Bloomreach

Core Cartridge Integration guide

Version 23.1.0



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1. Summary

The Bloomreach LINK cartridge allows you to quickly integrate a Bloomreach search service into a Salesforce Commerce Cloud website. The Bloomreach service allows the customer to use a search engine on your website. This LINK cartridge contains instructions that allow you to integrate with a reference Bloomreach application.

Glossary

Term	Description
SFCC	Salesforce Commerce Cloud
Business Manager (BM)	The primary tool used to configure the SFCC platform and customer storefront SFRA

2. Component Overview

Functional Overview

The Bloomreach service allows the customer to use a search engine on your website.

Limitations, Constraints

Use of the Bloomreach cartridge requires credentials and API keys from Bloomreach.

Contract

To work with the cartridge, you need to contact the Bloomreach support service to get your personal credentials to gain access to the Bloomreach services.

Compatibility

The cartridge is designed for Salesforce Commerce Cloud API version 23.9 (Compatibility Mode: 22.7).

Privacy, Payment

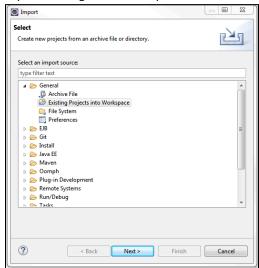
The Bloomreach cartridge doesn't collect and process user profile information or billing information. For additional privacy information, please contact your Bloomreach Account Manager.

3. Implementation Guide

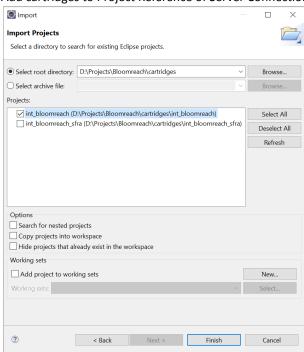
Setup of Business Manager

Importing cartridges

- 1. Download the cartridge source code.
- 2. Establish a new digital server connection with your SFCC Instance
- 3. Import cartridges to a workspace in Salesforce UX Studio.

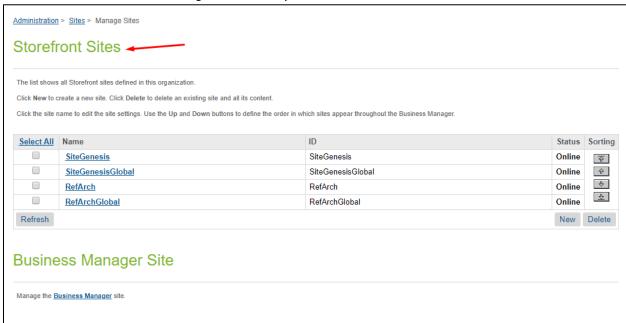


4. Add cartridges to Project Reference of Server Connection.

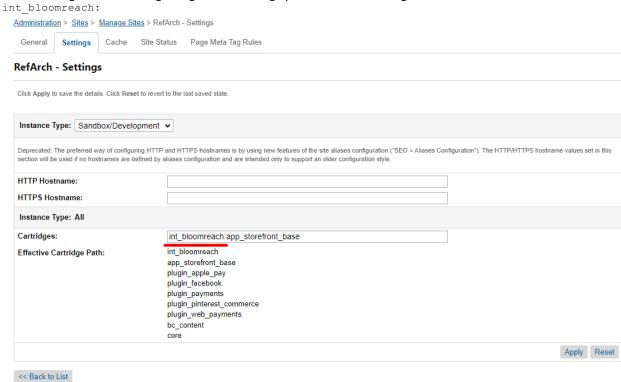


5. Wait until Studio completes workspace build and uploads source codes to the sandbox.

Go to Administration > Sites > Manage Sites > Select your site from the list "Storefront Sites".

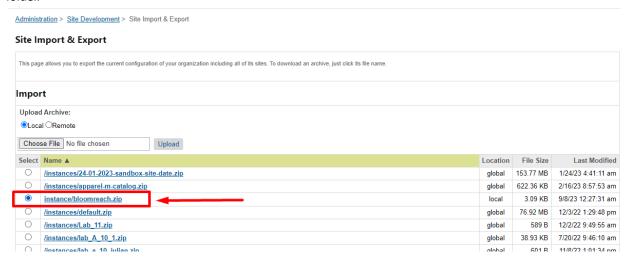


Select Settings tab. In the beginning of the cartridge path add the following:



Import of metadata

Go to Administration > Site Development > Site Import & Export. Upload bloomreach.zip file from the metadata folder.



