

Oracle® Fusion Middleware

Using Oracle Eloqua Cloud Adapter

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Preface

Using Oracle Eloqua Cloud Adapter describes how to use the Oracle Eloqua Cloud adapter in your SOA composite applications and Oracle Service Bus business services.

Topics:

- [Audience](#)
- [Related Resources](#)
- [Conventions](#)

Audience

Using Oracle Eloqua Cloud Adapter is intended for users who want to create, deploy, test, and monitor applications that use the Oracle Eloqua Cloud adapter.

Related Resources

For more information, see these Oracle resources:

- *Developing SOA Applications with Oracle SOA Suite*
- *Administering Oracle SOA Suite and Oracle Business Process Management Suite*
- *Administering Oracle Service Bus*
- *Understanding Technology Adapters*

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.

Introduction to Oracle Eloqua Cloud Adapter

This section introduces Oracle Eloqua Cloud adapter.

Topics

- [Oracle Eloqua Cloud](#)
- [Installing the Cloud Adapters](#)
- [Performing Postinstallation Configuration Tasks](#)
- [Disabling Hostname Verification](#)
- [Obtaining the Authentication Credentials](#)
- [Unsupported Features](#)
- [Designing an Integration with the Adapter Configuration Wizard](#)

Oracle Eloqua Cloud

The Oracle Eloqua Cloud adapter enables you to create an integration with an Oracle Eloqua Cloud application.

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

The Oracle Eloqua Cloud adapter accelerates integrations between customer relationship management (CRM) and Oracle Eloqua Cloud systems. The Oracle Eloqua Cloud connection addresses the synchronization of account and contact data from CRM to Oracle Eloqua Cloud systems.

For more information, see [Configuring Oracle Eloqua Cloud Properties](#).

Installing the Cloud Adapters

The cloud adapters are automatically installed with Oracle SOA Suite.

After you complete adapter installation, perform the tasks described in [Performing Postinstallation Configuration Tasks](#).

Note: For information about supported versions and platforms, see the release certification matrix at [Supported System Configurations](#).

Performing Postinstallation Configuration Tasks

You must perform postinstallation configuration tasks after installing the cloud adapters.

For information about postinstallation configuration tasks, see the *Oracle Cloud Adapters Postinstallation Configuration Guide*.

Disabling Hostname Verification

By default, the WebLogic Server Configuration Wizard sets **Hostname Verification** to **Bea Hostname Verifier** when creating the Oracle SOA Suite and Oracle Service Bus domains. **Hostname Verification** must be set to **None** for the Oracle Eloqua Cloud adapter to work.

To disable hostname verification.

1. Log in to the Oracle WebLogic Server Administration Console.
2. Under **Domain > Environment > Servers**, double-click the server name.
3. Click the **SSL** tab.
4. Under **Advanced**, update **Hostname Verification** to **None**.
5. Save the change.

Note: If the domain has one administration server and one managed server, both servers must have **Hostname Verification** set to **None**.

Obtaining the Authentication Credentials

Obtain the user name and password that are required for creating the Credential Store Framework (CSF) authentication key in Oracle JDeveloper from your SOA domain administrator. These credentials are required for most cloud adapters.

If you are configuring the Oracle Eloqua Cloud adapter, the credentials require three properties (company, username, and password).

Unsupported Features

The adapter does not support the following features:

- Adapter runtime retry configuration properties such as `jca.retry.count`, `jca.retry.backoff`, `jca.retry.interval`, and `jca.retry.maxInterval`.
- Message recovery in the Error Hospital in Oracle Enterprise Manager Fusion Middleware Control.
- The display of properties in the **Properties** tab for a reference (outbound) adapter in Oracle Enterprise Manager Fusion Middleware Control (for example, service WSDL URL, CSF key used, and others). These are the reference adapters that you select on the Services and References page.
- Rejected message handling
- Metrics such as the number of invocations.

