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# WebSphere Commerce V7.0

## Campaign migration



This presentation introduces the campaign migration utility in WebSphere® Commerce version 7.

## Goals

- To understand the impacts of selecting Management Center or Accelerator as your business user tool
- To understand how and when to use the campaign migration tool

At the end of this presentation you should understand the high level impacts of selecting Management Center or Accelerator as your business user tool. You should also understand how and when to use the campaign migration tool.

## Agenda

- Migrating Management Center from V6 to V7
- Using Accelerator in V7
- Moving from Accelerator to Management Center in V7
- Management Center campaign migration tool
- Problem determination

First, three scenarios for business user tool usage in version 7 are presented. These are: moving from Management Center on V6 to Management Center in V7, using Accelerator in V7, and moving from Accelerator in V6 to Management Center in V7. After summarizing these different scenarios, focus is on the campaign migration tool for Management Center including some problem determination steps.

## ***Business tools in V7***

This section summarizes business tool options in version 7.

## Case 1: Management Center used in V6

- Complete V7 migration process
- Migrate any Management Center customizations using OpenLaszlo migration tool

<http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?topic=/com.ibm.commerce.install.doc/tasks/tmgdevcmc.htm>

[http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?topic=/com.ibm.commerce.management-center\\_customization.doc/tasks/ttfmanmig.htm](http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?topic=/com.ibm.commerce.management-center_customization.doc/tasks/ttfmanmig.htm)

If you are using Management Center without customization in version 6 there are no extra steps required to continue using Management Center in version 7. For customized versions of Management Center you need to follow the Management Center customization migration process using the OpenLaszlo migration tool.

## Case 2: Accelerator used for marketing in V7

- Update WebSphere Commerce configuration file to Classic marketing

<http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?topic=/com.ibm.commerce.management-center.doc/tasks/tsbrevertclassic.htm>

- E-Marketing Spots in Madisons and Elite stores will not work

<http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?topic=/com.ibm.commerce.developer.doc/tasks/tesstore.htm>

- New marketing features not available

If you want to continue using Accelerator to manage marketing activities in version 7, you need to update the WebSphere Commerce configuration file. By default the new marketing runtime is enabled and you need to change it back to Classic marketing. Changing to Classic marketing means e-Marketing Spots in the Madisons and Elite starter stores will not display any content. You need to change the store pages back to the older e-Marketing Spot bean.

### Case 3: Accelerator used in V5.6.1 or V6

- Complete V7 migration process
- Select which Management Center tools to use
- Analyze Accelerator customizations, if any
- Customize Management Center as needed

[http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?topic=/com.ibm.commerce.management-center\\_customization.doc/tasks/ttcustomizetools.htm](http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?topic=/com.ibm.commerce.management-center_customization.doc/tasks/ttcustomizetools.htm)

- Disable Accelerator menus (recommended)

<http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?topic=/com.ibm.commerce.customizetools.doc/tasks/ttfuic.htm>

If you are using Accelerator in version 5.6.1 or version 6 and are planning to move to Management Center in version 7, there are several things to consider. First, you need to complete your base V7 migration process. There are no special steps during this process related to moving to Management Center. Once V7 is installed, you need to decide which Management Center tools you want to make use of. Part of this consideration is looking at any existing Accelerator customization you have and deciding whether a similar customization is needed in Management Center. Complete and test any Management Center customizations. When you are ready to move off Accelerator, it is recommended to disable the Accelerator menus for the tools you are using in Management Center. This helps prevent accidentally corrupting data by editing it from both tools.

## Case 3 continued

- Migrate promotion data from Accelerator

<http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?topic=/com.ibm.commerce.management-center.doc/tasks/tpmigration.htm>

- Migrate marketing data from Accelerator

<http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?topic=/com.ibm.commerce.management-center.doc/tasks/tsbmigration.htm>

- Update store front to use new e-Marketing Spots

<http://publib.boulder.ibm.com/infocenter/wchelp/v7r0m0/index.jsp?topic=/com.ibm.commerce.developer.doc/tasks/tesstoremc.htm>

If you are using the Promotions tool in Management Center, you should migrate your existing promotions from Accelerator using the promotion migration tool. This tool populates some new tables needed for creating and saving promotions in Management Center. The promotion migration tool was introduced in V6, feature pack 4. If you are using the Marketing tool in Management Center, you should migrate your existing campaign and marketing initiative data from Accelerator using the campaign migration tool. This tool is new in version 7. The second part of this presentation looks at the tool in more detail. Moving to the Management Center marketing tool also involves updating your store front pages to use the new e-Marketing Spot snippet. The Madisons starter store has examples of using the new e-Marketing Spots.



## ***Campaign migration***

This section introduces the campaign migration tool.

## Overview

- Marketing runtime changed in feature pack 3
- Campaigns and activities created in Accelerator must be migrated to make use of new runtime and Management Center
- Migration is a separate task, not part of installation

In WebSphere Commerce V6 feature pack 3, a new marketing engine was introduced. This corresponded with the introduction of the Management Center tool for Marketing. These changes mean that marketing campaigns and activities that were created in Accelerator cannot be managed by the new tool. WebSphere Commerce version 7 provides a stand-alone Ant script that allows you to migrate existing campaigns and activities to the new marketing engine so that you don't need to re-create them manually. This migration is a separate task. It is not part of version 7 installation.

