
ORDER_SUBMIT_TIME	Time Stamp Field (date + time)
ORDER_SHIPPING_ADDRESS1	Text Field (to 100 chars)
ORDER_SHIPPING_ADDRESS2	Text Field (to 100 chars)
ORDER_SHIPPING_CITY	Text Field (to 25 chars)
ORDER_SHIPPING_STATE	Text Field (to 25 chars)
ORDER_SHIPPING_COUNTRY	Text Field (to 25 chars)
ORDER_SHIPPING_POSTAL	Text Field (to 25 chars)
ORDER_TOTAL	Text Field (to 25 chars)
ORDER_SHIPPING_MOBILE	Text Field (to 25 chars)
ORDER_ITEM_NAMES	Text Field (to 50 chars)
CREATED_DATE_	Time Stamp Field (date + time)
MODIFIED_DATE_	Time Stamp Field (date + time)
SITE_ID	Text Field (to 25 chars)
SITE_NAME	Text Field (to 500 chars)

Configure the Oracle CX Commerce Connection

Configure the Oracle CX Commerce Connection

This section provides instructions on configuring the connection from the integrations to Oracle CX Commerce.

Follow these instructions to configure the Oracle CX Commerce connection:

1. Log on to Oracle Integration Cloud as an administrator.

2. Click the **Connections** icon.

3. Click the Oracle CX Commerce connection.

4. Click the **Configure Connectivity** button.

5. Enter the Connection base URL. The Connection base URL is derived using the following structure:

   Connection base `URL: https://<siteURL>/ccadmin/v1`

   where `<siteURL>` is the base URL of the Commerce site that integrates with Oracle Integration Cloud.

6. Click the **Configure Security** button.

7. The Commerce connection uses the OAuth security policy, so you must enter a Security token for the connection. This token is generated in Commerce. Instructions on generating the token can be found in the Generate a Security Token section of this document.

8. Click **OK**.

9. Click **Test** to test that the connection is working.

10. Click **Save**.

Your Commerce connection is now configured for the integration.

Generate a Security Token

This integration uses the Oracle CX Commerce REST web services APIs to access Commerce data. You must register the integration within Commerce and generate a security token in order for the integration to be granted access to the data.

Follow these instructions in order to generate a security token:

1. Log onto Commerce.

2. Click the **Settings** icon.

3. Click **Web APIs** from the sidebar menu.

4. Click **Registered Applications** from the Web APIs panel.

5. Click the **Register Application** button.

6. Enter a name for the integration. The application you are registering is Oracle Integration Cloud, so you should choose a name that is meaningful and reflects this.

7. Click **Save**.

   The Application ID and Application Key are automatically generated and the application is added to the Registered Applications page.

8. Click on the name of the application you created.

9. Click on **Click to reveal** to display the application key. You can copy the application key to use as the security token for the Commerce connection.

For more information on managing an application within Commerce, please refer to the Register Applications section of the Using Oracle CX Commerce document.

Activate the Integration

Once you have configured the Oracle Responsys and Oracle CX Commerce connections you can activate the integrations that were created when the integration package was imported to Oracle Integration Cloud.

Follow these instructions to activate the integrations:

1. Log on to Oracle Integration Cloud as an admin user.

2. Click on the **Integrations** icon to display the Integrations list.

3. Click on the **Activate** button for the integration you wish to activate.

4. You can choose here whether to switch on detailed tracing. Detailed tracing collects information about messages processed by the integration flow. This may assist in troubleshooting issues with the integration flow, but it may impact performance.

   To switch on detailed tracing, check the **Enable detailed tracing** checkbox.

   Note: Once an integration flow is active you must deactivate it and activate it again to switch detailed tracing on or off.

5. Click **Activate**.

A message should be displayed to indicate that the integration flow has been successfully activated.

Configure the Oracle CX Commerce Webhooks

When the integration flows have been activated you must configure the webhooks in Oracle CX Commerce. These webhooks push a JSON notification to a URL that you provide to the webhook. The URL you provide maps to the specific integration workflow set up in Oracle Integration Cloud.

For the integration flows covered by this document there are four webhooks that must be configured. These are:

- Shopper Registration: This sends a notification when a new user account is created by a visitor to your website. This webhook pushes notifications using the OCCS-OMS Integration Profile integration flow.

- ShopperAccount Update: This sends a notification when an already existing user account is modified by a visitor to your website. This webhook pushes notifications using the OCCS-OMS Integration Profile integration flow.

- Order Submit: This sends a notification when a registered shopper submits an order on your website. This webhook pushes notifications using the OCCS-OMS Integration Order integration flow.

- Cart Idle: This sends a notification when a registered shopper leaves your site without purchasing items that were added to their cart. This webhook pushes notifications using the OCCS-OMS Idle Cart integration flow.