- The following message encryption and decryption features available when you right-click a cloud adapter in the **Exposed Service** swimlane or **External References** swimlane in Oracle JDeveloper:
 - **Protect Sensitive Data > Encrypt Request Data** for cloud adapters in the **Exposed Service** swimlane.
 - **Protect Sensitive Data > Decrypt Sensitive Data** for cloud adapters in the **External References** swimlane.
- The policy attachments feature available when you right-click a cloud adapter in the **Exposed Service** swimlane or **External References** swimlane in Oracle JDeveloper.

Understanding Oracle Eloqua Cloud Adapter Features

The Oracle Eloqua Cloud adapter provides the following features.

Topics

- [Designing an Integration with the Adapter Configuration Wizard](#)
- [Monitoring Your Application During Runtime](#)

Designing an Integration with the Adapter Configuration Wizard

You use the Adapter Configuration Wizard to add the Oracle Eloqua Cloud adapter to a SOA composite application or an Oracle Service Bus business service.

The Adapter Configuration Wizard consists of configuration pages that enable you to select the artifacts required to communicate with the Oracle Eloqua Cloud application. You can configure the adapter in the outbound (target) direction.

- The Basic Info page prompts you to enter a meaningful name and optional description.
- The Connection page prompts you to specify the security policy and authentication key to use. The authentication key is created by clicking the **Add** icon to specify the key name, Eloqua company name, user name, and password. You must also specify these same values in Oracle Enterprise Manager Fusion Middleware Control. For instructions, see the *Oracle Cloud Adapters Postinstallation Configuration Guide*.
- The Operations page prompts you to select the **accounts**, **contacts** or custom business object and select the field the Oracle Eloqua Cloud adapter uses to match your data to its data. Choose a unique field to avoid updating the wrong record. To avoid errors, do not use a large text field. All fields in the **Available** section are selected by default. You cannot select only some of them.
- The Summary page displays your selections for the outbound direction.

For information about the details to specify in the fields of the wizard pages, see [Configuring Oracle Eloqua Cloud Connection Properties](#).

Monitoring Your Application During Runtime

This section describes the design time and runtime aspects of using the adapter.

You use the runtime part of the adapter for delivering the information generated during design time to the service endpoint. You can monitor your SOA composite application or Oracle Service Bus business service from Oracle Enterprise Manager

Fusion Middleware Control. You can also test your Oracle Service Bus business service from Oracle Service Bus Console.

Designing SOA Composite Applications

This section describes how to design a SOA composite application with the Oracle Eloqua Cloud adapter.

Topics

- [Creating a SOA Composite Application](#)
- [Adding an Adapter to a SOA Composite Application as a Reference](#)
- [Completing Design of a SOA Composite Application](#)

Creating a SOA Composite Application

This section provides an overview of how to create a SOA composite application in which to include the adapter as an exposed service or external reference.

1. Start Oracle JDeveloper.
2. From the **File** menu, select **New > Application**.
3. In the New Gallery dialog, select **SOA Application** from the **Items** list, then click **OK**. The SOA Create SOA Application wizard is displayed.
4. Specify an application name, and click **Next**.
5. Specify a project name, and click **Next**.
6. Select **Composite with BPEL Process**, and click **Finish**.

