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Using the Oracle Eloqua Cloud Adapter

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Preface

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

Topics:

- Audience
- Related Resources
- Conventions

Audience

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

Related Resources

For more information, see these Oracle resources:

- Oracle Cloud

  `http://cloud.oracle.com`
- *Using Oracle Integration Cloud Service*
- *Using the Oracle Mapper*
- *Getting Started with Oracle Cloud*
- *Managing and Monitoring Oracle Cloud*

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.
italic	Italic type indicates book titles, emphasis, or placeholder variables for which you supply particular values.

Convention	Meaning
`monospace`	Monospace type indicates commands within a paragraph, URLs, code in examples, text that appears on the screen, or text that you enter.

1

Getting Started with the Oracle Eloqua Cloud Adapter

Review the following conceptual topics to learn about the Oracle Eloqua Cloud 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

- Oracle Eloqua Cloud Capabilities
- What Application Version Does the Oracle Eloqua Cloud Adapter Support?
- About Oracle Integration Cloud Service
- About Oracle Integration Cloud Service Connections
- About Oracle Integration Cloud Service Integrations
- About Oracle Eloqua Cloud Adapter Use Cases
- Typical Workflow for Creating and Including an Adapter Connection in an Integration

Oracle Eloqua Cloud Capabilities

The Oracle Eloqua Cloud Adapter enables you to create an integration with an Oracle Eloqua Cloud application. You configure the Oracle Eloqua Cloud Adapter as a trigger (inbound) connection (Oracle Eloqua Cloud to Oracle Integration Cloud Service) or as an invoke (outbound) connection (Oracle Integration Cloud Service to Oracle Eloqua Cloud).

Oracle Eloqua Cloud provides cloud-based marketing software that delivers marketing automation for industries such as finance, health, media, real estate, sports, entertainment, and so on. Oracle Eloqua Cloud simplifies marketing procedures by delivering leads targeted to new customers. Oracle Eloqua Cloud helps manage and organize marketing segmentation and marketing workflow.

The Oracle Eloqua Cloud Adapter accelerates integrations between Oracle Integration Cloud Service and Oracle Eloqua Cloud systems. The Oracle Eloqua Cloud Adapter synchronizes accounts, contacts, and custom objects from Oracle Integration Cloud Service to Oracle Eloqua Cloud systems. Accounts can only be synchronized from Oracle Integration Cloud Service to Oracle Eloqua Cloud systems, and not in the other direction.

What Application Version Does the Oracle Eloqua Cloud Adapter Support?

The Oracle Eloqua Cloud Adapter is compatible with Oracle Eloqua Cloud Application release 10.

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 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.

Video

About Oracle Eloqua Cloud Adapter Use Cases

The Oracle Eloqua Cloud Adapter can be used in scenarios such as the following.

- General use cases such as integrating with other applications through Oracle Integration Cloud Service where you build your own integrations.
- Out-of-the-box integrations for bidirectional flows between Oracle Eloqua Cloud and Oracle RightNow Cloud, including contact to contact (bidirectional) and organization to account (unidirectional Oracle RightNow Cloud to Oracle Eloqua Cloud only).
- Other flows that you build such as incident import to an Oracle Eloqua Cloud custom object so that a marketer can segment Oracle RightNow Cloud data.

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

You follow a very simple workflow to create a connection with an adapter and include the connection in an integration in Integration Cloud Service.

Step	Description	More Information
1	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 Eloqua Cloud Adapter Connection
2	Create the integration. When you do this, you add an invoke connection to the integration. During connection configuration, you add an Eloqua business object and fields.	Creating an Integration and Adding the Oracle Eloqua Cloud Adapter Connection to an Integration
3	Map data between the trigger connection data structure and the invoke connection data structure.	Mapping Integration Cloud Service Data of *Using Oracle Integration Cloud Service*

Step	Description	More Information
4	(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*
5	Activate the integration.	Managing Integrations of *Using Oracle Integration Cloud Service*
6	Monitor the integration on the dashboard.	Monitoring Integration Cloud Services of *Using Oracle Integration Cloud Service*
7	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*
8	Manage errors at the integration level, connection level, or specific integration instance level.	Managing Errors of *Using Oracle Integration Cloud Service*

2

Creating an Oracle Eloqua Cloud 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

You must satisfy the following prerequisite to create a connection with the Oracle Eloqua Cloud Adapter:

- Work with your sales representative to become a customer of Oracle Eloqua Cloud. This action enables you to create an Oracle Eloqua Cloud user account with the correct privileges. You specify this user account when creating an Oracle Eloqua Cloud Adapter connection on the Connections page. For information about Oracle Eloqua Cloud, see Oracle Marketing Cloud.
- Follow the instructions in *Integration Cloud Service for Eloqua app* to configure Oracle Eloqua Cloud to work in integrations with Oracle Integration Cloud Service. This guide is located on the Integration Cloud Service for Eloqua web site.