You must configure the Production and Preview version of these webhooks to ensure that they work in all environments. The Production webhooks send information from your live store to production environments of your live systems, while preview webhooks send information from your preview environment to the test or sandbox environments of your external systems.

You can configure these webhooks through Commerce. Follow these instructions to configure a webhook:

1. Log on to Oracle Integration Cloud as an admin user.

2. Click on the **Integrations** icon.

3. Click on the **Integration Details** icon to display information about the integration flow.

    If you are configuring the Shopper Registration or Shopper Account Update webhooks then you should display information for the OCCS-OMC Integration Profile integration.

    If you are configuring the Order Submit webhook then you should display information for the OCCS-OMC Integration Order integration.

    If you are configuring the Cart Idle webhook then you should display information for the OCCS-OMC Idle Cart integration.

4. Copy the Endpoint URL for the integration.

5. Log on to Oracle CX Commerce.

6. Click on the **Settings** icon.

7. Select **Web APIs** from the sidebar menu.

8. Click on the webhook you wish to configure.

9. Paste the Endpoint URL you copied into the URL field for the webhook.

10. Remove the "metadata" text from the end of the URL.

11. Enter the Username and Password for your Oracle Integration Cloud account.

12. Click the **Save** button.

The webhook is now configured and is triggered each time the relevant event occurs, which in turn triggers the relevant integration flow.

For more information on Commerce webhooks, please refer to the Configure Webhooks chapter of the Using Oracle CX Commerce document.

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Using the integration

This chapter provides instruction on how to use the functionality supported by the integration.

This chapter includes information on creating new custom events and Oracle Responsys programs,

Create an Abandoned Cart Program

Oracle CX Commerce monitors the shopping cart activities of visitors to your website and can detect if a shopper has added items to a cart and then abandoned the cart.

When Commerce detects an abandoned cart it triggers a program that is defined in your Oracle Responsys account. Commerce passes information about the items in the abandoned cart to Responsys.

This section provides instruction on how to create a new custom event and how to create a new program that runs when the new custom event occurs.

Create a New Custom Event

Follow these steps to create a new custom event on Oracle Responsys:

1. Log on to Oracle Responsys as an account administrator.
2. Select the **Account** icon.
3. Click on the **Define custom event types** link. This link is in the Account Customization section, under the Global Settings heading.
4. Click on the **Add new type** link, which can be found under the table of custom event types.
5. Enter "CC_Abandoned_Cart" as the Custom Event Type Name, and enter a meaningful description in the Description field.
6. Click on the **Save** button.
7. Click on the **Done** button.

Create a New Program

You can create a new Oracle Responsys program by selecting the profile list used for the Oracle CX Commerce integration. This program must start with a custom event followed by an email campaign that leads to the end of the program. You can see how the program should be configured in this illustration:
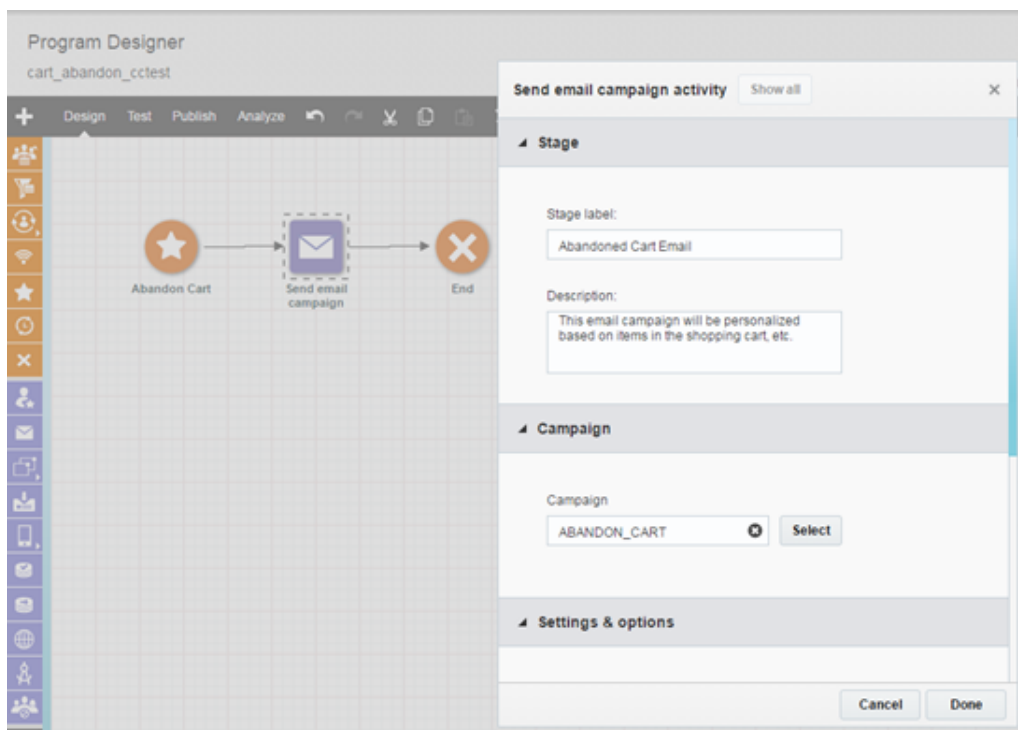
The abandon custom event must listen to a specific event name that is passed by Commerce in the API call that triggers this program. You must select CC_Abandoned_Cart from the Listen for custom event type dropdown menu.

