

IBM Campaign and IBM SPSS Modeler Advantage
Marketing Edition
Version 8 Release 0
December 2013

Integration Release Notes



Note

Before using this information and the product it supports, read the information in "Notices" on page 13.

This edition applies to version 8, release 0, modification 0 of IBM SPSS Modeler Advantage Marketing Edition and version 9, release 1, modification 0 of IBM Campaign and to all subsequent releases and modifications until otherwise indicated in new editions.

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Chapter 1. System requirements and compatibility

The integration of IBM® SPSS® Modeler Advantage Marketing Edition 8.0 into the IBM EMM suite of products requires IBM Marketing Platform 9.1.01.1 or later and IBM Campaign 9.1.0.1 or later.

Where to find complete system requirement and compatibility information

For a list of IBM EMM product versions compatible with this product and a list of third-party requirements for this product, see the *Recommended Software Environments and Minimum System Requirements* document. This document is posted under Detailed System Requirements on the IBM Support Portal website: (<http://support.ibm.com>).

Note: To access the IBM EMM documentation from the Support Portal, you must log in with an IBM account. This account must be linked to your IBM customer number. To learn more about associating your account with your IBM customer number, see **Support Resources > Entitled Software Support** on the Support Portal.

You can also access this document by selecting **Help > Product documentation** when you are logged in to IBM EMM.

Licensing Terms

Use of IBM SPSS Collaboration and Deployment Services, a supporting program, is restricted to activities required for administration of IBM SPSS Modeler Advantage Marketing Edition, including the following tasks:

- Deleting modeling streams (general maintenance and cleanup)
- Exporting modeling streams (for example, to move to another IBM SPSS modeling environment)
- Managing modeling stream labels and versions
- Managing user permissions and object security (read, write, and delete)

Any other use of IBM SPSS Collaboration and Deployment Services requires the purchase of a full license.

Installation and upgrade

Installation and upgrades are described in the following documents:

- *IBM Marketing Platform Installation Guide* and *IBM Marketing Platform Upgrade Guide*
- *IBM Campaign Installation Guide* and *IBM Campaign Upgrade Guide*
- *IBM SPSS Modeler Advantage Marketing Edition Installation Guide*

Chapter 2. New features and changes for the integration of IBM Campaign version 9.1.0.1 and IBM SPSS Modeler Advantage Enterprise Marketing Management Edition version 8.0

The integration of IBM Campaign 9.1.0.1 and IBM SPSS Modeler Advantage Enterprise Marketing Management Edition 8.0 is new to IBM Enterprise Marketing Management (EMM) for version 9.1.

Configuration and integration

Information about configuring the integration of IBM Campaign and IBM SPSS Modeler Advantage Marketing Edition is described in the *IBM Campaign and IBM SPSS Modeler Advantage Marketing Edition Integration Guide*.

After integration is configured, single sign-on is enabled between IBM EMM and IBM SPSS Modeler Advantage Marketing Edition. Users can access IBM SPSS Modeler Advantage Marketing Edition from both IBM Marketing Platform and from IBM Campaign flowchart process boxes.

IBM Campaign Flowcharts

The palette of the IBM Campaign flowchart includes the SPSS Model and SPSS Score process boxes. The IBM PredictiveInsight modeling and scoring process are no longer available.

Chapter 3. Known issues in IBM Campaign and IBM SPSS Modeler Advantage Marketing Edition integration

The following information describes the known issues in this release.

Table 1. Known issues

ID	Issue	Description	Workaround
131823	Error 10404 may display when running the score process.	A failure occurs if a stream that has no output fields is used in the SPSS Score process box.	<p>Complete the following steps if you have no output fields:</p> <ol style="list-style-type: none"> 1. Restart the model. 2. On the Score tab, add or edit the output. 3. Click Reset to default. 4. Select a different target field. 5. Restart the model. 6. Select the original target field. <p>You do not need to rebuild the model.</p>
131626	Users with names containing non-ASCII characters may experience login problems.	Users with names that contain non-ASCII characters (for example, Japanese) will not be able to log in to IBM SPSS Modeler Advantage Marketing Edition even if you have been added successfully in IBM SPSS Collaboration and Deployment Services. You will be able to log in to IBM SPSS Collaboration and Deployment Services but you will not be able to log in to IBM SPSS Modeler Advantage Marketing Edition through the user interface.	
93918	Modeling streams are not automatically deleted with the SPSS Model process box.	Modeling streams in IBM SPSS Modeler Advantage Marketing Edition that were created in an SPSS Model process box are not automatically deleted when the corresponding SPSS Model process box is deleted from a flowchart. However, the associated data file that was created by IBM Campaign is deleted.	Manually delete modeling streams using IBM SPSS Collaboration and Deployment Services.

