

IBM SPSS Modeler Advantage Enterprise Marketing
Management Edition
Version 8 Release 0
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Installation Guide



Note

Before using this information and the product it supports, read the information in "Notices" on page 29.

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Chapter 1. Installation overview

An installation of is complete when you install, configure, and deploy . The Installation Guide provides detailed information about installing, configuring, and deploying .

Use the Installation Roadmap section to obtain a broad understanding about using the Installation Guide.

Installation roadmap

Use the installation roadmap to quickly find the information that you need for installing IBM® SPSS® Modeler Advantage Enterprise Marketing Management Edition.

You can use Table 1 to review the order that tasks that must be completed for installing IBM SPSS Modeler Advantage Enterprise Marketing Management Edition.

Table 1. IBM SPSS Modeler Advantage Enterprise Marketing Management Edition installation roadmap

Phase	Details	Documentation
1. Install or upgrade the operating system software.	Supported operating systems: <ul style="list-style-type: none">• Unix• Linux• Windows Microsoft Windows Server 2012R2 is a 64-bit platform. There are no 32-bit versions.	Refer to the documentation for your operating system.
2. Install or upgrade the database server.	DB2 Enterprise Server Edition, version 10.1 FP 2 The runtime environment can require several databases.	See “Configuring a DB2 database” on page 9. Also refer to the <i>IBM Marketing Platform Installation Guide</i> or <i>IBM Marketing Platform Upgrade Guide</i> .
3. Install or upgrade the application server.	Supported application servers: <ul style="list-style-type: none">• Oracle WebLogic• IBM WebSphere version 8.5 With the IBM Marketing Software installer, the WebSphere Application Server will be automatically configured to run IBM Marketing Software. Note: Be sure that WebSphere is shut down before beginning the installation.	Refer to the documentation for your application server.
4. Install or upgrade IBM Marketing Platform version 9.1.		Refer to the <i>IBM Marketing Platform Installation Guide</i> or <i>IBM Marketing Platform Upgrade Guide</i> .
5. Install or upgrade IBM Campaign version 9.1.		Refer to the <i>IBM Campaign Installation Guide</i> or <i>IBM Campaign Upgrade Guide</i> .

Table 1. IBM SPSS Modeler Advantage Enterprise Marketing Management Edition installation roadmap (continued)

Phase	Details	Documentation
6. Install IBM SPSS Modeler Advantage Enterprise Marketing Management Edition version 8.0.	There are three methods for installation: GUI, console, and silent install mode.	See the topics in Chapter 3, "Installing ," on page 9.
7. Complete the installation.		See "Completing the installation" on page 19.
8. Start the SPSS Listener.		See "Starting IBM SPSS Modeler Advantage Enterprise Marketing Management Edition Listener process in UNIX" on page 20.
9. Install the SPSS Deployment Manager and configure the connections.		See the topics in Chapter 4, "Configuring IBM SPSS Modeler Advantage Enterprise Marketing Management Edition after installation," on page 23.
10. Configure the integration.		Refer to the <i>IBM Campaign and IBM SPSS Modeler Advantage Enterprise Marketing Management Edition Integration Guide</i> , chapter 2.

How the installers work

You must use the suite installer and the product installer when you install or upgrade any IBM Marketing Software product. For example, for installing , you must use the IBM Marketing Software suite installer and the IBM installer.

Make sure that you use the following guidelines before you use the IBM Marketing Software suite installer and the product installer:

- The suite installer and the product installer must be in the same directory on the computer where you want to install the product. When multiple versions of a product installer are present in the directory with the master installer, the master installer always shows the latest version of the product on the IBM Marketing Software Products screen in the installation wizard.
- If you are planning to install a patch immediately after you install an IBM Marketing Software product, make sure that the patch installer is in the same directory as that of the suite and product installers.
- The default top-level directory for IBM Marketing Software installations is /IBM/IMS for UNIX or C:\IBM\IMS for Windows. However, you can change the directory during installation.

Modes of installation

The IBM Marketing Software suite installer can run in one of the following modes: GUI mode, console mode, or silent mode (also called the unattended mode). Select a mode that suits your requirements when you install .

For upgrades, you use the installer to perform many of the same tasks that you perform during the initial installation.

GUI mode

Use the GUI mode for Windows or the X Window System mode for UNIX to install by using the graphical user interface.

Console mode

Use the console mode to install by using the command line window.

Note: To display the Installer screens correctly in console mode, configure your terminal software to support UTF-8 character encoding. Other character encoding, such as ANSI, will not render the text correctly, and some information will not be readable.

Silent mode

Use the silent or unattended mode to install multiple times. The silent mode uses response files for installation, and does not require user input during the installation process.

