Getting Started with

Intelligent Offer Management (IOM)

Release 2.3

January 23, 2008

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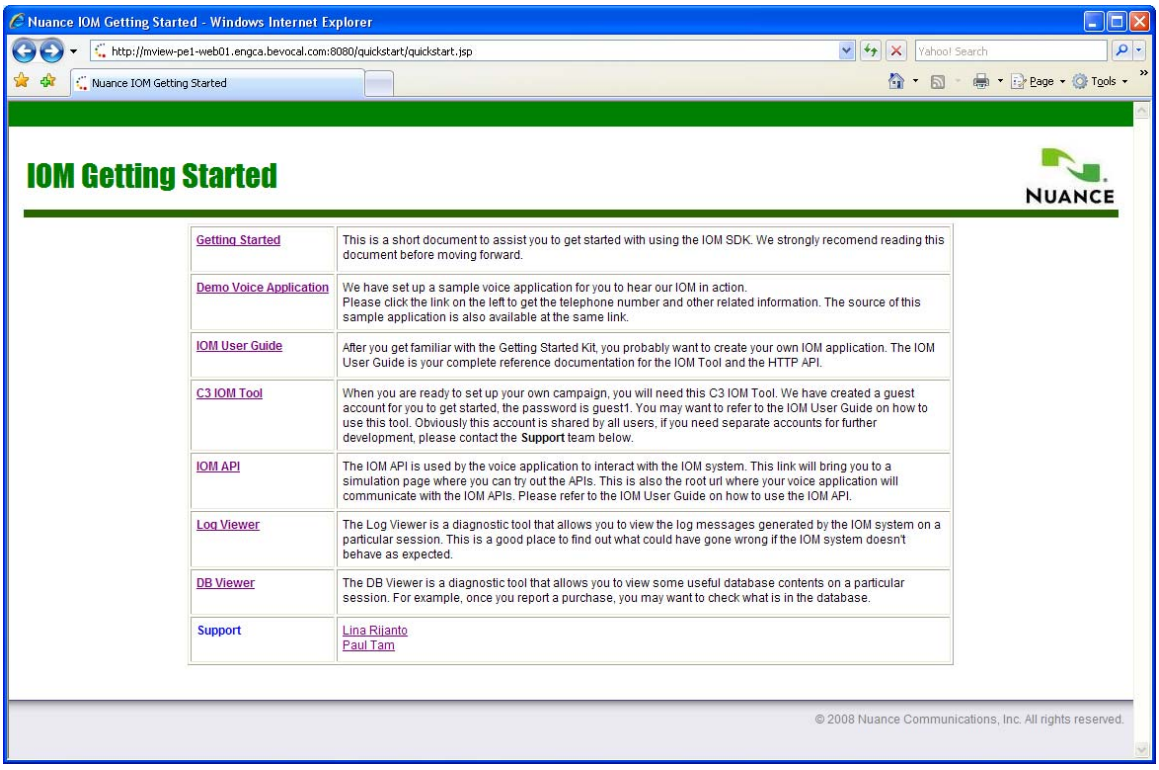
Accessing the IOM "Getting Started" Page

This section talks about your username and password for the IOM Getting Started page, the URL to access it, a description of the components of IOM, and how to get more detailed documentation.

Username, Password, and URL

When you contact Nuance to get access to the IOM system, you will be sent a username and password to log in and the URL to get started with.

Use the information you were sent to get to the IOM Getting Started site.



Components of the IOM System

At its highest level, the IOM system consists of the IOM Tool, the IOM HTTP Service, and the IOM Log and DB Viewer.

