# **HCLSoftware**

HCL Detect v12.1.8 Admin Guide



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# Chapter 1. Installing HCL Detect

HCL Detect is an on-premise next generation enterprise marketing automation product. Built for marketers, it enables marketing teams to plan and manage the customer lifecycle end-to-end and to deliver personalized campaigns quickly moving from micro segments to a segment of one.

It runs on RedHat 8 (or CentOS 8).

In the next sections, we will go over the software dependencies that must be satisfied prior to the installation of HCL Detect.

## Dependencies

The server where HCL Detect is installed must be configured according to a few guidelines. The software also relies on a set of external dependencies that must be installed prior to setting it up for use. In this section, we discuss both of these issues.

#### **Operating System Configuration**

The server (or servers) where Detect runs must be properly configured as far as certain OS and shell resource limits.

While these limits are going to be checked during installation, we will provide certain helpful guidelines in this section.

First, the number of file descriptors that can be used by a process must be equal to or greater than 640,000.

The soft and hard limits are defined as part of the OS configuration (defined in /etc/security/limits.conf) and used/ enforced by the (Bash) shell.

In the shell, the *soft* limits for each of these resources (including the maximum number of open files) can be inspected as follows:

ulimit -Sa

And the hard limits as follows:

ulimit -Ha

Naturally neither limit can go beyond the OS limit that applies to the server.

If the current limit is too low for the current shell, but sufficient as far as the OS is concerned, you can update your local .bashrc raising the limit as follows:

ulimit -n 640000

Nevertheless, in most cases, after a fresh OS install, it is necessary to update /etc/security/limits.conf to meet Detect's needs.

We recommend that you consult your OS documentation, but usually the following settings can be added towards the end of the file (assuming you want the limits applied to all users):

\* soft nofile 640000
\* hard nofile 640000

#### # End of file

After applying this change, a new login must be made with the userid that will be used by Detect (no reboot is necessary).

#### **External Dependencies**

The external software dependencies are required by Detect are specific to the operating system version and architecture where the software will run.

There are two types of external dependencies. The ones provided by the OS vendor and the ones from external vendors.

Starting with the dependencies provided by external vendors, requiring a manual installation, you will need to obtain:

 optional: IBM InfoSphere Streams, IBM SPSS, as well as Oracle WebLogic, if these are capabilities you have acquired in your particular HCL Detect installation. These are commercial products and you should consult their respective documentation to have them installed in your environment. Their integration with HCL Detect is described later in this section, where the installer will request additional information regarding their location in the file system.

### Installing OS-managed packages

When it comes to OS-managed dependencies, i.e., dependencies that can be installed using the operating system package management, the installer will look for and warn you about missing dependencies.

The installation package comes with a utility, dependency\_checker, that can be used to ensure that all dependencies are in place ahead of the installation.

This utility inspects the environment for RedHat- or Ubuntu-provided software (referred to as OS-provided software in the rest of this documentation) as well as for specific Python packages required by HCL Detect, which are provided as a <u>virtualenv</u> environment, pre-configured to match the HCL Detect needs.

Operating System-software packages must be installed using the regular mechanism employed to download and install them, usually yum on RedHat and apt-get on Ubuntu.

When using dependency\_checker to extract the list of required dependencies, the output will be similar to (but not necessarily the same as) the following:

```
$ ./drive/bin/dependency_checker -l
List of OS package dependencies:
advance-toolchain-at8.0-runtime: 8.0 (installed)
mariadb: 5.5 (not installed)
mariadb-libs: 5.5 (installed)
mariadb-server: 5.5 (installed)
List of Python package dependencies (available in the HCL Detect virtualenv):
...
```

In this example, one external dependency (mariadb) is not currently installed. In this case, assuming this host is running RedHat Linux, yum must be used to install mariadb.

#### Note:

Installing OS packages on a server without Internet connection

In many cases, the server (or cluster) where HCL Detect is going to be installed is not directly connected to the Internet.

In such cases, the installation of additional OS-level packages can be accomplished by having access to the Operating System installation CD/DVD or, simply, to an .iso image with the OS installation.

If your installation is RedHat-based, use one of the following alternatives:

- if a DVD is available, please follow the DVD-based yum repository directions outlined by RedHat to create a locally available yum repository.
- if an .iso file is available, please follow these .iso file directions to create a locally available yum repository.

If your installation is Ubuntu-based, use one of the following alternatives:

- if a DVD is available, please follow the DVD-based apt repository directions outlined by Canonical to create a locally available aptitude repository.
- if an .iso file is available, mount it first and then use the mounting point in the steps above as the location when running apt-cdrom. To mount the .iso perform the following steps either sudo-ed or by logging in as root:

\$ mkdir -p <mounting point location>
\$ mount -o loop <file>.iso <mounting point> location

When installing external operating system-managed dependencies, as long as the major and minor version numbers match, the dependency is considered satisfied.

### **Configuring MariaDB**

HCL Detect requires a relational database to store configuration as well as runtime data used by the applications as it runs.

Currently, the only supported database is MariaDB.

#### Installing MariaDB

If you need to have it installed prior to installing HCL Detect, please refer to MariaDB's online installation instructions to become acquainted with both the installation and configuration process. The actual installation is done via apt-get or yum, depending on whether you are installing it on Ubuntu or RedHat.

MariaDB is executed as a service on both Ubuntu as well as on RedHat and its behavior is controlled by a configuration file (usually located in /etc/my.cnf.d/server.cnf on RedHat or /etc/mysql/my.cnf on Ubuntu). In this file, specifically in the mysqld section of the configuration, the following entry **must be commented out or removed**:

bind-address = 127.0.0.1

This change will ensure that other hosts in the cluster can interact with the MariaDB server.

If the version for the MariaDB server is older than 10.3.1, the InnoDB engine must also be appropriately configured with the following settings in the [mysqld] section:

```
innodb_file_format=Barracuda
innodb_file_per_table=ON
innodb_large_prefix=ON
```

The configuration modifications only become active after a server restart, which requires restarting the specific operating system service as follows. On RedHat:

\$ sudo systemctl restart mariadb

And on Ubuntu:

\$ sudo systemctl restart mysql

Finally, ensure that the MariaDB server is automatically started at boot time by appropriately configuring init, systemd, cron or whatever mechanism is in place for automating the startup of services.

#### Securing MariaDB

Once the installation is performed, it's also recommended that MariaDB's installation and configuration be hardened:

```
$ sudo mysql_secure_installation
```

The simplest way to make the MariaDB server (mysqld) available to HCL Detect is to install it on the same host where HCL Detect is going to be placed. It is also necessary to ensure that the server is using its default port (3306):

```
$ netstat -lptn | grep 3306
tcp 0 0 0.0.0.0:3306 0.0.0.0:* LISTEN 11430/mysqld
```

Note that placing the MariaDB server on another host as well as using a different port number can be done, but both of these options require additional configuration.

#### Populating the MariaDB timezone tables

Several tables in the MariaDB system database exist to store time zone information.

The MariaDB installation procedure creates the time zone tables, but does not load them.

To do so manually, as root run the following command (MariaDB's root password will be requested):

\$ mysql\_tzinfo\_to\_sql /usr/share/zoneinfo | mysql -u root -p mysql -D mysql

There will be one or two warnings similar to:

Warning: Unable to load '/usr/share/zoneinfo/leap-seconds.list' as time zone. Skipping it.

which you can ignore.



Loading the time zone information is not necessarily a one-time operation because the information changes occasionally.

When such changes occur, applications that use the old rules become out of date and you may find it necessary to reload the time zone tables (using the instructions above) to keep the information used by the MariaDB server current. Please refer to the MariaDB documentation for more information.

#### Setting up a MariaDB user

Once MariaDB is properly installed, it must be configured with a user and password to be used by HCL Detect when establishing connections with the database server. By default, both the user and password are set to drive.

To create a MariaDB user called drive with the password drive, start MariaDB's interactive shell using MariaDB's root user:

\$ mysql -u root -p

And issue the following command:

MariaDB [(none)]> CREATE USER '<user>'@'%' IDENTIFIED BY '<password>';

Replacing <user> and <password>, with drive, specifically:

MariaDB [(none)]> CREATE USER 'drive'@'%' IDENTIFIED BY 'drive';

Once the user is created, it must be given privileges to create the HCL Drive databases:

MariaDB [(none)]> GRANT ALL PRIVILEGES ON `drive\_%` . \* TO 'drive'@'%'; MariaDB [(none)]> FLUSH PRIVILEGES;

You can now close the MariaDB interactive shell by pressing CTRL-D (the Control and the D key, together) or by using the exit command.

At this point you should be able to login to MariaDB using the user drive and authenticate using the initial, default, password you just configured:

\$ mysql -u drive -p

If the new user has been properly configured, you will once again be greeted by the MariaDB interactive shell:

```
$ mysql -u drive -p
Enter password:
Welcome to the MariaDB monitor. Commands end with ; or \g.
Your MariaDB connection id is 39
...
MariaDB [(none)]>
```

#### Using a non-default MariaDB configuration

The use of MariaDB on a different host as well as the use of a different user name and/or password requires updating the HCL Detect configuration file HCL/etc/drive.json.

This JSON file can be edited using a regular text editor.

To change the password used by the HCL Detect database server user, it's necessary to first encrypt the new password so it's not stored in clear text in the configuration file. HCL Detect includes a tool that can be used to perform this operation:

\$ \$HCL\_HOME/bin/password\_encryptor -p <new\_password>

Once you have the newly encrypted password, modify the drive |database | {userName, userPassword}, and, if necessary, the solution |database | {userName, userPassword} entries in the configuration file with the new password as well as a new user name.

As mentioned, some HCL Detect installations have optional features (i.e., a solution) that also make use of a relational database.

Note that the configuration file is nested, so the notation used in the prior sentence means, e.g., the entry userName as well as the entry userPassword are under the entry database, which is under the solution entry.

Note that if you are changing one or both of these settings, MariaDB itself must be updated with this new user/password information.

To change the host and port the MariaDB server uses, locate and update one or more of the following entries: drive| database|address and, if necessary, the solution|database|{userName,userPassword}. The address is a tuple with the following format: hostname:port, e.g., foo.HCL.com: 3306.

# Configuring Redis for use by HCL Detect

HCL Detect uses Redis, an in-memory data structure store.

