Virgin Trains West Coast – Single Customer View (SCV)

BEAM (Go Media) Registration Data – API - Inbound Feed - VTWC

Commercial in confidence

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| **Supporting Documents** | | |
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| Merkle VTWC Technical Design | Technical Specification | [Click here](https://teams.microsoft.com/_#/vsd/viewer/teams/https%3A~2F~2Fmerkleinc.sharepoint.com~2Fsites~2FVirginTrainsWestCoast-CRMProject~2FShared%20Documents~2FGeneral~2FDevelopment%20Documentation~2FDesign%20Documentation~2FTechnical%20Overview~2FVTWC%20-Process%20Overview%20v0.1.vsd?thread) |
| Address Matching, Merging and Cleansing - VTWCv2 | Address matching, merging and cleansing specification | [Click here](https://merkleinc.sharepoint.com/:w:/r/sites/VirginTrainsWestCoast-CRMProject/_layouts/15/Doc.aspx?sourcedoc=%7BFC48B7B8-1F74-4566-A887-106E2D14ED85%7D&file=Address%20Matching%2C%20Merging%20and%20Cleansing%20-%20VTWCv2.docx&action=default&mobileredirect=true) |
| Customer ToC+ VTWC | Functional information on handling customer and prospect information | [Click here](https://teams.microsoft.com/_#/docx/viewer/teams/https%3A~2F~2Fmerkleinc.sharepoint.com~2Fsites~2FVirginTrainsWestCoast-CRMProject~2FShared%20Documents~2FGeneral~2FDevelopment%20Documentation~2FDesign%20Documentation~2FTechnical%20Overview~2FCustomer%20ToC%2B%20VTWC.docx?threadId=19%3) |

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| **Glossary of Terms** | | |
| **Term Name** | **Description** | **Acronym, Synonyms** |
| SCV | Single Customer View | SCV |
| Customer | A person who has registered with VTWC resulting in a record being created in Tracs. This record does not require the person to have made a purchase |  |
| Prospect | A person who has interacted with a VTWC system or is a prospect who VTWC wishes to communicate with. Prospects are linked to customers but held separately in the Single Customer View (SCV) |  |

## 

## Document Purpose

The intention of this document is to support the development, test and deployment of the BEAM inbound feed.

The information provided here is intended primarily for developers of the source system(s) and Merkle CRM database developers, but can also 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 design, development and delivery of the source feed to the CRM Data Store i.e. relational databases, querying of data, importing/exporting data and API REST services.

## Overview

The BEAM feed contains details of customers who have watched BEAM on a Virgin Trains service. The BEAM service is a TV streaming service shown on Virgin Trains through a Wifi connection.

Those customers that signed up for the BEAM service is supplied by Go Media to Merkle via Merkle’s API.

The BEAM application calls Merkle’s API which pulls information into the Real Time database, where the information is then sync’d with the CRM database.

## Visual Overview

The following visual overview provides an overview of the data flow between the key dependencies.



## Functional Processing

The following information is a high level functional approach.

The following information does not support the actions carried out by the Merkle campaign management team. Campaign management activities using BEAM information will be detailed in a separate document.

|  |  |
| --- | --- |
| **Ref** | **Description** |
| REF-001 | The BEAM service calls Merkle’s API   |  |  |  |  | | --- | --- | --- | --- | | Real Time | Request a valid token that will be send on future communications as authentication and authorization mechanism. | REST POST | Location: https://api-user.[tbc]  Port: 443 Path: /v1/users/{identity}/token Secret: Comet To confirm User Name (identity): Comet To confirm Password: Comet To confirm List/Range of IP addresses for Comet to white list Icomera To confirm BEAM Client Certificate for Comet to install it in API servers Beam To confirm |  |  |  |  |  | | --- | --- | --- | --- | | Real Time | Provide customer registration data. | REST POST | Location: https://api-user.[tbc]  Port: 443 Path: /v1/beam Valid Token previously requested form user service. BEAM Client Certificate for Comet to install it in API servers | |
|  | The API endpoint is as follows; <https://api-customer.cg-vtec.co.uk/v1/beam/visitor> |
| REF-002 | Once the information has been transferred to the RealTime database, the data must be loaded in the CRM database. |
| REF-003 | Using an SSIS package, load the data from RealTime database into staging.BEAMstaging table. |
| REF-004 | Match inbound email address to keymapping.value (matching logic defined [here](https://merkleinc.sharepoint.com/:w:/r/sites/VirginTrainsWestCoast-CRMProject/_layouts/15/Doc.aspx?sourcedoc=%7BFC48B7B8-1F74-4566-A887-106E2D14ED85%7D&file=Address%20Matching%2C%20Merging%20and%20Cleansing%20-%20VTWCv2.docx&action=default&mobileredirect=true)). |
| REF-005 | For those records that match, update the staging.stg\_customerpreference object. |
| REF-006 | Update the relevant audit tables and inbound contact history logs. |