Note: Silent mode is not supported for upgrade installations in clustered web application or clustered listener environments.

IBM SPSS Modeler Advantage Enterprise Marketing Management Edition documentation and help

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

Table 2. Get up and running

Task	Documentation
View a list of new features, known issues, and workarounds.	<i>IBM SPSS Modeler Advantage Enterprise Marketing Management Edition Release Notes</i>
Configure the integration.	<i>IBM Campaign and IBM SPSS Modeler Advantage Enterprise Marketing Management Edition Integration Guide</i>

Table 3. Get help

Task	Instructions
Open online help.	<ol style="list-style-type: none">1. Choose Help > Help for this page to open a context-sensitive help topic.2. Click the Show Navigation icon in the help window to display the full help. <p>You must have web access to view context-sensitive online help. Contact IBM Support for more information about accessing and installing IBM Knowledge Center locally for offline documentation.</p>
Obtain PDFs.	<p>Use either of the following methods:</p> <ul style="list-style-type: none">• Choose Help > Product Documentation to access Campaign PDFs.• Choose Help > All IBM Marketing Software Suite Documentation to access all available documentation.

Table 3. Get help (continued)

Task	Instructions
Get support.	Go to http://www.ibm.com/ . Scroll down to the Need more help? section and click Support portal .

Chapter 2. Planning the installation

When you plan your installation, you must ensure that you have set up your system correctly, and that you have configured your environment to deal with any failures.

IBM SPSS Modeler Advantage Enterprise Marketing Management Edition components

IBM SPSS Modeler Advantage Enterprise Marketing Management Edition has the following components:

- IBM Analytical Decision Management including Modeler Advantage
- IBM SPSS Modeler Server Professional (without Modeler Client)
- IBM SPSS Collaboration and Deployment Services (C&DS)

Prerequisites

Before you install or upgrade any IBM Marketing Software product, you must ensure that your computer complies with all of the prerequisite software and hardware.

System requirements

For information about system requirements, see the *Recommended Software Environments and Minimum System Requirements* guide.

In order for Opportunity Detect to connect to the DB2 database, the DB2 installation must include the install header files in the `/home/db2inst1/include` directory on client machine. To include the header files in the installation, select the **Custom Install** option when you install DB2 and select the **Base Application Development Tools** feature.

DB2 requirements

In order for Opportunity Detect to connect to the DB2 database, the DB2 installation must include the install header files in the `home/db2inst1/include` directory on client machine. To include the header files in the installation, select the **Custom Install** option when you install DB2 and select the **Base Application Development Tools** feature.

Network domain requirements

The IBM Marketing Software products that are installed as a suite must be installed on the same network domain to comply with the browser restrictions that are designed to limit the security risks that can occur with cross-site scripting.

JVM requirements

IBM Marketing Software applications within a suite must be deployed on a dedicated Java™ virtual machine (JVM). IBM Marketing Software products customize the JVM that is used by the web application server. If you encounter errors that are related to the JVM, you must create an Oracle WebLogic or

WebSphere® domain that is dedicated to the IBM Marketing Software products.

Knowledge requirements

To install IBM Marketing Software products, you must have a thorough knowledge of the environment in which the products are installed. This knowledge includes knowledge about operating systems, databases, and web application servers.

Internet browser settings

Make sure that your internet browser complies with the following settings:

- The browser must not cache web pages.
- The browser must not block pop-up windows.

Access permissions

Verify that you have the following network permissions to complete the installation tasks:

- Administration access for all necessary databases

Note: Administrator must have CREATE, SELECT, INSERT, UPDATE, DELETE, and DROP rights for both tables and views.

- Read and write access to the relevant directory and subdirectories for the operating system account that you use to run the web application server and IBM Marketing Software components
- Write permission for all files that you must edit
- Write permission for all directories where you must save a file, such as the installation directory and backup directory if you are upgrading
- Appropriate read, write, and execute permissions to run the installer

Verify that you have the administrative password for your web application server.

For UNIX, all installer files for IBM products must have full permissions, for example, `rwxr-xr-x`.

JAVA_HOME environment variable

If a **JAVA_HOME** environment variable is defined on the computer where you install an IBM Marketing Software product, verify that the variable points to a supported version of JRE. For information about system requirements, see the *IBM Marketing Software Recommended Software Environments and Minimum System Requirements* guide.

If the **JAVA_HOME** environment variable points to an incorrect JRE, you must clear the **JAVA_HOME** variable before you run the IBM Marketing Software installers.