You might be required to address certain OS-level requirements to ensure that Redis runs efficiently. As the Installation Process on page 9 is carried out, you might face warnings similar to the following:

### 📕 Warning:

The operating system in this host is not optimally configured to run Redis, details:

- overcommit\_memory is set to 0. Redis background save process may fail under low memory conditions. To fix this issue add 'vm.overcommit\_memory = 1' to /etc/sysctl.conf and then reboot or run the command 'sysctl vm.overcommit\_memory=1' for this to take effect. For more details, please refer to http://redis.io/ topics/admin
- when Transparent Huge Pages (THP) support is enabled in the Linux kernel (as is the case now), it can
  lead to high latency when Redis forks to persist data to disk. THP support can be disabled by executing the
  command 'echo never > /sys/kernel/mm/transparent\_hugepage/enabled' as root, and adding it to your /etc/
  rc.local in order to retain the setting after a reboot. When making it permanent, make sure that the rc.local
  file has the execution permission for the owner (if this file is a symlink, ensure that the permission is set for
  actual file being linked). For more details, please refer to http://redis.io/topics/admin



unable to enforce the TCP backlog settings of 511 yet-to-be-listened TCP connections in Redis. To fix this
issue add 'net.core.somaxconn=511' to /etc/sysctl.conf and then reboot or run the command 'sysctl -w
net.core.somaxconn=511' for this setting to take effect immediately, but only until the next reboot. For more
details, please refer to http://redis.io/topics/admin

Ensure that, if/when these errors are displayed, the changes suggested by the error messages are put in place.

## Installation Process

#### **Installation Package**

The HCL Detect installation tarball includes:

- The HCL Detect software platform itself, comprising all of the necessary components to run HCL Detect-supported applications.
- The pre-configured Python virtualenv environment, comprising all Python dependencies required by HCL Detect applications to run.
- The external open source software required by HCL Detect, e.g., Apache Tomcat, Apache Kafka, among others.

#### Installation Process

The installation process must be carried out using the userid that will manage the HCL Detect software.

It is recommended that this user be named drive or, if using a hybrid HCL Detect/InfoSphere Streams environment, streams.

Prior to starting the actual installation, if HTTPS-secured web access to HCL Detect will be made available, a (optional) DNS entry must be configured to provide a user-friendly URL to end users as well as a self-signed or commercial SSL certificate must be on-hand as it will be required to complete the product installation.

It might be helpful to become familiar with the infrastructure used to provide HTTPS access to Detect by reading the steps outlined in the section on web proxy configuration before attempting the installation steps.

The installation process begins by un-tarring the software tarball:

\$ tar xvfz drive-2.2.0-rhel07.tar.gz

The suffixes 2.2.0 denote the version you are installing and rhel07 the specific operating system (rhel07 for RedHat 7).

#### Extract the software:

```
$ mkdir -p /opt/HCL/drive/rhel07
$ tar xzvf drive-2.2.0-rhel07.tar.gz -C /opt/HCL/drive/rhel07
```

Again, other locations are acceptable, but /opt/HCL/drive/rhel07 is the recommended path. Now, you are ready to perform the configuration steps:

```
$cd /opt/HCL/drive/rhel07/HCL/bin
$ ./installer
```

installer is an interactive program and will guide you through specific installation and configuration choices:

```
HCL Detect is a commercial product, subjected to End-User License Agreement terms. A paper-based or digital
copy of these terms must have been signed and agreed by someone authorized to do so in your organization, prior
to
carrying out this configuration. A non-customer specific copy of these terms is included for your reference in
this
installation package (HCL/license/eula.pdf). Do you confirm that you are authorized to proceed with the
configuration based on the terms specified in your organization's own license agreement with HCL Inc. (y/n)?
```

As a first configuration step, you will be asked about the directory that will be used to host the HCL Detect instance, i.e., the location in the file system that HCL Detect will use to host its services their logs as well as the data that will be kept by the HCL Detect data management services.

Next, you will be asked which network interface to use for external TCP/IP traffic. You should choose the interface that provides connectivity to other hosts in the cluster (if any) and/or external services the HCL Detect application will interface with:



Once a network interface is selected, the installer will proceed to ask which transport protocol should be used between HCL Detect's web-based frontend and its backend services:

Do you want to use HTTPS-based interactions between the HCL Detect browser-based interface and its backend ([n]o: HTTP will be used (in production, a proxy such as nginx must be used to secure the client/server communication via HTTPS); / [y]es: HTTPS will be used with a self-signed SSL certificate (recommended only for short-term testing) (default: HTTP) (y/n)?

#### 🚺 Warning:

HCL Detect has access to and handles potentially sensitive information:

- Authentication information: the use of HCL Detect requires a user account. HCL Detect has its own directory of users or can, alternatively, defer to an enterprise-wide LDAP server. In either case, user passwords are employed to ensure that a user is both authenticated and authorized to use the system. While HCL Detect never stores user passwords in the clear, certain interactions require the transfering of passwords between the front end, web-based interface to the backend. Hence, encryption (through the use of HTTPS) is STRONGLY recommended.
- Metadata and structural information about subscriber and corporate data feeds: HCL Detect carries out analytics employing data that is often private and sensitive. Once, again, interactions between its web-based interface and its backend require manipulating such data and encryption, in the form of HTTPS interactions, is STRONGLY recommended to preserve end-to-end confidentiality.

While HCL Detect is generally hosted in an internal network, never facing non-corporate users, it does integrate with other segments of the enterprise computing environment. HCL recommends that administrators take every possible precaution to protect the integrity and confidentiality of the data consumed and produced by this platform.

There are multiple possible configurations to choose from and each one has certain advantages and risks:

HTTP (without a proxy such as nginx securing the client/server interactions), available network-wide (STRONGLY DISCOURAGED): this is the simplest form of installing HCL Detect. Nevertheless, it is insecure as potentially sensitive information is transmitted in the clear over the network, flowing from the user's browser to the server without any encryption, including passwords (potentially, even the ones used for authenticating via enterprise-wide repositories such as a corporate LDAP server, if such an integration is eventually enabled).



#### SSL certificates

An SSL certificates is a data file that digitally binds a cryptographic key to an organization's identity. For instance, when installed on a web server, it activates the padlock used by the browser to indicate a \_secure\_ connection and, hence, the HTTPS protocol in interactions between the brower and a server.

In general, an SSL certificate is obtained from a Certificate Authority (CA) and it attests the ownership of a public key by the named subject of the certificate, providing an assurance that an interaction is occurring between a client and a properly identified server. A CA acts as a third party, trusted both by the subject (owner) of the certificate and by the party relying upon the certificate.

The HCL Detect web service can make use of an SSL certificate to ensure that interactions between the webbased client and server are properly authenticated (i.e., to provide an assurance to the browser-based client that it is indeed speaking to an actual server) as well as encrypted, such that no sensitive information flows over between a client and server in clear text form.

SSL certificates can be purchased from several vendors or obtained for free from organizations such as Let's Encrypt. Commercial SSL certificates are typically verified and accepted by mainstream web browsers such as Google Chrome and Mozilla Firefox.

SSL certificates can also be provided by any entity hosting a Public Key Infrastructure (PKI). For instance, an organization's IT department might host its own internal PKI and issue self-signed certificates. These certificates work just like commercial certificates, but they will typically produce a warning or an outright rejection from web browsers, which will not recognized the PKI's CA. In such cases, upon being directed by the organization's IT department, the certificate may be added to the browser and accepted as legitimate, thus quieting down the warnings that would, otherwise, be raised every time a web server presenting it is accessed.



HCL Detect can be configured with either type of certificate, but HCL strongly recommends that a certificate be obtained from an officially recognized commercial or non-profit CA.

• HTTPS, available network-wide (RECOMMENDED for testing only): this configuration is deemed safe, as it minimizes the chances of a sensitive data breach. In such a configuration, the interactions between the browser-based user interface and HCL Detect's backend is carried out via HTTPS interactions (encrypted). In this case, the HCL Detect backend service (hosted by Apache Tomcat) is the direct destination of calls performed by a user's browser to the server servicing the REST APIs.

Alternatively, it is also possible to fiddle with the Operating System settings to allow non-root-owned applications to use a privileged port. Nevertheless, such a configuration is both non-standard and complex from a system administration standpoint.

If this configuration is chosen, the installer will ask for a non-privileged port to be used by the web server and will automatically create a certificate authority, will issue a CA certificate, and install a self-signed SSL certificate to be used by the web server as part of the installation process.

 HTTP, available only in the localhost interface, proxied by an HTTPS web proxy (STRONGLY RECOMMENDED): this configuration is deemed the safest, as it minimizes the chances of a sensitive data breach. As with the prior configuration, the interactions between the browser-based user interface and the web proxy in front of HCL Detect's backend are HTTPS-encrypted.

The web proxy (both Apache httpd and nginx are supported) employs a regular local HTTP connection to the HCL Detect backend and a client will interact with the proxy via HTTPS, which will in turn relay the requests to the web server.

While interception of end-user communication with the web server is possible, this can only occur when the host where the web server is installed is compromised and **root** access is available to the malicious party.

The benefit of this approach is that the web proxy (which is specifically hardened for this task), not HCL Detect's backend, runs as **root**. Furthermore, the web proxy's internal design is optimized for these types of interactions, the use of commercially-issued or locally-issued SSL certificates, specific SSL ciphers, as well as many other SSL-related configurations much easier to put in place.

In this configuration, the installation of an SSL certificate as well as the configuration of the HTTPS endpoint is done by installing and configuring the web proxy, a step described in the web proxy configuration section. Finally, an HCL Detect installation can be optionally configured with additional integration points to external software packages including IBM SPSS Modeler Solution Publisher, IBM InfoSphere Streams, as well as Oracle WebLogic Server. Each of these integration points requires a prior licensed installation for each of these software packages. When installing an HCL Detect version enabled with one or more of these integration points, additional installation steps will take place. These steps, applicable only to the specific integration points enabled in the installation, will be carried out by the installer program to ensure that it can find the proper version for each of the external packages needed by them. For instance:

```
Please enter the path to an existing IBM SPSS Modeler Solution Publisher
installation to use: /opt/x86_64/ibm/spss/ModelerSolutionPublisher/17.1
Please enter the path to an existing IBM InfoSphere Streams
installation to use: /opt/rhel07/ibm/streams/4.0.1.0
ERROR: failed to validate IBM InfoSphere Streams
installation at '/opt/rhel07/ibm/streams/4.0.1.0'
Product information file '/opt/rhel07/ibm/streams/4.0.1.0/.product' does not exist
Please provide a valid path to an existing IBM InfoSphere Streams
installation to use: /opt/rhel07/ibm/streams/4.0.1.0
Please enter the path to an existing IBM InfoSphere Streams
installation to use: /opt/rhel07/ibm/streams/4.0.1.0
```

If everything is correctly configured, a success status message will be printed out:

HCL Detect environment was successfully installed...