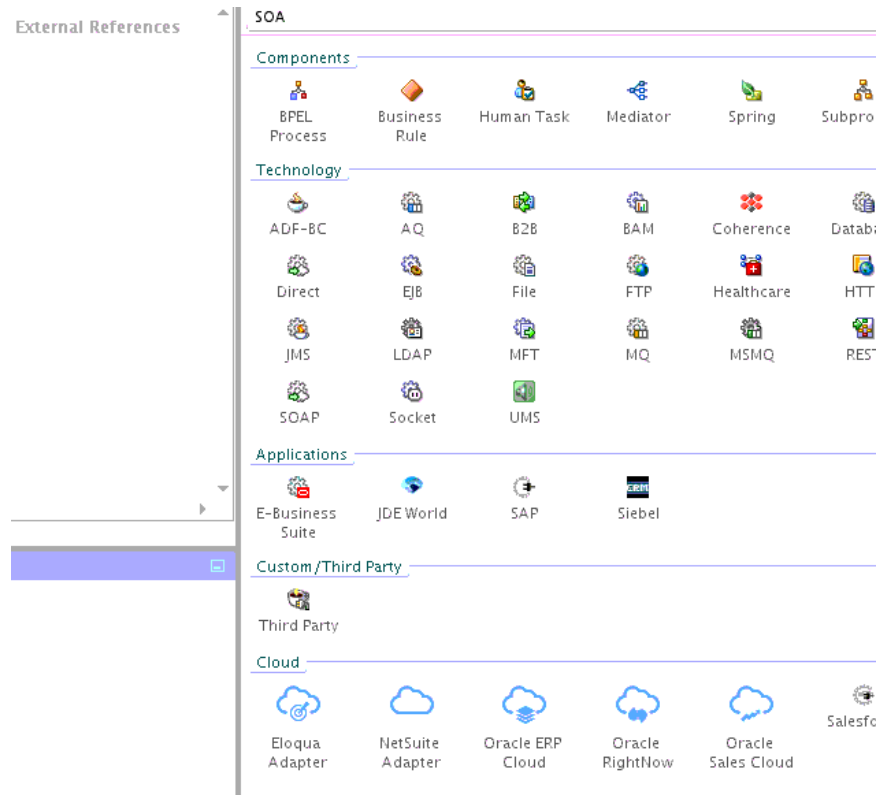
The SOA composite application is displayed for designing in the SOA Composite Editor.

Adding an Adapter to a SOA Composite Application as a Reference

You can add an Oracle Eloqua Cloud adapter to a SOA composite application as an outbound (target) reference to the **External References** swimlane in Oracle JDeveloper.

1. Go to the Component Palette in your SOA composite application.
2. Go to the **Cloud** section under **Custom/Third Party**.

The adapters are displayed.



3. To create an outbound (target) reference, drag the adapter to the **External References** swimlane, and see the following sections that describe the wizard pages for configuring the adapter.
 - [Configuring Basic Information Properties](#)
 - [Configuring Oracle Cloud Adapter Connection and CSF Key Properties](#)
 - [Configuring Oracle Eloqua Cloud Target Operations Properties](#)
 - [Reviewing Configuration Values on the Summary Page](#)

Completing Design of a SOA Composite Application

This section provides an overview of how to complete design of your SOA composite application and deploy the application.

1. Design the remaining contents of your SOA composite application. For example:
 - a. Connect the BPEL process to the adapter. For this example, the BPEL process is connected to the adapter as an external reference:
 - b. Design the contents of the BPEL process. For example:
 - i. Double-click the BPEL process.
 - ii. Add and configure an invoke activity to invoke the adapter.
 - iii. Add and configure assign activities to copy the contents of one variable to another when sending and receiving messages to and from the adapter.
 - iv. Add and configure other activities, as appropriate.

When complete, view the SOA composite application in the SOA Composite Editor.

For specific information about creating and designing SOA composite applications, see *Developing SOA Applications with Oracle SOA Suite*.

2. Deploy the SOA composite application:
 - a. In the navigator, right-click the project and select **Deploy** > *project_name*.
 - b. Follow the steps in the deployment wizard to deploy the SOA composite application to the application server.

Designing Oracle Service Bus Business Services

This section describes how to design an Oracle Service Bus business service with the adapter in Oracle JDeveloper.

Topics

- [Creating an Oracle Service Bus Business Service](#)
- [Adding an Adapter to a Business Service as a Reference](#)
- [Completing Design of an Oracle Service Bus Business Service](#)

Creating an Oracle Service Bus Business Service

This section provides an overview of how to create an Oracle Service Bus business service in which to include the adapter in Oracle JDeveloper.

