

**Virgin Trains West Coast**

**Staging Design specification**

IBM WCA

Campaign Responses and email data feed

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**July 2018**

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# Document Management

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| --- | --- | --- | --- |
| **Version Control** | | | |
| **Version** | **Date** | **Author(s)** | **Sections Changed** |
| 0.1 | 18/07/2018 | Juanjo Diaz | Initial draft document |

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# Document Purpose

The purpose of this document is to describe how WCA opt-outs are going to be synchronized from WCA to CRM.

This document is intended for technical audience who is going to develop/maintain or test this process.

## 2.1 In Document Scope

The following items are in scope for this document:

* Table definition
* Column mappings
* Data flow diagram

## 2.2 Out of Document Scope

The following items are out of scope for this document and will be covered to separate design documents:

* WCA landing pages and opt outs.

# High Level Overview

## 3.1. Process Context Diagram

WCA will send email communication to customers that will have the possibility to opt-out via email link.



Four times per day a process will run and copy opt-outs data from WCA to ibm\_system tables. Then only once per day we’ll load that data from ibm\_system tables to CRM.

## 3.2. Process Flow

Opt-out data will be available from two different tables, ibm\_system.SP\_Optouts and ibm\_system.SP\_EmailOptouts.

## 3.2.1 General Process Overview



SSiS will trigger the load process that will read both ibm\_system optouts tables, merge the data together and save all opt-out activity into Staging.STG\_CustomerPreferences. Loads counts will be audited as well as possible errors.

# Tables

This section contains a description of the tables involved on this process.

## Ibm\_system.SP\_OptOut

Contains information for those opt outs coming via spam report, full inbox, etc…

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **COLUMN\_NAME** | **DATA\_TYPE** | **IS\_NULLABLE** | **LENGTH** | **PRECISION** |
| RecordID | bigint | NO | NULL | 19 |
| RecipientID | bigint | NO | NULL | 19 |
| RecipientType | nvarchar | NO | 192 | NULL |
| MailingID | bigint | NO | NULL | 19 |
| ReportID | bigint | NO | NULL | 19 |
| CampaignID | bigint | YES | NULL | 19 |
| Email | nvarchar | NO | 2670 | NULL |
| EventType | nvarchar | NO | 192 | NULL |
| EventTimeStamp | datetime | NO | NULL | NULL |
| MailingName | nvarchar | YES | 2670 | NULL |
| CustomerID | int | YES | NULL | 10 |
| IndividualID | int | YES | NULL | 10 |
| CampaignCode | varchar | YES | 64 | NULL |
| CellCode | varchar | YES | 64 | NULL |
| CellName | varchar | YES | 64 | NULL |
| TreatmentCode | varchar | YES | 64 | NULL |

## Ibm\_system.SP\_EmailOptOut

Stores opt-outs coming from unsubscribe landing page.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **COLUMN\_NAME** | **DATA\_TYPE** | **IS\_NULLABLE** | **LENGTH** | **PRECISION** |
| RecordID | bigint | NO | NULL | 19 |
| RecipientID | bigint | NO | NULL | 19 |
| RecipientType | nvarchar | NO | 192 | NULL |
| MailingID | bigint | NO | NULL | 19 |
| ReportID | bigint | NO | NULL | 19 |
| CampaignID | bigint | YES | NULL | 19 |
| Email | nvarchar | NO | 2670 | NULL |
| EventType | nvarchar | NO | 192 | NULL |
| EventTimeStamp | datetime | NO | NULL | NULL |
| MailingName | nvarchar | YES | 2670 | NULL |
| CustomerID | int | YES | NULL | 10 |
| IndividualID | int | YES | NULL | 10 |
| CampaignCode | varchar | YES | 64 | NULL |
| CellCode | varchar | YES | 64 | NULL |
| CellName | varchar | YES | 64 | NULL |
| TreatmentCode | varchar | YES | 64 | NULL |

## Staging.STG\_CustomerPreference

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **COLUMN\_NAME** | **DATA\_TYPE** | **IS\_NULLABLE** | **LENGTH** | **PRECISION** |
| CustomerID | int | NO | NULL | 10 |
| PreferenceID | int | NO | NULL | 10 |
| ChannelID | int | NO | NULL | 10 |
| Value | bit | NO | NULL | NULL |
| CreatedDate | datetime | NO | NULL | NULL |
| CreatedBy | int | NO | NULL | 10 |
| LastModifiedDate | datetime | NO | NULL | NULL |
| LastModifiedBy | int | NO | NULL | 10 |

# Table Mapping

This section describes how the data stored on tables defined in section 4 will populate Staging.STG\_CustomerPreference Table.

|  |  |  |
| --- | --- | --- |
| **STG\_CustomerPreference** | **Source Column** | **Reference** |
| CustomerID | STG\_ElectronicAddress.CustomerID | ibm\_system.SP\_Optout ibm\_system.SP\_EmailOptout |
| PreferenceID | Reference.Preference.PreferenceID | General Marketing OptIn |
| Channel | Reference.Channel.ChannelID | Email |
| Value | N/A | This value is always 0 |
| CreatedDate | EventTimeStamp | Ibm\_system.SP\_OptOut  Ibm\_system.SP\_EmailOptOut |
| CreatedBy | DataImportDetailID |  |
| LastModifiedDate | EventTimeStamp | Ibm\_system.SP\_OptOut  Ibm\_system.SP\_EmailOptOut |
| LastModifiedBy | DataImportDetailID |  |

**END**