## Impacts

- Marketing campaigns and activities migrated, campaigns first
- Start and end times are preserved
- Multiple schedules collapsed into one
- Priority attribute is reversed

The impacts of the migration script are summarized on this slide. Both campaigns and activities are migrated with the campaigns being migrated first. The start and end times of running initiatives are preserved but if more than one schedule exists for an initiative then the earliest start date and latest end date are used to create a single activity. The highest priority is maintained. All priority values are reversed to reflect the new implementation where 0 is the lowest priority value instead of the highest.

## Marketing table mapping

Old marketing schema	New marketing schema
CAMPAIGN	DMCAMPAIN
INITIATIVE	DMACTIVITY
INTVSCHED	DMELEMENT
	DMELEMENTNVP
	DMTRIGLSTN

This slide shows how tables from the old marketing implementation are migrated to tables from the new marketing implementation.

## Before you migrate

- Migrate database and application to V7
- Migrate promotions using promotion migration tool

You must complete your database and application migration to version 7 before running the campaign migration tool. If you have promotion type initiatives, you must complete promotion migration first. In general, if you have both promotions and campaigns to migrate, you should complete promotion migration first.

## Toolkit migration

- Command  
    <WCToolkitInstall>\bin\migrateMarketing.bat [-debug |-verbose |-quiet]
- Output logged to  
    < WCToolkitInstall>\logs\migrateMarketingTrace.log

This slide shows the command syntax for running the migration script in a toolkit environment.

## Server migration

- Command  

```
<WCUserInstall>/bin/config_ant.bat -buildfile ../migration/components/component-services/subcomponents/marketing/xml/MarketingMigration.xml -DinstanceName=<instance name> -DdbUserPassword=<db password> -logfile mylog.log [-debug |-verbose |-quiet]
```
- Output logged to
  - File name specified with `-logfile` parameter

This slide shows the command syntax for running the migration script in a server environment. Note the log file is specified as part of the command.

## After you migrate

- Update the store front
- Enable persistent session
- Enable personalization ID
- Enable sensor event listener
- Disable Accelerator

The migration tool handles data migration only. To use the new marketing features there are several other steps you need to complete. Update the store-front snippets to use the new e-Marketing Spot Web service. Update the instance.xml of WebSphere Commerce to enable persistent session, personalization ID and the sensor event listener as some of the marketing triggers and targets make use of these. After you have completed the migration, the marketing tools within Accelerator should be disabled. If you want go back to using Accelerator, you need to reverse the changes to the store-front snippets and the instance.xml. There is not a reverse migration process. Campaigns and marketing initiatives need to be re-created from scratch.



## Limitations

- Not customizable
- Product recommendation cases not supported for migration
  - System recommendation “based on clickstream analysis”
  - System recommendation “based on one or more filters”

The campaign migration tool is intended to be used as-is. There are no customization options. There are two types of product recommendation initiatives that are not supported by the migration script because related concepts do not exist in the Management Center Marketing tool. They are system recommendations based on clickstream analysis and system recommendations based on one or more filters. Errors are written to the campaign migration log file if either of these two initiative types are present. If these recommendations are required then they must continue to be managed in Accelerator.

## Problem determination

- Asset already exists
  - The campaign named "xxxx" was not migrated because a campaign with the same name already exists in the Management Center
  - The activity named "xxxx" was not migrated because an activity with the same name already exists in the Management Center
- Initiative has no schedule
  - Failed to find scheduling data for the activity named "xxxx". The activity has been migrated but it will not display content in an e-Marketing Spot until the scheduling data is added to the migrated activity through the Management Center user interface

The migration tool should only be run once. If you run it a second time, the migrated campaigns and activities are ignored and the log file will contain warnings that the campaign and / or activity already exists. This will also occur if you have created a new campaign or activity that has the same name as one you are trying to migrate. If the campaign or activity has already been successfully migrated you can ignore these errors. If you want to keep a new campaign or activity in Management Center, and still migrate an old one with the same name, you need to change the name to remove the conflict. A warning message occurs if the existing initiative does not have an e-Marketing Spot schedule defined. In this case, the activity is migrated but no trigger listener is added to DMTRGLSTN. This issue can be resolved by updating the activity in Management Center with schedule information.

## Problem determination 2

- Migration not supported
  - Target not supported
    - The Management Center can not find the suitable customer target for the activity named "xxxx"
  - Action not supported
    - The Management Center can not find the suitable display action for the activity named "xxxx"
  - Action or target does not have an element template
    - Can not find the element template named "xxxx"

If initiatives exist in the database that cannot be migrated, the error messages shown here are logged. The two system recommendation initiatives mentioned on the Limitations slide will trigger the "action not supported" error. No other existing initiatives should trigger these errors. If the marketing function was customized in Accelerator, you will see these errors for the custom initiatives. For customizations, you will need to make a corresponding customization in Management Center and re-create the activities manually.

## Summary

- Migrating Management Center from V6 to V7
- Using Accelerator in V7
- Moving from Accelerator to Management Center in V7
- Management Center campaign migration tool
- Problem determination

This presentation began with a summary of three scenarios for business user tool usage in version 7. Moving from Accelerator in V6 to Management Center in V7 was the relevant scenario for making use of the Management Center campaign migration tool. The presentation concluded with some problem determination steps for the tool.

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