

**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
Oracle Utilities Network Management System	https://docs.oracle.com/cd/F54388_01/index.htm

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 Folders](#)
- [Customizing and Testing 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 Folders

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

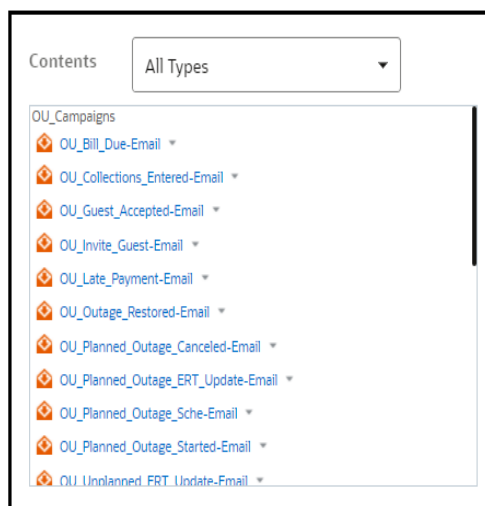
This chapter explains how to import and use the sample folders provided:

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

Importing Folders

To import campaigns:

1. Delete the OU_Campaigns folder that was imported as part of Notifications Hub integration (if it exists in the Oracle Responsys instance). 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. Make sure that the import was successful. Check if the OU_Campaigns folder was created. OU_Campaigns folder has sample email campaigns, sample form and sample supplemental table used in “Unsubscribe” functionality.



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.

4. The **ou_campaign_content.zip** also contains sample confirmation (Unsubscribe_Confirm.htm) and landing (Unsubscribe_Landing.htm) html pages for unsubscribe functionality.

Chapter 3

Customizing and Testing 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](#)

Creating a Folder

Oracle Responsys uses the concept of folders to represent storage locations for your campaigns, forms, and other objects, as well as a mean of organizing them in a way that suits you best.

Important: Once the sample folder import process is completed, you must create your own unique folder where all your specific campaigns will reside and be customized.

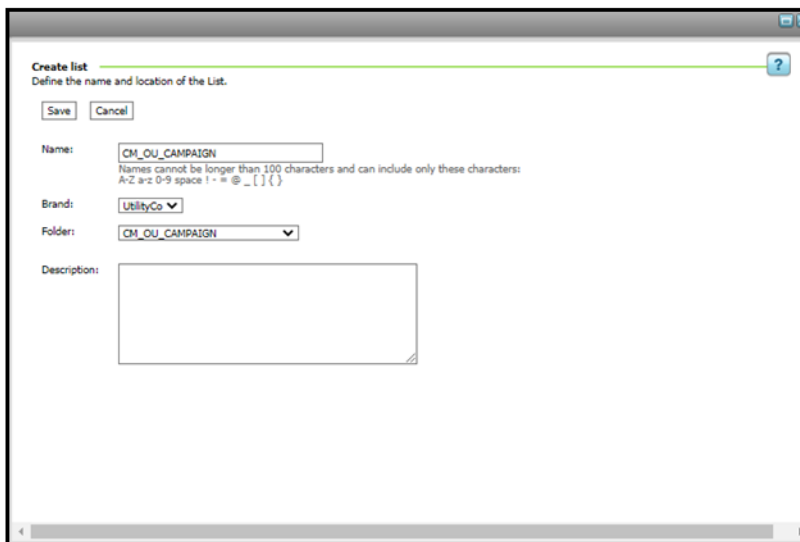
Follow the steps provided in the [Creating New Folders](#) section and create a custom folder. For example: CM_OU_CAMPAIGN

Creating Profile List and Zero-Record Filter

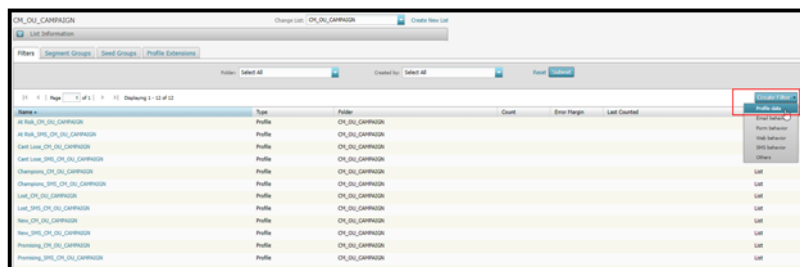
The default profile list will determine where customer records, also referred to as profiles, will be stored.

To create a profile list and a zero-record filter:

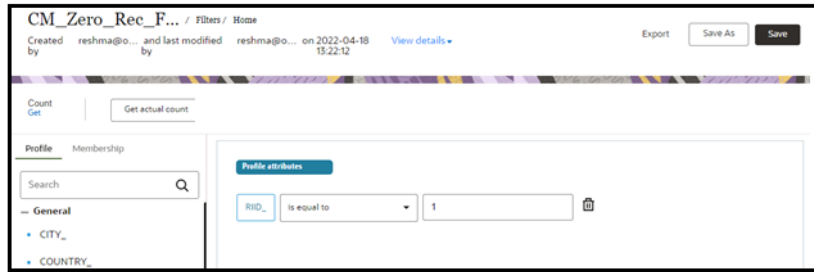
1. Create a profile list with the default schema. Navigate to **Profile Lists** and click **Create New List**.
2. Select the appropriate name from the **Brand** drop-down list. Select **CM_OU_Campaign** from the **Folder** drop-down list.



