## Oracle® Cloud

# Using the Oracle Responsys Adapter with Oracle Integration Generation 2





Oracle Cloud Using the Oracle Responsys Adapter with Oracle Integration Generation 2,

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## **Preface**

This guide describes how to configure this adapter as a connection in an integration in Oracle Integration.



The use of this adapter may differ depending on the features you have, or whether your instance was provisioned using Standard or Enterprise edition. These differences are noted throughout this guide.

#### **Topics:**

- Audience
- Documentation Accessibility
- Diversity and Inclusion
- Related Resources
- Conventions

## **Audience**

This guide is intended for developers who want to use this 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.

## **Diversity and Inclusion**

Oracle is fully committed to diversity and inclusion. Oracle respects and values having a diverse workforce that increases thought leadership and innovation. As part of our initiative to build a more inclusive culture that positively impacts our employees, customers, and



partners, we are working to remove insensitive terms from our products and documentation. We are also mindful of the necessity to maintain compatibility with our customers' existing technologies and the need to ensure continuity of service as Oracle's offerings and industry standards evolve. Because of these technical constraints, our effort to remove insensitive terms is ongoing and will take time and external cooperation.

## Related Resources

See these Oracle resources:

- Oracle Cloud
  - http://cloud.oracle.com
- Using Integrations in Oracle Integration Generation 2
- Using the Oracle Mapper with Oracle Integration Generation 2

## 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.         |
| italic     | 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. |



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## 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



There are overall service limits for Oracle Integration. A service limit is the quota or allowance set on a resource. See Service Limits.

## 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 Connectivity Certification Matrix.

See Connectivity 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.

| Step | Description   | More Information                              |
|------|---|---|
| 1    | Review and complete the adapter connection prerequisite tasks.  | Prerequisites for Creating a Connection       |
| 2    | 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. | Create an Oracle Responsys Adapter Connection |



| Step | Description   | More Information  |
|------|---|---|
| 3    | Create the integration. When you do this, you add source and target connections to the integration.   | Create Integrations and Add the Oracle Responsys<br>Adapter Connection to an Integration  |
| 4    | Map data between the source connection data structure and the target connection data structure.   | Map Data in Using Integrations in Oracle Integration<br>Generation 2  |
| 5    | (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). | Manage Lookups in Using Integrations in Oracle Integration Generation 2   |
| 6    | Activate the integration.   | Manage Integrations in <i>Using Integrations in Oracle Integration Generation 2</i>   |
| 7    | Monitor the integration on the dashboard.   | Monitor Integrations in <i>Using Integrations in Oracle Integration Generation 2</i>  |
| 8    | Track payload fields in messages during runtime.  | Assign Business Identifiers for Tracking Fields in<br>Messages and Manage Business Identifiers for<br>Tracking Fields in Messages in <i>Using Integrations in</i><br><i>Oracle Integration Generation 2</i> |
| 9    | Manage errors at the integration level, connection level, or specific integration instance level.   | Manage Errors in Using Integrations in Oracle Integration Generation 2  |



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## 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 an Oracle Responsys Adapter connection:

- Configure the Customer Account
- Create a Profile List
- Create a Profile Extension Table
- Create a Custom Event
- Create a Supplemental Table

## Configure the Customer Account

These are the prerequisites for the customer account.

- 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. Contact Oracle Support Services and see 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, profile extension table, or supplemental table must be created for the customer account in Responsys Interact. See Create a Profile List, Create a Profile Extension Table, and Create a Supplemental 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:

- 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.
- 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:

- 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.
  - 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.
  - Click Create.

## Create a Custom Event

You must create a custom event in Oracle Responsys 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**.
- In the Account Customization area, below the Global Settings heading, click Define custom event types.
- 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 Supplemental Table

A supplemental table is required if nonprofile data, such as purchase data or product information, must be transferred into Oracle Responsys using the Oracle Responsys Adapter.

To create a supplemental table:

- 1. Log in to Oracle Responsys.
- Click the menu icon in the upper left and select the chain link icon (right below the home icon).
- 3. Select Create View/Supplemental Table.
- 4. Under Create Supplemental Table, select either Table with Data or Empty Table.
- Follow the instructions to define the schema for the supplemental table and its primary key fields.
- 6. Enter a unique name, select the containing folder, and optionally select the column(s) as the data extraction key.
- 7. Click Save.