Now that the configuration is complete, a test can be executed. To run any HCL Detect application, the shell where the application is going to run must be configured by invoking the environment\_setter script (<drive-install-

location>/HCL/bin/environment\_setter):

```
$ ./environment_setter
```

Once the script is source'd, several environment variables are configured and the Python virtualenv environment is activated, indicating that we are ready to start an HCL Detect application:

```
[drive]|$ env | sort | grep HCL
HCL_ARCH=x86_64
HCL_HOME=/opt/HCL/drive/rhel07/HCL
HCL_JAVA_PATH=/usr/lib/jvm/java
HCL_OS=rhel07
HCL_PACKAGE_VERSION=2.2.0
HCL_PYTHON_PATH=/opt/HCL/drive/307/pyenv
HCL_READLINK=readlink
HCL_TOMCAT_PATH=/opt/HCL/drive/noarch/apache-tomcat-9.0.20
```

The preparation of the shell must be made for every shell and session where an HCL Detect application will run. Now, we can run a test application (<drive-install-location>/HCL/bin):

```
[drive]|$ cd HCL/bin
[drive]|$ ./installation_tester -c -sns
INFO: this application is using '/tmp/<user>/HCL' to output and store its
code-generated assets...
```

```
:
```

Note:

We are invoking the test application <u>installation\_tester</u> using the <u>c</u> flag to indicate that the application should be re-built (just in case, it has been executed before), thus ensuring that a fresh version, based on the current installation, is executed. Normally, HCL Detect applications are only rebuilt when needed and taking such a precaution is normally not necessary.

### Configuring HCL Detect's Runtime Environment

The HCL Detect runtime environment can be configured based on the specific performance and reliability requirements of a customer deployment. These runtime environment settings are specified in the following file: shCL\_HOME/etc/
runtime\_environment.json.

An important runtime configuration is the persistence behavior of PinPoint, which is the Redis-based distributed in-memory store used by Detect to maintain subscriber profiles. As a primary mechanism, PinPoint relies on append-only logging to persist its data. As an additional mechanism, it also periodically checkpoints its data to disk.

The checkpointing can be configured using the pinPoint|server|checkpointConfiguration|schedules setting inside the runtime\_environment.json file. The default checkpoint configuration is given as follows:

```
"schedules":
[
    {
        "operationCount": 1,
        "timeInSeconds": 86400
    },
    {
        "operationCount": 1000000,
        "timeInSeconds": 3600
    }
]
```

This configuration indicates that the state is checkpointed every hour if at least 1 million profiles are updated since the last checkpoint, and every day if at least one profile is updated since the last checkpoint. More schedules can be added or the existing schedules can be updated, as needed. Since the append-only logging already provides persistence, specifying frequent checkpointing is unnecessary and can adversely affect the CPU usage of the PinPoint servers.

# Configuring web proxy

HCL Detect consists of a set of backend services, accessible via a web-based user interface.

Once installed, an instance of HCL Detect can be started. The communication between the web-based user interface and the backend employs REST APIs over HTTP or HTTPS.

HCL strongly recommends that HTTPS be used to ensure that the sensitive information that transits over the network is encrypted.

As seen in the Installation Process on page 9 section, HCL Detect offers the choice of web transport protocols during its installation process and recommends HTTPS with the use of a web proxy as the means to access its private backend services.

This option requires installing HCL Detect with HTTP support, where the backend is bound only to the local 10 network interface, allowing HTTP access only within the host where the HCL Detect web server runs.

Either of two commonly used web proxies, packaged an available in the Linux distributions supported by HCL Detect, can be configured to provide the HTTPS-based access to the users interacting with HCL Detect via their web browsers: Apache httpd and nginx.

In either case, two steps must be carried out prior to the web proxy installation and configuration. These steps and the specific configuration of a web proxy are outlined next.

#### Configuring a DNS CNAME entry to point to HCL Detect (optional)

Ideally, the URL used to access HCL Detect will be in the form https://HCL.acme.com/drive, where HCL designates this locator
as an HCL product installation at acme.com (the customer's Internet domain) and the context path, drive, indicates the name
of the product.

Usually, the friendlier HCL name will map to an internal server hosting the HCL Detect installation, whose name will follow an (often less friendlier) internal IT convention (e.g., drive-cluster003-node001.acme.com). Thus, we recommend that a DNS alias (specifically a CNAME entry) be obtained and registered prior to the HCL Detect installation.

Procedures to update the corporate DNS servers vary. We recommend that the system administrator installing Detect contacts a local IT specialist to understand the process and to carry out the actual DNS registration.

As an example, an organization using TinyDNS will need to add the following entry to its configuration:

CHCL.acme.com:drive-cluster003-node001.acme.com:120

And invoke the utility (tinydns-data) to activate this entry.

#### **Obtaining an SSL certificate**

SSL certificates come in different forms. A certificate can be obtained for a single host name, for multiple host names, or as a wildcard, accepting any name under a particular domain. While all of them ought to work with HCL Detect, a single-host certificate is sufficient and this option, if procuring a commercial certificate, is often the most economical.

Procedures to obtain a certificate vary both for commercial as well as for self-signed internal certificates.

Please consult a local IT specialist to understand which alternative is the most adequate in your environment.

In the rest of this document, it is assumed that a commercial certificate is on hand and available to be used during the configuration of the web proxy.

Regardless of how a certificate is obtained, in the end, a set of files related to the certificate must be available. In the example below, we are assuming that the certificates are being kept in a directory called HCL.acme.com:

- HCL.acme.com/fullchain.pem: this is the actual certificate plus the intermediate certificates (if any). See the documentation the Apache httpd SSLCertificateFile configuration key and the the nginx ssl\_certificate configuration key for more information.
- HCL.acme.com/privkey.pem: this is the certificate private key for the server. See the documentation the Apache httpd SSLCertificateKeyFile configuration key and the the nginx ssl\_certificate\_key configuration key for more information.

Once the certificate has been obtained and these files are available either the Apache httpd or nginx must be installed and configured.

In the following sections, we will describe these steps assuming that the installation is being made on a RedHat server, where the HCL Detect web backend will eventually run.

Since the installation and configuration require updating system-owned resources, either sudo or root access is required.

#### Configuring Apache httpd

The installation requires downloading and installing the necessary OS packages:

```
$ yum install -y httpd mod_ssl
```

To ensure that the Apache httpd server is started on boot, the service must be enabled:

```
$ systemctl enable httpd
```

Once installed, the configuration enabling the proxying must be added to <a href="httpd">httpd</a>'s main configuration file <a href="httpd/conf/">/etc/httpd/conf/</a> <a href="httpd.conf">httpd.conf</a>. The following excerpt demonstrates how this is done, by creating a new virtual host entry:

```
<VirtualHost *:443>
   ServerName HCL.acme.com
   ## HCL Detect will accessible at https://HCL.acme.com/drive
   ProxyPass /drive http://[::1]:8081/drive
   ## HCL Detect must be configured with HTTP access restricted to localhost binding to port 8081
   ## Note that the IPv6 address being used, [::1], is the IP address corresponding to the loopback interface.
   ## HCL Detect's Tomcat instance by ## default will use the IPv6 protocol stack
   ProxyPassReverse /drive http://[::1]:8081/drive
   ProxyPreserveHost on
   ProxyRequests off
   Header always set Strict-Transport-Security "max-age=31536000; includeSubdomains; preload"
   SSLCertificateFile /etc/httpd/stash/HCL.acme.com/fullchain.pem
   SSLCertificateKeyFile /etc/httpd/stash/HCL.acme.com/privkey.pem
   SSLEngine on
   SSLProtocol TLSv1.2
   SSLProxyEngine on
</VirtualHost>
```



In our configuration, we chose to install the certificate-related files under /etc/httpd/stash. This is not necessary, but is convenient as far as applying the correct SE Linux context to these files, which is carried out as follows:

```
$ restorecon -vr /etc/httpd/stash
```

Once this is done, httpd can be started (or restarted):

\$ systemctl start httpd

If all is well, you should be able to start HCL Detect, open a browser and point it to https://HCL.acme.com/drive.

To start HCL Detect, see the Starting and stopping HCL Detect on page 21 section. If a failure has happened when starting httpd, see the Testing and troubleshooting the web proxy installation on page 18 section for additional help with troubleshooting.

#### Configuring nginx

The installation requires downloading and installing the necessary OS packages:

```
$ yum install -y nginx
```

To ensure that the nginx server is started on boot, the service must be enabled:

\$ systemctl enable nginx

Once installed, the configuration enabling the proxying must be added to nginx's main configuration file /etc/nginx/ nginx.conf. The following excerpt demonstrates how this is done, by creating a new server entry:

```
http {
. . .
    server {
        listen 443;
        server_name HCL.acme.com;
        add_header Strict-Transport-Security "max-age=31536000; includeSubDomains; preload";
        ssl on:
        ssl_certificate /etc/nginx/stash/HCL.acme.com/fullchain.pem;
        ssl_certificate_key /etc/nginx/stash/HCL.acme.com/privkey.pem;
        ssl_session_timeout 5m;
        ssl_protocols TLSv1.2;
        ssl_ciphers HIGH:!aNULL:!MD5;
        ssl_prefer_server_ciphers on;
        ssl_session_cache shared:SSL:10m;
        ## HCL Detect will accessible at https://HCL.acme.com/drive
        location /drive {
            ## HCL Detect must be configured with HTTP access restricted to localhost binding to port 8081
            proxy_pass http://[::1]:8081/drive;
            ## Note that the IPv6 address being used, [::1], is the IP address corresponding to the loopback
            ## interface. HCL Detect's Tomcat instance by default will use the IPv6 protocol stack
            proxy_set_header X-Forwarded-Host $host;
            proxy_set_header X-Forwarded-Server $host;
```

```
proxy_set_header X-Forwarded-For $proxy_add_x_forwarded_for;
proxy_set_header X-Real-IP $remote_addr;
proxy_redirect off;
}
}
}
```

#### Note:

In our configuration, we chose to install the certificate-related files under /etc/httpd/stash. This is not necessary, but is convenient as far as applying the correct SE Linux context to these files, which is carried out as follows:

```
$ restorecon -vr /etc/nginx/stash
```

Once this is done, nginx can be started (or restarted):

\$ systemctl start nginx

If all is well, you should be able to start HCL Detect, open a browser, and point it to https://HCL.acme.com/drive.
troubleshooting.