Select bloomreach.zip, click Import button and finish the import process

Service

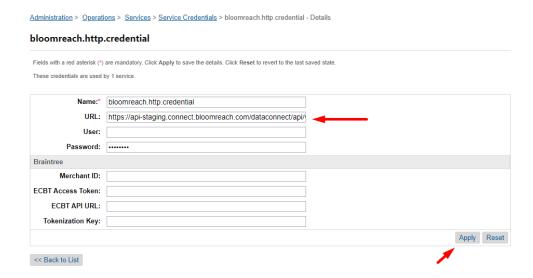
You have to set the Bloomreach API endpoints URL.

Log in to the SFCC BM and go to Administration > Operations > Services and select the Credentials tab.



Back to the credential tab and click to the *bloomreach.http.credential*. Set the URL of the API endpoint for the Production or Staging environment and click the Apply button.

- Production: https://api.connect.bloomreach.com/dataconnect/api/v1/
- Staging: https://api-staging.connect.bloomreach.com/dataconnect/api/v1/



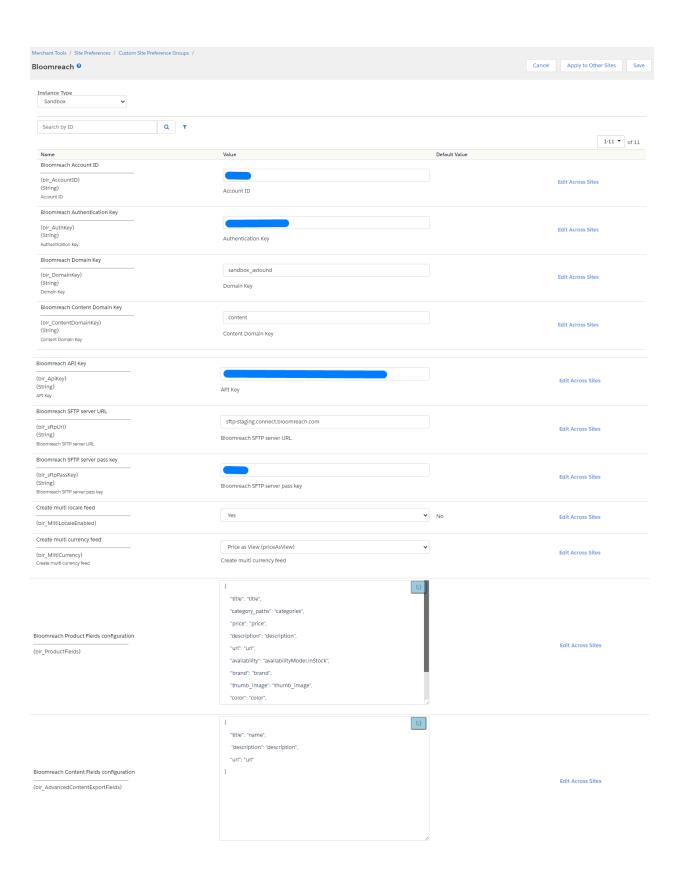
Configuration

Custom Site Preferences

After import is successfully done, you should see Site Preferences in BM > Merchant Tools > Site Preferences > Custom Preferences.



Select Bloomreach and you should see fields for cartridge setup.