## Create a Connection

Before you can build an integration, you have to create the connections to the applications with which you want to share data.

To create a connection in Oracle Integration:

- In the left navigation pane, click Home > Integrations > Connections.
- 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.)
- In the Create Connection Select Adapter dialog, select the adapter to use for this connection. To find the adapter, scroll through the list, or enter a partial or full name in the **Search** field and click

Q

#### Search.

- In the Create Connection dialog, enter the information that describes this connection.
  - a. 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, don't include blank spaces (for example, SALES OPPORTUNITY).
  - **b.** Enter optional keywords (tags). You can search on the connection keywords on the Connections page.
  - c. Select the role (direction) in which to use this connection (trigger, invoke, or both). Only the roles supported by the 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, you'll get an error when you try to drag the adapter into the section you didn't select. For example, let's say you configure a connection for the Oracle Service Cloud (RightNow) Adapter as only an invoke. Dragging the adapter to a trigger section in the integration produces an error.
  - **d.** Enter an optional description of the connection.
- Click Create.

Your connection is created. You're now ready to configure the connection details, such as connection properties, security policies, connection login credentials, and (for certain connections) agent group.



## **Configure Connection Properties**

Enter connection information so your application can process requests.

- 1. Go to the Connection Properties section.
- 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

## **Configure Connection Security**

Enter connection information so your application can process requests.

- 1. Go to the Security section.
- 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 Services to enable Basic authentication for Web Services on the customer account. Contact Oracle Support Services.

3. Complete the **Username**, **Password**, and **Confirm Password** fields. These are the credentials required to access Oracle Responsys.

#### Test the Connection

Test your connection to ensure that it's configured successfully.

1. In the page title bar, click **Test**. What happens next depends on whether your connection uses a Web Services Description Language (WSDL) file.

| If Your Connection | Then  |
|--------------------|---|
| Doesn't use a WSDL | The test starts automatically and validates the inputs you provided for the connection.   |
| Uses a WSDL        | A dialog prompts you to select the type of connection testing to perform:   |
|                    | <ul> <li>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.</li> <li>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.</li> </ul> |



- 2. Wait for a message about the results of the connection test.
  - If the test was successful, then the connection is configured properly.
  - If the test failed, then edit the configuration details you entered. Check for typos, verify URLs and credentials, and download the diagnostic logs for additional details. Continue to test until the connection is successful.
- 3. When complete, click Save.

## Upload an SSL Certificate

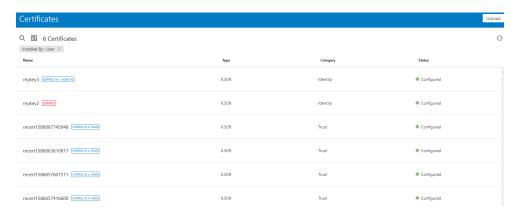
Certificates are used to validate outbound SSL connections. If you make an SSL connection in which the root certificate does not exist in Oracle Integration, an exception is thrown. In that case, you must upload the appropriate certificate. A certificate enables Oracle Integration to connect with external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

To upload an SSL certificate:

In the left navigation pane, click Home > Settings > Certificates.
 All certificates currently uploaded to the trust store are displayed in the Certificates dialog. The



link enables you to filter by name, certificate expiration date, status, type, category, and installation method (user-installed or system-installed). Certificates installed by the system cannot be deleted.



- Click **Upload** at the top of the page.The Upload Certificate dialog box is displayed.
- 3. Enter an alias name and optional description.
- 4. In the **Type** field, select the certificate type. Each certificate type enables Oracle Integration to connect with external services.
  - X.509 (SSL transport)
  - SAML (Authentication & Authorization)
  - PGP (Encryption & Decryption)



#### X.509 (SSL transport)

- Select a certificate category.
  - a. Trust: Use this option to upload a trust certificate.
    - i. Click Browse, then select the trust file (for example, .cer or .crt) to upload.
  - Identity: Use this option to upload a certificate for two-way SSL communication.
    - i. Click **Browse**, then select the keystore file (.jks) to upload.
    - ii. Enter the comma-separated list of passwords corresponding to key aliases.