1. Start Oracle JDeveloper.
2. From the **File** menu, select **New > Application**.
3. In the New Gallery dialog, select **Service Bus Application** from the **Items** list, then click **OK**.
4. Specify an application name, and click **Next**.
5. Specify a project name.
6. Select **Service Bus**, and click **Finish**.

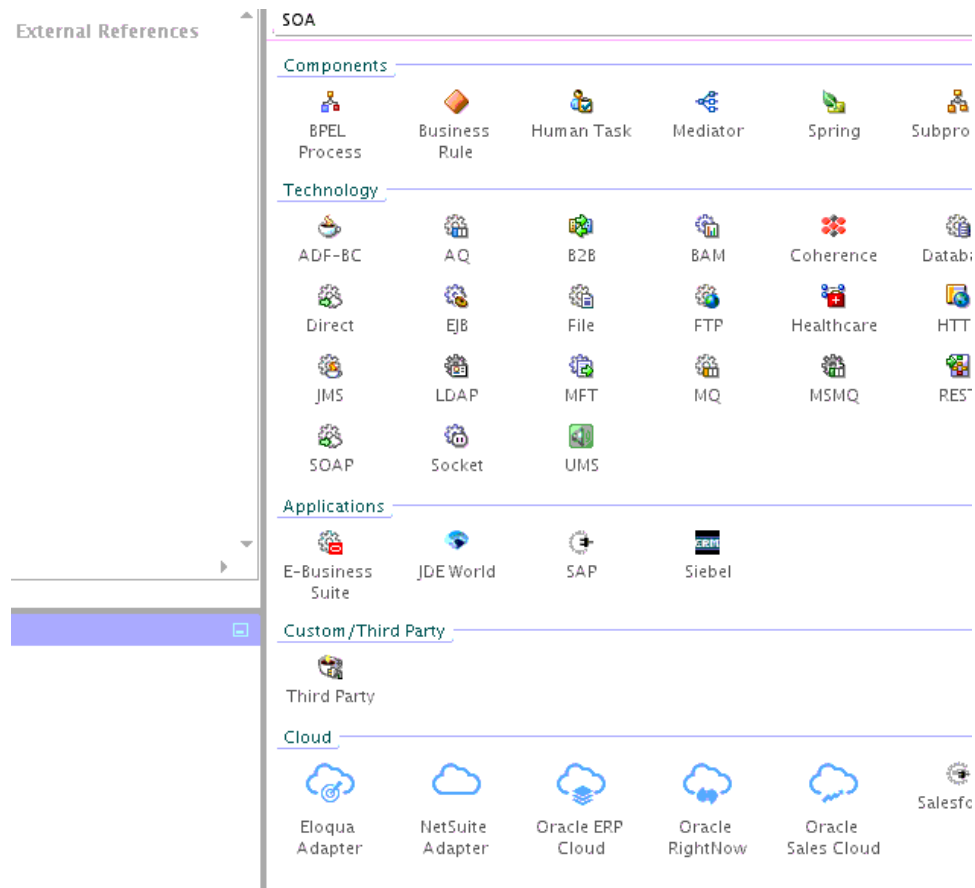
The Oracle Service Bus business service is displayed for designing in the Oracle Service Bus Overview Editor.

Adding an Adapter to a Business Service as a Reference

You can add the adapter to an Oracle Service Bus business service as an outbound (target) external service to the **External Services** swimlane in Oracle JDeveloper.

1. Go to the Component Palette in your Oracle Service Bus business service.
2. Go to the **Cloud** section under **Service Bus**.

The adapters are displayed.



3. To create an outbound (target) external service, drag the adapter to the **External Services** swimlane, and see the following sections that describe the wizard pages for configuring the adapter:
 - [Configuring Basic Information Properties](#)
 - [Configuring Oracle Cloud Adapter Connection and CSF Key Properties](#)
 - [Configuring Oracle Eloqua Cloud Target Operations Properties](#)
 - [Reviewing Configuration Values on the Summary Page](#)

Completing Design of an Oracle Service Bus Business Service

This section provides an overview of how to complete design of your Oracle Service Bus business service and deploy the application.