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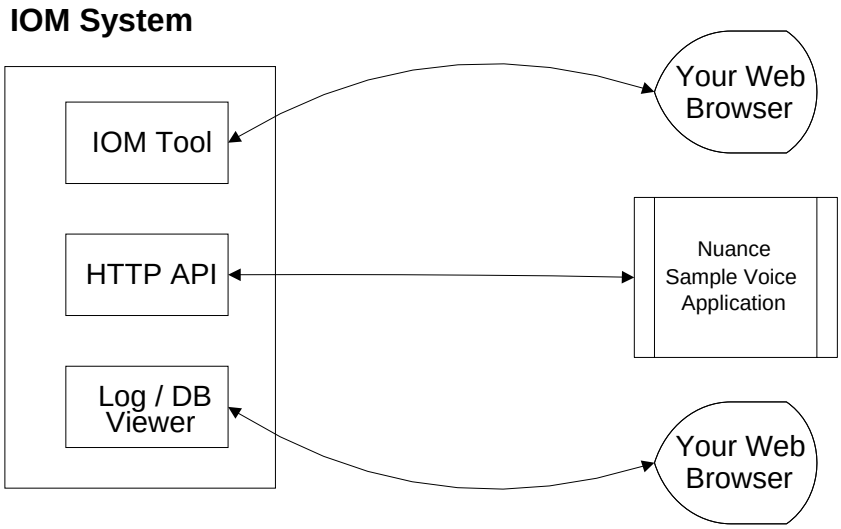

IOM User Guide

The *IOM User Guide* is your complete reference documentation for the IOM Tool and the HTTP API. See the user documentation link on the IOM "Getting Started" page.

Read the conceptual overview first to understand how IOM works with your voice application.

IOM Sample Voice Application

You can run the IOM sample voice application by calling the telephone number provided to you in the Sample Application link on the Getting Started site.

Download a copy of the sample voice application source code from the same Sample Application link on the "Getting Started" page. You can model your own voice application after the sample voice application.

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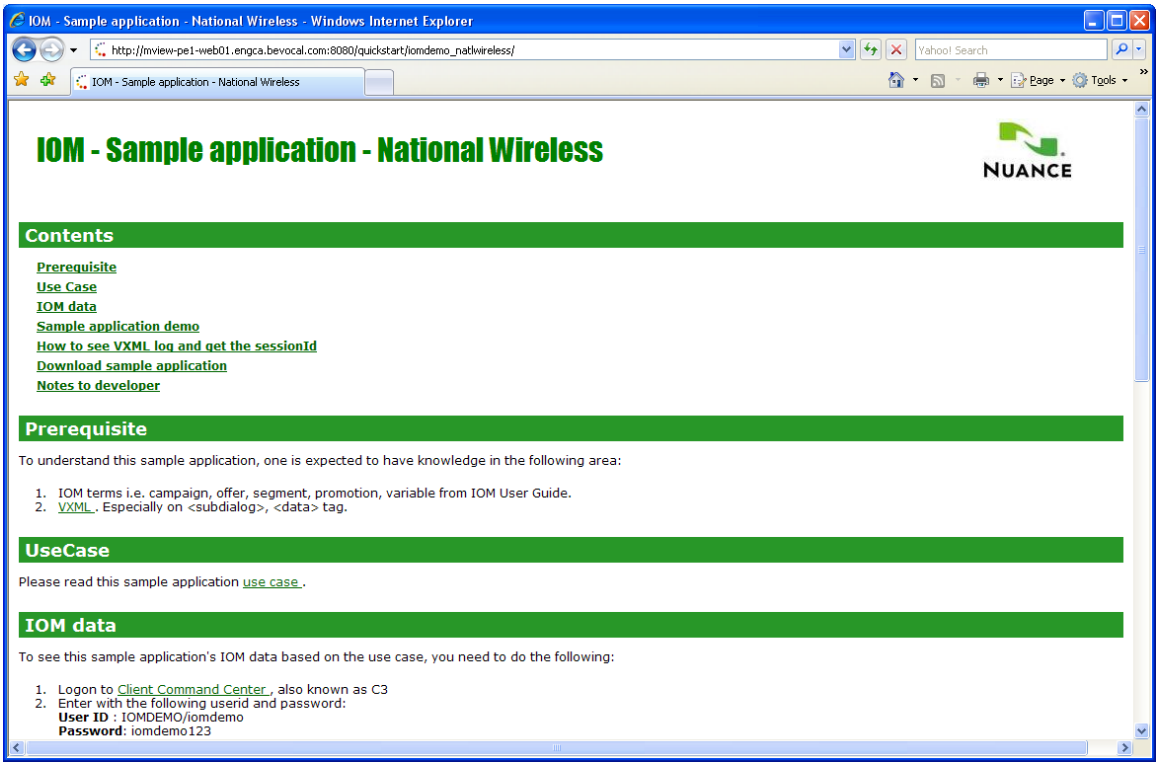

What the Sample Application Does

The sample application is very simple.

