

Oracle® Cloud

Using the Oracle Responsys Adapter

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This guide describes how to configure and add the Oracle Responsys Adapter to an integration in Oracle Integration Cloud Service.

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Preface

Using Oracle Responsys Adapter describes how to configure the Oracle Responsys Adapter as a connection in an integration in Oracle Integration Cloud Service.

Topics:

- [Audience](#)
- [Related Resources](#)
- [Conventions](#)

Audience

Using Oracle Responsys Adapter is intended for developers who want to use the Oracle Responsys Adapter in integrations in Oracle Integration Cloud Service.

Related Resources

For more information, see these Oracle resources:

- *Using Oracle Integration Cloud Service*
- *Using the Oracle Mapper*

Conventions

The following text conventions are used in this document:

Convention	Meaning
boldface	Boldface type indicates graphical user interface elements associated with an action, or terms defined in text or the glossary.
<i>italic</i>	Italic type indicates book titles, emphasis, or placeholder variables for which you supply particular values.
monospace	Monospace type indicates commands within a paragraph, URLs, code in examples, text that appears on the screen, or text that you enter.

Getting Started with the Oracle Responsys Adapter

Review the following conceptual topics to learn about the Oracle Responsys Adapter and how to use it as a connection in integrations in Oracle Integration Cloud Service. A typical workflow of adapter and integration tasks is also provided.

Topics

- [About the Oracle Responsys Adapter](#)
- [About Oracle Integration Cloud Service](#)
- [About Oracle Integration Cloud Service Connections](#)
- [About Oracle Integration Cloud Service Integrations](#)
- [About Oracle Responsys Adapter Use Cases](#)
- [Typical Workflow for Creating and Including an Adapter Connection in an Integration](#)

About the Oracle Responsys Adapter

Use the Oracle Responsys Adapter to extract customer profile data from customer relationship management, sales automation, and commerce applications.

Use the Oracle Responsys Adapter to collect and organize customer data from disparate sources, distribute marketing information to specific audiences, and interact with your customers in real-time. With Oracle Responsys, you can orchestrate and communicate offers to your customers on websites, mobile devices, social media, and email.

Oracle Responsys:

- Provides your customers with a sophisticated, personal, and consistent experience.
- Includes integrated tools for designing, deploying, and testing email marketing campaigns.
- Provides metrics that allow you to determine the effectiveness of your campaigns.
- Includes an advanced search and alert feature that allows you to monitor industry trends and see how competitor campaigns compare to your own.
- Provides real-time data to allow you to create successful campaign strategies.

The Oracle Responsys Adapter is one of many predefined adapters included with Oracle Integration Cloud Service. You can configure Oracle Responsys Adapter as a connection in an integration in Oracle Integration Cloud Service. For information

about Oracle Integration Cloud Service, connections, and integrations, see the following sections:

- [About Oracle Integration Cloud Service](#)
- [About Oracle Integration Cloud Service Connections](#)
- [About Oracle Integration Cloud Service Integrations](#)

What Application Version Does the Oracle Responsys Adapter Support?

The Oracle Responsys Adapter is compatible with Responsys version 6.29 or later.

About Oracle Integration Cloud Service

Oracle Integration Cloud Service is a complete, secure, but lightweight integration solution that enables you to connect your applications in the cloud. It simplifies connectivity between your applications and connects both your applications that live in the cloud and your applications that still live on premises. Oracle Integration Cloud Service provides secure, enterprise-grade connectivity regardless of the applications you are connecting or where they reside.

Oracle Integration Cloud Service provides native connectivity to Oracle Software as a Service (SaaS) applications, such as Oracle Sales Cloud, Oracle RightNow Cloud, and so on. Oracle Integration Cloud Service *adapters* simplify connectivity by handling the underlying complexities of connecting to applications using industry-wide best practices. You only need to create a *connection* that provides minimal connectivity information for each system. Oracle Integration Cloud Service *lookups* map the different codes or terms used by the applications you are integrating to describe similar items (such as country or gender codes). Finally, the visual data mapper enables you to quickly create direct mappings between the trigger and invoke data structures. From the mapper, you can also access lookup tables and use standard XPath functions to map data between your applications.