To start HCL Detect, see the Starting and stopping HCL Detect on page 21 section. If a failure has happened when starting httpd, see the Testing and troubleshooting the web proxy installation on page 18 section for additional help with troubleshooting.

#### Testing and troubleshooting the web proxy installation

Once the web proxy is configured and HCL Detect has been started, using the web interface is as simple as entering the access URL in the browser window.

There are typically two problems that might occur in a new installation, where either RedHat Linux or CentOS is being used:

 the firewall configuration: if the server running the proxy has <u>firewalld</u> installed, HTTPS access is typically blocked by default. While we provide some helpful directions below, we strongly recommend reading the <u>firewalld</u> documentation so the impact of these commands is fully understood.

To check on current status of firewalld, the following command can be executed:

```
$ firewall-cmd --list-all
public (active)
target: default
icmp-block-inversion: no
interfaces: enp0s3
sources:
services: dhcpv6-client https ssh
protocols:
masquerade: no
forward-ports:
sourceports:
icmp-blocks:
rich rules:
```

If https does not appear in the list of services (as it does above), it must be added, either temporarily:

```
$ firewall-cmd --zone=public --add-service=https
$ firewall-cmd --reload
```

Or permanently:

\$ firewall-cmd --zone=public --permanent --add-service=https

At this point, re-running the status command will reveal whether HTTPS access to the server is now enabled.

• the SE Linux configuration SELinux is a set of kernel modifications and tools that have been added to RedHat and CentOS, providing support for access control security policies. It may affect the web proxy in the sense.

Often, if the SELinux access control is not properly configured for the web proxy, there will be two symptoms. First, an access from the browser will be rejected, often, with a "bad gateway" error message. Second, the SELinux log file (11/var/log/ audit/audit.log, root access is required both for search the logs as well as for reconfiguring SELinux policies) will include a rejection of an operation attempted by the web proxy (in the example below, nginx, but very similar for httpd as well), possibly, similar to the following:

```
$ grep nginx /var/log/audit/audit.log
type=AVC msg=audit(1490570804.119:555): avc: denied { name_connect } for pid=5725 comm="nginx" dest=8080
scontext=system_u:system_r:httpd_t:s0 tcontext=system_u:object_r:http_cache_port_t:s0 tclass=tcp_socket
```

Fiddling with SELinux will have a direct impact on the security of a host as well as on the overall network where that host is located. HCL strongly recommends that changes being done on SELinux policies are undertaken by someone familiar with its configuration. The procedures we indicate below are not to be taken without understanding their potential repercussions.

This audit entry can be better understood by running the following command, which also prescribes the possible fixes:

You can check the current state of these Booleans settings as follows, which at this point, is most likely off:

\$ getsebool -a | grep httpd

Finally, the problem can be resolved by allowing network connections from the web proxy to the actual server (i.e., so it can act as a relay):

```
$ setsebool -P httpd_can_network_relay on
```

Alternatively, a new SELinux non-base policy can be put in place:

\$cd /tmp
\$ ausearch -c nginx | audit2allow -M nginx
\$ semodule -i nginx.pp
\$ rm nginx.pp

# Chapter 2. Running HCL Detect

#### Starting and stopping HCL Detect

Starting HCL Detect requires two steps.

First, we must ensure that the environment of the current shell is properly configured. This is accomplished by *invoking* the script that performs this task:

\$ ./<installation-location>/drive/bin/environment\_setter



#### Modifying the PATH environment variable in the user's .bashrc file

The environment\_setter script loads the user's .bashrc file (if it exists) and, subsequently, validates that the execution environment is not modified inadvertently with respect to the needs of HCL Detect.

Specifically, the environment\_setter validates that the executables for the Java Virtual Machine (java) and the Python interpreter (python) are consistent with the ones needed by HCL Detect.

In case an inconsistency is flagged due to a modification of the user's PATH environment variable in .bashrc, an error message will be emitted and two corrective alternatives are possible.

If it happens to be an irrelevant/unintended misconfiguration, you can simply eliminate it from your .bashrc file.

If the original behavior needs to be preserved, this can be accomplished by conditionally making the following modification to the PATH environment variable:

```
if [[ -z ${HCL_PRODUCT:-} ]]; then
    export PATH=<path_to_custom_python>:<path_to_custom_jdk>:$PATH
fi
```

HCL\_PRODUCT is an environment variable defined by HCL Detect in the new instance of the Bash shell the environment\_setter starts.

By checking for this environment variable and conditionally updating the PATH variable only when it is not defined, the conflicting settings will not affect HCL Detect's runtime environment. Yet, when a regular shell is instantiated, those PATH settings will still remain active.

Next, we start all of the HCL Detect services:

```
$ <installation-location>/drive/bin/services_manager start
```

At this point, it is possible to open a browser on any computer with access to the server where HCL Detect is installed and access its web user interface by pointing the browser to the appropriate URL: https://HCL.acme.com/drive.

If everything has worked correctly, you will be presented with the initial setup workflow, whereby an administration password will be configured as well as other initialization steps.

If you cannot access the HCL Detect UI, the Testing and troubleshooting the web proxy installation on page 3 section provides a few troubleshooting instructions that will help you ensure that your configuration is correct.

Finally, we can stop the HCL Detect services:

\$ <installation-location>/drive/bin/services\_manager stop

#### Advanced options when starting and stopping Detect

HCL Detect can be started using the services\_manager script located at \$HCL\_HOME/bin.

This script can be used to configure various parameters associated with the execution of the HCL Detect platform. A list of available parameters can be obtained as follows:

```
$ cd $HCL_HOME
$ ./bin/services_manager --help
usage: services_manager [-h] [-a] [-c path] [-i id] [-k] [-o [app [app ...]]]
                     [-r] [-p] [-s] [-t] [-u uri]
                     operation
The 'services_manager' application is part of HCL Detect 1.2.0 (build id:
HCLadmin@ubdev.HCL.com - commit id:
465f0374ffc53c20139e54ed9575ef81505c8ca3)
 positional arguments:
                         specifies the operation to be performed, one of:
   operation
                         'start_applications', 'start', 'stop', 'check',
                         'stop_applications'
 optional arguments:
   -h, --help
                         show this help message and exit
   -a, --disable-fastpast
                         indicates that FastPast should not be checked (when
                         checking the status of Detect services), started (when
                         starting the Detect services), or stopped (when
                         stopping the Detect services) (default: False)
   -c path, --drive-config-file path
                         specifies the path of the HCL Detect
                         configuration file (default: None)
   -i id, --instance-id id
                         specifies the instance identifier to use (default:
                         None)
  -k, --disable-kafka
                         indicates that Kafka should not be checked (when
                         checking the status of the services), started (when
                         starting the services), or stopped (when stopping the
                         services) (default: False)
  -o [app [app ...]], --applications-to-run [app [app ...]]
                         specifies the list of Detect applications to use (by
                         default, all of them are used)
   -r, --disable-pinpoint
                         indicates that PinPoint should not be checked (when
                         checking the status of the services), started (when
                         starting the services), or stopped (when stopping the
                         services) (default: False)
```

-p,disable-campaig	n-actuator
	indicates that Campaign Acturator should not be checked
	(when checking the status of the services), started
	(when starting the services), or stopped (when
	stopping the services) (default: True)
-s,disable-segment	-updater
	indicates that Segment Updater should not be checked
	(when checking the status of the services), started
	(when starting the services), or stopped (when
	stopping the services) (default: False)
-t,disable-tomcat	indicates that Tomcat should not be checked (when
	checking the status of the services), started (when
	starting the services), or stopped (when stopping the
	services) (default: False)
-u uri,instance-ur	i uri
	specifies the instance URI to use (default: None,
	indicating that a self-managed Name Service will be
	started and used)

The user responsible for managing HCL Detect (typically HCLadmin) can start HCL Detect using the following command:

```
$ ./bin/services_manager start
Starting Name Service
--- running as process id 27981
--- instance URI is 'redis://10.0.2.15:34549/HCLadmin'
Starting Kafka
--- running Kafka as process id 27991
--- running Zookeeper as process id 27983
Starting FastPast
--- running as process id 27994
--- waiting for FastPast to initialize (done)
Starting PinPoint
--- running as process id 27995
--- waiting for PinPoint to initialize (done)
Starting Tomcat
--- running as process id 28051
--- waiting for HCL Drive to initialize..... (done)
Starting application 'Segment Updater'
--- running as process id 28181
Starting feed applications: 'Topup Demo', 'Mobile Usage'
Starting application 'Topup Demo'
--- running as process id 28193
Starting application 'Mobile Usage'
--- running as process id 28209
```

After its execution, the HCL Detect web-based user interface is accessible by opening the http://<hostname>:8080/Detect URL in a browser.

HCL Detect can be stopped by invoking the following command:

```
$ ./bin/services_manager stop
Stopping feed applications: 'Topup Demo', 'Mobile Usage'
Stopping application 'Topup Demo'
--- waiting for application 'Topup Demo' to terminate.
--- stopped process id 28193
Stopping application 'Mobile Usage'
--- waiting for application 'Mobile Usage' to terminate.
--- stopped process id 28209
```

Stopping application 'Segment Updater' --- waiting for application 'Segment Updater' to terminate. --- stopped process id 28181 Stopping Tomcat --- waiting for Tomcat to terminate. --- stopped process id 28051 Stopping PinPoint --- waiting for PinPoint to shutdown its servers. --- waiting for PinPoint to terminate. --- stopped process id 27995 Stopping FastPast --- waiting for FastPast to shutdown its servers. --- waiting for FastPast to terminate. --- stopped process id 27994 Stopping Kafka --- waiting for Kafka to terminate. --- stopped process id 27991 --- waiting for Zookeeper to terminate. --- stopped process id 27983 Stopping the Name Service --- stopped process id 27981

Once the stop sequence is complete, the web-based user interface is not available anymore.