#	Field Title	Description
1	Bloomreach Account ID	This is part of personal credentials to gain access to the Bloomreach services. Contact the Bloomreach support service to get your Account ID.
2	Bloomreach Authentication Key	This is part of personal credentials to gain access to the Bloomreach services. Contact the Bloomreach support service to get your Authentication Key.
3	Bloomreach Domain Key	Domain Key is used as a product catalog identifier on the Bloomreach side. This is part of personal credentials to gain access to the Bloomreach services. Contact the Bloomreach support service to get your Domain Key.
4	Bloomreach Content Domain Key	Content Domain Key is used as a content catalog identifier on the Bloomreach side. This is part of personal credentials to gain access to the Bloomreach services. Contact the Bloomreach support service to get your Domain Key.
5	Bloomreach API Key	This is part of personal credentials to gain access to the Bloomreach services. Contact the Bloomreach support service to get your API Key.
6	Bloomreach SFTP server URL	The URL of the SFTP server for the Production or Staging environment. This server is used by the Bloomreach Product Feed and Bloomreach Content Feed jobs. Production: sftp.connect.bloomreach.com Staging: sftp-staging.connect.bloomreach.com
7	Bloomreach SFTP server pass key	Pass key for access to the SFTP server.
8	Create multi locale feed	Switch On/Off to create product and content feed for multi-locale sites. For the multi-locale sites you have to create a separate product and content catalog for each locale on the Bloomreach sandbox. The product and content catalog must have a catalog name and locale suffix in the format: <domain key="">_<locale>. Where <domain key=""> is the Bloomreach API Key. <locale> is the name of the locale in ISO 3166-1 alpha-2 in lower case format. English locale is the default locale and has no any suffixes. For example: Bloomreach API Key is astound</locale></domain></locale></domain>
		Catalog for English locale will be - astound Catalog for French locale must be - astound_fr Catalog for Germany locale must be - astound_de
9	Create multi currency feed	Select type of product feed for the multi currency sites. There are three options: Disable - don't create multi currency product feed. Product feed uses default currency for the current site.
		Price as attribute - for every product creates price properties with currency suffix in format price_<currency></currency> . Where <currency></currency> is currency code in ISO 4217 in lower case format.

For example:

For USD currency price property will be - **price_usd**For EUR currency price property will be - **price_eur**

Price as View - for each product a View object is created with the currency code as the view ID and price value.

For example:

More detail about Views you can find in Bloomreach documentation.

10 Bloomreach Product Fields configuration

Contain list of the product properties in product feed in JSON format and mapping of each property to Bloomreach and product's SFCC. Name of the property matches the Bloomreach product property. Value of the property matches the SFCC product property.

List of Bloomreach product properties you can find in <u>Bloomreach</u> documentation.

List of SFCC product properties you can find in <u>SFCC documentation</u>.

By default, the following product properties are configured:

```
"title": "title",
"category_paths": "categories",
"price": "price",
"description": "description",
"url": "url",
"availability": "availabilityModel.inStock",
"brand": "brand",
"thumb_image": "thumb_image",
"color": "color",
"size": "size"
```

11 Bloomreach Content Fields configuration

Contain list of the content properties in content feed in JSON format and mapping of each property to Bloomreach and content's SFCC. Name of the property matches the Bloomreach content property. Value of the property matches the SFCC content property.

List of Bloomreach content properties you can find in <u>Bloomreach</u> documentation.

List of SFCC product properties you can find in SFCC documentation.

By default, the following content properties are configured:

```
"title": "name",
"description": "custom.body.source",
"url": "url"
```

Bloomreach Product Fields configuration

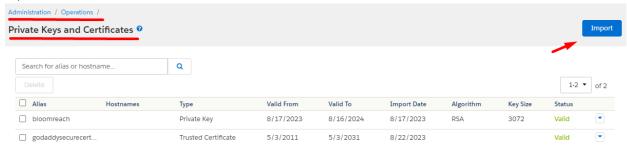
You can add simple SFCC product properties to the configuration that do not require preprocessing. For example, product name, brand, stock availability, etc. To be able to add properties that require pre- or post-processing, you need to add a handler function to the <code>agregatedValueHanlders</code> variable in the file <code>int_bloomreach/cartridge/scripts/bloomreach/models/productAttributes.js</code>. In this case, you have to specify the name of the handler function in the JSON configuration. Below is a list of handlers implemented in the base cartridge.

Handler name	Description	
categories	Get product category tree in Bloomreach format.	
color	Get product color property for the variation products.	
size	Get product size property for the variation products.	
price	Get product price value.	
url	Get product storefront URL.	
thumb_image	Get product large image URL.	
title	Get product name in lower case.	
description	Get product description in lower case.	