Once you integrate your applications and activate the integrations to the runtime environment, the dashboard displays information about the running integrations so you can monitor the status and processing statistics for each integration. The dashboard measures and tracks the performance of your transactions by capturing and reporting key information, such as throughput, the number of messages processed successfully, and the number of messages that failed processing. You can also manage business identifiers that track fields in messages and manage errors by integrations, connections, or specific integration instances.

About Oracle Integration Cloud Service Connections

Connections define information about the instances of each predefined configuration you are integrating. Oracle Integration Cloud Service includes a set of predefined *adapters*, which are the types of applications on which you can base your connections, such as Oracle Sales Cloud, Oracle Eloqua Cloud, Oracle RightNow Cloud, and others. A connection is based on an adapter. A connection includes the additional information required by the adapter to communicate with a specific instance of an application (this can be referred to as metadata or as connection details). For example, to create a connection to a specific RightNow Cloud application instance, you must select the Oracle RightNow adapter and then specify the WSDL URL, security policy, and security credentials to connect to it.



[Video](#)

About Oracle Integration Cloud Service Integrations

Integrations are the main ingredient of Oracle Integration Cloud Service. An integration includes at the least a trigger (source) connection (for requests sent to Oracle Integration Cloud Service) and invoke (target) connection (for requests sent from Oracle Integration Cloud Service to the target) and the field mapping between those two connections.

When you create your integrations, you build on the [connections](#) you already created by defining how to process the data for the trigger (source) and invoke (target) connections. This can include defining the type of operations to perform on the data, the business objects and fields against which to perform those operations, required schemas, and so on. To make this easier, the most complex configuration tasks are handled by Oracle Integration Cloud Service. Once your trigger (source) and invoke (target) connections are configured, the mappers between the two are enabled so you can define how the information is transferred between the trigger (source) and invoke (target) data structures for both the request and response messages.



About Oracle Responsys Adapter Use Cases

This use case describes how the Oracle Responsys Adapter is used to synchronize customer data between Oracle Responsys and Oracle Commerce Cloud in real-time.

- A new customer registers on the Oracle Commerce Cloud and provides their contact information including their email address, home address, and telephone number.
- A customer record is created in Oracle Commerce Cloud.
- The customer data is sent from Oracle Commerce Cloud to the Oracle Responsys Adapter.
- The Oracle Responsys Adapter sends the customer data to Oracle Responsys.
- A new customer record is created in the Oracle Responsys master profile extension table.
- The customer identifies and corrects an error in their contact information in Oracle Commerce Cloud.
- The updated customer data is sent to the Oracle Responsys Adapter.
- The Oracle Responsys Adapter sends the updated customer data to Oracle Responsys.
- The updated customer data is added to the Oracle Responsys master profile extension table.

Typical Workflow for Creating and Including an Adapter Connection in an Integration

Follow a workflow to create a connection with an adapter and include the connection in an integration in Oracle Integration Cloud Service.

Step	Description	More Information
1	Review and complete the adapter connection prerequisite tasks.	Prerequisites for Creating a Connection
2	Create the adapter connections for the applications you want to integrate. The connections can be reused in multiple integrations and are typically created by the administrator.	Creating an Oracle Responsys Adapter Connection
3	Create the integration. When you do this, you add source and target connections to the integration.	Creating an Integration and Adding the Oracle Responsys Adapter Connection to an Integration
4	Map data between the source connection data structure and the target connection data structure.	Mapping Integration Cloud Service Data of Using Oracle Integration Cloud Service
5	(Optional) Create lookups that map the different values used by those applications to identify the same type of object (such as gender codes or country codes).	Creating Lookups of Using Oracle Integration Cloud Service
6	Activate the integration.	Managing Integrations of Using Oracle Integration Cloud Service
7	Monitor the integration on the dashboard.	Monitoring Integration Cloud Services of Using Oracle Integration Cloud Service
8	Track payload fields in messages during runtime.	Assigning Business Identifiers for Tracking Fields in Messages and Managing Business Identifiers for Tracking Fields in Messages of Using Oracle Integration Cloud Service
9	Manage errors at the integration level, connection level, or specific integration instance level.	Managing Errors of Using Oracle Integration Cloud Service

Creating an Oracle Responsys Adapter Connection

A connection is based on an adapter. You define connections to the specific cloud applications that you want to integrate. The following topics describe how to define connections:

