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Amgen Channel Partner

File Interface Agreement (FIA)

Version 16.9

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# Document Management

## Document Purpose

The purpose of this document is to define the basic data exchange process between Pulse Engagement and Amgen Channel Partners.

## Document Revisions

|  |  |  |  |
| --- | --- | --- | --- |
| Date | Version | Contributor(s) | Description |
| 6-Feb-15 | 15.0 | C. Dahlström | Updated Document to reflect Amgen relationship with Teradata |
| 25-Feb-15 | 16.0 | C. Dahlström | Added new sFTP Server information  Modified File Layout to note new length for primary\_keycode |
| 6-Apr-15 | 16.1 | C. Dahlström | Updated Test sFTP Server information |
| 16-Jul-15 | 16.2 | C. Dahlström | Modified language to “optional encryption” and survey |
| 27-Jan-16 | 16.3 | J. Keller | Modified data delivery information to match weekly schedule  Modified FIA File Layouts document  Removed approvals page |
| 05-May-16 | 16.4 | J. Keller | Updated requirement for Treatment\_CD and Drop\_Date |
| 23-Aug-18 | 16.5 | C. Dahlström | Update Title in Appendix 2 to Cust\_Title |
| 23-Aug-18 | 16.6 | C. Dahlström | Update Salutation in Appendix 2 to length of 50. |
| 29-Aug-18 | 16.7 | C. Dahlström | Update TimeStamp to CCYYMMDDHHMMSS |
| 12-Mar-19 | 16.8 | M. Vevera | Format, staffing, and contact updates – no technical changes |
| 3-Apr-19 | 16.9 | A. Amruta | Updated the non mandatory fields in File Layouts |

## Points of Contact

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Company | Name | Responsibility | Phone | Email |
| Amgen | Anushank Anand | MDH Business Owner | (805) 313-0413 | aanand@amgen.com |
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# FIA Overview

As a part of the Pulse Engagement Platform, Amgen Channel Partners will be responsible for the receipt and generation of files. This document reviews the overall process and standard data formats in support of a consolidated Amgen Marketing data repository.

The File Interchange Agreement:

* Provides the data exchange preferences required for efficient integration of data as provided in support of Amgen and its partners.
* Defines the layouts for the standard data feeds to be used to integrate data as provided by the Amgen Pulse Engagement Team.
* Defines the relationships between the data contained within the standard data feeds.
* Provides information related to sFTP site credentials and file delivery.
* Provides reference documents.

For Channel Partners with agreed-upon, non-FIA compliant files, layouts will be specified in separate addendum documents. All other aspects of this FIA document will apply except where specifically stated in the addendum.

## Overview of Process

To provide additional background on the process, this section provides high level steps in and around the campaign processes.

### Campaign Setup

Campaign definitions (campaign, Fulfillment, and Segment names, descriptions, dates and relationships) are entered in Amgen’s campaign system.

### Physician Targeting

Amgen’s CIM (Customer Interaction Manager) uses the campaign metadata in conjunction with the Amgen supplied Target file.

After the QC checks have been performed, targeted physician lists are generated by CIM and the extracts are sent to the Channel Partner s.

### Campaign Execution/Fulfillment

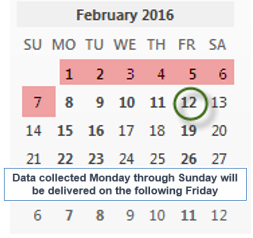
The Channel Partner executes the campaign to the individuals provided and creates an acknowledgement (i.e. Contact) file with the individuals provided.

The acknowledgement file and all responses are provided back to CIM through DI&H (Data Intake and Hygiene).

DI&H performs defined hygiene and match logic and stores the data as needed in its database as contact events.

# File Transfer Method

Pulse Engagement and all Channel Partners will exchange files via secure FTP (sFTP). All files will be transferred using the Amgen sFTP site. All agreed upon data files to be exchanged will be sent by the Channel Partner on Friday each week. Sunday at 11:59 PM is the cut-off point for the prior week’s data and must be delivered to Pulse Engagement by 11:59PM that Friday. In the below example, all data for days highlighted in red should be delivered on Friday, February 12th before 11:59PM. Only valid data feeds should be submitted each week. The data feeds should not fail load edits and will not need to be validated through Channel Partner validation reports. Exclude any data that may cause load failures each week, to be addressed and remedied before inclusion in the following week’s cycle.



## FTP Information

**Amgen sFTP Information-**

                Production: <https://sftp.amgen.com>

                Test: <https://100.42.120.216>

Your specific folder name and your credentials to access the sFTP site will be provided by Amgen in a separate message. If you also require file-level encryption, additional information will also be exchanged with you to set that up.