You can clear the **JAVA_HOME** environment variable by using one of the following methods:

- Windows: In a command window, enter **set JAVA_HOME=** (leave empty) and press **Enter**.
- UNIX: In the terminal, enter **export JAVA_HOME=**(leave empty) and press **Enter**.

The IBM Marketing Software installer installs a JRE in the top-level directory for the IBM Marketing Software installation. Individual IBM Marketing Software

application installers do not install a JRE. Instead, they point to the location of the JRE that is installed by the IBM Marketing Software installer. You can reset the environment variable after all installations are complete.

For more information about the supported JRE, see the *IBM Marketing Software Recommended Software Environments and Minimum System Requirements* guide.

Installation Manager requirement

Installation Manager (Version 1.6.2 or later) must be installed on your machine before you start installing .

Chapter 3. Installing

You must run the IBM Marketing Software installer to start the installation of . The IBM Marketing Software installer starts the installer during the installation process. Make sure that the IBM Marketing Software installer and the product installer are saved at the same location.

Each time that you run the IBM Marketing Software suite installer, you must first enter database connection information for the Marketing Platform system tables. When the installer starts, you must enter the required information for .

Note: The IBM Marketing Software installer requires information about Marketing Platform.

Important: Before you install , make sure that the available temporary space on the computer where you install is more than three times the size of the installer.

For information about installing on clustered environment, see "Cluster Configuration" in the *IBM SPSS Collaboration and Deployment Services (C&DS) Guide*.

Installation files

The installation files are named according to the version of the product and the operating system on which they must be installed, except UNIX. For UNIX, different installation files exist for the X Window System mode and the console mode.

The following table displays examples of the installation files that are named according to the product version and the operating system:

Table 4. Installation files

Operating system	Installation file
UNIX: X Window System mode	<i>Product_N.N.N.N_linux64.bin</i> , where <i>Product</i> is the name of your product, and <i>N.N.N.N</i> is the version number of your product.
UNIX: Console mode	<i>Product_N.N.N.N.bin</i> , where <i>Product</i> is the name of your product, and <i>N.N.N.N</i> is the version number of your product. This file can be used for installation on all UNIX operating systems.

Configuring a DB2 database

You must create and configure a database to store the IBM SPSS Modeler Advantage Enterprise Marketing Management Edition system tables.

Note: In the following steps, the DB2 user and schema names **WPADMIN** are examples. It is possible to install everything under the **DB2ADMIN** default administrator login for DB2. Install with separate schemas and users for each database to simplify administration and the granting of rights. DB2 will not allow the user who is connected to the database grant themselves access rights.

To configure the DB2 database for the IBM SPSS Modeler Advantage Enterprise Marketing Management Edition and IBM Campaign integration.

1. Under user **WPADMIN** schema **WPADMIN**, create a database named **SPSSMAME** to store the IBM SPSS Modeler Advantage Enterprise Marketing Management Edition System Tables.
2. Configure the database properly as indicated in the following sample SQL statements:

```
/* SPSS MAME Database Creation Script */
CREATE DATABASE SPSSMAME ON DB2 USING CODESET UTF-8 TERRITORY
US COLLATE USING SYSTEM;

CONNECT TO SPSSMAME;

CREATE BUFFERPOOL CDS8K IMMEDIATE SIZE 250 AUTOMATIC PAGESIZE 8 K;

CREATE REGULAR TABLESPACE CDS8K PAGESIZE 8 K MANAGED BY AUTOMATIC STORAGE
EXTENTSIZE 8 OVERHEAD 10.5 PREFETCHSIZE 8 TRANSFERRATE 0.14 BUFFERPOOL CDS8K
DROPPED TABLE RECOVERY ON;

COMMENT ON TABLESPACE CDS8K IS '';

CREATE BUFFERPOOL CDSTEMP IMMEDIATE SIZE 250 PAGESIZE 32 K;

CREATE SYSTEM TEMPORARY TABLESPACE CDSTEMP PAGESIZE 32 K MANAGED BY AUTOMATIC
STORAGE EXTENTSIZE 16 OVERHEAD 10.5 PREFETCHSIZE 16 TRANSFERRATE 0.14
BUFFERPOOL "CDSTEMP";

COMMENT ON TABLESPACE CDSTEMP IS '';

CONNECT RESET;
```

Before you install IBM SPSS Modeler Advantage Enterprise Marketing Management Edition

Before you begin to install IBM SPSS Modeler Advantage Enterprise Marketing Management Edition, review the following information.