Topics

- [Prerequisites for Creating a Connection](#)
- [Uploading an SSL Certificate](#)
- [Creating a Connection](#)
- [Editing a Connection](#)
- [Cloning a Connection](#)
- [Deleting a Connection](#)

Prerequisites for Creating a Connection

These are the prerequisites for creating a Oracle Responsys Adapter connection:

- Web Services [WSAPI] must be enabled on the customer account. [Contact Oracle Support Services](#).
- Oracle recommends using the Custom Security Policy. No additional setup is required and the customer can use the existing web services API user credentials. If the Basic Authentication Security Policy is selected when creating the connection, you must contact Oracle support service to enable Basic authentication for Web Services on the customer account. See [Contact Oracle Support Services](#) and [Configuring Connection Security](#)
- If you are using the Oracle Responsys Adapter to trigger custom events, you must create a custom event in Oracle Responsys. See [Creating a Custom Event](#).
- A profile list and profile extension table must be created for the customer account in Responsys Interact. See [Creating a Profile List](#) and [Creating a Profile Extension Table](#).
- A valid Responsys REST API log in URL. This is provided by Oracle Support Services when Web Services is enabled on the customer account.
- A valid Responsys REST API user name and password. This is provided by Oracle Support Services when Web Services is enabled on the customer account.

Note: Do not include these characters in the password: + (plus symbol), & (ampersand symbol), and % (percent symbol).

Creating a Profile List

A profile list is required to successfully implement the Oracle Responsys Adapter. The profile list stores user information such as the contact email address, telephone number, and address.

To create a master profile list:

1. Log in to Oracle Responsys.
2. Click the menu icon in the upper left and select **Data** and then **Manage Lists**.
3. Click **Create New List**.
4. Enter a unique name, select the containing folder, and optionally provide a description.
5. Click **Save**.
6. Select one of these options:
 - a. **Done** — the list is created with system-defined fields and no records.
 - b. **Change Schema** — allows you to add custom-defined fields.
 - c. **Load from File** — imports data into the list from an external source.

Creating a Profile Extension Table

A profile extension table is required to successfully implement the Oracle Responsys Adapter. The profile extension table stores additional attributes that define behavioral, demographic, or profile preference characteristics of your contacts.

To create a profile extension table:

1. Log in to Oracle Responsys.
2. Click the menu icon in the upper left and select **Data** and then **Manage Lists**.
3. Select the **Profile Extensions** tab.
4. Click **Create Profile Extension**.
5. Click **Table with Data** to upload an existing table or click **Empty Table** to create a new profile extension table.
6. To create a profile extension table with an existing table:
 - a. Click **Upload a File**.
 - b. Click **Browse**.
 - c. Browse to the location of the file, select it, and click **OK**.
 - d. Click **Next**.

- e. Preview the file specifications and then click **Next**.
 - f. Map the incoming fields to the appropriate data type.
 - g. Set the record handling preferences.
 - h. Select a folder and enter a name.
 - i. Click **Next**.
7. To create a new profile extension table:
- a. Click **Specify Fields**.
 - b. Enter the field names and the data types for each field.
 - c. Add additional fields as required.
 - d. Click **Next**.
 - e. Select a folder and enter a name for the new data source.
 - f. Click **Create**.

Creating a Custom Event

A custom event is required if you are using the Oracle Responsys Adapter to trigger custom events.

To create a custom event:

1. Log in to Oracle Responsys with Account Administrator privileges.
2. Click the menu icon in the upper left and select **Account**.
3. In the **Account Customization** area, below the **Global Settings** heading, click **Define custom event types**.
4. Scroll to the bottom of the custom events list and then click **Add New Type**.
5. Complete the **Custom Event Type Name**, **Description** fields.
6. Optionally, select **Include Mobile APP Channel RIIDs**.
7. Click **Save**.

Uploading an SSL Certificate

Certificates are used to validate outbound SSL connections. If you make an SSL connection in which the root certificate does not exist in Oracle Integration Cloud Service, an exception is thrown. In that case, you must upload the appropriate certificate. A certificate enables Oracle Integration Cloud Service to connect with external services. If the external endpoint requires a specific certificate, request the certificate and then upload it into Oracle Integration Cloud Service.

