

Import and Export of Marketing and Commerce Composer Data

IBM WebSphere Commerce FEP8 Q2 2015

6GQ2G

ERC 1.0

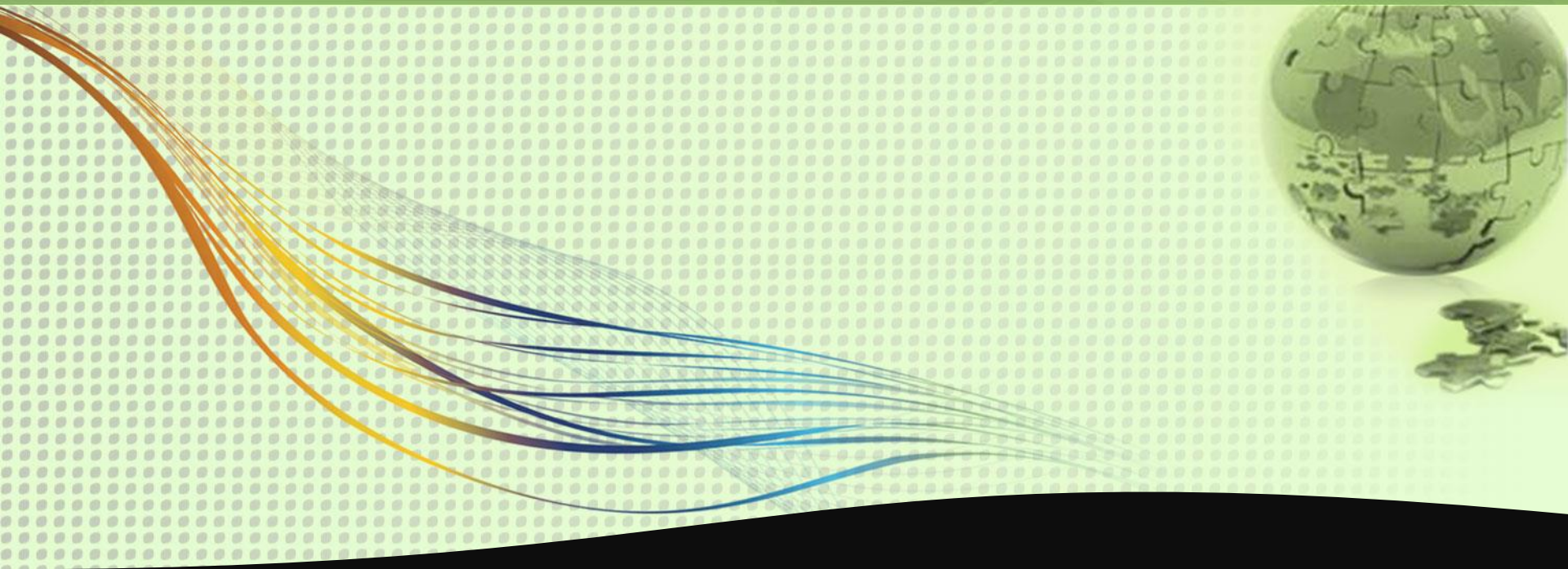
# Course Objectives

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After completing this unit, you will be able to:

- Describe the enhancements for business users for Import and Export of Marketing Data in WebSphere Commerce V7 2Q 2015
- Describe the enhancements for business users for Import and Export of Commerce Composer data in WebSphere Commerce V7 2Q 2015

# Import and Export of Marketing Data



# Import and Export of Marketing Data

# Data Extraction Enhancements

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- In the past, you would have to manually keep marketing data and Commerce Composer data in sync between environments, example scenarios:
  - Test environments may have specific marketing data that needs to be loaded into several separate databases
  - Identical (or near-identical) marketing data between different stores, but not able to create the data at an asset store level
  - Reproducing issues relating to marketing (e.g. wrong promotion prices) in a test environment, using production data
- Data Extraction and Import can copy data between instances without the business users having to manually recreate the same assets across multiple instances.
- You can configure and run the Data Extract utility to extract data from a store into CSV or XML output files. You can then use the Data Load utility to load the extracted data into other WebSphere Commerce stores or instances.