- You need the server information to your database schema, and the path to your WebSphere or Web Logic server profile directory. The following is an example of the information that you must provide:

```
-Database
  -Database type : db2
  -Database host : localhost
  -Database port : 50000
  -Database username : db2inst1
  -Database name : SPSSMAME

-Application server
  -Application server type : websphere
  -Server installation directory path : /opt/IBM/WebSphere/AppServer
  -JVM path : /opt/IBM/WebSphere/AppServer/java
  -WebSphere profile : /opt/IBM/WebSphere/AppServer/profiles/AppSrv01
  -WebSphere server name : server1
  -WebSphere node : localhostNode01
  -Admin security enabled : true
  -Application server username : admin

-Keystore
  -Reuse keystore : false

-Deployment mode
  -Deployment : Automatic
```

- Be sure to specify passwords when asked.
- Be sure that you have a root directory that contains the installer code modules (for example, C:\Installers\IMS).
- Be sure to copy the IBM SPSS Modeler Advantage Enterprise Marketing Management Edition install packages in the installers directory.

During installation

You may see the following warning during installation:

```
(<unknown>:38376): Gtk-WARNING **: Unable to locate theme engine in module_path:
"clearlooks",
```

This does not impact the success of the installation.

After installation

When the installation completes, the following summary screen displays:

```
root@localhost: ~/installers/marketing/installer
File Edit View Search Terminal Help

SPSS Collaboration and Deployment Services and IBM Analytical Decision
Management were installed successfully.
See Installation log
/root/IBM/EMM/IBM_SPSS_MA_Marketing_Edition/SPSS_CDS_installLog.xml for details

SPSS Collaboration and Deployment Services was configured with errors.
See configuration log
/root/IBM/EMM/IBM_SPSS_MA_Marketing_Edition/configTool.log for details.

SPSS Modeler Server was installed successfully.

PRESS <ENTER> TO CONTINUE:

=====
Installation Complete
-----

You have successfully installed your IBM SPSS Modeler Advantage Marketing
Edition products at this location: /root/IBM/EMM/IBM_SPSS_MA_Marketing_Edition

See the installation log for details:
/root/IBM/EMM/IBM_SPSS_MA_Marketing_Edition/IBM_EMM_SPSS_Install_<MM_DD_YYYY_HH
_MM_SS>.log

Standard error and output logs are located in the following directories:
/root/IBM_SPSS_stderr.log
/root/IBM_SPSS_stdout.log

PRESS <ENTER> TO EXIT THE INSTALLER: █
```

Installing IBM SPSS Modeler Advantage Marketing Edition by using the GUI mode

For Windows, use the GUI mode to install IBM SPSS Modeler Advantage Marketing Edition. For UNIX, use the X Window System mode to install IBM SPSS Modeler Advantage Marketing Edition.

Make sure that the IBM Marketing Software installer and the IBM SPSS Modeler Advantage Marketing Edition installers are in the same directory on the computer where you want to install IBM SPSS Modeler Advantage Marketing Edition.

Before you install IBM SPSS Modeler Advantage Marketing Edition, make sure that you have configured the following elements:

- An application server profile
- A database schema

For more information about configuring application server, see "Configuration" in the *IBM SPSS Collaboration and Deployment Services (C&DS) Guide*.

Complete the following actions to install IBM SPSS Modeler Advantage Marketing Edition by using the GUI mode:

1. Go to the folder where you have saved the IBM Marketing Software installer and double-click the installer to start it.
2. Click **OK** on the first screen to see the Introduction window.
3. Follow the instructions on the installer, and click **Next**. Use the information in the following table to take the appropriate actions on each window in the IBM Marketing Software installer:

Table 5. IBM Marketing Software installer GUI

Window	Description
Introduction	<p>This is the first window of the IBM Marketing Software suite installer. You can open the <i>IBM SPSS Modeler Advantage Marketing Edition Installation Guide</i> from this window.</p> <p>Click Next to go to the next window.</p>
Response Files Destination	<p>Click the Generate Response File check box if you want to generate response files for your product. Response files store the information that is necessary for the installation of your product. You can use response files for an unattended.</p> <p>Click Choose to browse to a location where you want to store the response files.</p> <p>Click Next to go to the next window.</p>
IBM Marketing Software Products	<p>In the Install Set list, select Custom to select the products that you want to install.</p> <p>In the Install Set area, you can see all the products whose installation files are in the same directory on your computer.</p> <p>In the Description field, you can view the description of the product that you select in the Install Set area.</p> <p>Click Next to go to the next window.</p>

Table 5. IBM Marketing Software installer GUI (continued)