To upload a certificate:

1. From the Oracle Integration Cloud Service home page, click the **Administration** tab in the upper right corner.

All certificates currently uploaded to the trust store are displayed in the Certificates dialog. The **Filter By > Type** list displays the following details:

- **Preinstalled:** Displays the certificates automatically installed in Oracle Integration Cloud Service. These certificates cannot be deleted.
- **Uploaded:** Displays the certificates uploaded by individual users. These certificates can be deleted and updated.

You can also search for certificates in the **Search** field. The search results are limited to a maximum of ten records sorted by name for performance and usability reasons. To ensure that your search results are more granular, enter as much of the certificate name as possible.

2. Click **Upload** at the top of the page.
3. In the Upload Certificate dialog box, enter a unique identifier for the certificate.

This is a name you can use to identify the certificate.
4. Click **Browse** to locate the certificate file (.cer).
5. Click **Upload**.
6. Click the certificate name to view details such as the subject of the certificate, the issuer of the certificate, the date the certificate was issued, and the date the certificate expires.

Creating a Connection

The first step in creating an integration is to create the connections to the applications with which you want to share data.

1. In the Integration Cloud Service toolbar, click **Designer**.
2. On the Designer Portal, click **Connections**.
3. Click **New Connection**.

The Create Connection — Select Adapter dialog is displayed.

4. Select an adapter from the dialog. You can also search for the type of adapter to use by entering a partial or full name in the Search field, and clicking **Search**.

The New Connection — Information dialog is displayed.

5. Enter the information to describe the connection.
 - Enter a meaningful name to help others find your connection when they begin to create their own integrations. The name you enter is automatically added in capital letters to the **Identifier** field.
 - Select the role (direction) in which to use this connection (trigger, invoke, or both). Only the roles supported by this adapter are displayed for selection. When you select a role, only the connection properties and security policies appropriate to that role are displayed on the Connections page. If you select an adapter that supports both invoke and trigger, but select only one of those roles, then try to drag the adapter into the section you did not select, you receive an error (for example, configure an Oracle RightNow Cloud Adapter as only an invoke, but drag the adapter to the trigger section).

- Enter an optional description of the connection.

6. Click **Create**.

Your connection is created and you are now ready to configure connection details, such as email contact, connection properties, security policies, and connection login credentials.

Adding a Contact Email

From the Connection Administrator section of the connection, you can add a contact email address for notifications.

1. In the **Email Address** field, enter an email address to receive email notifications when problems occur.
2. In the upper right corner, click **Save**.

Configuring Connection Properties

Enter connection information so your application can process requests.

1. Click **Configure Connectivity**.
2. Enter the Oracle Responsys log in URL in the **Responsys Login URL** field.
3. Click **OK**.
4. Configure the connection security settings. See [Configuring Connection Security](#).

Configuring Connection Security

Enter connection information so your application can process requests.

1. Create a connection. See [Creating a Connection](#).

2. Click **Configure Security**.
3. Select **Basic Authentication** or **Custom Security Policy** in the **Security Policy** list.

Oracle recommends using the Custom Security Policy. No additional setup is required and the customer can use the existing web services API user credentials. Also, the authentication tokens used by a custom security policy provide better security than the authentication tokens used by a basic authentication security policy. If Basic Authentication is selected, you must contact Oracle support service to enable Basic authentication for Web Services on the customer account. See [Contact Oracle Support Services](#)

4. Complete the **Username**, **Password**, and **Confirm Password** fields. These are the credentials required to access Oracle Responsys.
5. Click **OK**.
6. Test and save the connection. See [Testing the Connection](#).

Testing the Connection

Test your connection to ensure that it is successfully configured.

1. In the upper right corner of the page, click **Test**.

If successful, the following message is displayed and the progress indicator shows 100%.

The connection test was successful!
2. If your connection was unsuccessful, an error message is displayed with details. Verify that the configuration details you entered are correct.
3. When complete, click **Save**.

Editing a Connection

You can edit connection settings after creating a new connection.

1. In the Oracle Integration Cloud Service toolbar, click **Designer**.
2. On the Designer Portal, click **Connections**.
3. On the Connections page, search for the connection name.
4. Select **Edit** from the connection **Actions** menu or click the connection name.



The Connection page is displayed.