The sample services\_manager invocation we used earlier starts up all applications available as part of your installation. The HCL Detect administrator user can, of course, make use of the other parameters associated with the script. For instance, in order to start the services only with a single application named Topup Demo (assuming it is available as part of your installation), the following command can be used:

```
$ ./bin/services_manager start -o 'Topup Demo'
Starting Name Service
--- running as process id 28730
--- instance URI is 'redis://10.0.2.15:57173/HCLadmin'
Starting Kafka
--- running Kafka as process id 28741
--- running Zookeeper as process id 28735
Starting FastPast
--- running as process id 28743
--- waiting for FastPast to initialize (done)
Starting PinPoint
--- running as process id 28744
--- waiting for PinPoint to initialize (done)
Starting Tomcat
--- running as process id 28798
--- waiting for HCL Drive to initialize...... (done)
Starting application 'Segment Updater'
--- running as process id 28896
Starting feed applications: 'Topup Demo'
Starting application 'Topup Demo'
--- running as process id 28903
```

While the detailed status of the HCL Detect services can be examined via the web-based user interface, the services\_manager script can also be used to get a brief status of all services. An example invocation is as follows:

```
$ ./bin/services_manager check
Kafka is UP
Zookeeper is UP
```

FastPast is UP PinPoint is UP Tomcat is UP application 'Segment Updater' is UP application 'Topup Demo' is UP application 'Mobile Usage' is DOWN

While the services are up, the services\_manager script can be used start and stop individual applications. For instance, the

following command can be used to start the 'Mobile Usage' application:

```
$ ./bin/services_manager start_applications -o 'Mobile Usage'
Starting feed applications: 'Mobile Usage'
Starting application 'Mobile Usage'
--- running as process id 29058
```

A running application can be stopped in a similar way. For instance, the following command can be used to stop the 'Mobile Usage' application:

```
$ ./bin/services_manager stop_applications -o 'Mobile Usage'
Stopping feed applications: 'Mobile Usage'
Stopping application 'Mobile Usage'
--- waiting for application 'Mobile Usage' to terminate.
--- stopped process id 29058
```

# Chapter 3. Accessing the interface for the first time

The preferred browser for accessing the user interface is Google's Chrome.

When accessing the user interface for the first time after the software installation, the user will be presented with a screen to setup the admin password as seen below:

HCLSoftware Welcome to HCL Detect! Looks like this is the first time Detect is being launched. You will need to setup the application's user.	
SETUP DETECT FOR THE FIRST TIME  Please set up a new password for the Administrator user. The username for this user will be 'administrator instead.  If you're not the system administrator. DO NOT PROCEED! Contact the system administrator instead.  MINISTRATOR BMAR  I have read and agree to the two user uccess categories  I have read	
HCL Desert @ v1213 = © Copyriget HCL Technologies Ltd 2014-2024 (b)(1)(2)	() HCLSoftware

Setting up the admin password.

This should only be done by the user responsible for managing HCL Detect.

The admin login provides unrestricted administrative access to HCL Detect and, among other tasks, can be used to add additional users.

# Chapter 4. Adminstration Interface

# User & Role Management

The only user that comes pre-configured with HCL Detect is the admin user.

The admin user can add additional users, including other administrators, as well as perform other user management tasks by accessing the

User And Role Management

link located under the Administration category in the top navigation bar.

The user management screen is shown below:

Detect   HCL <b>So</b>	ftware	DASHBOARDS 👻	EVENTS 👻 ADMIN	ISTRATION ·	-		Admin	•
Users and Ro Manage users, roles, and USERS ROLES LDA	ICAP SETTINGS	agement						
Add, remove and edit CED us MARKETINC ANALYST TH	ers. Sam Manager	ADMINISTRATOR						
DISPLAY NAME	USERNAME	EMAIL	USER DIRECTORY	ACTIONS				
Administrator	admin	admin@a.com	CED Internal	EDIT	DELETE	CHANGE PASSWORD	CHANGE ROLE 🔻	
+ ADD NEW USER								

The UserAndRoleManagement page.

In the Users tab, the various roles that are configured in the system and the users that exist for each such role are depicted.

To add a new user, the administrator must first decide the role for such a user, for example, the MarketingAnalyst role can be selected by picking the corresponding tab in the User Management page and by clicking on the Add New User link:

Detect I HCLSoft	VALE DASHBOARDS - EVENTS - ADMINISTRATION -	Admin	•
MANAGE USERS, ROLES, AND LDAP	SETTINGS		
Add, remove and edit CED users.	ANAGER ADMINISTRATOR		
USERNAME	A valid username is required (alphanumeric, no spaces). The user's sign in username. This field is not editable.		
EMAIL			
FIRST NAME			
LAST NAME			
DISPLAY NAME			
PASSWORD	This is the name displayed to other users system wide.		
	The user password must be at least 6 characters in length, must contain at least one number, must contain at least one upper case letter.		
	SAVE CANCEL		

#### Adding a new user.

Subsequently, the Username, Email, First Name, Last name, Display name and Password attributes should be filled out. Finally, the save button can be pressed to store this data.

Once completed, the newly added user should be visible in the user interface:

Detect I HCLS	oftware	DASHBOARDS ▼ EVE	NTS 👻 ADMINISTRA	tion 👻		Admin	•
Users and R Manage users, roles, at USERS ROLES L	COLES MA	nagement					
Add, remove and edit CED	USERS. TEAM MANAGER	ADMINISTRATOR					
DISPLAY NAME	USERNAME	EMAIL	USER DIRECTORY	ACTION	5		
+ ADD NEW USER	Jooshith	Jeennanginelaonmore		2011			

A newly added user.

The data for an existing user can be modified and the user itself can be removed by another user with user management entitlement.

The deletion and editing are perfomed using Delete and Edit button under Actions head of the table:

Detect   HCLS	oftware	DASHBOARDS 🔻	EVENTS 🔻	ADMINISTRATION	N <del>-</del>		Admin	•
Users and Ro MANAGE USERS, ROLES, ANE USERS ROLES LD/ Add, remove and edit CED u MARKETING ANALYST	DIES Man DI LOAP SETTINGS AP CONFIGURATION SETS. FEAM MANAGER	agement	DELETE U: Are you sur Smith"?	SER e you want to delete user ' CANCEL   D	"Joe			
DISPLAY NAME	USERNAME	EMAIL		USER DIRECTORY	ACTIONS			
Joe Smith	Joesmith	joesmith.@hcl.software		CED Internal			CHANGE ROLE 🔻	
+ ADD NEW USER								
HCL CED ® v2.3,1 - © Copyright HCL Technologies I	.td. 2014-2024. ( <u>build id</u> )							HCLSoftware

Removing or updating a user's data.

The Roles page can be accessed by accessing the Roles tab in the navigation bar:

Detect <b>  HCL<b>Software</b></b>	DASHBOARDS 👻	EVENTS 👻	ADMINISTRATION	N <del>-</del>	Admin 🕞
Users and Roles Mar MANAGE USERS, ROLES, AND LDAP SETTINGS USERS ROLES LDAP CONFIGURATION	nagement				
Manage roles and permissions.					ADD NEW ROLE
PERMISSIONS			Administrator	Marketing Analyst 🥒	Team Manager 🥒
Analytics Marketing Robots					
View analytics for marketing robots			Yes		
Edit analytics for marketing robots			Yes		
Event Management					
View events			Yes	V	V
Edit events			Yes		
Deploy events			Yes		
View geofences			Yes	ĭ ∑	×.
Add geofences			Yes		<b>S</b>

The Roles tab.

The HCL Detect, by default, comes with three default roles: the Administrator, the Team Manager and the Marketing Analyst:

- The Administrator has unrestricted permissions in HCL Detect.
- The TeamManager does not have the permissions associated with user and role management, but has all the other permissions.
- The MarketingAnalyst has permissions that are a notch below a Team Manager, excluding, for instance, the ability to edit the feeds.

Roles can be renamed and removed.

The removal of a role can only be accomplished if no user(s) with that role exists. The user interface shows an appropriate error when an attempt is made to delete a role that has user(s) assigned to it:

Detect I HCLSoftware DASHBOARDS -	EVENTS - ADMINISTRATION	N <del>-</del>	Admin 🕞
Users and Roles Management Manage users, roles, and Ldap settings USERS ROLES LDAP CONFIGURATION			
Manage roles and permissions.			ADD NEW ROLE
PERMISSIONS	Administrator	Marketing Analyst 🥒	Team Manager 🖋
Analytics Marketing Robots		RENAME	
View analytics for marketing robots	Yes		
Edit analytics for marketing robots	Yes		
Event Management			
View events	Yes	ĭ.	V
Edit events	Yes		
Deploy events	Yes		
View geofences	Yes	1 1 1	ſ⊻
Add geofences	Yes	×	ſ <b>∀</b>

Renaming and deletion options for a role.

A new role can be created by clicking on the AddNewRole button located at the top-right corner.

The resulting popup asks the user to enter the name of the new role and, upon clicking on the Create button, the corresponding new role is created.

Detect I HCLSoftware DASHBOARDS -	EVENTS - ADMINISTRATION -		Admin 🕞
Users and Roles Management manage users, roles, and idap settings users roles idap configuration	CREATE NEW ROLE NAME OF THE NEW ROLE Name of the new role is required.		
Manage roles and permissions.	CANCEL CREATE		ADD NEW ROLE
PERMISSIONS	Administrator	Marketing Analyst 🥜	
View analytics for marketing robots	Yes		
Edit analytics for marketing robots	Yes	0	D
Event Management			
View events	Yes	ſ.	ſ
Edit events	Yes	0	0
Deploy events	Yes		0
View geofences	Yes		ſ.
Add geofences	Yes	V	ſ.

Adding a new role.

A new role is created without any permissions. Permissions can then be added to the newly created role by clicking on the corresponding checkboxes:

Detect   HCLSoftware	ASHBOARDS 🔻	EVENTS 🔻	ADMINISTRATION 🔫		Admin 🕞
Users and Roles Manage users, roles, and ldap settings users roles and ldap configuration	gement				
Manage roles and permissions.					ADD NEW ROLE
EDITING IN PROGRESS				SA	VE DISCARD CHANGES
permissions I		Administrator	Event Manager 🥒	Marketing Analyst 🥒	Team Manager 🥒
Analytics Marketing Robots					
View analytics for marketing robots		Yes			
Edit analytics for marketing robots		Yes			
Event Management					
View events		Yes		V	ſ
Edit events		Yes			
Deploy events		Yes			
View geofences		Yes			$\checkmark$

A newly created role (Event Manager) with View events permissions only.