1. Design the contents of your Oracle Service Bus business service. For example, to configure an Oracle Service Bus proxy service in your business service:
 - a. In the Oracle Service Bus Overview Editor, right-click the **Pipeline/Split Joins** lane and select **Insert > Pipeline**.
The Create Pipeline Service dialog is displayed.
 - b. Enter a name for the pipeline and select the project location, then click **Next**
 - c. Select **WSDL** as the **Service Type**.

- d. To the right of the **WSDL** selection, click the **Browse** icon to select the WSDL.
- e. Select **Application**.
- f. Expand **Resource Chooser** and select the WSDL file, then click **OK**.
- g. Ensure that **Expose as a Proxy Service** is selected.
- h. From the **Proxy Transport** list, select **http**, then click **Finish**.

The **Pipeline** component is displayed in the Oracle Service Bus Overview Editor.

- i. Connect the external service to the **Pipeline** component.

For more information about creating and designing an Oracle Service Bus business service, see *Developing Services with Oracle Service Bus*.

2. Open the pipeline that shows the default routing.
3. Verify the service and corresponding operation are displayed in the **Routing Properties** tab at the bottom of the dialog.

The outbound project is ready for deployment.

4. Deploy the business service.
 - a. Select the project, then select **Deploy to Service Bus Server**.
 - b. Follow the steps in the deployment wizard.

Configuring Oracle Eloqua Cloud Properties

The following sections describe the wizard pages that guide you through configuration of the Oracle Eloqua Cloud adapter as a target in an integration. The Oracle Eloqua Cloud adapter cannot be configured as a source in an integration.

Topic

- [Configuring Basic Information Properties](#)
- [Configuring Oracle Cloud Adapter Connection and CSF Key Properties](#)
- [Configuring Oracle Eloqua Cloud Target Operation Properties](#)
- [Reviewing Configuration Values on the Summary Page](#)

For more information about Oracle Eloqua Cloud, see [Oracle Eloqua Cloud](#).

Configuring Basic Information Properties

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

Topics

- [What You Can Do from the Basic Info Page](#)
- [What You See on the Basic Info Page](#)

What You Can Do from the Basic Info Page

You can specify the following values on the Basic Info page. The Basic Info page is the initial wizard page that is displayed whenever you drag an adapter to the trigger (source) or invoke (target) area supported by your adapter.

- Specify a meaningful name.
- Specify a description of the responsibilities.

What You See on the Basic Info Page

The following table describes the key information on the Basic Info page.

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: <ul style="list-style-type: none">• 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.

Configuring Oracle Cloud Adapter Connection and CSF Key Properties

Enter the Oracle Cloud adapter configuration connectivity and Credential Store Framework (CSF) key values for your integration.

Topics

- [What You Can Do from the Oracle Cloud Adapter Connection Page](#)
- [What You See on the Oracle Cloud Adapter Connection Page](#)
- [What You Can Do from the Oracle Cloud Adapter CSF Key Page](#)
- [What You See on the Oracle Cloud Adapter CSF Key Page](#)

What You Can Do from the Oracle Cloud Adapter Connection Page

You can specify the following connection values for the Oracle Cloud adapter.

- Specify the WSDL URL for some adapters. If you are configuring the Oracle Eloqua Cloud adapter, no WSDL is required.
- Specify the security policy.
- Create the authentication key. A key created for one direction (for example, outbound) is also available for selection in the other direction (for example, inbound).

What You See on the Oracle Cloud Adapter Connection Page

The following table describes the key information on the Oracle Cloud adapter Connection page.