5. To edit the notification email contact, change the email address in the **Email Address** field.

6. To edit the connection properties, click **Configure Connectivity**. Note that some connections do not include this button. If your connector does not include a **Configure Connectivity** button, then click the **Configure Credentials** button.

Cloning a Connection

You can clone a copy of an existing connection. It is a quick way to create a new connection.

1. In the Oracle Integration Cloud Service toolbar, click **Designer**.
2. On the Designer Portal, click **Connections**.
3. On the Connections page, search for the connection name.
4. Select **Clone** from the connection **Actions** menu.



The Clone Connection dialog is displayed.

5. Enter the connection information.
6. Click **Clone**.
7. Click **Edit** to configure the credentials of your cloned connection. Cloning a connection does not copy the credentials.

See [Editing a Connection](#) for instructions.

Deleting a Connection

You can delete a connection from the connection menu.

1. In the Oracle Integration Cloud Service toolbar, click **Designer**.
2. On the Designer Portal, click **Connections**.
3. On the Connections page, search for the connection name.
4. Click **Delete** from the connection **Actions** menu.



The Delete Connection dialog is displayed if the connection is not used in an integration.

5. Click **Yes** to confirm deletion.

Creating an Integration

Integrations use the adapter connections you created to your applications, and define how information is shared between those applications. You can create, import, modify, or delete integrations; create integrations to publish or subscribe to messages; add and remove request and response enrichment sources; and create routing paths for different target endpoints in integrations. Click the following topics for more information.

Topic

- [Creating Integrations \(Using Oracle Integration Cloud Service\)](#)

Adding the Oracle Responsys Adapter Connection to an Integration

When you drag the Oracle Responsys Adapter into the target area of an integration, the Adapter Configuration Wizard appears. This wizard guides you through configuration of Oracle Responsys Adapter endpoint properties.

The following sections describe the wizard pages that guide you through configuration of the Oracle Responsys Adapter as a target in an integration. The Oracle Responsys Adapter cannot be used as a source in an integration.

Topics

- [Configuring Basic Information Properties](#)
- [Configuring Oracle Responsys Adapter Invoke Operations Properties](#)
- [Configuring Oracle Responsys Adapter Invoke Datasource Properties](#)
- [Reviewing Configuration Values on the Summary Page](#)

For more information about Oracle Responsys Adapter adapter, see [About the Oracle Responsys Adapter](#).

Configuring Basic Information Properties

You can enter a name and description on the Basic Info page of each trigger and invoke adapter in your integration.

Topics

- [What You Can Do from the Basic Info Page](#)
- [What You See on the Basic Info Page](#)

What You Can Do from the Basic Info Page

You can specify the following values on the Basic Info page. The Basic Info page is the initial wizard page that is displayed whenever you drag an adapter to the section of the integration canvas supported by your adapter.

- Specify a meaningful name.
- Specify a description of the responsibilities.

What You See on the Basic Info Page

The following table describes the key information on the Basic Info page.

Element	Description
What do you want to call your endpoint?	<p>Provide a meaningful name so that others can understand the responsibilities of this connection. You can include English alphabetic characters, numbers, underscores, and dashes in the name. You cannot include the following:</p> <ul style="list-style-type: none">• Blank spaces (for example, My Inbound Connection)• Special characters (for example, #;83& or righ(t)now4)• Multibyte characters
What does this endpoint do?	<p>Enter an optional description of the connection's responsibilities. For example: This connection receives an inbound request to synchronize account information with the cloud application.</p>

Configuring Oracle Responsys Adapter Invoke Operations Properties

These topics provide information for configuring Oracle Responsys Adapter invoke operations properties.

Topics

- [What You Can Do from the Oracle Responsys Adapter Invoke Operations Page](#)
- [What You See on the Oracle Responsys Adapter Operations Page](#)

What You Can Do from the Oracle Responsys Adapter Invoke Operations Page

You identify the business object and the operations to perform in Oracle Responsys.

What You See on the Oracle Responsys Adapter Operations Page

The following table describes the key information on the Oracle Responsys Adapter invoke Operations page.