## File saving method and (optional) PGP Encryption information

Step 1: Rename your file using the following:

|  |  |
| --- | --- |
| File Type | File Naming Convention |
| Contact | AMGEN\_<Channel Partner>\_<CHANNEL>\_CONTACT\_DATA\_YYYYMMDDHHMMSS.txt |
| Response | AMGEN\_<Channel Partner>\_<CHANNEL>\_RESPONSE\_YYYYMMDDHHMMSS.txt |
| Aggregate | AMGEN\_<Channel Partner>\_<CHANNEL>\_AggReport\_YYYYMMDDHHMMSS.txt |

Step 2: Please include the required control file for contact and response data. See [APPENDIX A](#_APPENDIX_A) for the required control file layout.

|  |  |
| --- | --- |
| File Type | File Naming Convention |
| Contact CTRL | AMGEN\_<Channel Partner>\_<CHANNEL>\_CONTACT\_CTRL\_YYYYMMDDHHMMSS.txt |
| Response CTRL | AMGEN\_<Channel Partner>\_<CHANNEL>\_ RESPONSE\_CTRL\_YYYYMMDDHHMMSS.txt |
| Aggregate CTRL | N/A |

Step 3 (optional): Encrypt the file using the Amgen public key. This key will be sent to you via email. Make sure the files are now named with the below format and file extension:

| File Type | File Naming Convention |
| --- | --- |
| Contact | AMGEN\_<Channel Partner>\_<CHANNEL>\_CONTACT\_DATA\_YYYYMMDDHHMMSS.txt.pgp |
| Response | AMGEN\_<Channel Partner>\_<CHANNEL>\_RESPONSE\_YYYYMMDDHHMMSS.txt.pgp |
| Aggregate | AMGEN\_<Channel Partner>\_<CHANNEL>\_AggReport\_YYYYMMDDHHMMSS.txt.pgp |
| Contact CTRL | AMGEN\_<Channel Partner>\_<CHANNEL>\_CONTACT\_CTRL\_YYYYMMDDHHMMSS.txt.pgp |
| Response CTRL | AMGEN\_<Channel Partner>\_<CHANNEL>\_ RESPONSE\_CTRL\_YYYYMMDDHHMMSS.txt.pgp |
| Aggregate CTRL | N/A |

Step 4: Send the files through SFTP

See section 3.1

Log in using Channel Partner specific Username & Password (provided separately)

## File Transfer Notification

Pulse Engagement will send an email to the vendor when a Target file has been posted to the Amgen sFTP site to be pulled.

The Channel Partner will send an email to the Amgen Pulse Engagement Team at "XXXXXXX@amgen.com" on Fridays when the Contact, Response, or Aggregate files have been posted to the Amgen sFTP site; to include Channel Partner Name, File Name, Brand Code, Campaign Code, Offer Code, and Response Dates. General Data File Information.

## Data Structure

All data files must follow the following:

* Files will be ASCII text, with carriage return (ASCII 13) and linefeed (ASCII 10) delimiting each record
* Fields will be delimited using tabs
* Each file should have column headings identifying the field names.

### Alert and Error Notifications

When there is a file error, Pulse Engagement Team will notify the Channel Partner. In the case that Pulse Engagement platform has a processing error, the Pulse Engagement team will send a notice out to Amgen leads and the appropriate Channel Partner. The Pulse Engagement team will not be doing manual imports unless additional fees are approved by Amgen.

# Data Files to be exchanged

## Target File

### Summary of file exchanged

The Target file includes a tactic appropriate list from the Pulse Engagement Platform to the Channel Partner for the designated marketing channel. This file is not required for Pulse Engagement Team to accept data into the platform.

The data file will contain the names and contact information of the individuals that will be targeted for the specific campaign(s). Campaign identifiers will be supplied within the file as well as campaign codes to be used. The required campaign fields must be returned on the contact and response files. Please see [APPENDIX B](#_APPENDIX_B) for all file layouts and column/field information.

Please see [APPENDIX B](#_APPENDIX_B) for the file layout.

## Contact File

### Summary of file exchanged

This file provides the individual level contact information from the Channel Partner to the Pulse Engagement database. This file will be used to indicate which HCPs were contacted and, with the appropriate disposition code, will indicate how they were contacted.

The Contact List data feed contains data for the HCPs that have actually been contacted as part of the marketing program. The Contact List data file is generated using the Target List data and is provided from the Channel Partner.

For a marketing program, the Contact List data file must contain the **same number** of records as was included in the Target List data file. It is not uncommon for Channel Partners to not contact all individuals on the Target List or changing the actual contact information (modifying the address). If an individual is not contacted, the appropriate disposition for that activity will be provided.