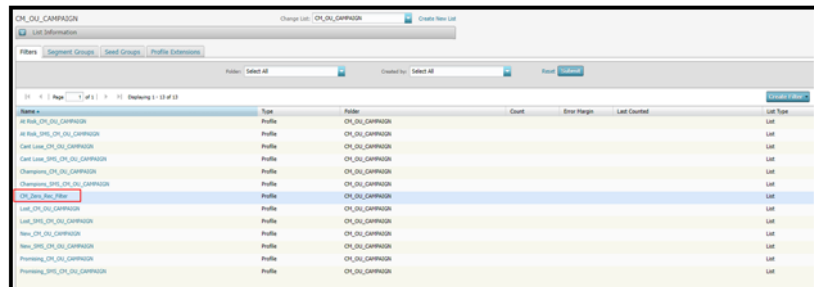
3. Create a zero-record filter. From the **Create Filter** drop-down list, select **Profile data**.



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



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

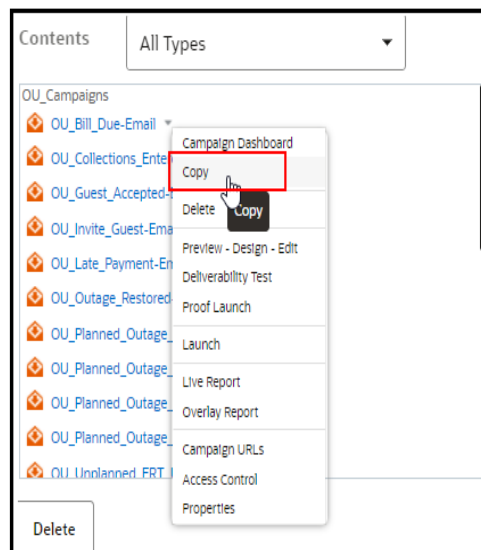


- Delete the filters that are not necessary for the functionality.

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 ⓘ

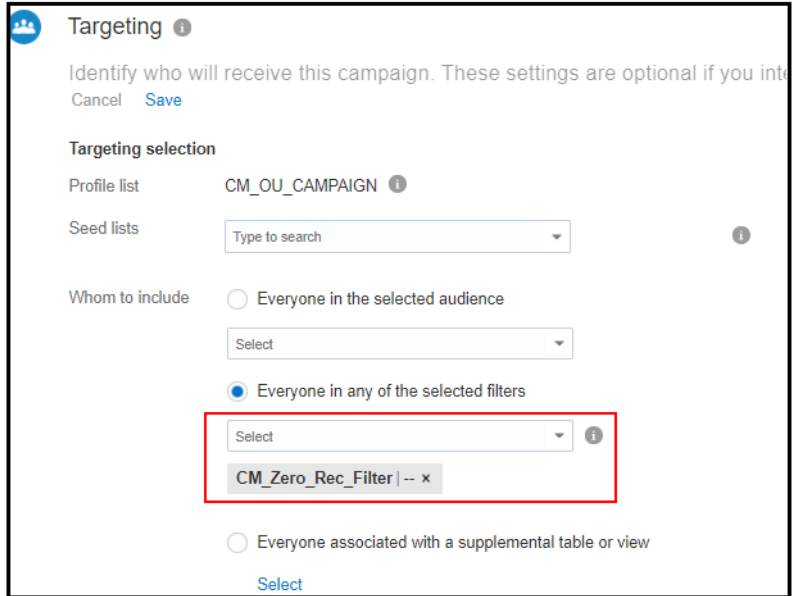
Marketing program ⓘ

*Folder

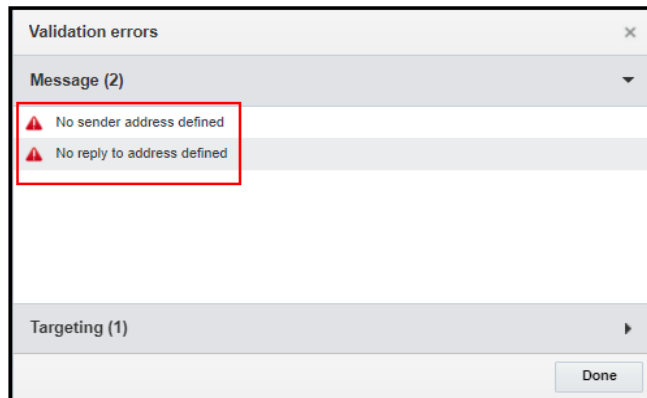
*Profile list

Brand UtilityCo

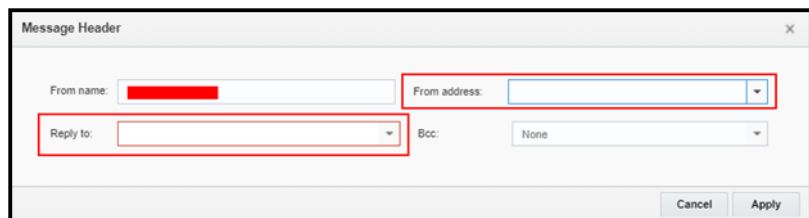
3. Update the selected filters to the **Zero Record Filter** that you created.