Element	Description
WSDL URL	<p>Note: This field is not displayed for the Oracle Eloqua Cloud adapter.</p> <p>Specify the WSDL. The WSDL is used to build integrations specific to your instance. You can also select the WSDL from a file system or another source by choosing the browser icon next to the WSDL URL field. Click File System at the top of the dialog, then browse for the WSDL.</p>
Security Policy	<p>Select the security policy appropriate to your environment (for example, USERNAME_PASSWORD_TOKEN).</p> <ul style="list-style-type: none"> The wizard shows all policies, including those that may not be applicable. To make a correct selection, you must have a knowledge of policies. For example, you cannot select a SAML-based policy because the identity is not propagated. The policies you apply to the cloud adapter are unique to the cloud adapter and do not impact other endpoints in the composite.
Authentication Key	<p>Select the CSF authentication key.</p> <ul style="list-style-type: none"> Add: Click to create a new authentication key. You must specify the key name, user name, and password. Edit: Click to edit an authentication key. Delete: Click to delete an authentication key.
Test	Click to validate the authentication key.

What You Can Do from the Oracle Cloud Adapter CSF Key Page

You can specify the following CSF key values for the Oracle Cloud adapter.

- CSF key name
- User name and password
- If you are configuring the Oracle NetSuite Cloud adapter only, you must specify an email account and role.
- If you are configuring the Oracle Eloqua Cloud adapter only, you must specify a company name.

What You See on the Oracle Cloud Adapter CSF Key Page

The following table describes the key information on the Oracle Cloud adapter CSF Key page.

Element	Description
CSF Key Name	Specify the CSF key to enable runtime injection of credentials. The adapter uses the CSF to retrieve the username and password required for authentication with the application (for example, the Oracle Sales Cloud or Oracle ERP application). This key identifies your login credentials during design-time.
Company Name (Oracle Eloqua Cloud adapter only)	Note: This field is only displayed for the Oracle Eloqua Cloud adapter. Specify the Oracle Eloqua company name.
Email , Account and Role	Note: This field is only displayed for the Oracle NetSuite Cloud adapter. Specify the email account and role.
User Name	Enter the user name for connecting to your application (for example, the Oracle Sales Cloud or Oracle ERP application). Your administrator provides you with user credentials.
Password	Enter the password for connecting to your application.
Re-enter Password	Re-enter the same password a second time.

Configuring Oracle Eloqua Cloud Target Operation Properties

Enter the Oracle Eloqua Cloud target operation values for your integration.

Topics

- [What You Can Do from the Oracle Eloqua Cloud Target Operations Tab](#)
- [What You See on the Oracle Eloqua Cloud Target Operations Tab](#)

What You Can Do from the Oracle Eloqua Cloud Target Operations Page

You can specify the following target operation values for the Oracle Eloqua Cloud:

- Select business objects (accounts, contacts, or custom objects). The list of available custom objects depends on what is configured in the Oracle Eloqua Cloud application for the user.
- Select the unique identifier field.

What You See on the Oracle Eloqua Cloud Invoke Operations Page

The following table describes the key information on the Oracle Eloqua Cloud invoke Operations page.

Element	Description
Cloud Operation	Displays the operation to perform. The currently supported operation is import . This means that the Oracle Eloqua invoke imports data into the connected Oracle Eloqua Cloud application.
Business Object Type	Select the business object for the Oracle Eloqua invoke to import into the Oracle Eloqua Cloud application. This enables you to synchronize the business object data from a source system (such as Oracle RightNow Cloud or Oracle Sales Cloud) to the targeted Oracle Eloqua Cloud application. <ul style="list-style-type: none"> • Accounts • Contacts • Other custom objects associated with the configured Oracle Eloqua Cloud connection
Select Fields	Select the fields of the business object that you want to send to the Oracle Eloqua Cloud application as part of the import operation.
Uniquely Match on Field	Select the field that the Oracle Eloqua Cloud application uses to match your data to the existing data in the Oracle Eloqua application. Select a field that is likely to be unique to avoid updating the wrong record. Do not use a large text field because this can potentially produce errors.
Auto-Synch Time Interval	Select the time interval between data synchronizations. The Oracle Eloqua Cloud connection uses this interval to synchronize data with the Oracle Eloqua Cloud application.