# Marketing Data Extraction

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- The data extract and load utilities now supports exporting and importing marketing data:
  - Activities
  - Campaigns
  - Customer segments
  - Content
  - E-Marketing Spots
  - Attachments
  
- Specific data can be exported and imported. For example, only E-Marketing Sports can be exported.



# Commerce Composer Data Extraction

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- The data extract and load utilities now supports exporting and importing Commerce Composer data:
  - Layouts
  - Layout templates
  - Widgets
  - Widgets with multi-lingual descriptive information
  - Pages
  - Page with multi-lingual SEO information
- Specific data can be exported. For example, you can specify to only export Widgets.

# Marketing Export Results

- Files are comma-delimited (CSV) text files
- Default setting includes two header lines
- Asset type
- Column definitions
- Files are generated with UNIX line endings
- The following is an example of the CSV output files generated:
  - CustomerSegment/MemberGroup.csv
  - CustomerSegment/MemberGroupDescription.csv
  - CustomerSegment/MemberGroupCondition.csv
  - Attachment/Attachment.csv
  - Attachment/AttachmentDescription.csv
  - Attachment/AttachmentAsset.csv
  - Attachment/AttachmentAssetLanguage.csv
  - MarketingContent/MarketingContent.csv
  - MarketingContent/MarketingContentDescription.csv
  - MarketingContent/MarketingContentAttachment.csv
  - MarketingContent/MarketingContentAttachmentDescription.csv
  - MarketingContent/MarketingContentImageMap.csv
  - MarketingSpot/MarketingSpot.csv
  - MarketingSpot/MarketingSpotDefaultContent.csv
  - MarketingSpot/MarketingSpotDefaultTitle.csv
  - MarketingActivity/MarketingCampaign.csv
  - MarketingActivity/MarketingActivity.csv
  - MarketingActivity/MarketingElement.csv
  - MarketingActivity/MarketingElementNVP.csv

# Commerce Composer Export Results

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- The following is an example of the CSV output files generated:
  - widget/registerWidgetdef.csv
  - widget/subscribeWidgetdef.csv
  - widget/layout.csv
  - widget/layoutWidgetRelationship.csv
  - widget/MultiLanguages/registerWidgetdefWithMultiLanguages.csv
  - template/registerWidgetdef.csv
  - template/subscribeWidgetdef.csv
  - template/template.csv
  - template/slotDefinition.csv
  - template/registerWidgetdef.csv
  - template/subscribeWidgetdef.csv
  - template/template.csv
  - template/slotDefinition.csv
  - layout/subscribeWidgetdef.csv
  - layout/layout.csv
  - layout/layoutWidgetRelationship.csv
  - layout/widgetnvp.csv
  - page/page.csv
  - page/seopage.csv
  - page/seopagedesc.csv
  - page/layoutAssignment.csv
  - page/MultiLanguages/seopagedescWithMultiLanguages.csv



# Export Limitations and Notes

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- This functionality is not meant to replace for stage propagation
- For production environments, create marketing data in a staging or authoring server and then publish to the live servers
- Extracts are limited to a single store. If extended sites are being used, you must extract and load store objects to extended site stores.
- If you need data from multiple stores, re-run the utility for each store
- When loading information in multiple languages, load the information for the default store language first. Then load information for multiple languages.

# Export Limitations and Notes cont'd

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- Extracted attachment data does not include file data
- You must manually import actual files before loading an extract if needed
- Not all Activity data is exported, for example:
  - Search rules
  - Search related activities
  - E-mail templates
- The functionality requires installation of cumulative fixes JR53438.fp and JR53438.fep
- Since this feature is using data extract, troubleshooting is the same as for other extracts
- Specifically, the log file is saved in *WC\_Home/logs/wc-dataextract.log*

# Verifying Import Results

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- After the technical team has verified the data load results and the database changes, business users can verify the loaded marketing objects and in the Marketing tool and the Assets tool.
- Commerce Composer data can be verified in the Commerce Composer tool.

# Completed Course Objectives

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- Describe the enhancements for business users for Import and Export of Commerce Composer data in WebSphere Commerce V7 2Q 2015