Window	Description
Installation Directory	<p>Click Choose to browse to the directory where you want to install IBM Marketing Software.</p> <p>Click Next to go to the next window.</p>
Select Application Server	<p>Select one of the following application servers for the installation:</p> <ul style="list-style-type: none"> • IBM WebSphere • Oracle WebLogic <p>Click Next to go to the next window.</p>
Platform Database Type	<p>Select the appropriate Marketing Platform database type.</p> <p>Click Next to go to the next window.</p>
Platform Database Connection	<p>Enter the following information about your database:</p> <ul style="list-style-type: none"> • Database host name • Database port • Database name or System ID (SID) • Database user name • Database password <p>Click Next to go to the next window.</p> <p>Important: If IBM Marketing Software products are installed in a distributed environment, you must use the machine name rather than an IP address in the navigation URL for all of the applications in the suite. Also, if you are on a clustered environment and choose to use ports that are different from the default ports 80 or 443 for your deployment, do not use a port number in the value of this property.</p> <p>Review and confirm the JDBC connection.</p> <p>Click Next to go to the next window.</p>
Preinstallation Summary	<p>Review and confirm the values that you added during the installation process.</p> <p>Click Install to start the installation process.</p>

4. The IBM SPSS Modeler Advantage Marketing Edition installer opens. Use the information in the following table to navigate the IBM SPSS Modeler Advantage Marketing Edition installer:

Table 6. IBM SPSS Modeler Advantage Marketing Edition installer GUI

Window	Description
Introduction	<p>This is the first window of the IBM SPSS Modeler Advantage Marketing Edition installer. You can open the <i>IBM SPSS Modeler Advantage Marketing Edition Installation Guide</i> from this window.</p> <p>Click Next to go to the next window.</p>
Software Licence Agreement	<p>Carefully read the agreement. Use Print to print the agreement. Click Next after you accept the agreement.</p>
IBM SPSS MA Marketing Edition Components	<p>Select the components that you want to install. You can select one or more components from the following list:</p> <ul style="list-style-type: none"> • SPSS Collaboration and Deployment Services (CnDS). <p>Select the SPSS C&DS server installation and the SPSS C&DS server configuration check boxes to enable the SPSS C&DS tool to install and configure C&DS at once.</p> <p>If you want to configure SPSS C&DS later, do not select the SPSS C&DS server configuration check box.</p> <ul style="list-style-type: none"> • SPSS Modeler Server • SPSS Decision Management <p>Click Next to go to the next window.</p>
Installation Directory	<p>Click Choose to browse to the directory where you want to install IBM SPSS Modeler Advantage Marketing Edition.</p> <p>Click Next to go to the next window.</p>
Preinstallation Summary	<p>Review and confirm the values that you added during the installation process.</p> <p>Click Install to start the installation process.</p> <p>You can see the installation progress on the Installing IBM SPSS MA Marketing Edition window. During the installation of IBM SPSS Modeler Server, the IBM SPSS Collaboration and Deployment Services Configuration Tool (C&DS configuration tool) opens.</p>

5. Use the information in the following table to navigate the IBM SPSS Collaboration and Deployment Services Configuration Tool window:

Table 7. IBM SPSS Collaboration and Deployment Services Configuration Tool GUI

Window	Description
Welcome	Click Next to start the configuration.

Table 7. IBM SPSS Collaboration and Deployment Services Configuration Tool GUI (continued)

Window	Description
Application Server	<p>Select one of the following application servers:</p> <ul style="list-style-type: none"> • IBM WebSphere • Oracle WebLogic • JBoss <p>Important: Do not select JBoss as IBM does not support IBM SPSS Modeler Advantage Enterprise Marketing Management Edition installation by using JBoss.</p> <p>Configure the appropriate information for your application server.</p> <p>Click Next to go to the next window.</p>
Database	<p>In the Database Type field, select your database type.</p> <p>Enter the following information in the corresponding fields:</p> <ul style="list-style-type: none"> • Host name • Port • Database name • User name • Password <p>Click Next to go to the next window.</p>
Existing data	<p>If the database contains existing data, complete one of the following actions by selecting the corresponding check box:</p> <ul style="list-style-type: none"> • Preserve existing data • Erase existing data <p>Click Next to go to the next window.</p>
Encryption	<p>Assign a password for your Java Virtual Machine (JVM) or select the Reuse existing keystore check box to use an existing keystore. If you select the Reuse existing keystore check box, in the Keystore path field, you must browse and select the keystore file.</p> <p>For more information about "keystore", see "Configuration" in the chapter "Installation" in the <i>IBM SPSS Collaboration and Deployment Services (C&DS) Guide</i>.</p> <p>Click Next to go to the next window.</p>

Table 7. IBM SPSS Collaboration and Deployment Services Configuration Tool GUI (continued)