Commerce passes a set of dynamic variables to the program through the API call. These dynamic variables must be specified for the program using the Settings configuration options.
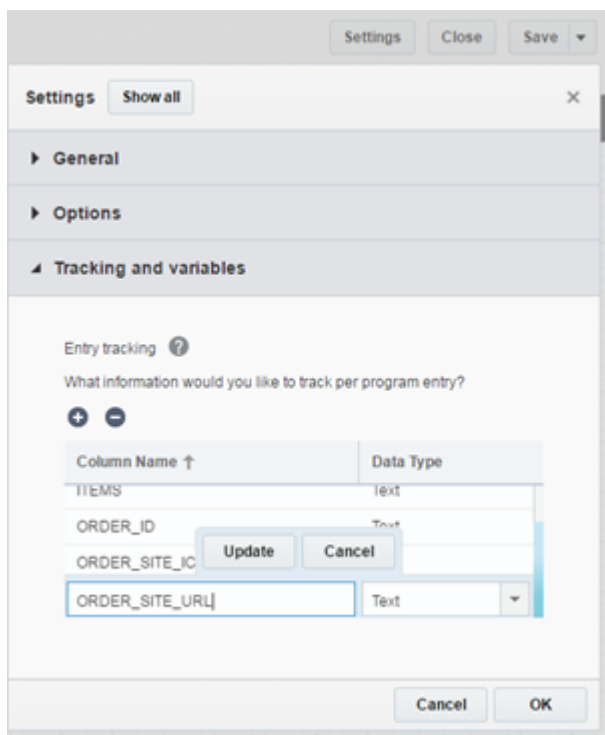
You must then associate a specific email campaign with the Send email campaign activity.
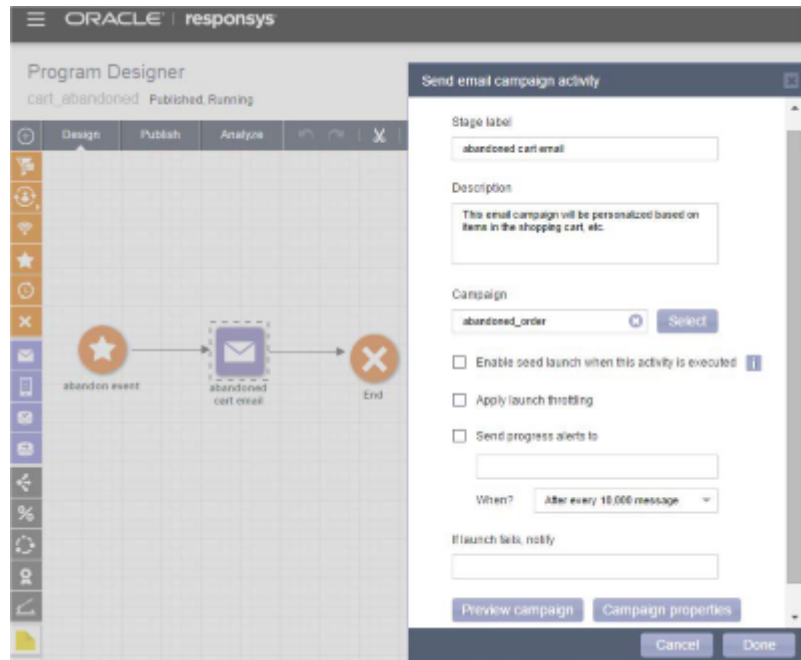
You should use the Email Message Designer to specify the personalization rules used by the email campaign associated with the email widget. You can do this using Responsys Personalization Language (RPL).

The following figure shows a sample HTML code using RPL to personalize the email message based on the dynamic variables passed by Commerce to the abandoned cart program.

Note: This sample code is provided for guidance only and should not be directly copied as it will not work with your integration.

When you create the email using RPL you can see a preview of the email message rendered with some default personalization values.

For more information on using the Email Message Designer functionality, please refer to your Oracle Responsys documentation.

Glossary

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