Reviewing Configuration Values on the Summary Page

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

Topics

- [What You Can Do from the Summary Page](#)
- [What You See on the Summary Page](#)

What You Can Do from the Summary Page

You can review source or target configuration details from the Summary page. The Summary page is the final wizard page for each adapter after you have completed your configuration.

- View the configuration details you defined for the source or target adapter. For example, if you have defined an inbound source adapter with a request business object and immediate response business object, specific details about this configuration are displayed on the Summary page.
- Click **Done** if you want to save your configuration details.
- Click a specific tab in the left panel or click **Back** to access a specific page to update your configuration definitions.
- Click **Cancel** to cancel your configuration details.

What You See on the Summary Page

The following table describes the key information on the Summary page.

Element	Description
Summary	<p>Displays a summary of the source or target configuration values you defined on previous pages of the wizard.</p> <p>For adapters for which a generated XSD file is provided, click the XSD link to view a read-only version of the file.</p> <p>To return to a previous page to update any values, click the appropriate tab in the left panel or click Back.</p>

Managing Applications

This section describes how to monitor an Oracle SOA Suite or Oracle Service Bus application that uses the adapter from Oracle Enterprise Manager Fusion Middleware Control or Oracle Service Bus Console and how to verify results in the Oracle Eloqua Console.

Topics

- [Managing the Application in Oracle Enterprise Manager Fusion Middleware Control](#)
- [Testing Oracle Service Bus Projects from Oracle Service Bus Console](#)
- [Verifying Results from the Oracle Eloqua Console](#)

Managing the Application in Oracle Enterprise Manager Fusion Middleware Control

You manage the SOA composite application or Oracle Service Bus business service that includes your adapter in Oracle Enterprise Manager Fusion Middleware Control.

1. Log in to Oracle Enterprise Manager Fusion Middleware Control.
2. In the navigator, expand the tree to display your SOA composite application or Oracle Service Bus business service project (for this example, a SOA composite application is selected).
3. Select the SOA composite application.
4. Click **Test**.

The Test Web Service page is displayed.

5. Complete the fields on the page to initiate a test of your composite.
6. Click **Test Web Service**.

Invocation results are displayed.

7. Click **Launch Flow Trace** to view the flow trace of the SOA composite application, including flow details about the adapter.

For more information about monitoring applications from Oracle Enterprise Manager Fusion Middleware Control, see *Administering Oracle SOA Suite and Oracle Business Process Management Suite* and *Administering Oracle Service Bus*.

Testing Oracle Service Bus Business Services from Oracle Service Bus Console

You can test Oracle Service Bus business service projects from Oracle Service Bus Console.

1. Log in to Oracle Service Bus Console.
2. In the navigator under **All Projects**, open the project to test.
3. In the navigator, click the business service for that project.
4. Click the **Launch Test Console** (green arrow button) to test the outbound endpoint.

This opens a window that displays the proxy service and the operation to test.

5. Provide the input and click **Execute**.

This sends the payload to the Oracle Cloud application. The response is displayed under the **Response Document** section.

For more information about testing Oracle Service Bus business service projects, see *Administering Oracle Service Bus*.

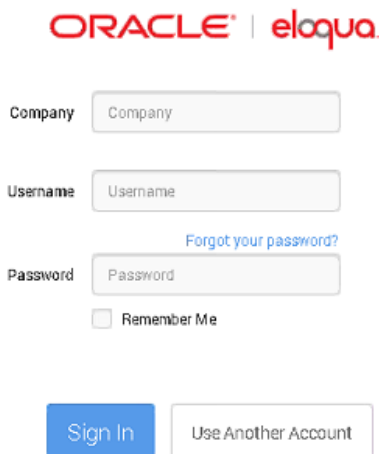
Verifying Results from the Oracle Eloqua Console

You can view results of your application from the Oracle Eloqua Console. For this example, an Oracle Eloqua Cloud adapter is defined as an external reference in a SOA composite application. The Oracle Eloqua Cloud adapter inputs an account into the Oracle Eloqua application. When the application is invoked from the Test Web Service page in Oracle Enterprise Manager Fusion Middleware Control, you can view account details in the Oracle Eloqua Console.