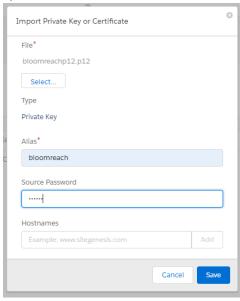
Certificates

To create SFTP connection for upload product feed and category feed files uses a private key with its certificate. This is part of personal credentials to gain access to the Bloomreach services. Contact the Bloomreach support service to get your certificate and password. Certificate must be in PKCS #12 format (filename extension .p12).

To upload a certificate to the SFCC, go to *Administration > Operations > Private Keys* and *Certificates* and click the Import button.



Upload file with a certificate enter Alias name **bloomreach** and enter password and click Save button.



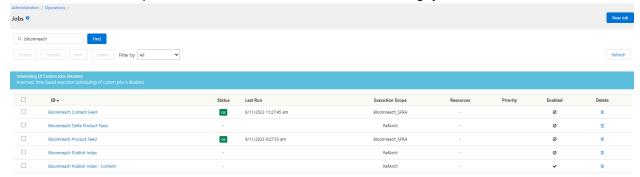
Note: Alias name must be **bloomreach**.

After successful import, you will see the certificates in the list.



Jobs

Go to Administration > Operations > Jobs. There are five Bloomreach cartridge jobs.



Bloomreach Product Feed job

This job for exporting full product feed from SFCC to Bloomreach dashboard. This job is used to update all products in the catalog and must be run for the first.

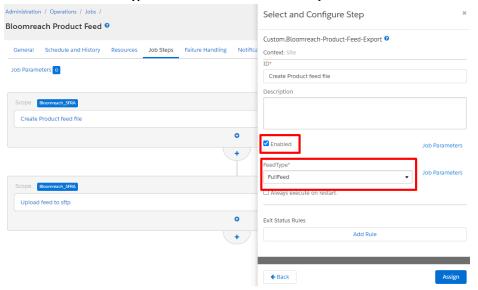
Click on the job name and select the Job Steps tab. The job has two steps.

Job steps:

Create Product feed file: This step to create product feed files in json lines format and store in TEMP/bloomreach/product folder. File name has format: productfeed_<Site Name>_<timestamp>_<locale code>_<country code>.jsonl.
 For each locale a separate file will be created.

Job parameter:

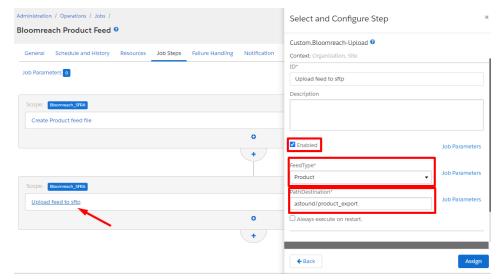
- Enabled: If this box is checked, the job step will be executed when the job runs.
- FeedType: for Bloomreach Product Feed job must FullFeed to be seated.



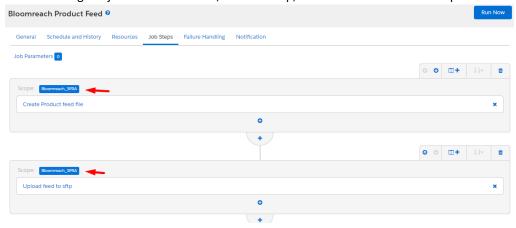
• **Upload feed to sftp**: This step upload files to the Bloomreach SFTP server and init import product feed from files to Bloomreach catalog.

Job parameter:

- **Enabled**: If this box is checked, the job step will be executed when the job runs.
- **FeedType**: for Bloomreach Product Feed job must **Product** to be seated.
- PathDestination: path to the folder on the Bloomreach SFTP server to upload the product feed file.