## API Usage

To use the VTEC CEM API methods a token must be requested.

Once the system provides you with a valid token, you are required to use that token to send any request. Please be aware that you don’t need to request a token for each request (you can use the same token till it is expired by the system).

The diagram below describes the process to validate a customer email.



## Considerations, dependencies and constraints

|  |  |
| --- | --- |
| **Ref** | **Description** |
| CDC-001 | The system validates all IP addresses that request any information, for this reason you have to provide the IP address of the server who is going to do a request against VTEC CEM API. |
| CDC-002 | A user name and password will be provided by Merkle (e.g. user name: auser / password: aPa$$w0rd and Secret: ABCDEF). |
| CDC-003 | For integration testing, the API endpoints are prefixed with test (e.g. <https://test-api-user.cg-vtec.co.uk/user/login> ) |

## Field Mapping

|  |  |  |  |
| --- | --- | --- | --- |
| **Feed Details** | | | |
| **Feed ID/#:** | 32 | **Feed Format** | JSON |
| **Feed Name** | Beam | **Field Delimiter** | JSON |
| **Feed Source** | Go Media | **Record Delimiter** | CRLF |
| **Frequency** | API | **Header/Footer/Both** | Both |
| **Input/Output** | Input | **Text Qualifiers** | No |
| **Output Recipient** | Merkle | **Encryption** | Other |
| **CDI Processing** | No | **Delivery Mechanism** | API |
| **Update Critical** | Yes | **File Location** | BEAM Service |
| **Incremental / Full Refresh** | Incremental | **Contact Information** | Go Media |
| **Physical File Naming Convention** | 0 | **Count file received** | No |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Inbound Field\_Name** | **Field\_Data\_type** | **Length** | **Staging.BEAMInbound Filenames and Fields** | **Business Rules** |
| firstName | varchar(255) | 255 | staging.stg\_customer.firstname | firstname should not be used to update database information as BEAM is deemed a prospect source |
| lastName | varchar(255) | 255 | staging.stg\_customer.surname | surname should not be used to update database information as BEAM is deemed a prospect source |
| email | varchar(255) | 255 | staging.stg\_customer.email | Where email does not match, create a new individual. The matching and creation rules are as follows; [here](https://merkleinc.sharepoint.com/:w:/r/sites/VirginTrainsWestCoast-CRMProject/_layouts/15/Doc.aspx?sourcedoc=%7BFC48B7B8-1F74-4566-A887-106E2D14ED85%7D&file=Address%20Matching%2C%20Merging%20and%20Cleansing%20-%20VTWCv2.docx&action=default&mobileredirect=true) |
| optIn | bit | 1 | [CRM].[Staging].[STG\_IndividualSubscriptionPreference] |  |
| visitorId | varchar(255) | 255 | staging.stg\_BEAMInboundLog.vistorid | Unique id which we assign to the customer. This id is used to track the usage on the app. Virgin East Coast will be able to match the registered data to the usage data. |
| creationDate | Datetime |  | staging.stg\_customerpreference.sourcecreatedate |  |

## API Payload

The following snippet contact the file format of how we Merkle will receive data;

{

"firstName": "Jo",

"lastName": "Smith",

"email": "jo.smith@example.com",

"optIn": false,

"visitorId": "56fc81f4-031c-11e6-b512-3e1d05defe78"

}