1. Log in to the Oracle Eloqua Console.

<https://login.eloqua.com/>

2. Enter the same company, user name, and password that you entered when specifying the CSF authentication keys in Oracle JDeveloper.



ORACLE | eloqua

Company

Username

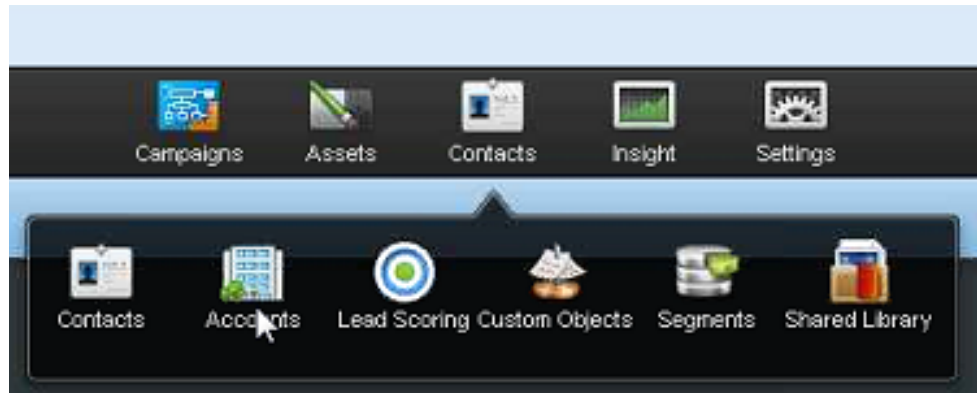
Forgot your password?

Password

Remember Me

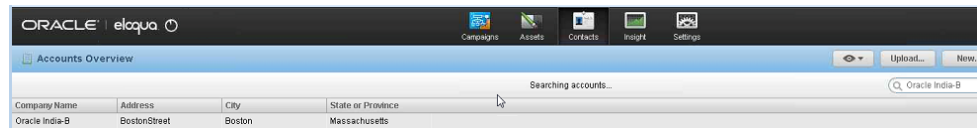
Sign In Use Another Account

3. Select **Contacts** , then select **Accounts**.



4. Specify the account for which to search, and click the **Search** icon. For this example, Oracle India-B is specified.

Test results are displayed that include Oracle India-B as the **Company Name** .



Troubleshooting and Error Handling

This section describes how to troubleshoot and handle errors with the adapter.

Topics

- [Test Connection Failure or Operation Page Does Not Open](#)
- [Verifying Installation of the Cloud Adapter in Oracle JDeveloper](#)

Test Connection Failure or Wizard Operation Page Does Not Open

If you receive a test connection failure on the Connection page or the Operation page does not display in the Adapter Configuration Wizard, perform the following steps:

- Log in to Eloqua directly and see if the credentials work and the Eloqua application is not down for maintenance.
- The Eloqua user credentials specified must be part of the required security groups and must have required permissions to make Bulk API calls.

Verifying Installation of the Cloud Adapter in Oracle JDeveloper

Follow these steps to verify the installation of the Oracle Cloud adapter in Oracle JDeveloper.

- Open Oracle JDeveloper and check for the presence of the Oracle Cloud adapter in the component palette. Alternatively, you can navigate to the following location:

```
{MIDDLEWARE_HOME}/soa/plugins/jdeveloper/extensions.
```
- Check for the `oracle.cloud.adapter.eloqua.jar` file.
- If you are not able to verify the above step, your installation was not successful. Try to install the patch again.