1. A sample IOM campaign has been set up with the IOM Tool.

2. The sample voice application uses the IOM HTTP service to present offers to you based on your responses.

Further information on what the sample application does is available in the Sample Application link on the Getting Started site.

How to get a session-id

To view the IOM logs or IOM database, you need to know your session-id.

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Depending on which environment you are using, the session-id is either generated for you or you have to supply it yourself. If you supply the session-id, obviously you know how to get it.

In the other case, such as our sample application which uses Nuance Cafe, you need to find the session id in that environment. To find the session-id on the sample application, please refer to the Sample Application link in the Getting Started page.

Viewing IOM Logs

You might want to view the IOM logs to see the kinds of information that are recorded. These messages provide valuable information when it comes to creating voice applications.

Use your browser to access the IOM Log Viewer from the “Getting Started” page.

Please note that the viewer displays log messages starting from only 12:00am of the current day.

You need the session-id of the voice application to view the logs. See the *How to get a session-id* section.

Selecting Records to View

To view the log entries, you need to select the records to view:

1. Enter the session-id used in the HTTP API calls from your voice-application. See the *How to get a session-id* section.

2. Select the type of log entries you want to see:

    - ERROR

    - WARN

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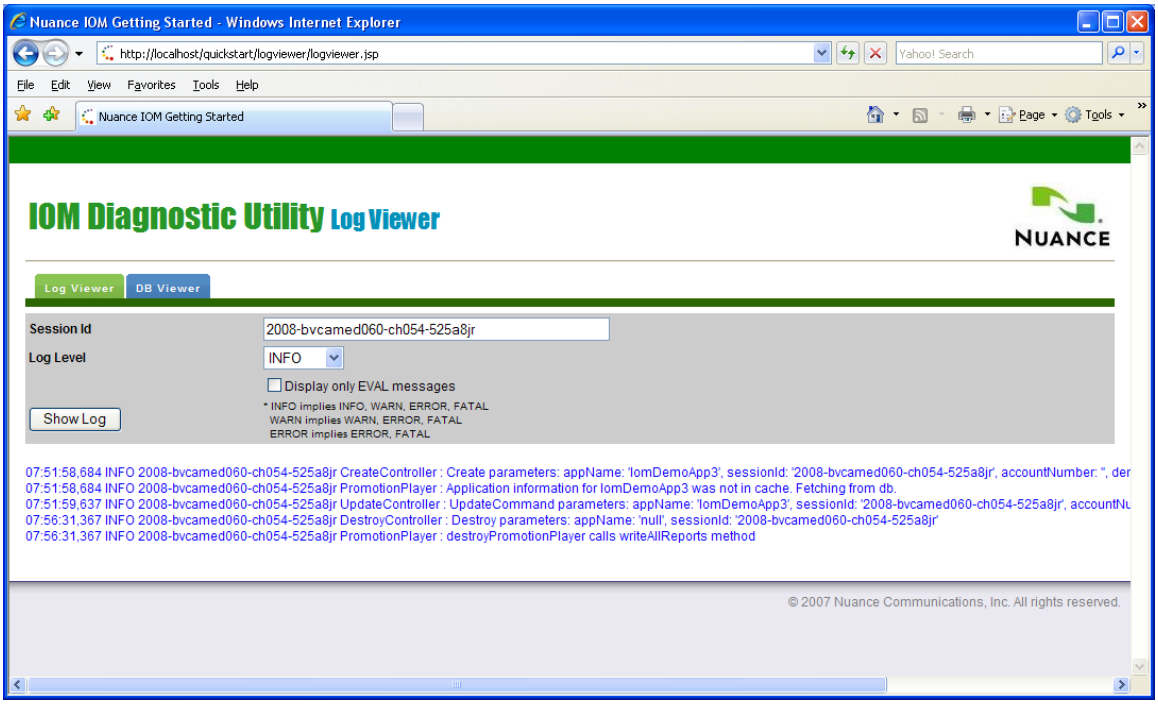
- INFO

These selections are inclusive in the above order. For instance, if INFO is selected, Warning and Error messages will also be shown; if WARN is selected, Error message will be shown.