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



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

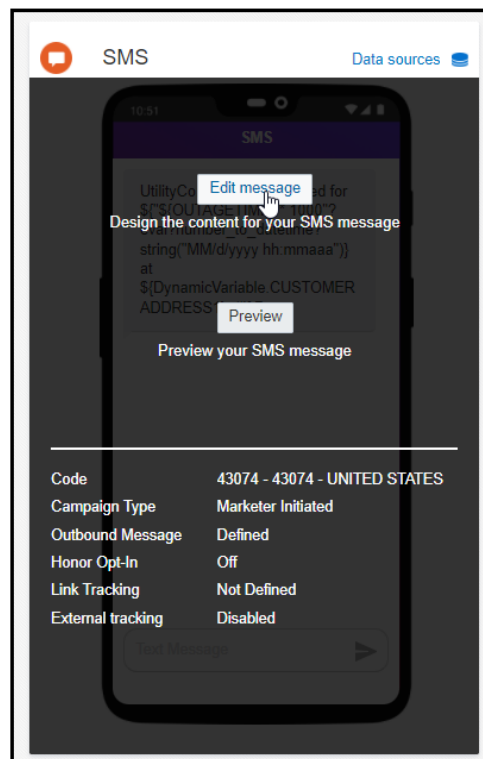


Creating SMS Campaigns

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.

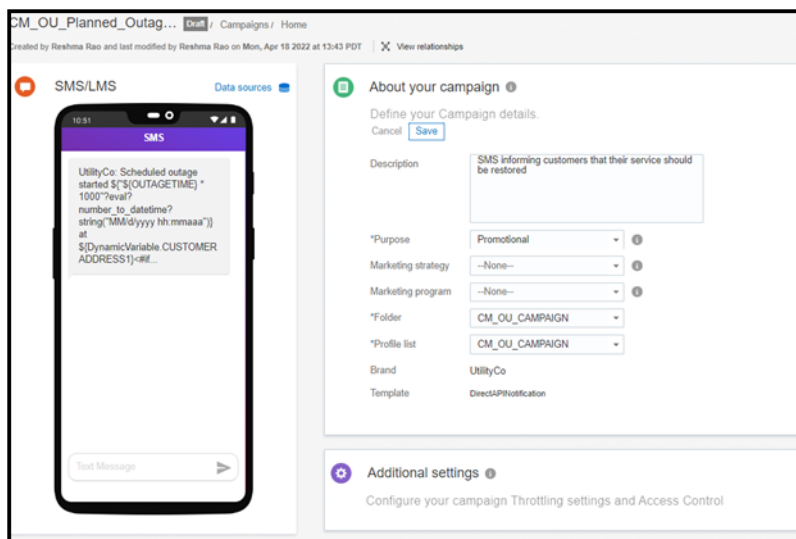
To create a SMS Campaign:

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.

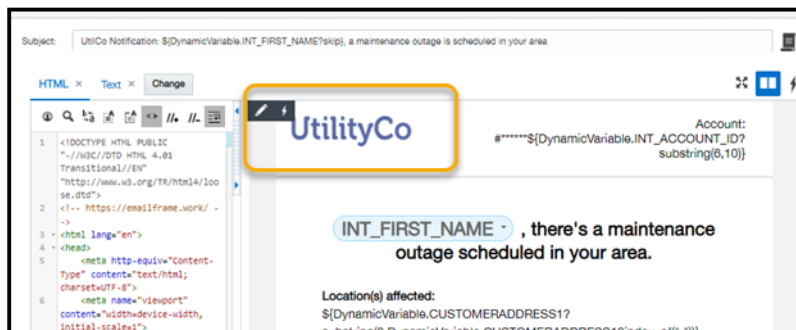
If you have cloned a base algorithm in Oracle Utilities Customer Care and Billing to make modifications, you can add dynamic variables by following the steps in the [Working with Data Sources](#) section to reference your algorithm values.

Responsys Programming Language (RPL)

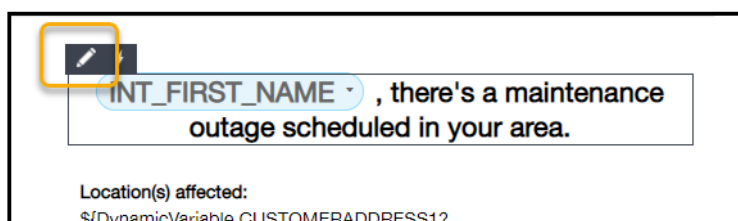
Oracle Energy Water's base campaigns contain RPL to concatenate or format raw data, such as account numbers, dates, and dollar amounts. To customize the RPL to fit your utility's preferences, refer to the documentation in the [Responsys Personalization Language](#) section.

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.



