Virgin Trains West Coast – Single Customer View (SCV)

ABI Inbound Feed - VTWC

Commercial in confidence

Author:

Russell Jackson – Solution Architect

Confidential

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## **Document** **Management**

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| 0.1 | 20/09/2018 | Russell Jackson | Initial Draft |
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| **Supporting Documents** | | |
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| ABIOutboundExtract-DataDictionary3 | Data Dictionary | [Data Dictionary](https://merkleinc.sharepoint.com/:f:/r/sites/VirginTrainsWestCoast-CRMProject/Shared%20Documents/General/Development%20Documentation/Design%20Documentation/Staging/TOC+?csf=1&e=qdGotJ) |
| ABI Outbound Feed - VTWC | Entity Relationship Diagram | [ERD](https://merkleinc.sharepoint.com/:u:/r/sites/VirginTrainsWestCoast-CRMProject/Shared%20Documents/General/Development%20Documentation/Design%20Documentation/Staging/TOC+/ABIOutboundERD.vsdx?d=wa3aed1cf74a64a0391c08c32a1a22718&csf=1&e=YU88ce) |

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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) |  |
| Guest Customer | A guest customer is a customer and is treated the same way, other than a flag indicating that the guest customer has been captured as a guest | Customer |
| Entity Relationship Diagram | A technical illustration of the data models entities, attributes and relationship (one-to-one, one-to-many) | ERD |

## 

## Document Purpose

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

## Overview

The ABI outbound feed is a data supply to the client (Virgin Trains) to support their reporting requirements.

In most case, the client receives information from the Train Line, however, due to the Phoenix database mastering the customer and prospect individuals, Virgin Trains will use the Phoenix data to drive their matching processes. This will ensure that both solutions, ABI and Phoenix, are aligned for campaign and reporting purposes.

Virgin Trains will receive a daily extract from the Phoenix database and load it into their own database. Customer and prospect matching will be performed using the Phoenix database and as such will generate CustomerID’s and ProspectID’s for Virgin Trains to leverage to either insert new records or update existing records.

## Functional Processing Steps

|  |  |
| --- | --- |
| **Ref** | **Description** |
| REF-001 | Execute system and process auditing.  To mitigate against failed processes, an audit table containing the following variables will be maintained; FileID, Date and IsSuccess.  The FileID will related to the database object, which will be stored in a separate look up table, ABIFileLookUp  Once the file have been extracted successfully, the IsSuccess flag will be populated with a 1.  The following data model illustrates the relationship between the audit table and file value lookup; |
| REF-002 | All information will be pulled directly from the required objects. As such, there will be no staging location before final extraction from the database. |
| REF-003 | The relevant files, fields and business rules are defined in the data dictionary. |
| REF-004 | All data will be extracted to the files system. |
| REF-005 | Once extracted to the file system, a separate process will transfer the data to the clients SFTP location. |
| REF-006 | Once the files have been transferred to the SFTP location, the ABIExtractAudit table will be populated with a success flag. |

## Data Transfer

|  |  |
| --- | --- |
| **Name** | **Description** |
| SFTP | Virgin trains will access Merkle’s SFTP server to extract the daily load.  Server details are as follows;  aew1vtwcsftp01 - Live - 34.241.190.203  aew1vtwcsftp90 - Staging - 34.247.75.225 |
| Folder Structure | Merkle will transfer the data to the ‘Outbound’ file |
| Authentication | Public SFTP keys will be shared with Virgin Trains to connect to the SFTP server securely. |

## Reconciliation Reporting

To ensure the two systems are aligned, ABI and Phoenix, a control file will be supplied with the number of new and existing customers that have been added or updated to the Phoenix database. This this will be supplied on a daily basis to the client.

|  |  |
| --- | --- |
| **Name** | **Description** |
| Step 1 |  |
| Step 2 |  |

## Considerations, constraints and dependencies

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| --- | --- |
| **Ref** | **Description** |
| REF-001 | The ABI job should be scheduled to run once all the daily data has been loaded and before users/applications start accessing the data. |
| REF-002 | Almost all files will be delta extracts however where Merkle receive a full extract, the Phoenix database will pass the full extract onto Virgin Trains. |
| REF-003 | It will be the responsibility of Virgin Trains (the receiver) to remove the data from the SFTP site once it has been used accordingly. |
| REF-004 | The ABIFileLookUp file provide an extensible approach when running the extract process and adding new object to the extraction. |

## Entity Relationship Diagram (ERD)

The following ERD contains the data model and the relevant relationships for the information supplied to Virgin Trains on a daily basis.

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| --- | --- |
| **Ref** | **Description** |
| REF-001 | ERD attachment; |

## Data Dictionary

The following information provides information on the filename, fieldnames and business rules.

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| --- | --- |
| **Ref** | **Description** |
| REF-001 | Data Dictionary attachment; |