Element	Description
Select Business Object	<p>Selects the business object in Oracle Responsys on which you want to operate when running an integration that uses this endpoint. When configured as an invoke, the Oracle Responsys Adapter supports operations on these business objects:</p> <ul style="list-style-type: none">• Profile Extension Recipients• Custom Event• Profile List Recipients

Element	Description
Select Operation	<p>Selects the operation that you want Oracle Integration Cloud Service to invoke when running an integration that uses this endpoint.</p> <p>These operations are available for the Profile Extension Recipients business object:</p> <ul style="list-style-type: none"> • Merge Profile Extension Recipients <p>These operations are available for the Custom Event business object:</p> <ul style="list-style-type: none"> • Trigger Custom Event <p>These operations are available for the Profile List Recipients business object:</p> <ul style="list-style-type: none"> • Merge List Recipients

Configuring Oracle Responsys Adapter Invoke Datasource Properties

These topics provide information for configuring Oracle Responsys Adapter invoke datasource properties.

Topics

- [What You Can Do from the Oracle Responsys Adapter Invoke Datasource Page](#)
- [What You See on the Oracle Responsys Adapter Invoke Datasource Page](#)

What You Can Do from the Oracle Responsys Adapter Invoke Datasource Page

The activities available on the Oracle Responsys Cloud Adapter Invoke Datasource Properties page are determined by the selections you made on the Oracle Responsys Adapter Invoke Operations page. If you selected **Profile List Recipients**, you identify the Oracle Responsys master profile list. If you selected, **Profile Extension Recipients**, you identify the Oracle Responsys adapter profile extension and data source fields for the integration.

What You See on the Oracle Responsys Adapter Invoke Datasource Page

The following table describes the key information on the Oracle Responsys Adapter invoke Datasource page.

Element	Description
Custom event	Selects the custom event you want to trigger. This option is only available when Custom Event is selected as the business object on the Oracle Responsys Adapter Invoke Operations Properties page.
Profile List	Selects the Oracle Responsys master profile list on which you want to perform operations.

Element	Description
Profile Extension	Selects the Oracle Responsys profile extension on which you want to perform operations. This option is only available when Profile Extension Recipients is selected as the business object on the Oracle Responsys Adapter Invoke Operations Properties page.
Select All Columns	Selects all columns in the Oracle Responsys master profile list on which you want to perform operations. When this option is selected and a regeneration of artifacts is completed for a pre-built integration, all additional custom attributes in the Target Profile list are available for mapping.
Select Data Source Fields	Filters the data source fields using the criteria you specify. For example, enter email to return all email data source fields.
Available Fields	A list of the data source fields for the selected master profile list or profile extension. Double-click an entry to add it to Selected Fields .
Selected Fields	A list of the selected data source fields on which operations are performed.

Reviewing Configuration Values on the Summary Page

You can review the specified adapter configuration values on the Summary page.

Topics

- [What You Can Do from the Summary Page](#)
- [What You See on the Summary Page](#)

What You Can Do from the Summary Page

You can review configuration details from the Summary page. The Summary page is the final wizard page for each adapter after you have completed your configuration.

- View the configuration details you defined for the adapter. For example, if you have defined an inbound trigger (source) adapter with a request business object and immediate response business object, specific details about this configuration are displayed on the Summary page.
- Click **Done** if you want to save your configuration details.
- Click a specific tab in the left panel or click **Back** to access a specific page to update your configuration definitions.
- Click **Cancel** to cancel your configuration details.

What You See on the Summary Page

The following table describes the key information on the Summary page.

Element	Description
Summary	<p>Displays a summary of the configuration values you defined on previous pages of the wizard.</p> <p>The information that is displayed can vary by adapter. For some adapters, the selected business objects and operation name are displayed. For adapters for which a generated XSD file is provided, click the XSD link to view a read-only version of the file.</p> <p>To return to a previous page to update any values, click the appropriate tab in the left panel or click Back.</p>

Creating Mappings and Lookups in Integrations

You must map data between source connections and target connections in integrations. You can also optionally create lookups in integrations.

Topics

- Mapping Integration Cloud Service Data (Using Oracle Integration Cloud Service)
- Creating Lookups (Using Oracle Integration Cloud Service)

Administering Integrations

Oracle Integration Cloud Service provides you with the information and tools required to activate, monitor, and manage your integrations in the runtime environment.

Topic

- Administering Integration Cloud Service (in *Using Oracle Integration Cloud Service*)