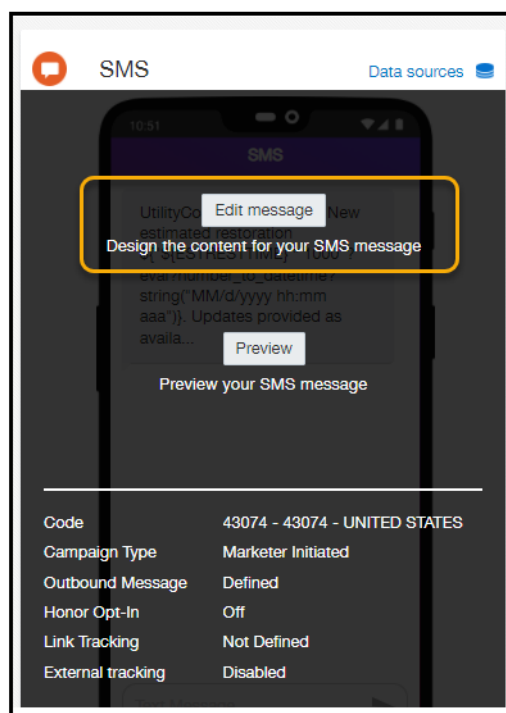
To replace the default images, such as the UtilityCo logo, use the WYSIWYG editor to highlight the image you intend to replace, then do the following:

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.

Chapter 4

Configuring the Unsubscribe Functionality

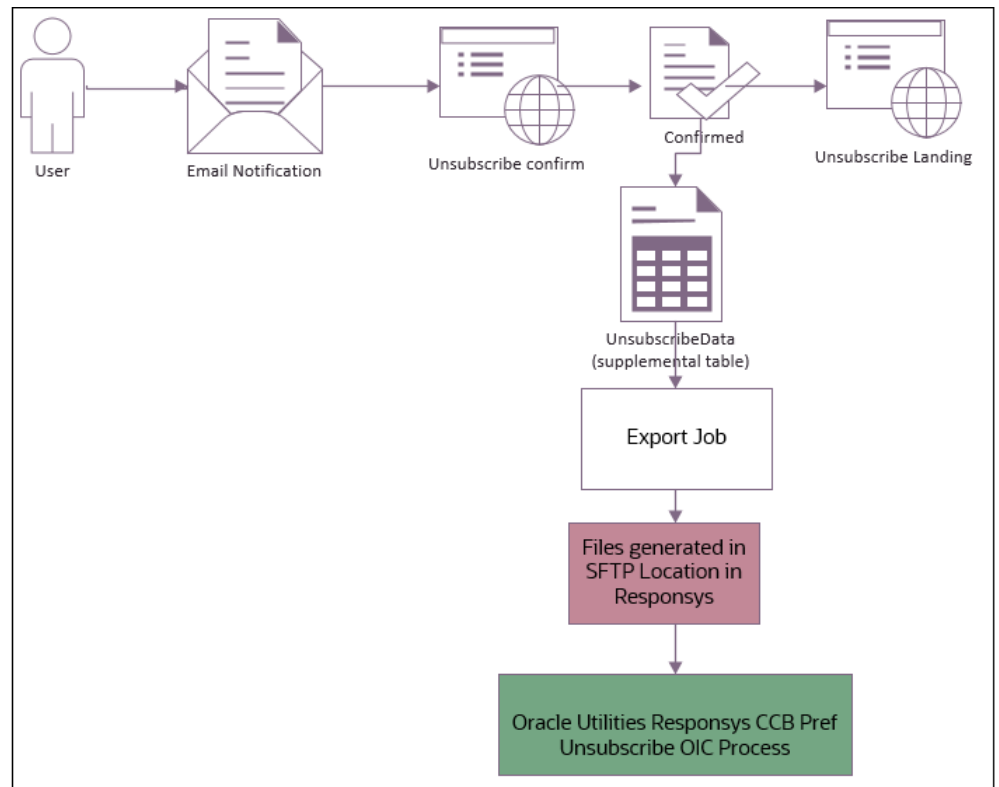
This chapter describes the actions required to properly utilize the Unsubscribe functionality provided with the Oracle Utilities Notifications Hub integration. The integration supports Unsubscribe functionality through a separate link added to the transactional campaigns that is facilitated via forms in Oracle Responsys.

The chapter included the following:

- [User Flow](#)
- [Using the Sample Supplemental Table](#)
- [Using the Sample Form](#)
- [Form Links in Campaign](#)
- [Configuring the Export Data Job](#)

User Flow

The following diagram shows the user flow:



Using the Sample Supplemental Table

The base `OU_Campaigns.zip` provided has a sample supplemental table “UnsubscribeData” that is used to store unsubscribe data. The sample supplemental table has the required columns needed to produce files which is in turn used by the integration.

Important! The columns needed should be defined with the same name and order as shown below. This is required for the corresponding csv files to be generated with columns in the same order.

