**Interface Specification - Beam Integration VTWC**



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## Version Control

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Version History** | | | | |
| Version | Description | Changes | Issued by | Issue date |
| 1.0 | Draft Release |  | Juanjo Diaz | 2018-05-16 |
| 2.0 | Domain name update | Updating URL to reflect new domain name | Juanjo Diaz | 2018-09-20 |
| 3.0 | API to SFTP | Client requested to use an SFTP that will provide a file with BEAM data. | Juanjo Diaz | 2018-05-16 |

# Executive Summary

## Objectives

This document is to be used to record the specification for Beam data feed.

The aim of this document is to provide an agreed specification of the source feed such that allows source system personnel to design, develop and deliver the specified feed. The document should also allow the Merkle CRM team to understand the content, the structure and the delivery of the source feeds.

This documented is intended to represent the current feed specification, which may be subject to change as the design, development and delivery of the feed continues.

## Intended Audience

The information provided here is intended primarily for developers of the source system(s) and CRM Merkle data store developers but can be used as a source of reference for the data store testing or support personnel. It is expected that the technical audience, will have knowledge of the underlying technologies and principles used within the analysis, design, development and delivery of the Source Feed to the CRM Data Store i.e. relational databases, querying of data and importing/exporting data.

# Data Feed Specification

This form is to be completed by the Source System Delivery personnel and VTWC Project Team

## Business description of the Data Feed requests

Beam is the Virgin Trains on-board multimedia service, once a customer provides required sign up details, that information is captured and used to identify prospect and existing customers.

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | | | | | | | | | |
| Source System Name | | | Beam (VTWC) | | | | | |
| Source Feed Name | | | Beam registration data to CRM | | | | | | | |
| Feed request summary | | | | | | | | | | |
|  | | | | | | | | | | |
| Feed request name | | | Beam registration data to SFTP | | | | | | | |
| Description | | | Go Media TBC | | | | | | | |
| Contact details for the Data Feed | | | | | | | | | | |
|  | | | | | | | | | | |
| Contact Name | Source or CRM | | Responsibility | Telephone Number | Email Address | Contact Level | |
| Go Media TBC | Source | | Go Media representative | Go Media TBC | Go Media TBC | Primary/Secondary | | | | |
| Merkle Support | CRM | | Support | Merkle CRM TBC | Merkle CRM TBC | Primary | | | | |
| Juanjo Diaz | CRM | | Interface owner | 07477012265 | [jdiaz@merkleinc.com](mailto:jdiaz@merkleinc.com) | Secondary | | | | |
| Delivery File | | | | | | | | | | |
|  | | | | | | | | | | |
| Delivery frequency | Description | File Name | | Delivery Method | Delivery Location | | | | | |
| Daily Basis | Once per day Go Media will place a file into VTWC Merkle SFTP. | [TBC] | | SFTP | Location: [TBC]  Port: [TBC] Path: [TBC] List/Range of IP addresses for Comet to white list: **Staging:** 134.213.195.181 **Production:**  134.213.195.182 134.213.195.183 | | | | | |
| Notification of issues with the feed delivery/communication | | | | | | | | | | |
|  | | | | | | | | | | |
| Contact Name | Preferred Method of Communication | | Telephone Number | Email Address | Exceptions / Rules | Endpoint name | Contact Level | | |
| Go Media TBC | Go Media TBC | | Go Media TBC | Go Media TBC | Go Media TBC | Go Media TBC | Go Media TBC | | |
| Notification of issues with the feed content | | | | | | | | | | |
|  | | | | | | | | | | |
| Contact Name | Preferred Method of Communication | | Telephone Number | Email Address | Exceptions / Rules | Endpoint name | Contact Level | | |
| Go Media TBC | Go Media TBC | | Go Media TBC | Go Media TBC | Go Media TBC | Go Media TBC | Go Media TBC | | |

Other considerations:

SFTP connections will be stablished using a different key authentication per environment.

Public key for staging:

ssh-rsa AAAAB3NzaC1yc2EAAAABIwAAAQEA62EdUsOWAcW+G6AE3HxVAXhatWdJL0K7HDbXMEdtHLFxzJOL/vYThqnR/HLB+X3t/t64BxU7CcDgadGjCPVY2tT0Es9+c6SNZyC4T271wVroUUT4ZT3E9Q8NIZzV7nAkhJg7WevylWzRXB0cdXmsdR4988DwfOpWXctEVKHFwXwV5a2H3TDRfjBbZinU5ZUoeCFPZGgiPMpjue60VqSka8C4Z6HSFu7GQ5Zei/EsYinXoE1iz2IHDJRwX3Bf85opug9BEh1z5hR7FD6Moi2VJXfwlQggwcDw5vjTvikHC1s3Un4dk4pwFmne6zuUy9ZBk9I8O5t+15QI/hP0iU/fMQ== [surge@761566-web1.virgintrains.co.uk](mailto:surge@761566-web1.virgintrains.co.uk)