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. If you modify the identifier name, do not include a blank space (for example, `OSC Inbound`).
   - 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 Security

Configure security for your Oracle Eloqua Cloud Adapter connection.

1. Click **Configure Security**.

   The Connection Security dialog is displayed.

2. Select the security policy. Note that **Eloqua HTTP Basic Authentication** is displayed by default and cannot be deselected.
3. Specify the company name.
4. Specify the username and password.

5. Click **OK**.

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.

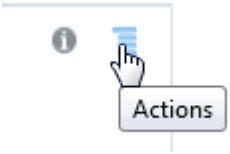
5. Enter the connection information.
6. Click **Clone**.
7. Click **Edit** to configure the credentials of your cloned connection. Cloning a connection does not copy the credentials.

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.

3

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 triggers; and create routing paths for different invoke endpoints in integrations. Click the following topics for more information.

Topic

- Creating Integrations (in *Using Oracle Integration Cloud Service*)

4

Adding the Oracle Eloqua Cloud Adapter Connection to an Integration

When you drag the Oracle Eloqua Cloud Adapter into the trigger and invoke areas of an integration, the Cloud Endpoint Configuration Wizard is invoked. This wizard guides you through configuration of the Oracle Eloqua Cloud Adapter endpoint properties.

The following sections describe the wizard pages that guide you through configuration of the Oracle Eloqua Cloud Adapter as a trigger and invoke in an integration.

Topics

- Configuring Basic Information Properties
- Configuring Oracle Eloqua Cloud Adapter Trigger Operations Properties
- Configuring Oracle Eloqua Cloud Adapter Trigger Fields Properties
- Configuring Oracle Eloqua Cloud Adapter Trigger Response Properties
- Configuring Oracle Eloqua Cloud Adapter Invoke Operations Properties
- Reviewing Configuration Values on the Summary Page
- Performing Oracle Eloqua Cloud Adapter Postconfiguration Tasks

For more information about the Oracle Eloqua Cloud Adapter, see Oracle Eloqua Cloud Capabilities.

Configuring Basic Information Properties

You can enter a name and description on the Basic Info page of each 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?	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: • Blank spaces (for example, `My Inbound Connection`) • Special characters (for example, `#;83&` or `righ(t)now4`) • Multibyte characters
What does this endpoint do?	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.`

Configuring Oracle Eloqua Cloud Adapter Trigger Operations Properties

Configure the Oracle Eloqua Cloud Adapter trigger operations values for your integration.

Topics

- What You Can Do from the Oracle Eloqua Cloud Adapter Trigger Operations Page
- What You See on the Oracle Eloqua Cloud Adapter Trigger Operations Page

What You Can Do from the Oracle Eloqua Cloud Adapter Trigger Operations Page

You can view and configure the following parameters on the trigger Oracle Eloqua Cloud Adapter Operations page. These values are sent from the Oracle Eloqua Cloud application to Oracle Integration Cloud Service.

- View the operation to perform.
- Select the business object on which to perform the operation.

What You See on the Oracle Eloqua Cloud Adapter Trigger Operations Page

The following table describes the key information on the Oracle Eloqua Cloud Adapter Operations page.

Element	Description
Cloud Operation	View the operation to perform. Only the **execute** operation is supported and it cannot be deselected.
Select a Business Object	Select the standard or custom business object on which to perform the operation. You can filter the display of business objects by typing their initial letters.

Configuring Oracle Eloqua Cloud Adapter Trigger Fields Properties

Configure the Oracle Eloqua Cloud Adapter trigger field values for your integration.

Topics

- What You Can Do from the Oracle Eloqua Cloud Adapter Trigger Fields Page
- What You See on the Oracle Eloqua Cloud Adapter Trigger Fields Page

What You Can Do from the Oracle Eloqua Cloud Adapter Trigger Fields Page

You can view and configure the following parameters on the invoke Oracle Eloqua Cloud Adapter Fields page.

- View the selected operation to perform.
- View the selected business object on which to perform the operation.
- Select the fields of the business objects.

What You See on the Oracle Eloqua Cloud Adapter Trigger Fields Page

The following table describes the key information on the Oracle Eloqua Cloud Adapter Fields page.

Element	Description
Cloud Operation	View the selected operation to perform.
Select a Business Object	View the selected business object on which to perform the operation.
Available Fields	Select the fields that you want to send from the Oracle Eloqua Cloud application to Oracle Integration Cloud Service. Because an Oracle Eloqua Cloud application business object can have many fields (hundreds), select only fields required for the integration.
Selected Fields	Displays the selected fields.

Element	Description
Field Mapping	Displays a summary of the selected fields. The field is only available when the selected business object is a custom object. This field represents a unique identifier field used to identify the object in Eloqua.