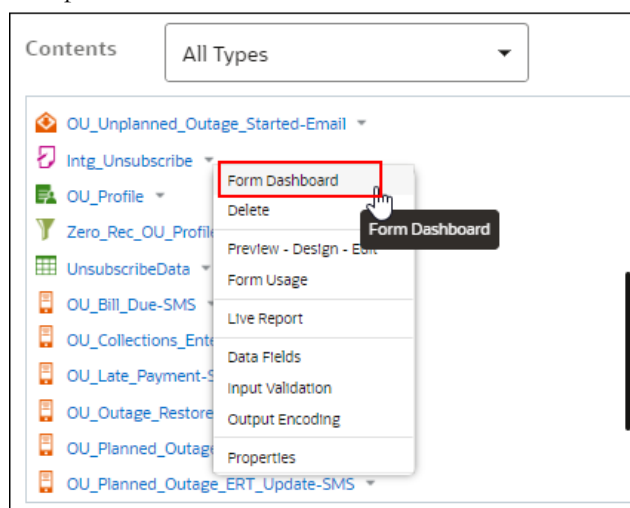
- ACCOUNT_ID
- CONTACT_ID
- NOTIF_PREF_ID
- CONTACT_VALUE
- CONTACT_TYPE
- NOTIF_TYPE
- UNSUB_PK

Using the Sample Form

The base **OU_Campaigns.zip** provided has a sample form **Intg_Unsubscribe**. Copy this form to the required folder (example: CM_OU_CAMPAIGN) with a different name.

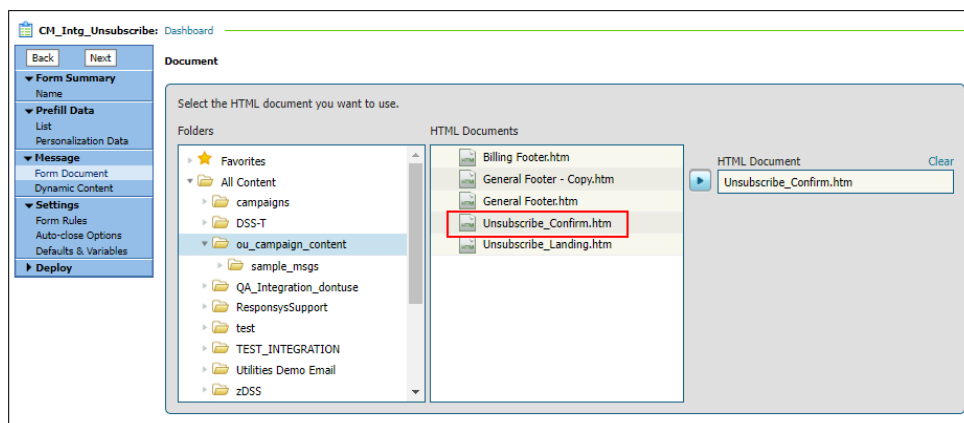
Important! Make sure to rename the form with a different name while copying it into the CM folder. Not doing so will cause a conflict when importing **OU_Campaigns.zip** in the subsequent releases.

1. Select and right-click **Intg_Unsubscribe** sample form. From the menu, select **Form Dashboard** to open the form dashboard.