Window	Description
Repository Admin	<p>Enter the password for the repository administrator.</p> <p>For more information about the admin user, see "Configuration" in the chapter "Installation" in the <i>IBM SPSS Collaboration and Deployment Services (C&DS) Guide</i>.</p> <p>Click Next to go to the next window.</p>
Deployment mode	<p>Make sure that you select the Automatic radio button.</p> <p>Click Next to go to the next window.</p>
Configuration summary	<p>Review the values that you selected.</p> <p>Click Configure to start the deployment and configuration.</p> <p>The deployment and configuration process might need several minutes to complete. After the deployment and configuration is complete, you can see the Installation Complete window in the IBM SPSS Modeler Advantage Marketing Edition installer.</p>
Configuration successful	<p>Click Finish to exit the IBM SPSS Collaboration and Deployment Services Configuration Tool.</p>

6. In the SPSS Components Installation Summary window, click **Done** to exit the IBM SPSS Modeler Advantage Marketing Edition installer and go back to the IBM Marketing Software installer.
7. Follow the instructions on the IBM Marketing Software installer to finish installing IBM SPSS Modeler Advantage Marketing Edition. Use the information in the following table to take the appropriate actions on each window in the IBM Marketing Software installer.

Table 8. IBM Marketing Software installer GUI

Window	Description
Deployment EAR file	<p>Specify whether you want to create an enterprise archive (EAR) file to deploy your IBM Marketing Software products.</p> <p>Click Next to go to the next window.</p>
Package EAR file	<p>You can see this window if you select Create an EAR file for deployment in the Deployment EAR file window.</p> <p>Select the applications that you want to package in the EAR file.</p>

Table 8. IBM Marketing Software installer GUI (continued)

Window	Description
EAR file details	Enter the following information for your EAR file: <ul style="list-style-type: none"> • Enterprise application identifier • Display name • Description • EAR file path
EAR file details (continued)	Select Yes or No to create an additional EAR file. If you select Yes , you must enter the details for the new EAR file. Click Next to complete the installation of your product.
Deployment EAR file	Specify whether you want to create another EAR file to deploy your IBM Marketing Software products. Click Next to go to the next window.
Installation Complete	This window provides the locations of the log files that are created during installation. Click Previous if you want to change any installation details. Click Done to close the IBM Marketing Software installer.

For information about deploying SPSS manually, see "Manual deployment" in chapter "Installation" in the *IBM SPSS Collaboration and Deployment Services (C&DS) Guide*.

Installing IBM SPSS Modeler Advantage Enterprise Marketing Management Edition using the console mode

The console mode allows you to install IBM SPSS Modeler Advantage Enterprise Marketing Management Edition using the command-line window. You can select various options in the command-line window to complete tasks such as selecting the products to install, or selecting the home directory for the installation.

Before you install IBM SPSS Modeler Advantage Enterprise Marketing Management Edition, ensure that you have configured the following.

- An application server profile
- A database schema

To display the installer screens correctly in console mode, configure your terminal software to support UTF-8 character encoding. Other character encodings, such as ANSI, do not render the text correctly, and some information is not readable with these encodings.

1. Open a command-line prompt window and navigate to the directory where you have saved the IBM Marketing Software installer and the IBM SPSS Modeler Advantage Enterprise Marketing Management Edition installer.
2. Complete one of the following actions to run the IBM Marketing Software installer.

- For Windows, enter the following command:
ibm_ims_installer_full_name -i console
 For example, **IBM_Marketing_Software_Installer_11.0.0.0_win.exe -i console**
 - For UNIX, invoke the *ibm_ims_installer_full_name.sh* file.
 For example: **IBM_Marketing_Software_Installer_11.0.0.0.sh**
3. Follow the directions that are displayed in the command-line prompt. Use the following guidelines when you have to select an option in the command-line prompt:
 - The default options are defined by the symbol [X].
 - To select or clear an option, type the number that is defined for the option, and then press Enter.
 4. The IBM Marketing Software installer launches the IBM SPSS Modeler Advantage Enterprise Marketing Management Edition installer during the installation process. Follow the instructions in the command-line prompt window of the IBM SPSS Modeler Advantage Enterprise Marketing Management Edition installer.
 5. After you enter `quit` in the IBM SPSS Modeler Advantage Enterprise Marketing Management Edition installer command-line prompt window, the window shuts down. Follow the instructions in the command-line prompt window of the IBM Marketing Software installer to complete the installation of IBM SPSS Modeler Advantage Enterprise Marketing Management Edition.

Note: If any error occurs during the installation, a log file is generated. You must exit the installer to view the log file.