Public key for prod:

ssh-rsa AAAAB3NzaC1yc2EAAAABIwAAAQEA1e2OUrmC0wtskRc45ChiFvubyFCqIGBE5mBjLFyhUM7OqUHXv4uzEXEadLKeF+fD2Yd/eUrph++hkwA1WS21Hydm8CM4/1Bn5lBu9wsGoC5/LNTSKDYb2QT1gL6ock4hb/GcIRp1tWrdY4Lbt+zprFzEfJTVnfzeMWN4PYBSpHZpXTIxKWO6fVvKFFmQoO1n9VypAIHu2Sjcmfli+eDQI/mDfrEgoKQiUAV+G6O5oAL4q8TK3gP1W87ezSmxehO9VHGRekRIimIs2P2i/JGiUp0ZhvcVfp86kqFuj3B+m7AC52Z/AKyJOK7IoZv8vJIIrkXMUm4aa3d4Sd4GTHur5w== prodsurge@gomedia

# Data feed requirements – Reference

This section provides details of the data feed exported from the business system and the requirements related to the delivery and format of the data feed.

## Business Description of the Data Feed

* A supply of prospect/customers email.

# Data mapping and table definition

This section contains information about new tables created to integrate Beam data as well as the mapping and process used to accommodate that data on Staging tables.

## Data Load Process

On daily basis, Go Media will upload a daily delta’s a file to Merkle SFTP. On an agreed time of the day, an SSIS package will read and load that file to CRM PreProcesssing tables. Then a second process will detect if the provided data belongs to customers or individuals.

This document does not describe how SSIS package should load files into PreProcessing.



Be aware that the file doesn’t contains Beam service usage but sign-ups.

**Un-existing record**

If the process is unable to match an email address against Staging.STG\_ElectronicAddress table, it means that we’ve detected a new Individual. It needs to be created on Staging.STG\_Individual, Staging.STG\_ElectronicAddress, Staging.STG\_KeyMapping and Staging.STG\_IndividualPreferences.

**Existing record**

If the process can match an email address it will detect if it is an Individual or Customer record.

Individual:

Existing individuals will update “General Marketing Opt-in” flag for that individual on Staging.STG\_IndividualPreference accordingly with provided values.

If Name or Surname are empty on Staging.STG\_Individual table we will update them using provided values.

Customer:

Existing customer will update “General Marketing Opt-in” flag for that customer on Staging.STG\_CustomerPreference accordingly with provided values.

No other customer data will be modified during that process.

Once the process is completed, processed rows will be flagged as IsProcessed = 1.

## Tables

In red: Columns not used by this process.

For existing records matching is based on IndividualID or CustomerID found from Staging.STG\_ElectronicAddress.IndividualID or CustomerID where PreProcessing.Beam\_Customer.EmailAddress **=** Staging.STG\_ElectronicAddress.ParsedAddress if not null, but if it is null then use Staging.STG\_ElectronicAddress.Address, and AddressTypeID = Reference.AddressType.Name = Email.

**PreProcessing.Beam\_Customer**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Column Name** | **PK** | **Data Type** | **NULL?** | **DEFAULT** | **Comments** |
| Beam\_CustomerID | TRUE | INT | NO | IDENTITY(1,1) | Autonumeric value. |
| VisitorID | FALSE | NVARCHAR(256) | NO |  | Unique id which we assign to the customer. This id is used to track the usage on the app. VTEC will be able to match the registered data to the usage data. |
| FirstName | FALSE | NVARCHAR(64) | NO |  | First name of the customer |
| LastName | FALSE | NVARCHAR(64) | NO |  | Last name of the customer |
| EmailAddress | FALSE | NVARCHAR(256) | NO |  | Email address of the customer |
| OptIn | FALSE | BIT | NO |  | Whether the customer has opted in or out of market emails |
| CreatedDate | FALSE | DATETIME | NO | GETDATE() | When this row was created |
| CreatedBy | FALSE | INT | NO |  | Who has created this row |
| LastModifiedDate | FALSE | DATETIME | NO | GETDATE() | Latest date for this row |
| LastModifiedBy | FALSE | INT | NO |  | Who was the last one to modify this row |
| CustomerID | FALSE | INT | YES |  | CEM Customer ID if match found during processing |
| IndividualID | FALSE | INT | YES |  | CEM Individual ID if match found during processing |
| MatchedInd | FALSE | BIT | YES | 0 | Has a match been found - either with Customer or Individual |
| ParsedAddressEmail | FALSE | NVARCHAR(100) | YES |  | Email address after parsing using Spectrum |
| ParsedEmailInd | FALSE | BIT | YES | 0 | Has the email address been parsed |
| ParsedEmailScore | FALSE | INT | YES | 0 | Score from email parsing algorithmn to indicate how good the address is ranging from 0 to 100 |
| ProfanityInd | FALSE | BIT | YES | 0 | Does the email address contain Profanity |
| ProcessedInd | FALSE | BIT | NO | 0 | Has record been processed into Staging |
| DataImportDetailID | FALSE | INT | YES |  | Foreign key to Operations.DataImportDetail |