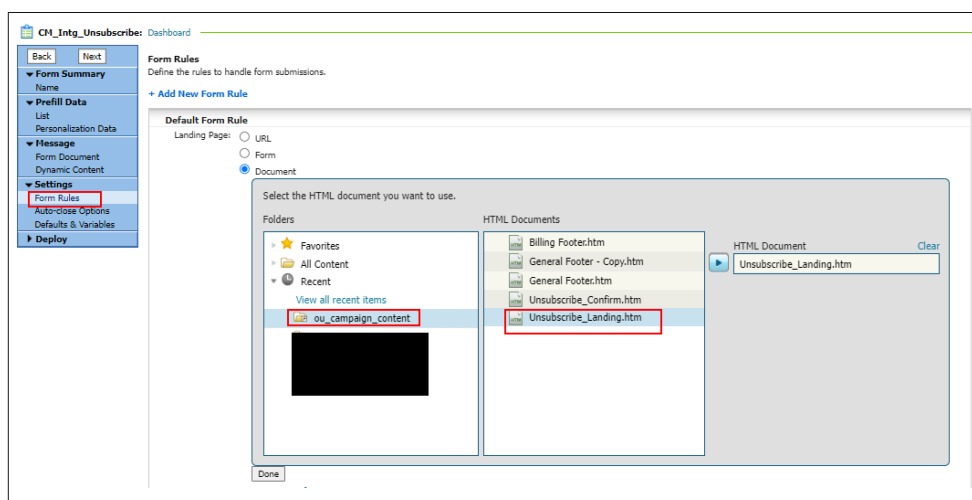


2. Click **Name** and update the form name and destination folder.

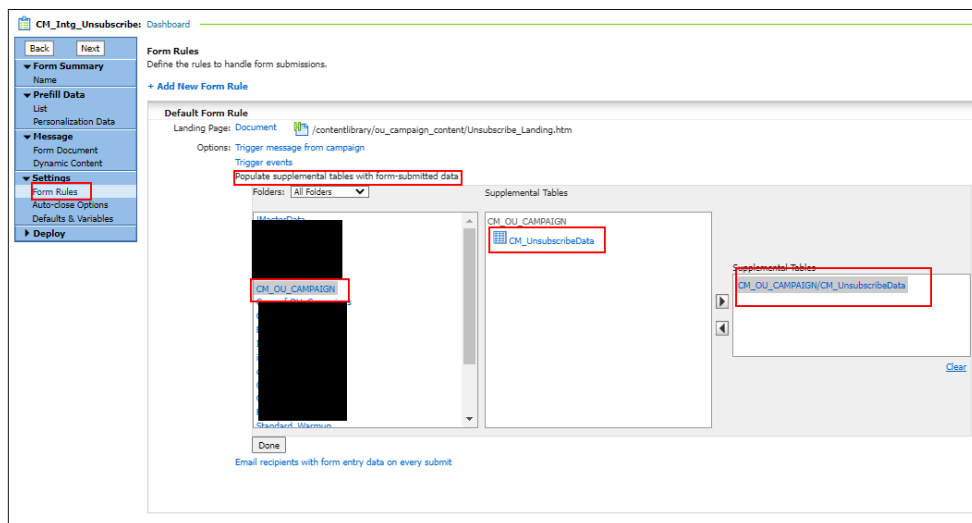
3. Click **List** and update the necessary information (list should point to the profile created. For instructions to create a profile, refer to the [Creating Profile List and Zero-Record Filter](#) section in [Chapter 3: Customizing and Testing Sample Campaigns](#)).
4. Point the **Form Document** to “Unsubscribe_Confirm.htm”.



5. Update **Form Rules** and set the **Landing Page**.



6. Update **Form Rules** to select the supplemental table.



7. Specify **Default Variables** as shown below. By default, the data sent to form is base64 encoded.

Define the following variables, initializing with null value (\$nothing()) where appropriate:

- contact_value
- account_id
- notif_pref_id
- contact_id
- notif_type
- notif_desc
- unsub_pk

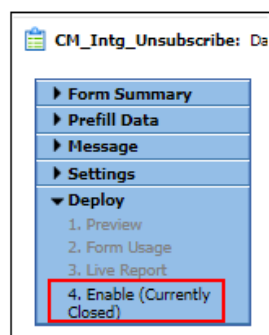
Default value:

`$base64encode(concat(lookup(contact_value),todayformat(0,yyyy-MM-dd HH:mm:ss:S)))$)`

- contact_type

Default value: `$base64encode(email)$`

8. Enable the form.



Refer to <https://docs.oracle.com/en/cloud/saas/marketing/responsys-user/Help/FormsLP.htm> for more information on forms.

Form Links in Campaign

The “unsubscribe” link is a form link added to the campaign. Each form link that is subsequently populated in the supplemental table requires the following parameters to be passed. All the relevant sample email campaigns include form links.

Note: All the values passed in the form links are base64 encoded.

The following dynamic variables must be defined for unsubscribe form links:

- INT_NOTIF_PREF_ID
- INT_ACCOUNT_ID
- INT_CONTACT_ID
- INT_NOTIFTYPE

Sample form link

```
${form('Intg_Unsubscribe','contact_value='+EMAIL_ADDRESS_?base64,'
notif_pref_id='+DynamicVariable.INT_NOTIF_PREF_ID?base64,'account_
```



```
id='+DynamicVariable.INT_ACCOUNT_ID?base64,'contact_id='+DynamicVariable.INT_CONTACT_ID?base64,'notif_type='+DynamicVariable.INT_NOTIFTYPE?base64,'notif_desc= Late Payment Notification') }
```

The following figure shows a sample form link as part of a Oracle Responsys campaign (design/edit mode on left, and preview mode on right).



Refer to <https://docs.oracle.com/en/cloud/saas/marketing/responsys-user/FormUsage.htm> for more information about using forms.

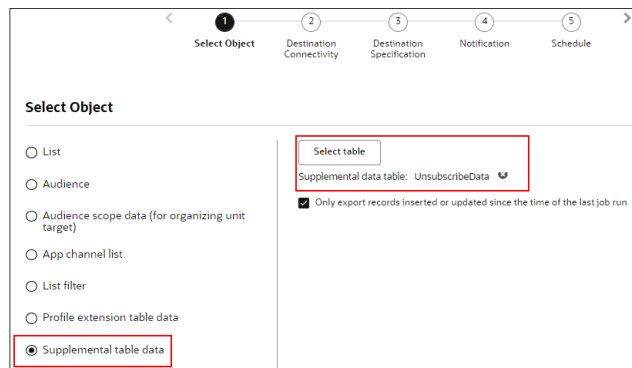
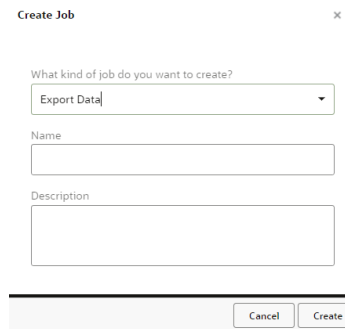
Configuring the Export Data Job

The data in the supplemental tables must be exported into csv files to be consumed by the integration. The Export Data job is created for this purpose.

Refer to https://docs.oracle.com/en/cloud/saas/marketing/responsys-user/Connect_WizardDownload.htm?Highlight=export%20jobs for information about setting up the Export Data job for supplemental tables.