HCL Detect can be optionally configured to do LDAP based authentication. The LDAPConfiguration page can be used to configure the LDAP Configuration tab in the navigation bar:



#### The LDAPConfiguration tab.

To enable LDAP based authentication, we need to click on ConfigureAndEnableLDAP button:

Detect   HCLSoftware	DASHBOARDS 👻 EVE	NTS - ADMINISTRATION	•	Admin	•
Users and Roles Mana Manage users, roles, and LDAP settings Users Roles LDAP configuration	agement				
Manage LDAP integration.					
O SERVER SETTINGS O USER SCHEMA SETTI	NGS				
SERVER TYPE	FreeIPA		$\sim$		
HOSTNAME	ipa.demo.hcl.com				
	Hostname for the FreeIPA LDAP	? server (e.g., ipa.demo.hcl.com).			
PORT	636	Use SSL	Verify SSL Certificate		
	The port on which the LDAP server is listening (e.g., 636).	This will encrypt the connection between CED and your LDAP server.	This will ensure that a valid SSL certificate is used for your connection.		
BASE DN	dc=demo,dc=hcl,dc=com				
	Root node in LDAP from which to	o search users (e.g., dc=demo,dc=hcl,dc=	com).		
USER DN	cn=users,cn=accounts				
	This is prepended to your Base D	ON to limit the scope when searching for	users (e.g.,		

 $Configuring \ the \ {\tt LDAPConfiguration} \ tab.$ 

Subsequently, the ServerType, Hostname, Port, Base DN, User DN, Group DN, Search User Name and Search User Password attributes should be filled out. Current two type are servers are supported, i.e., Free IPA and Active Directory. Finally, the Test And Save button can be pressed to test the server setting:

Detect   HCLSoftware	DASHBOARDS - EVE	NTS - ADMINISTRATION	•	Admin 🕒
SERVER SETTINGS USER SCHEMA SETTI	NCS			
SERVER TYPE	ActiveDirectory		$\sim$	
HOSTNAME				
	Hostname for the ActiveDirector	ry LDAP server (e.g., ipa.demo.hcl.com).		
PORT	389	Use SSL	Verify SSL Certificate	
	The port on which the LDAP server is listening (e.g., 636).	This will encrypt the connection between CED and your LDAP server.	This will ensure that a valid SSL certificate is used for your connection.	
BASE DN	dc=unicaindia,do+com			
	Root node in LDAP from which to	o search users (e.g., dc=demo,dc=hcl,dc=		
USER DN	cn=Users			
	This is prepended to your Base C cn=users,cn=accounts).	N to limit the scope when searching for	users (e.g.,	
GROUP DN				
	This is prepended to your Base D cn=groups,cn=accounts).	ON to limit the scope when searching for	users (e.g.,	
SEARCH USER NAME	unicaindia\administrator			
	This is the user name that will be uid=test,cn=users,cn=accounts,c	used for authentication of the user sear Ic=demo,dc=hcl,dc=com).	rch (e.g.	
SEARCH USER PASSWORD				
	This is the password that will be a	used for authentication of the user searc	ch.	
	SHOW ADVANCED SETTINGS			
	DISCARD CHANGES	ST AND SAVE		TEST CURRENT SETTINGS NEXT
	No changes to save			

#### Testing the ServerSettings.

Press Next Button to start configuring the User Schema Settings tab. Now user Object Class, User Object Filter, Username Attrbute, User Name RDN Attribute, User First Name Attribute, User Lastname Attribute, User Display Name Attribute, User Email Attribute and User Distinguished Name Attribute attribute needs to be filled based on your organization's LDAP configurations:

Detect   HCLSoftware	DASHBOARDS • EVENTS • ADMINISTRATION •	Admin 🖨	
SERVER SETTINCS USER SCHEMA SETT	INCS		
USER OBJECT CLASS	USETS The LDAP user object class type to use when loading users (e.g., inetorgperson).		
USER OBJECT FILTER	(6.(((objectClass=user)(objectClass=person))(sAMAccountName=[0])) The filter to use when searching for user objects (e.g., (objectclass=inetorgperson)).		
USERNAME ATTRIBUTE	sAMAccountName The object attribute to use when loading the user's sign in username (e.g., uid).		
USER NAME RDN ATTRIBUTE	sAMAccountName The RDN to use when loading the username. (e.g., uid).		
USER FIRST NAME ATTRIBUTE	givenName The object attribute to use when loading the user's first name (e.g., givenName).		
USER LAST NAME ATTRIBUTE	sn The object attribute to use when loading the user's last name (e.g., sn).		
USER DISPLAY NAME ATTRIBUTE	displayName The object attribute to use when loading the user's display name (e.g., displayName).		
USER EMAIL ATTRIBUTE	mail The object attribute to use when loading the user's email (e.g., mail).		
USER DISTINGUISHED NAME ATTRIBUTE	Users The object attribute to use for tracking user name across renames (e.g., name).		
	DISCARD CHANGES TEST AND SAVE	TEST CURRENT SETTINGS	

 $Configuring \ the \ {\tt UserSchemaSettings}.$ 

Now Click on TestAndSave button to test the configuration. Test it by filling Username and Password for any existing LDAP user and clicking `Test And Save on the popup display.

Detect   HCLSoftware	DASHBOARDS - EVENTS - ADMINISTRATION - Testing LDAP User Schema	Admin 🕞
USER OBJECT FILTER	User details fetched based on the user schema settings:	
	FIRST NAME LAST NAME DISPLAY NAME USERNAME EMAIL	
USERNAME ATTRIBUTE	Cert Publishers	
	RAS and IAS Servers	
USER NAME RDN ATTRIBUTE	Allowed RODC Password Replication Group	
	Enterprise Read-only Domain Controllers	
USER FIRST NAME ATTRIBUTE	krbtgt	
	Read-only Domain Controllers	
USER LAST NAME ATTRIBUTE	If the user data fetched above looks good, please test the settings by entering any user credentials below;	
USED DISDLAV NAME ATTORUTE	USERNAME	
	PASSWORD	
USER EMAIL ATTRIBUTE		
	CANCEL TEST USER SCHEMA	
USER DISTINGUISHED NAME ATTRIBUTE	Users	

Testing the UserSchemaSettings.

# System Health

The SystemHealth dashboard can be accessed by clicking on the System Health link in the top navigation bar.

The dashboard shows the status of the AnalyticsApplications, Feed Applications, System Applications and other Components.

FeedApplications are used for ingesting the incoming streaming data, Analytics Applications are used for stream or Batch based analytics jobs, System Applications are built-in applications used for different important functions of application like detecting events or managing batch segment updates. Other Components are the HCL Detect supporting components, including the FastPast, the PinPoint, the Kafka and the Zookeeper:

ts
ts
Host: 10.115.147.228 • Port: 41240 • CPU: -1.0% • Disk: -1B JSTOMER_PROFILE_REFRESH
CHARGE P_PURCHASE_CHANNEL_FEED PUP_DEMO
SE_MESSAGES

The SystemHealth dashboard.

FeedApplications can also be used to see the last few data rows/tuples beign processed by clicking View Tuples button:

ystem 🦻	EXPAND / 📌 COLLAPSE Tuples	Show only: attributes -	Sort Attributes by: 🔓 NAME / 🖺 TYPE		
updated: 17 May	TUPLE 1			17 May 2024 05:33:	:18
Feed Applie	<ul> <li>attributesList: [9881153226</li> <li>MSISDN: 9881153226 (Stri</li> </ul>	o, 3G, 1, Abigail, Hill, Female ng)	, 22, a.adams@randatmail.com, 9881153226	, Bachelor, Social Worker, 6, 4	
Customer     1 host, 1 parti	TUPLE 2			17 May 2024 05:33:	:18
▶ 10.32.0.1 <sub>▶</sub> -	TUPLE 3			17 May 2024 05:33:	:18
• Ericsson L • T	TUPLE 4			17 May 2024 05:33:	:18
▶ 10.32.0.8	TUPLE 5			17 May 2024 05:44:	.42
Recharge	TUPLE 6			17 May 2024 05:44:	.42
1 host, 1 parti	TUPLE 7			17 May 2024 05:44:	.42
• Teo Durale	TUPLE 8			17 May 2024 05:44:	.42
Failed to fet	TUPLE 9			17 May 2024 05:44:	.42
	TUPLE 10			17 May 2024 05:44:	.42

viewtuples from feed applications.

FeedApplications also shows the resource utilization of a feeds and parallel processing flow of each feeds.

<ul> <li>Customer Profile Refresh view errors view tuples</li> </ul>	• FastPast
1 host, 1 partition • 0 tuples/s	1 host, 1 process
▶ 10.32.0.10	▶ 10.115.147.228
Ericsson Usage No Errors VIEW TUPLES	• Kafka
1 host, 1 partition • 0 tuples/s	6 topics • Pid: -1 • Host: 10.115.147.228 • Port: 41240 • CPU: -1.0% • Disk: -
▶ 10.32.0.8	APPLICATION-CUSTOMER_PROFILE_REFRESH
	▶ APPLICATION-ERICSSON_USAGE
<ul> <li>Recharge view errors view tuples</li> </ul>	▶ APPLICATION-RECHARGE
1 host, 1 partition • 0 tuples/s	APPLICATION-TOP PURCHASE CHANNEL FEED
▶ 10.32.0.9	
Top Purchase Channel Feed	SYSTEM-RESPONSE_MESSAGES
Failed to fetch Top Purchase Channel Feed's health status. SEE DETAILS	• PinPoint
	1 host, 1 process
	10 115 147 229
1 host, 1 partition • 0 tuples/s	• 10.113.147.220
10.22.0.5	• ZooKeeper
10.52.0.5	10 115 147 228
System Application	
Compaign Actuator No France	
Lost 1 partition . O tuples/s	
1100, 1 portion - O tupicara	
▶ 10.32.0.4	

partitions and statistics of a feed application.

# Applications, Aggregates & Enrichments

All of the feed applications configured in HCL Detect can be seen by clicking on the Administration link in the top navigation bar and then by clicking the Settings menu item. We have to use Feed Management tab to see feed applications.

Detect I HCLSoftware DASHBOAR	RDS - EVENTS - ADMINISTRATION -	Admin 🗈
Settings Manage global settings for ged FEED MANAGEMENT STATIC SEGMENTS SAVED GEOFEN	ANALYTICS APPLICATIONS SYSTEM HEALTH USER AND ROLE MANACEMENT SETTINGS	
Manage feed applications, and their enrichments and aggregat	Ericsson Usage	Recharge
DATA MODELS Identity	DATA MODELS Identity, Usage	DATA MODELS Identity. Recharge
AGGREGATIONS + ADD Eshow All	AGGREGATIONS + ADD Eshow all	AGGREGATIONS + ADD SHOW ALL
ENRICHMENTS + ADD ESHOW ALL	ENRICHMENTS + ADD ESHOW ALL	ENRICHMENTS + ADD ESHOW ALL
Top Purchase Channel Feed	Topup Demo	
DATA MODELS Identity, Top Channels Prediction	DATA MODELS Identity, Topup	
AGGREGATIONS + ADD Eshow all	AGGREGATIONS + ADD Eshow All	
ENRICHMENTS +ADD SHOW ALL	ENRICHMENTS + ADD SHOW ALL	

The applications configured in HCL Detect.