Installing IBM SPSS Modeler Advantage Enterprise Marketing Management Edition silently

Use the unattended or silent mode to install IBM SPSS Modeler Advantage Enterprise Marketing Management Edition multiple times.

Before you install IBM SPSS Modeler Advantage Enterprise Marketing Management Edition, make sure that you have configured the following elements:

- An application server profile
- A database schema

When you install IBM SPSS Modeler Advantage Enterprise Marketing Management Edition by using the silent mode, response files are used to obtain the information that is required during installation. You must create response files for a silent installation of your product. You can create response files by using one of the following methods:

- Using the sample response files as a template for creating your response files. The sample response files are included with your product installers in the ResponseFiles compressed archive. For more information about sample response files, see “Sample response files” on page 19.
- Running the product installers in the GUI (Windows) or X Window System (UNIX) mode or the console mode before you install the product in the silent mode. One response file is created for the IBM Marketing Software suite installer, and one or more response files are created for your product installer. The files are created in the directory that you specify.

Important: For security reasons, the installer does not save database passwords in the response files. When you create response files, you must edit each response file to enter database passwords. Open each response file and search for PASSWORD to find where you must edit the response file.

When the installer runs in the silent mode, it looks for the response files in the following directories sequentially:

- In the directory where the IBM Marketing Software installer is saved
- In the home directory of the user who installs the product

Make sure that all response files are in the same directory. You can change the path where response files are read by adding arguments to the command line. For example: `-DUNICA_REPLAY_READ_DIR="myDirPath" -f myDirPath/installer.properties`

Use the following command for Windows:

- `ibm_ims_installer_full_name -i silent`

For example:

`IBM_Marketing_Software_Installer_11.0.0.0_win.exe -i silent`

Use the following command for Linux:

- `ibm_ims_installer_full_name_operating_system .bin -i silent`

For example:

`IBM_Marketing_Software_Installer_11.0.0.0_linux.bin -i silent`

Sample response files

You must create response files to set up a silent installation of . You can use sample response files to create your response files. The sample response files are included with the installers in the ResponseFiles compressed archive.

The following table provides information about sample response files:

Table 9. Description of sample response files

Sample response file	Description
installer.properties	The sample response file for the IBM Marketing Software master installer.
installer_product initials and product version number.properties	The sample response file for the installer. For example, installer_ucn.n.n.n.properties is the response file of the Campaign installer, where n.n.n.n is the version number.
installer_report pack initials, product initials, and version number.properties	The sample response file for the reports pack installer. For example, installer_urpcn.n.n.n.properties is the response file of the Campaign reports pack installer, where n.n.n.n is the version number

Completing the installation

After you complete the installation, you must complete additional steps before you configure IBM SPSS Modeler Advantage Enterprise Marketing Management Edition.

After installation, complete the following steps.

1. Check the install log for errors. If there are no errors in the install log, continue with the next step.
2. In a Linux system, you need to increase the number of permitted processes by entering the `ulimit` command. Add the command to the Linux startup to ensure that the change is persistent.

Note: There is a process limit issue in Linux that prevents the SPSS WebSphere Enterprise Application from starting or causes errors when you open the WebSphere Console.

For example:

```
ulimit -n 8192
/opt/IBM/WebSphere/AppServer/bin/startServer.sh server1
```

3. Start WebSphere.

You should see the IBM SPSS Collaboration and Deployment Services Enterprise Application listed.

Select	Name	Application Status
You can administer the following resources:		
<input type="checkbox"/>	Campaign	→
<input type="checkbox"/>	IBM SPSS Collaboration and Deployment Services 6.0	✖
<input type="checkbox"/>	KitchenTools_war	✖
<input type="checkbox"/>	MessageConnector	✖
<input type="checkbox"/>	OTFA_war	✖
<input type="checkbox"/>	TovneBankCallCenter_war	✖
<input type="checkbox"/>	TovneBank_war	✖
<input type="checkbox"/>	UMCallCenter_war	✖
<input type="checkbox"/>	UniBankCallCenter_war	✖
<input type="checkbox"/>	UniBank_war	✖
<input type="checkbox"/>	collaborate	✖
<input type="checkbox"/>	ibm-demo_war	✖
<input type="checkbox"/>	interactRT	→
<input type="checkbox"/>	interactdemo_war	→
<input type="checkbox"/>	plan	→
<input type="checkbox"/>	siteproduit_war	✖
<input type="checkbox"/>	unica	→
<input type="checkbox"/>	unicab2b_war	✖
<input type="checkbox"/>	unicamobile_war	✖

4. Install the SPSS Deployment Manager on a Windows workstation.

Note: There is no Linux version of the SPSS Deployment Manager.