To configure the Export Data job:

1. Select the supplemental table used for unsubscribe.



2. Make sure the following are set in the **Destination Specification** tab:

- No prefix (preferably)
- File extension is “.zip”
- Field delimiter is “,” (comma)
- **Insert column header as first line** option is selected.
- **Encryption/compression** is a zip file.
- In the **Create file with record count** field, file extension is set to “.txt”.

The job can be scheduled on an appropriate cadence based on your business needs. However, it is highly recommended that this job is configured to run frequently, which will result in smaller file sizes for each run, and optimal performance of the process (daily vs. weekly/monthly if applicable).

Chapter 5

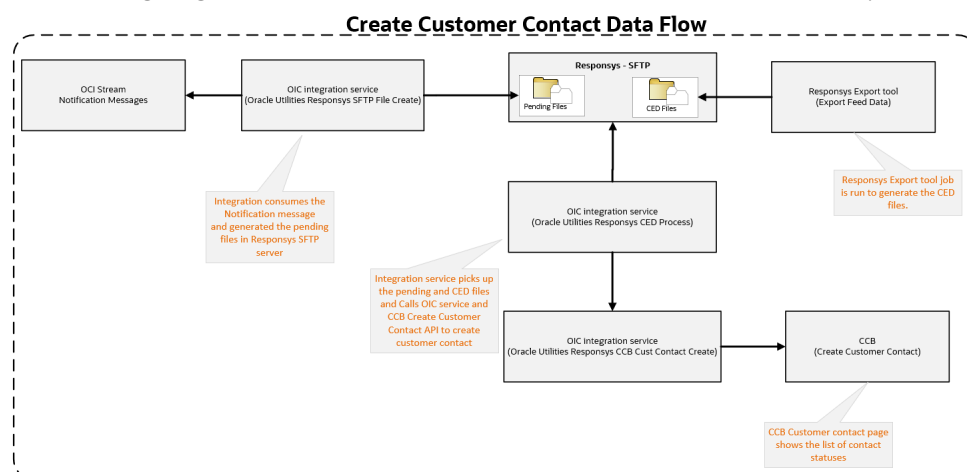
Configuring the Customer Contact Functionality

This chapter focuses on the actions required to properly utilize the Customer Contact functionality provided as part of the Oracle Utilities Notifications Hub integration. The following are included:

- [Data Flow](#)
- [Creating Export Feed Data for Customer Contact](#)

Data Flow

The following diagram shows data flow for the customer contact functionality:



The integration consumes notification messages from OCI stream and write the pending status file to Oracle Respsys SFTP location. In the same location, Export Feed Data (a Oracle Respsys export batch tool) generates CED files. In the next step, the integration picks up the pending and CED files for further message processing and sends the data to Oracle Utilities Customer Care and Billing to create customer contact statuses.

The following events are supported:

- Email
 - SENT
 - FAIL
 - SKIPPED
- SMS
 - SMS_SENT
 - SMS_FAIL
 - SMS_SKIPPED

The Export Feed Data job is created to export feed data into csv file to an SFTP location.

Refer to https://docs.oracle.com/en/cloud/saas/marketing/respsys-user/Connect_WizardFeeds.htm for more information about setting up Export Feed Data job.

Creating Export Feed Data for Customer Contact

To create Export Feed Data job for Customer Contact functionality:

1. Create Export Feed Data job and select only the supported events.

x

Create Job

What kind of job do you want to create?

Export Feed Data
▼

Name

Description

Cancel
Create

< 1 —

Select Events

- Sent
- Failed
- Bounced
- Clicked
- Opened
- Auto Opened
- Converted
- Complained
- Skipped
- Contact Permission Events for Email
- Opted In
- Opted Out
- Contact Interaction Events for SMS
- Clicked
- Converted
- Failed
- Delivered
- Received
- Sent
- Skipped

2. Make sure the following are set in the **Destination Specification** tab:
 - Field delimiter is “,” (comma)
 - **Insert column header as first line** option is selected.
 - In the **Create file with record count** field, file extension is set to “cnt”.



Destination Specification

Character set
 Western European (ISO-8859-1) ▼

Field delimiter
 Comma ▼

Field enclosure
 " ▼

Insert column header as first line

Encryption/compression
 Compress to file ▼

Additional ready file at completion of download

Do not create

Create empty file

Create file with record count

File extension:

The job can be scheduled on an appropriate cadence based on your business needs. However, it is highly recommended that this job is configured to run frequently, which will result in smaller file sizes for each run, and optimal performance of the process (daily vs. weekly/monthly if applicable).

Chapter 6

Campaigns and Dynamic Variables

This chapter lists the dynamic variables needed in each of the campaigns provided in the sample package.