Table 1. Known issues (continued)

ID	Issue	Description	Workaround
80966	Automatic matching of UDI-mapped fields to variables that are used by the modeling stream may fail.	Automatic matching capability was added to match variables used by an existing model in the SPSS Model process with variables used by the SPSS Score process for each selected model. Matching is done by exact match on the field name and data type (for example, string or numeric). However, if the table includes a field mapped as a string that contains all numerics, IBM SPSS Modeler Advantage Marketing Edition interprets this as a numeric field and changes the data type of the field accordingly. Due to this data type change, automatic matching will fail in IBM Campaign.	Manually match fields using the Match Variable Names screen.
67409	IBM SPSS Modeler Advantage Marketing Edition session persists across single sign-on (SSO) users.	If users access IBM SPSS Modeler Advantage Marketing Edition through SSO and close the browser window without logging out, any other users who log in from the same browser using SSO are logged in with the first user's session.	Log out of IBM SPSS Modeler Advantage Marketing Edition before you close the modeling stream window to prevent anyone else in the same browser from using your credentials in IBM SPSS Modeler Advantage Marketing Edition.

Chapter 4. Known limitations in IBM Campaign and IBM SPSS Modeler Advantage Marketing Edition integration

The following information describes the known limitations in this release.

Table 2. Known limitations

Limitation	Description
No interactive rule model creation from SPSS Model process box	The SPSS Model process box cannot create interactive rule models in IBM SPSS Modeler Advantage Marketing Edition.
Dummy data files	Before the SPSS Model process box has been run, the data source defined in the SPSS modeling stream is based on a dummy file and cannot be used for modeling interactively (from the Model tab in the IBM SPSS Modeler Advantage Marketing Edition interface). Users can change the data source and model manually, or they can run the SPSS Model process, which will pull in real data and populate the configured data source. Users can then manually initiate modeling in the modeling stream.
Association modeling only with tabular data	IBM SPSS Modeler Advantage Marketing Edition can build association models using two data input formats: tabular and transactional. (Transactional data means that there are multiple records for each audience ID.) Only the tabular data format is supported for use with IBM Campaign. This means that all product data must be rolled up into one field for each product before using it with IBM SPSS Modeler Advantage Marketing Edition. The use of transactional data is not supported.

Chapter 5. Campaign and IBM SPSS Modeler Advantage Marketing Edition documentation and help

IBM Campaign and IBM SPSS Modeler Advantage Marketing Edition provides documentation and help for users, administrators, and developers.

The following list includes the documentation for this integration:

- *IBM Marketing Platform Administration Guide*
- *IBM Campaign Administration Guide*
- *IBM Campaign and IBM SPSS Modeler Advantage Marketing Edition Integration Guide*

Additional information can be found in the *IBM Modeler Advantage User's Guide*.

Before you contact IBM technical support

If you encounter a problem that you cannot resolve by consulting the documentation, your company's designated support contact can log a call with IBM technical support. Use these guidelines to ensure that your problem is resolved efficiently and successfully.

If you are not a designated support contact at your company, contact your IBM administrator for information.

Information to gather

Before you contact IBM technical support, gather the following information:

- A brief description of the nature of your issue.
- Detailed error messages that you see when the issue occurs.
- Detailed steps to reproduce the issue.
- Related log files, session files, configuration files, and data files.
- Information about your product and system environment, which you can obtain as described in "System information."

System information

When you call IBM technical support, you might be asked to provide information about your environment.

If your problem does not prevent you from logging in, much of this information is available on the About page, which provides information about your installed IBM applications.

You can access the About page by selecting **Help > About**. If the About page is not accessible, check for a `version.txt` file that is located under the installation directory for your application.

Contact information for IBM technical support

For ways to contact IBM technical support, see the IBM Product Technical Support website: (http://www.ibm.com/support/entry/portal/open_service_request).

Note: To enter a support request, you must log in with an IBM account. This account must be linked to your IBM customer number. To learn more about associating your account with your IBM customer number, see **Support Resources > Entitled Software Support** on the Support Portal.

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