**Staging.STG\_Individual**

|  |  |  |
| --- | --- | --- |
| **Inserted columns** | **Data Source** | **Other considerations** |
| FirstName | PreProcessing.Beam\_Customer.FirstName |  |
| LastName | PreProcessing.Beam\_Customer.LastName |  |
| InformationSourceID | Reference.InformationSource.InformationSourceID (Beam) |  |
| SourceModifiedDate | PreProcessing.Beam\_Customer.LastModifiedDate |  |
| SourceCreatedDate | PreProcessing.Beam\_Customer.CreatedDate |  |
| LastModifiedBy | PreProcessing.Beam\_Customer.LastModifiedBy |  |
| LastModifiedDate | PreProcessing.Beam\_Customer.LastModifiedDate |  |
| CreatedBy | PreProcessing.Beam\_Customer.CreatedBy |  |
| CreatedDate | PreProcessing.Beam\_Customer.CreatedDate |  |
|  |  |  |
| **Updated columns** | **Data Source** | **Other considerations** |
| FirstName | PreProcessing.Beam\_Customer.FirstName | Only update if Staging.STG\_Individual.FirstName is null |
| LastName | PreProcessing.Beam\_Customer.LastName | Only update if Staging.STG\_Individual.LastName is null |
| LastModifiedBy | PreProcessing.Beam\_Customer.LastModifiedBy |  |
| LastModifiedDate | PreProcessing.Beam\_Customer.LastModifiedDate |  |
| SourceModifiedDate | PreProcessing.Beam\_Customer.LastModifiedDate |  |
| InformationSourceID | Reference.InformationSource.InformationSourceID (Beam) |  |

**Staging.STG\_ElectronicAddress**

|  |  |  |
| --- | --- | --- |
| **Inserted columns** | **Data Source** | **Other considerations** |
| Name | Beam |  |
| Description | Beam - Multimedia |  |
| CreatedDate | GETDATE() |  |
| LastModifiedDate | GETDATE() |  |
| LastModifiedBy | DataImportDetailID |  |
| InformationSourceID | Reference.InformationSource.InformationSourceID (Beam) |  |
| SourceChangeDate | PreProcessing.Beam\_Customer.LastModifiedDate |  |
| Address | PreProcessing.Beam\_Customer.EmailAddress |  |
| AddressTypeID | Reference.AddressType (Email) |  |
| PrimaryInd | 1 |  |
| UsedInCommunicationInd | 1 |  |
| IndividualID | New IndividualID generated from Individual Insert |  |
| HashedAddress | Staging.VT\_HASH(PreProcessing.Beam\_Customer.EmailAddress) |  |
| EncryptedAddress | NEWID() |  |

**Staging.STG\_KeyMapping**

|  |  |  |
| --- | --- | --- |
| **Inserted columns** | **Data Source** | **Other considerations** |
| Description | Beam - Multimedia |  |
| CreatedDate | GETDATE() |  |
| CreatedBy | DataImportDetailID |  |
| LastModifiedDate | GETDATE() |  |
| LastModifiedBy | DataImportDetailID |  |
| IndividualID | New IndividualID generated from Individual Insert |  |
| InformationSourceID | Reference.InformationSource.InformationSourceID (Beam) |  |
| IsVerifiedInd | 0 |  |
| IsParentInd | 0 |  |

**Staging.STG\_CustomerPreference**

|  |  |  |
| --- | --- | --- |
| **Inserted columns** | **Data Source** | **Other considerations** |
| CustomerID | Staging.STG\_ElectronicAddress.CustomerID | Matching based on email address |
| PreferenceID | Reference.Preference.PreferenceID (General Marketing Opt-In) | |
| ChannelID | Reference.Channel (Email) |  |
| Value | PreProcessing.Beam\_Customer.OptIn |  |
| CreatedBy | DataImportDetailID |  |
| CreatedDate | GETDATE() |  |
| LastModifiedBy | DataImportDetailID |  |
| LastModifiedDate | GETDATE() |  |
|  |  |  |
| **Updated columns** | **Data Source** | **Other considerations** |
| Value | PreProcessing.Beam\_Customer.OptIn |  |
| LastModifiedDate | PreProcessing.Beam\_Customer.LastModifiedDate | |
| LastModifiedBy | DataImportDetailID |  |

## File Format

Expected file format should match with the one described on table below:

|  |  |  |
| --- | --- | --- |
| **Column Name** | **Data Type** | **Sample** |
| firstName | nvarchar(256) | Joe |
| lastName | nvarchar(256) | Bloggs |
| email | nvarchar(256) | [jbloggs@email.com](mailto:jbloggs@email.com) |
| optIn | nvarchar(5) | FALSE |
| visitorId | nvarchar(36) | 00000000-0000-1000-a000-000000000000 |
| createdOn | datetime | 2018-08-30T23:29:29.862254+00:00 |

**Please notice that visitorId is GUUID.**