3. Check the evaluation message only checkbox if you are interested in only the offer evaluation messages.

4. Click **Show Log** to display the log entries.



Viewing IOM database contents

You might want to view the database content during your voice application development to see the kinds of information that are recorded.

Use your browser to access the IOM DB Viewer from the “Getting Started” page.

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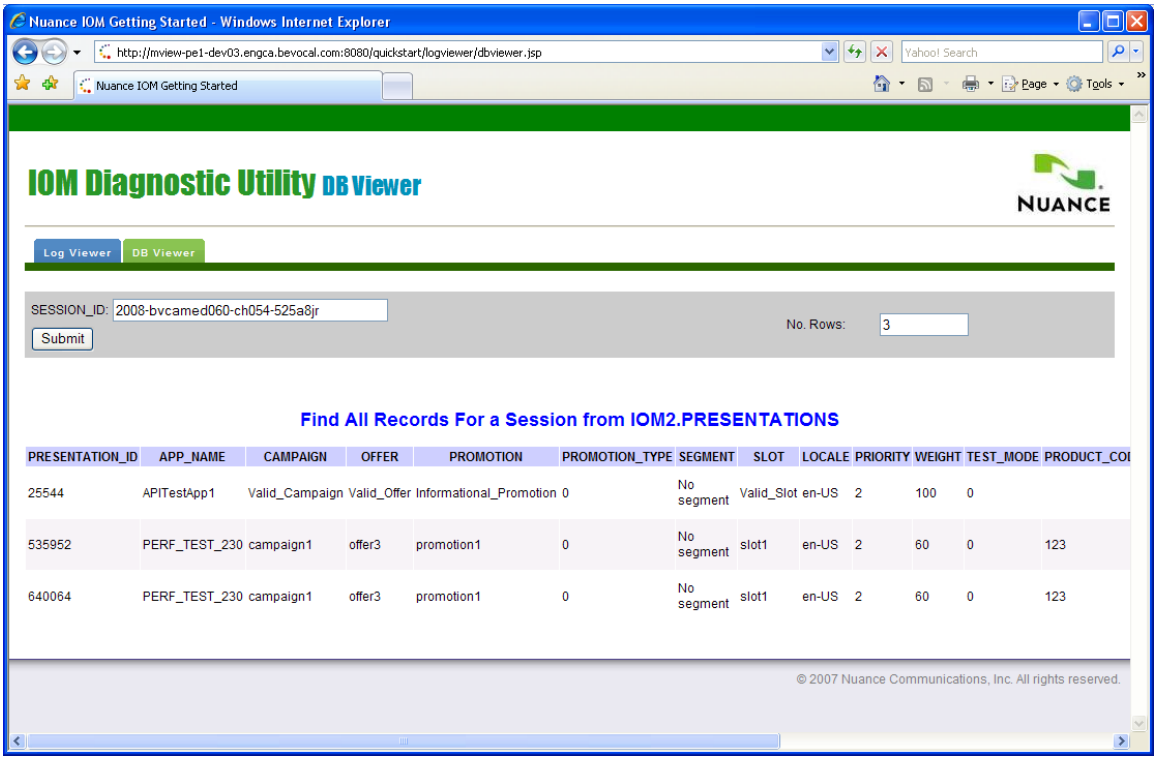
You need the session id of the voice application to view the logs. See the *How to get a session-id* section.

Selecting Records to View

To view the log entries, you need to select the records to view:

1. Enter the session-id used in the HTTP API calls from your voice-application. See the *How to get a session-id* section.

2. Click **Submit** to display the database entries.



Using the IOM Tool

To become familiar with the IOM Tool, you may use the pre-defined guest account by following the instructions on the IOM “Getting Started” page or contact Nuance to get a separate account.

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After you receive the account information, see the detailed information in the *IOM User Guide* for how to access the IOM Tool, define campaigns, offers, and all the other IOM campaign objects.

Who To Contact

This information is provided in the IOM “Getting Started” page.

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