Configuring Oracle Eloqua Cloud Adapter Trigger Response Properties

Enter the Oracle Eloqua Cloud Adapter trigger response values for your integration.

Topics

- What You Can Do from the Oracle Eloqua Cloud Adapter Trigger Response Page
- What You See on the Oracle Eloqua Cloud Adapter Trigger Response Page

What You Can Do from the Oracle Eloqua Cloud Adapter Trigger Response Page

You can view and configure the following parameters on the trigger Oracle Eloqua Cloud Adapter Response page. The values are sent from the target endpoint (for example, an Oracle RightNow Cloud application) back to the Oracle Eloqua Cloud application.

- View the selected operation to perform.
- View the selected business object.
- Select the response fields to send from the target endpoint to the Oracle Eloqua Cloud application.

What You See on the Oracle Eloqua Cloud Adapter Trigger Response Page

The following table describes the key information on the Oracle Eloqua Cloud Adapter Response page.

Element	Description
Cloud Operation	View the selected business operation to perform.
Select a Business Object	View the selected business object on which to perform the operation.
Available Response Fields	Select the fields that you want to send from the target endpoint back to the Oracle Eloqua Cloud application. Because an Oracle Eloqua Cloud application business object can have many fields (hundreds), select only fields required for the integration.
Selected Response Fields	Displays the selected response fields.

Configuring Oracle Eloqua Cloud Adapter Invoke Operations Properties

Enter the Oracle Eloqua Cloud Adapter invoke operation values for your integration.

Topics

- What You Can Do from the Oracle Eloqua Cloud Invoke Operations Page
- What You See on the Oracle Eloqua Cloud Invoke Operations Page

What You Can Do from the Oracle Eloqua Cloud Adapter Invoke Operations Page

You can specify the following invoke operation values for the Oracle Eloqua Cloud:

- Business object
- Unique identifier fields
- Field used by the Oracle Eloqua Cloud application to match the data sent by this endpoint to the existing data in the application
- Time interval between data synchronizations

What You See on the Oracle Eloqua Cloud Adapter Invoke Operations Page

The following table describes the key information on the Oracle Eloqua Cloud invoke Operations page.

Element	Description
Cloud Operation	Displays the operation to perform. The currently supported operation is **import**. This means that the Oracle Eloqua invoke imports data into the connected Oracle Eloqua Cloud application.
Select the Business Object	Select the business object for the Oracle Eloqua invoke to import into the Oracle Eloqua Cloud application. This enables you to synchronize the business object data from a source system (such as Oracle RightNow Cloud or Oracle Sales Cloud) to the targeted Oracle Eloqua Cloud application. • **Accounts** • **Contacts** • Other custom objects associated with the configured Oracle Eloqua Cloud connection
Filter by Field Name	Type the initial letters of the field to filter the display of field names.
Select the Fields	Select the fields of the business object that you want to send to the Oracle Eloqua Cloud application as part of the import operation.
Your Selected Fields	Displays the selected fields.

Element	Description
Uniquely Match on Field	Select the field that the Oracle Eloqua Cloud application uses to match your data to the existing data in the Oracle Eloqua application. Select a field that is likely to be unique to avoid updating the wrong record. Do not use a large text field because this can potentially produce errors.
Auto-Sync Time Interval	Select the time interval between data synchronizations. The Oracle Eloqua Cloud connection uses this interval to synchronize data with the Oracle Eloqua Cloud application.
Link to Contacts/Accounts	Select to link custom objects with contacts and accounts objects. This field is displayed if you selected a custom object. When importing data to a custom data object in Eloqua, the records being imported can be linked to a contact or account using a field on the custom object record and associated field on the contact or account. There can be many custom object records linked to a single contact or account. For example, a contact in RightNow may have several incidents in its history. These incidents can be imported to an Eloqua custom data object and linked to the associated contact through the email address on the incident and contact records. If you select this option, the three fields described below are displayed.
CDO fields used for linking	Select the custom data object (CDO) field to use for linking.
Entity to map CDO records to	Select the Eloqua entity (contact/account) to link with the custom object.
Entity field used for linking	Select the Eloqua entity field to use for linking.

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	Displays a summary of the configuration values you defined on previous pages of the wizard. 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. To return to a previous page to update any values, click the appropriate tab in the left panel or click **Back**.

Performing Oracle Eloqua Cloud Adapter Postconfiguration Tasks

When used as a trigger, the Oracle Eloqua Cloud application must be installed in the Oracle Eloqua Cloud instance.

5

Creating Mappings and Lookups in Integrations

You must map data between trigger connections and invoke connections in integrations. You can also optionally create lookups in integrations.

Topics

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

6

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*)

7

Troubleshooting Oracle Eloqua Cloud Adapter

There are messages/situations that can appear in Oracle Eloqua Cloud based on data handling. Other error handling is done through Oracle Integration Cloud Service.