This dashboard shows the applications and their associated data model, e.g., 'Topup', 'Usage', etc.

Users with the appropriate permissions can use this page to view, edit, add and/or delete the aggregates and enrichments associated with a given feed application.

The existing aggregates configured for a feed application can be seen by clicking on the showAll button in the Aggregations row for that application.

The dialog showing the aggregates associated with the TopupDemo application is below:

MANAGE GLOBAL SI					
AGGREGATION NAM	e 🗢 Aggregat	ON TYPE GROUP-BY ATTRI	BUTES VALUE/ATTRIBUT	E ACTION	
Manage feed applic topupAmountByP	roduct Sum	product	sellAmount	<b>e</b> m	
Customer Pr topupAmountByS	ubscriber Sum	MSISDN	sellAmount	<b>e</b>	
DATA MODELS					arge
AGGREGATION				+ ADD NEW ACCRECATE	SHOW ALL
ENRICHMENTS + ADD	SHOW ALL ENRICH	IMENTS + ADD	SHOW ALL	ENRICHMENTS + ADE	SHOW ALL
Top Purchase Channel Feed	d Topup	Demo			
DATA MODELS Identity, Top Cl	nannels Prediction DATA M	ODELS Identity. Top			
AGGREGATIONS +ADD		CATIONS + ADD	SHOW ALL		

The aggregates associated with the TopupDemo feed.

The aggregates associated with a feed can be edited and removed.

To explain the aggregates a bit further, let us consider the aggregate called topupAmountBySubscriber. The dialog that opens up upon clicking on the edit button is shown below:

FEED MANAGEMEN	ACCREGATE NAME	ACCREGATION TYPE		ATTRIBUTE TO ACCRECA	TE	
	topupAmountBySubscriber	Sum		sellAmount	-	
Manage feed applic	GROUP-BY ATTRIBUTES					
Customer Pr	= msisdn					
DATA MODELS	AGGREGATE FILTER					arge
AGGREGATION						E SHOW ALL
ENRICHMENTS				DISCARD CHANGES	UPDATE AGGREGATE	SHOW ALL
Top Purchase	Channel Feed	Topup Demo			_	
DATA MODELS	Identity, Top Channels Prediction	DATA MODELS Ide	ntity, Topup			
AGGREGATIONS	+ ADD ESHOWALL	AGGREGATIONS	► ADD I SHOW ALL			

Editing an aggregate.

This aggregate is designed to count the number of calls by subscriber over various time windows (e.g., currentDay, lastDay, etc.).

topupAmountBySubscriber, i.e. the aggregate Name, is the name that is used to refer to the aggregate when using it in a trigger.

The Aggregationtype, in this case sum, is used to accumulate the topup amounts, and the group-by attribute, in this case, MSISDN, is used to produce per-user tallies, since it identifies individual subscribers.

Additional group-by attributes can be added in a manner similar to the *group-by* clause used in traditional relational database management system (RDBMS) query languages.

A filter condition can also be used when only a subset of tuples is to be considered for an aggregation.

For instance, if the incoming tuples in the feed contain a Boolean *isDroppedCall*, indicating a dropped call, then one can calculate *droppedCallsBySubscriber* by using *isDroppedCall* equals to *True* as a filter condition with the *MSISDN* as the groupby attribute and *count* as the aggregation type.

To add a new aggregate, we need to click on Add button for that feed application. A dialog with form needs to be filled by filling Aggregate Name, Aggregation Type, Attribute to Aggregate, Group by Attribute and Aggregation Filter:

FEED MANAGEMEN	AGGREGATE NAM	E		AGGREGATION TYPE			ATTRIBUTE TO AGGREGATE	
Manage feed applic	nameofAggr	egate		filter items			sellAmount 🗸	
Customer Pr	GROUP-BY ATTRIB	UTES		Count				
	= MSISDN			Sum				
DATA MODELS				Minimum				arge
	product 🗸		ADD	Maximum				
AGGREGATION	AGGREGATE FILTE	R		Average				SHOW A
ENRICHMENTS				Variance				I SHOW A
Top Purchase							DISCARD CHANGES CREA	ATE ACCREGATE
DATA MODELS	Identity, Top	Channels Prediction	D	ATA MODELS	Identity, Top	bup	_	
AGGREGATIONS	<b>∔</b> ADD	E SHOW ALL	A	GGREGATIONS	<b>↑</b> ADD	BHOW ALL		

Adding new aggregate to a feed.

The list of enrichments associated with a feed can be seen by clicking on the show button in the Enrichments row. The enrichments associated with the Topup Demo feed can be seen below:

MANAGE GLOBAL SI							
FEED MANAGEMEN	ENRICHMENT NAME		ENRICHED ATTRIBUTES EXPAND ALL COLLAPSE ALL	POST-AGGREGATION ENRICHM ENT?	ACTION		
Customer Pr DATA MODELS	SampleEnrichment		Transformed Attributes: none Aggregated Attributes: none Derived Attributes: 2 Lookup Attributes: 1	No	C 🖻	arge	
AGGREGATION				+ ADD NEW	ENRICHMENT	B SHOW ALL	
ENRICHMENTS	+ ADD ESHOW ALL	ENRICHMENTS	+ ADD ESHOW ALL	ENRICHMENTS	+ ADD	SHOW ALL	
Top Purchase	Channel Feed	Topup Demo					
DATA MODELS	Identity, Top Channels Prediction	DATA MODELS	Identity, Topup				
AGGREGATIONS	+ ADD 🔳 SHOW ALL	AGGREGATIONS	✦ADD ISHOWALL				
ENRICHMENTS	+ ADD I show All	ENRICHMENTS	<b>+</b> ADD <b>■</b> SHOW ALL				

The enrichments associated with the TopupDemo feed.

HCL Detect supports 4 kinds of enrichments:

- The *transformed attributes* enrichment enables one to add attributes to the tuple that have either a constant value or a value that can easily be derived from an UEL expression. Such transformed attribute may be needed by other enrichments or retained as an attribute in the enriched tuple. Note that retaining and forwarding the constant attributes as part of the output tuple from the enrichment step is optional.
- The *lookup-based* enrichment, which retrieves attributes from the profile store and possibly add them to the outgoing tuple. Note that retaining and forwarding the looked up attributes as part of the output tuple from the enrichment step is optional. We have to first select a key attribute present in the tuple, the associate <code>Pinpoint</code> table will be listed in <code>Lookup Table</code> drop-down, finally we have to select the attribute from the lookup table to be looked up.
- The aggregate-based enrichment, which fetches data from FastPast and possibly adds such attributes to the outgoing tuple. As part of configuring an aggregated attribute, it is necessary to (1) select an aggregate from the list of available aggregates for the feed, (2) select the window length unit, which can be Minute, Hour, Day, Month or Year, (3) select the period which can be one of Current or Last and (4) optionally select Window length, which can be used to indicate that only a subset of an aggregate is to be used. For instance, when the Day window length unit and the Last period with Window Length set to 7 is chosen, the aggregated value for the last 7 days can be computed. Note that when using the Minute window length unit, Window Length needs to be multiple of 10-minute i.e., backend configured sub-hour buckets length. Similarly to lookup-based enrichment, aggregate-based enrichment attributes may or may not be retained and forwarded as part of the output tuple.
- The *derived attributes* enrichment, which enables the execution of an external Python function. One such a function takes in a tuple (as well as any other required additional parameters, if any), performs a user-defined computation, and produces a result. This function invocation's return value can then be retained and forwarded as part of an

outgoing tuple. This capability can be used, for instance, to invoke a scoring function on an incoming tuple, which computes a score (e.g., based on previously mined data) that can then be added as an attribute to the corresponding outgoing tuple. The *derived attributes* enrichment are basically of three types, i.e., *enrichment function based*, *expression based* and *scorer function based*. *expression based* takes an UEL expression explained in Miscellaneous » UEL section.

The interface for editing enrichments is shown below:

FEED MANAGEMEN	PUDICI MENT MAKE						
	SampleEnrichment			ENRICHMENT			
Manage feed applic							
Customer Pr	TRANSFORMED ATTRIBUTES (O)	LOOKUP ATTRIBUTES (1) AGGREGATED	ATTRIBUTES (O) DE	RIVED ATTRIBUTES (	(2)		
			LOOKED UP ATTRIBU	r <sup>a</sup>			
DATA MODELS	ATTRIBUTE NAME	LOOKUP TABLE KEY ATTRIBUTE	E	TYPE	RETAINED?	arg	e
AGGREGATION	lastMSISDN	customer_profi msisdn Le	lastMSISDN	String		<u> </u>	SHOW ALL
ENRICHMENTS							SHOW ALL
			SELECT LOOKUP ATT	DIBUTES			
Top Purchase	No items selected -	Please select a key attribute first	Please select a ke	y attribute first			
DATA MODELS			Please select attri	ibutes to be looked	dup	_	
AGGREGATION							
				DISCARD CI	HANGES UPDATE EN	RICHMENT	

Interface for editing enrichments.

The interface for editing derived attribute type enrichments is shown below:

Detect I H	TRANSFORMED ATTRIBUTES (O)	LOOKUP ATTRIBUTES (1) ACCRECATED ATTRIBU	JTES (0) DERIVE	D ATTRIBUTES (2)		Admin 🕒
	ATTRIBUTE NAME TYPE	FUNCTION/EXPRESSION/SCORER	STORE BACK		RETAINED?	
Settings	deviceChanged Bool	ENRICHMENT FUNCTION device_change (acme.application_helpers.to pup_demo.enrichment_helpers)	Key: Table:	MSISDN CUSTOMER_PROFILE		
Manage feed app		parameters attribute = "MSISDN" last_attribute = "lastMSISDN"	Attribute:	deviceChanged		
DATA MODEL AGGREGATIO	thisMSISDN String	expression MSISDN	Key: Table: Attribute:	MSISDN CUSTOMER_PROFILE lastMSISDN		tharge
ENRICHMEN <b>Top Purcha</b> DATA MODEL	ADD DERIVED ATTRIBUTE: KIND OF DERIVED ATTRIBUTE: Enrichment function-based Cspression-based Csorer-based	ATTRIBUTE NAME required				E SHOW ALL
ACGRECATIC	No items selected +	REQUIRED ATTRIBUTES         FUI           Please select an enrichment function         Please           on         on	NCTION PARAMETERS	hment functi		
	storeback <sup>2</sup> ● Yes ○ No	KEY ATTRIBUTE STO No items selected + Pla	DREBACK TABLE ease select a key att	STOREBACK	ATTRIBUTE	st
HGL Detect Ø w2.3.1 - © Copyright HCL Technologies Ltd. 2014-2024. (build jt				DISCARD CHANGES	UPDATE ENRICHMEN	T HCLSoftware

Interface for editing derived attribute type enrichments.