Before running the job for the first time, for each step, set the site name as the Scope:



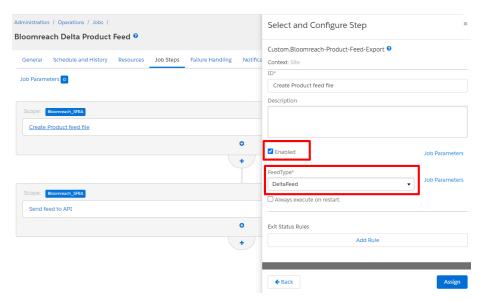
After the job is completed, it creates a snapshot file that contains the products and their parameters exported to the Bloomreach side. This snapshot is used by the *Bloomreach Delta Product Feed* job to identify modified products and export only modified products. The snapshot file store in TEMP/bloomreach/product folder. File name has format *product-snapshot <Site Name>.jsonl*

Bloomreach Delta Product Feed job

This job for exporting changed product feed from SFCC to Bloomreach dashboard. This job is used to update changed products in the catalog and runs after the init export has been done using the Bloomreach Product Feed job.

Click on the job name and select the Job Steps tab. The job has two steps. Job steps:

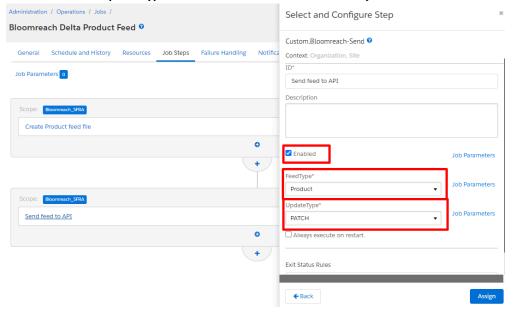
- Create Product feed file: This step to create product feed files in json lines format and store in TEMP/bloomreach/product folder. File name has format: productfeed_<Site Name>_<timestamp>_<locale code>_<country code>.jsonl. For each locale a separate file will be created.
 - Job parameter:
 - **Enabled**: If this box is checked, the job step will be executed when the job runs.
 - **FeedType**: for Bloomreach Delta Product Feed job must **DeltaFeed** to be seated.



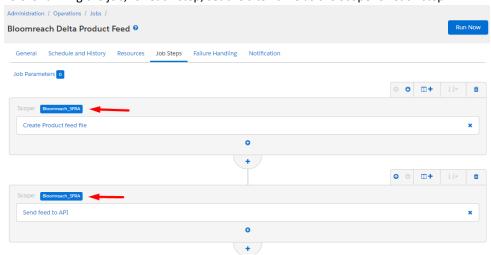
• **Send feed to API**: This step upload product feed using Bloomreach API and init import product feed to Bloomreach catalog.

Job parameter:

- **Enabled**: If this box is checked, the job step will be executed when the job runs.
- **FeedType**: for Bloomreach Delta Product Feed job must **Product** to be seated.
- **UpdateType**: for Bloomreach Delta Product Feed job must **PATCH** to be seated.



Before running the job, for each step, set the site name as the Scope for each step:



After the job is completed, it updates a snapshot file that contains the products and their properties exported to the Bloomreach side. If there was no snapshot file, it is created again.

Note: Bloomreach's API has limitations on the size of product update data. You can send up to 1 GB data to update.

Bloomreach Content Feed job

This job for exporting full content feed from SFCC to Bloomreach dashboard. This job is used to update all content in the catalog.

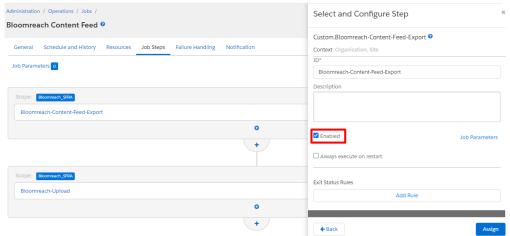
Click on the job name and select the Job Steps tab. The job has two steps.

Job steps:

Bloomreach-Content-Feed-Export: This step to create content feed files in json lines format and store in TEMP/bloomreach/content folder. File name has format: contentfeed_<Site Name>_<timestamp>_<locale code>_<country code>.jsonl.
 For each locale a separate file will be created.

Job parameter:

• **Enabled**: If this box is checked, the job step will be executed when the job runs.