The data file will contain the names and contact information of the individuals that the Channel Partner has contacted for the specific campaign(s). Campaign identifiers will be supplied within the file for tracking responses to their associated campaign/offer/wave. All columns in the data file must be present per the file layout, and in the correct order, but only the required fields must be populated.

This file requires a control file. Please see [APPENDIX A](#_APPENDIX_A) for the control file layout.

Please see [APPENDIX B](#_APPENDIX_B) for the data file layout.

## Response File

### Summary of file exchanged

The Response data feed contains data for those individuals that have responded to the marketing program. Certain marketing programs do not collect separate response records. In these situations, responses are “inferred” by the presence of fulfillment, and/or OPT data records.

When a new marketing program is initially being set up, Pulse Engagement will work with the brand and Channel Partners to identify and confirm roles and responsibilities. This will include determining if response records will be provided.

The data file will contain the names and contact information of the individuals that have responded to the campaign. Campaign identifiers will be supplied within the file for tracking responses to their associated campaign/offer/wave.

There are business scenarios that require specific sections of the response file to be populated:

**HCP OPT OUT:** HCP has requested to be OPT’d out from future communications.

The following table identifies the different HCP-level OPT OUT scenarios that can be supplied by Channel Partners are part of the FIA response file layout. For each OPT OUT, the Channel Partner will supply response record with the following set of required attributes populated:

Disposition code set to \*\*.4.1

HCP\_\*\*\_OPT to indicate the level of OPT OUT: ALL, brand or channel

HCP\_\*\*\_OPT\_DATE to define the OPT start date

Where \*\* is the channel prefix (DM, EM, …) or ALL

The following table provides the basic set of instructions for Channel Partners to populate

| Scenario | FIA Instructions | Comments |
| --- | --- | --- |
| OPT OUT from ALL Amgen communications | SET HCP\_ALL\_OPT = ‘AO’  SET HCP\_ALL\_OPT\_DATE = opt out date | Date format YYYYMMDD |
| OPT OUT from all BRAND-level communications | SET HCP\_ALL\_OPT = ‘BO’  SET HCP\_ALL\_OPT\_DATE = opt out date | Date format YYYYMMDD  **BRAND\_ABBREVIATION** must be populated |
| OPT OUT from all CHANNEL-level communications | SET HCP\_ALL\_OPT = ‘CO’  SET HCP\_ALL\_OPT\_DATE = opt out date | Date format YYYYMMDD  **CHANNEL\_CD** must be populated |
| OPT OUT from all CHANNEL-level communications | SET HCP\_**\*\***\_OPT = ‘CO’  SET HCP\_**\*\***\_OPT\_DATE = opt out date | Date format YYYYMMDD  **CHANNEL\_CD** must be populated  \*\* = DM, EM, TM, SMS or FX as there are separate columns in the data for these values |
| OPT OUT from CHANNEL & BRAND-specific communications | SET HCP\_**\*\***\_OPT = ‘BO’  SET HCP\_**\*\***\_OPT\_DATE = opt out date | Date format YYYYMMDD  **BRAND\_ABBREVIATION** must be populated  \*\* = DM, EM, TM, SMS or FX as there are separate columns in the data for these values |









References:

Control file layout: [APPENDIX A](#_APPENDIX_A)

File layout: [APPENDIX B](#_APPENDIX_B)

## Aggregate Reporting File

### Summary of file exchanged

The Aggregate Reporting data feed contains contact, response and any other summary level information for specific Campaigns. Aggregate activity can include tactic only aggregates as well as aggregates rolled up by HCP attributes.

Each record in the Aggregate reporting feed will represent summary activity for a given date or time frame – for campaigns specific attributes and, when available, HCP specific attributes. Example, for a Banner Ads, one Banner Click would be one core metric to be tracked. The aggregate reporting data file would include one (1) record for a specific date value along with information to describe the campaign, wave and banner ad details. Furthermore, if available, when physician attributes, like specialty is available, those attributes would also be included in the single row of activity.

The data file will contain the summary of key metrics for specific campaigns and HCP attributes. Campaign identifiers will be supplied within the original target list file or provided in separate mapping document as part of the campaign set up process.

Please see [APPENDIX B](#_APPENDIX_B) for the date file layout.

APPENDIX A: Control File Layout

Control File Layout for Contact file and Response file

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Field | Length | Type | Required | Description |
| file\_name | 100 | C | Y | File name |
| record\_count | 10 | N | Y | Count of data records in the file (not including header). |
| File\_creation\_date | 14 | C | Y | CCYYMMDDHHMMSS format date |

APPENDIX B: File Layouts

Please note, the column primary\_keycode has changed to 18 character length. It was 15.