Enrichment operations can be configured to before aggregations are performed or after aggregations are performed. The value of a enriched *aggreate-based* attribute may change based on whether it configured to run before or after the aggregation operation. We can choose this while creating an enrichment by checking the Post-Aggregation Enrichment check-bit as shown in the below image:

etect I HC	Editing an enrichment	BOARDS • EVENTS • ADMINISTRATION • of the Topup Demo feed	Admin 🗭
Settings manage global st feed managemen	enrichment name SampleEnrichment	post-acgregation enrichment No	
	TRANSFORMED ATTRIBUTES (O)	LOOKUP ATTRIBUTES (1) ACCRECATED ATTRIBUTES (0) DERIVED ATTRIBUTES (2)	_
Customer Pr		No transformed attributes	
AGGREGATION	ADD I RANSFORMED ATTRI ATTRIBUTE NAME ATTRIBU required No it	BUTE. JTE DATA TYPE EXPRESSION iems selected   DISCARD CHANCES UPDATE ENVICE	Brge
Top Purchase (	Lnannel Feed	Iopup Demo	
DATA MODELS	Identity, Top Channels Predict	ion DATA MODELS Identity, Topup	
AGGREGATIONS	+ ADD ESHOW ALL	ACGREGATIONS + ADD Eshow all	
ENRICHMENTS	+ ADD ≣SHOW ALL	ENRICHMENTS + ADD Eshowall	

Interface for creating a new enrichment.

### Subscriber Segments

Segments are groups of customers with some similarities, setup segments based on preset conditions (Live), or through user selection list (Static). Grouping customers into Segments helps target them more appropriately or continuously across events with Detect. Detect supports 2 types of segments, Live & Static HCL Detect can make use of *subscriber segments*. Such segments can be used to include or exclude a group of subscribers from being considered as subjects for a trigger.

#### **Static Segments**

The set of *staticSegments* can be inspected by clicking on *settings* from the *Administration* menu and then selecting the tab titled *static Segments*.

The example below shows a view of the page with 2 segments: the DataUsers and the High Value users.

Detect <b>  HCLSoftwa</b> r	Ce DASHBOARDS -	EVENTS 🝷	ADMINISTRATION -			Admin	•
Cottinac							
Settings							
MANAGE GLOBAL SETTINGS FOR CED							
FEED MANAGEMENT STATIC SEGME	ENTS SAVED GEOFENCES	LIVE SEGMENTS					
Static segments can be unloaded from	here to be later used in events						
Static segments can be uploaded if offi	nere, to be later used in events.						
SEGMENT NAME	SEGMENT DESCRIPTION				SEGMENT SIZE		
Data Users				1	4		
High Value				1	4		
Low Value				/	0		
E OPLOAD SEGMENT FILE							
staticsegment.seg			100%		HIDE		

Uploading a segment file.

To add, edit or delete a segment, a text file with its contents specified in a particular format can be uploaded to HCL Detect using the UploadSegmentFile button.

Two formats are supported. The first is a plain-text file with a simple linear organization as shown below:

```
[Data Users]: add
91132323233
918787879988
918787989021
919898990906
[High Value]: add
912323989899
912367367676
912398982337
919828738787
[High Value]: remove
912388728787
[Low Value]: remove_all
```

Alternatively, the file can also be specified in JSON format, in which case it must have a .json extension. An example is given below (note that the order of the fields is important):

```
{
    "segmentUploads": [
    {
        "operation": "Add",
        "segment": "Data Users",
        "users": [
            "911323232323",
            "9187878799888",
```

```
"918787989021",
       "919898990906"
     ]
    },
    {
     "operation": "Add",
     "segment": "High Value",
     "users": [
       "912323989899",
      "912367367676",
      "912398982337",
       "919828738787"
     ]
    },
    {
     "operation": "Remove",
     "segment": "High Value",
     "users": [
      "912388728787"
     ]
    },
    {
     "operation": "RemoveAll",
      "segment": "Low Value"
    }
  ]
}
```

Once uploaded, one can also add a description for the segments:

WARE DASHBOARDS - EVENTS - ADMINISTRATION -		Admi	n 🕒
CED			
SECMENTS SAVED GEOFENCES LIVE SEGMENTS			
d from here, to be later used in events.			
SEGMENT DESCRIPTION		SEGMENT SIZE	
Users with average monthly usage greater than 4 GB	ø	4	
Users with average monthly spend greater than \$100	1	4	
	1	0	
100%		HIDE	
	WARE       DASHBOARDS • EVENTS • ADMINISTRATION •         R CED         CSECMENTS       SAVED CEOFENCES         USERS with average monthly usage greater than 4 GB         Users with average monthly spend greater than \$100         Image: Second	CED   CED   CECMENTS   SAVED CEOFENCES   LIVE SECMENTS   Additional and the second of the seco	Admin     RCED     CED     CED     CED     SAVED CEOFENCES   LIVE SECMENTS   Admin     Admin     RCED     CED     SECMENTS     SAVED CEOFENCES     LIVE SECMENTS     SEGMENT DESCRIPTION     SEGMENT DESCRIPTION     SEGMENT SIZE     Users with average monthly usage greater than 4 GB     Image: Comparison of the second

Segments and their descriptions.

#### **Live Segments**

Detect allows the user to enter a set of audience conditions and saves customers who meet those criteria in a Live Segment. Detect checks all customers against the defined conditions and maintains the segment over time. This means that Detect adds or removes customers from the segment as they fulfill or stop fulfilling the defined criteria. For example: if you'd like to frequently target customers who have the main balance atleast \$100 & who have installed a Mobile App i.e., Facebook, this can be saved as a Live Segment.

Detect will check all customers against the defined Main balance check & app installation status and sort the appropriate customers to the segment. Conditions can be setup as shown below:

Detect I HCLSoftware DASHBOARDS - EVENTS -	ADMINISTRATION 👻	Admin	۵
Demo Event &edit Demo Event created by admin	project Demo	STATUS DRAFT	
<ul> <li>✓ Audience ✓</li> <li>✓ Event Triggers ✓</li> <li>⑥ Events ✓</li> <li></li></ul>		REVIEW AND SUBMIT FOR AF	PPROVAL
Audience Criteria			
All of the following: ••• Main balance amount ••• Subscribers who have the main balance <u>at least ▼ \$ 100.00</u> Installed mobile applications ••• Subscribers who have installed <u>MobileApp1 ▼</u> mobile application(s)		Ø EXCLUDED STATIC SEGMENTS None	
T ADD ANOTHER CONDITION R SAVE AS A LIVE SEGMENT			
Audience Stats 🔺			

#### Creating an audience condition.

To save above audience condition as reusable live segement, we need to click on **SaveasLiveSegment** button. A dialog will open to get the name of the live segment:



Saving a live segment.

Once the live segment is saved, the condition will be wrapped as a live segments. This live segment can be replaced and edited by clicking three dots on the live segment shown:

Detect   HCLSoftware	DASHBOARDS - EVENTS	✓ ADMINISTRATION ✓		Admin 🕞
Demo Event 🖋 edit		PROJECT	STATUS	
		Demo	DRAF	Т
CREATED BY				
admin				
😫 Audience 🧹 🦩 Event Triggers -	B Events     B Details	s 🗸		REVIEW AND SUBMIT FOR APPROVAL
Audionco Critoria				
Audience Criteria				
Audience Criteria				
Audience Criteria			EXCLUDED STAT	C SEGMENTS
Audience Criteria				C SEGMENTS
Audience Criteria	show conditions			C SEGMENTS
Audience Criteria	SHOW CONDITIONS REPLACE WITH CONDITIONS		EXCLUDED STAT None	C SEGMENTS
Audience Criteria All of the following  Clive segment MobilApp1 User with 100 Min Balance Cadd ANOTHER CONDITION SAVE A	SHOW CONDITIONS REPLACE WITH CONDITIONS			C SEGMENTS
Audience Criteria	SHOW CONDITIONS  REPLACE WITH CONDITIONS  REPOVE CONDITION		C EXCLUDED STAT None	C SEGMENTS
Audience Criteria	SHOW CONDITIONS  REPLACE WITH CONDITIONS  REPLACE WITH CONDITIONS  PERCENTAGE OF TOTAL SUBS	SCRIBER BASE	C EXCLUDED STAT None	C SEGMENTS

Using a live segment and editing it.

The set of LiveSegments can be inspected by clicking on settings from the Administration menu and then selecting the tab titled Live Segments.

Detect   HCLSoftware	DASHBOARDS ▼ EVENTS ▼	ADMINISTRATION 🔻	A	dmin 🕞
Demo Event Pedit Demo Event CREATED BY admin		project Demo	STATUS DRAFT	
Y Event Triggers ✓ Audience Criteria	🕈 Events 🗸 👌 Details 🗸	·	REVIEW AND SUBM	AIT FOR APPROVAL
All of the following:	SHOW CONDITIONS REPLACE WITH CONDITIONS		EXCLUDED STATIC SEGMENTS None	
Audience Stats ▲ ESTIMATED SIZE ~0	REMOVE CONDITION     PERCENTAGE OF TOTAL SUBSCR     ~0%	IBER BASE		

List of live segment.

Customers belonging to Live or Static Segments can be used as audience criteria by any user, in any event. Segments can be used along with other audience conditions as well, and can be added as shown below:

Detect   HCLSoftwa	are Dashboards - Events	✓ ADMINISTRATION ✓		Admin 🕞
Demo Event Pedit Demo Event created by admin		project Demo	STATUS DRAFT	
¥ Audience ✓ ∳ Event Trig Audience Criteri	gers 🗸 🔪 🛍 Events 🗸 👌 Details a	~	(	REVIEW AND SUBMIT FOR APPROVAL
All of the following: *** Live segment MobilApp1 User with 100 Min Ba Call back duration *** Subscribers who calls back after	lance		EXCLUDED STATIC None	SEGMENTS
T ADD ANOTHER CONDITION	SAVE AS A LIVE SEGMENT			

Audience condition using live segment and other audience conditions.