When an identity certificate file (JKS) contains more than one private key, all the private keys must have the same password. If the private keys are protected with different passwords, the private keys cannot be extracted from the keystore.

- iii. Enter the password of the keystore being imported.
- c. Click Upload.

#### **SAML (Authentication & Authorization)**

- Note that Message Protection is automatically selected as the only available certificate
  category and cannot be deselected. Use this option to upload a keystore certificate with
  SAML token support. Create, read, update, and delete (CRUD) operations are supported
  with this type of certificate.
- 2. Click Browse, then select the certificate file (.cer or .crt) to upload.
- 3. Click Upload.

#### **PGP (Encryption & Decryption)**

- Select a certificate category. Pretty Good Privacy (PGP) provides cryptographic privacy and authentication for communication. PGP is used for signing, encrypting, and decrypting files. You can select the private key to use for encryption or decryption when configuring the stage file action.
  - a. Private: Uses a private key of the target location to decrypt the file.
    - i. Click **Browse**, then select the PGP file to upload.
    - ii. Enter the PGP private key password.
  - b. **Public**: Uses a public key of the target location to encrypt the file.
    - i. Click **Browse**, then select the PGP file to upload.
    - ii. In the ASCII-Armor Encryption Format field, select Yes or No. Yes shows the format of the encrypted message in ASCII armor. ASCII armor is a binary-to-textual encoding converter. ASCII armor formats encrypted messaging in ASCII. This enables messages to be sent in a standard messaging format. This selection impacts the visibility of message content. No causes the message to be sent in binary format.



- iii. From the **Cipher Algorithm** list, select the algorithm to use. Symmetrickey algorithms for cryptography use the same cryptographic keys for both encryption of plain text and decryption of cipher text.
- c. Click Upload.



## 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.

| Element                                 | Description   |
|---|---|
| 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.

| Element                | Description   |
|------------------------|---|
| 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: |
|                        | <ul> <li>Profile Extension Recipients</li> </ul>  |
|                        | Custom Event  |
|                        | Profile List Recipients   |
|                        | <ul> <li>Supplemental Table Records</li> </ul>  |
| Select Operation       | Selects the operation that you want Oracle Integration to invoke when running an integration that uses this endpoint.   |
|                        | This operation is available for the Profile Extension Recipients business object:   |
|                        | Merge Profile Extension Recipients  |
|                        | This operation is available for the Custom Event business object:   |
|                        | Trigger Custom Event  |
|                        | This operation is available for the Profile List Recipients business object:  |
|                        | Merge List Recipients   |
|                        | This operation is available for the Supplemental Table Records business object:   |
|                        | Merge Supplemental Table Records  |
|                        | Merge Supplemental Table Records  |

## 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. If you selected **Supplemental Table Records**, you identify the Oracle Responsys Adapter supplemental table and data source fields for the integration.

| Element           | Description  |
|-------------------|--|
| Custom event      | Selects the custom event you want to trigger. This option is only available when <b>Custom Event</b> is selected as the business object on the Oracle Responsys Adapter Invoke Operations Properties page.   |
| Profile List      | Selects the Oracle Responsys master profile list on which you want to perform operations.  |
| Profile Extension | Selects the Oracle Responsys profile extension on which you want to perform operations. This option is only available when <b>Profile Extension Recipients</b> is selected as the business object on the Oracle Responsys Adapter Invoke Operations Properties page. |



| Description   |
|---|
| Selects the Oracle Responsys supplemental table on which you want to perform operations. This option is only available when <b>Supplemental Table Records</b> is selected as the business object on the Oracle Responsys Adapter Operations page. |
| Selects all columns in the Oracle Responsys master profile list or supplemental table on which you want to perform operations.  |
| When this option is selected and a regeneration of artifacts is completed for a prebuilt integration, all additional custom attributes in the Target Profile list or supplemental table are available for mapping.                                |
| Filters the data source fields using the criteria you specify. For example, enter <b>email</b> to return all email data source fields.  |
| A list of the data source fields for the selected master profile list, profile extension, or supplemental table. Double-click an entry to add it to <b>Selected Fields</b> .  |
| A list of the selected data source fields on which operations are performed.  |
|   |

## **Summary Page**

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

| Element | Description  |
|---------|--|
| 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 <b>Back</b> .  |
|         | To cancel your configuration details, click Cancel.  |