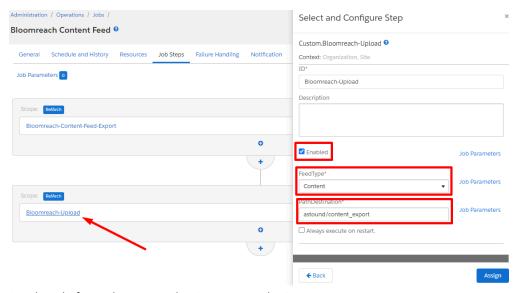


• **Bloomreach-Upload**: This step upload files to the Bloomreach SFTP server and init import content feed from files to Bloomreach catalog.

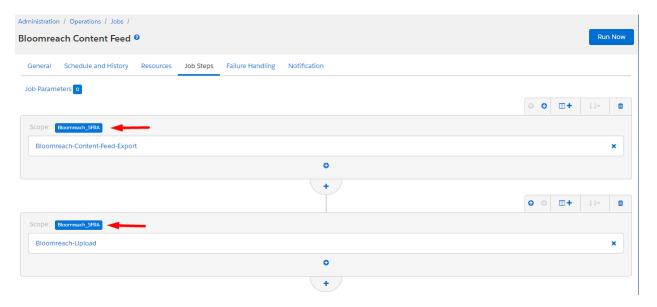
Job parameter:

• **Enabled**: If this box is checked, the job step will be executed when the job runs.

- FeedType: for Bloomreach Content Feed job must Content to be seated.
- PathDestination: path to the folder on the Bloomreach SFTP server to upload the content feed file.



Before running the job, for each step, set the site name as the Scope:



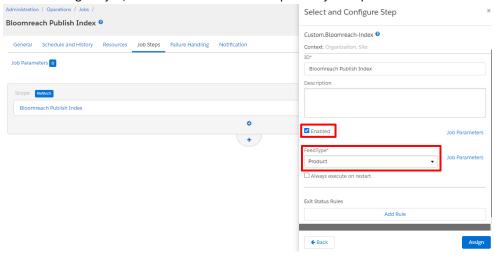
Bloomreach Publish Index job

The Bloomreach Publish Index job runs after sending your products data. This job informs Bloomreach about the new products data and to index that catalog. After indexing is complete, the new products data will be available for use.

The Bloomreach Publish Index job has one step Bloomreach Publish Index and one job parameter:

- Enabled: If this box is checked, the job step will be executed when the job runs.
- FeedType: for Bloomreach Publish Index job must Product to be seated.

Before running the job, set the site name as the Scope for a job step:



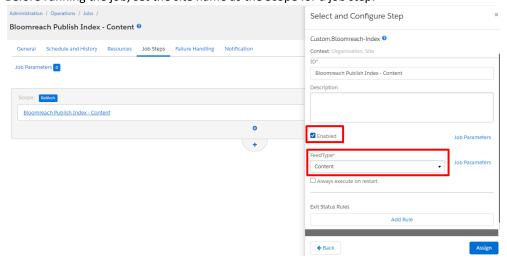
Bloomreach Publish Index - Content job

The Bloomreach Publish - Content Index job runs after sending your content data. This job informs Bloomreach about the new content data and to index that catalog. After indexing is complete, the new content data will be available for use.

The Bloomreach Publish - Content Index job has one step Bloomreach Publish Index and job parameters:

- **Enabled**: If this box is checked, the job step will be executed when the job runs.
- **FeedType**: for Bloomreach Publish Index Content job must **Content** to be seated.

Before running the job, set the site name as the Scope for a job step:



Log errors

All errors that may appear during a job run are stored in the error log file with name *customlog-Bloomreach…log*.

Restrictions

The Bloomreach API has some restrictions on the number of requests it can process. To avoid errors when running jobs, we recommend running jobs no more than once every 10 minutes.

Firewall Requirements

No special firewall requirements

4. Testing

Intentionally left blank

5. Operations, Maintenance

Data Storage

Intentionally left blank

Availability

If the Bloomreach service becomes unavailable, the storefront continues to work without the service. All errors work of the service are saved in the log file.

Failover/Recovery Process

Intentionally left blank

Support

For questions please contact your Bloomreach Success Manager.

6. Known Issues

7. Release History

Version	Date	Changes
23.1.0		Initial release