Campaign Name	Dynamic Variables
OU_Bill_Due-Email	AMOUNT_DUE BILL_DUE_DATE INT_FIRST_NAME INT_ACCOUNT_ID CURRENCY_SYMBOL INT_NOTIF_PREF_ID INT_CONTACT_ID INT_NOTIFTYPE
OU_Collections_Entered-Email	CURRENCY_SYMBOL INT_ACCOUNT_ID INT_FIRST_NAME ARREARS_AMOUNT ARREARS_DATE INT_NOTIF_PREF_ID INT_NOTIFTYPE
OU_Guest_Accepted-Email	INT_ACCOUNT_ID GUEST_FIRST_NAME
OU_Invite_Guest-Email	INT_ACCOUNT_ID OWNER_FIRST_NAME
OU_Late_Payment-Email	AMOUNT_DUE BILL_DUE_DATE INT_FIRST_NAME CURRENCY_SYMBOL INT_NOTIF_PREF_ID INT_CONTACT_ID INT_NOTIFTYPE INT_ACCOUNT_ID

Campaign Name	Dynamic Variables
OU_Outage_Restored-Email	INT_FIRST_NAME INT_ACCOUNT_ID INT_CONTACT_ID INT_NOTIFTYPE ESTRESTTIME CUSTOMERADDRESS1 CUSTOMERADDRESS2 CUSTOMERADDRESS3 INT_NOTIF_PREF_ID INT_LAST_NAME CAUSE
OU_Planned_Outage_Canceled-Email	INT_NOTIF_PREF_ID INT_FIRST_NAME INT_LAST_NAME INT_ACCOUNT_ID INT_NOTIFTYPE OUTAGETIME CUSTOMERADDRESS1 CUSTOMERADDRESS2 CUSTOMERADDRESS3 INT_CONTACT_ID
OU_Planned_Outage_ERT_Update-Email	INT_FIRST_NAME INT_LAST_NAME INT_ACCOUNT_ID INT_CONTACT_ID INT_NOTIFTYPE OUTAGETIME ESTRESTTIME CUSTOMERADDRESS1 CUSTOMERADDRESS2 CUSTOMERADDRESS3 INT_NOTIF_PREF_ID PRIMARY_CAUSE_OM
OU_Planned_Outage_Sche-Email	INT_FIRST_NAME INT_LAST_NAME INT_ACCOUNT_ID INT_CONTACT_ID INT_NOTIFTYPE OUTAGETIME ESTRESTTIME CUSTOMERADDRESS1 CUSTOMERADDRESS2 CUSTOMERADDRESS3 INT_NOTIF_PREF_ID

Campaign Name	Dynamic Variables
OU_Planned_Outage_Started-Email	PRIMARY_CAUSE_OM INT_FIRST_NAME INT_LAST_NAME INT_ACCOUNT_ID INT_CONTACT_ID INT_NOTIFTYPE OUTAGETIME ESTRESTTIME CUSTOMERADDRESS1 CUSTOMERADDRESS2 CUSTOMERADDRESS3 INT_NOTIF_PREF_ID
OU_Unplanned_ERT_Update-Email	CUSTOMERADDRESS2 INT_FIRST_NAME INT_LAST_NAME INT_ACCOUNT_ID INT_CONTACT_ID INT_NOTIFTYPE ESTRESTTIME CUSTOMERADDRESS1 INT_NOTIF_PREF_ID CUSTOMERADDRESS3
OU_Unplanned_Outage_Canceled-Email	INT_NOTIF_PREF_ID INT_FIRST_NAME INT_LAST_NAME INT_ACCOUNT_ID INT_CONTACT_ID INT_NOTIFTYPE OUTAGETIME CUSTOMERADDRESS1 CUSTOMERADDRESS2 CUSTOMERADDRESS3
OU_Unplanned_Outage_Started-Email	PRIMARY_CAUSE_OM INT_FIRST_NAME INT_LAST_NAME INT_ACCOUNT_ID INT_CONTACT_ID INT_NOTIFTYPE OUTAGETIME CUSTOMERSOUT ESTRESTTIME CUSTOMERADDRESS1 CUSTOMERADDRESS2 CUSTOMERADDRESS3 INT_NOTIF_PREF_ID
OU_Bill_Due-SMS	CURRENCY_SYMBOL AMOUNT_DUE INT_ACCOUNT_ID BILL_DUE_DATE

Campaign Name	Dynamic Variables
OU_Collections_Entered-SMS	ARREARS_AMOUNT ARREARS_DATE INT_ACCOUNT_ID CURRENCY_SYMBOL
OU_Late_Payment-SMS	BILL_DUE_DATE CURRENCY_SYMBOL AMOUNT_DUE INT_ACCOUNT_ID
OU_Outage_Restored-SMS	COMPLETIONTIME
OU_Planned_Outage_Canceled-SMS	OUTAGETIME
OU_Planned_Outage_ERT_Update-SMS	ESTRESTTIME
OU_Planned_Outage_Sche-SMS	CUSTOMERADDRESS1 ESTRESTTIME OUTAGETIME CUSTOMERADDRESS2 CUSTOMERADDRESS3
OU_Planned_Outage_Started-SMS	CUSTOMERADDRESS1 ESTRESTTIME OUTAGETIME CUSTOMERADDRESS2 CUSTOMERADDRESS3
OU_Unplanned_Outage_Canceled-SMS	
OU_Unplanned_Outage_ERT_Update-SMS	ESTRESTTIME
OU_Unplanned_Outage_Started-SMS	CUSTOMERADDRESS1 ESTRESTTIME OUTAGETIME CUSTOMERADDRESS2 CUSTOMERADDRESS3