When you are ready to configure the Deployment Manager, the Listener needs to be running or your login credentials will fail. Be sure to use the username **admin** and the password you entered during the IBM SPSS Modeler Advantage Enterprise Marketing Management Edition installation.

Starting IBM SPSS Modeler Advantage Enterprise Marketing Management Edition Listener process in UNIX

If IBM SPSS Modeler Advantage Enterprise Marketing Management Edition is installed on Windows, the Modeler Server Listener process starts automatically as a Windows service. However, in UNIX, you must start the process manually.

Open a command prompt and navigate to the SPSS Modeler Server installation directory. Run the following commands to manually start and stop IBM SPSS Modeler Server:

- To start the server run: **./modelersrv.sh start**
- To stop the server run: **./modelersrv.sh stop**

Chapter 4. Configuring IBM SPSS Modeler Advantage Enterprise Marketing Management Edition after installation

You must install the IBM Deployment Manager after you successfully install IBM SPSS Modeler Advantage Enterprise Marketing Management Edition. Use the Deployment Manager to create server connections and resource definitions, which enable the single sign-on feature between Marketing Platform and IBM SPSS Modeler Advantage Enterprise Marketing Management Edition.

After you install IBM Deployment Manager, create the following connections:

- Administered server connection
- Content server connection

Note: Deployment Manager for IBM SPSS Modeler Advantage Enterprise Marketing Management Edition is available only on the Windows operating system and not on UNIX.

Creating Administered Server connection

Use Deployment Manager to create an Administered Server connection in IBM SPSS Modeler Advantage Enterprise Marketing Management Edition.

You must install Deployment Manager before you create an Administered Server connection.

Complete the following steps to create an Administered Server connection:

1. Open Deployment Manager for SPSS.
2. Click **File > New > Administered Server Connection**.
3. In the **Name** field, enter the connection name.
4. In the **Server URL** field, enter the URL of the computer where SPSS is deployed.

Use the same server name and port that you used to deploy Marketing Platform and save the configuration.

Important: The port must be either http or https (not the console port). For example, `http://unicavdemo:9080`

5. Click **Finish**.

You can see the connection name in the left pane of the Deployment Manager.

Creating Content Server connection

Use Deployment Manager to create a Content Sever connection in IBM SPSS Modeler Advantage Enterprise Marketing Management Edition.

Complete the following steps to create a Content Server connection:

1. Open Deployment Manager for SPSS.
2. Click **File > New > Content Server Connection**.
3. In the **Name** field, enter the connection name.

The connection name must be same as you entered for the Administered Server connection.

4. In the **Server URL** field, enter the URL of the computer where SPSS is deployed.

Use the same server name and port that you used to deploy Marketing Platform and save the configuration.

Important: The port must be either http or https (not the console port). For example, http://unicavmdemo:9080

5. Click **Finish**.

You can see the connection name in the left pane of the Deployment Manager.

Creating Resource Definitions

Use Deployment Manager to create resource definitions in IBM SPSS Modeler Advantage Enterprise Marketing Management Edition.

Complete the following steps to create a resource definition:

1. Open Deployment Manager for SPSS.
2. In the Deployment Manager, expand **Resource Definitions**. Right-click **Credentials**, and click **New > Credentials Definition**.
3. In the **Name** field, enter modeler and click **Next**.
4. In the **User ID** and **Password**, and **Confirm Password** field, enter the operating system's user name and password.
5. Leave the **Security Provider** field blank.
6. Click **Finish**.
7. In the Deployment Manager, expand **Resource Definitions**. Right-click **Servers**, and click **New > Server Definition**.
8. In the **Name** field, enter modeler.
9. From the **Types** list, select **Modeler Server** and click **Next**.

Note: If **Modeler Server** is not listed, exit the Deployment Manager and restart it. The Deployment Manager loads the new configurations from the server and displays a message that indicates that the application is updating.

10. In the **Host** field, enter the computer name on which SPSS is deployed. For example, usr\lmarcou1.servername.yourcompany.com
11. In the **Port** field, the default value is displayed as **28053**.

Important: Do not change value for the **Port** field.

12. In the **Default Data Path**, enter one of the following options based on the operating system:

Operating system	Default data path
UNIX and Linux	/
Windows	\ with the drive letter (such as C:\)

13. Click **Finish**.

After you create the resource definitions, restart your SPSS server. Then, continue with the configuration chapter of the *IBM Campaign and IBM SPSS Modeler Advantage Enterprise Marketing Management Edition Integration Guide*

Chapter 5. Uninstalling

Run the uninstaller to uninstall . When you run the uninstaller, the files that were created during the installation process are removed. For example, files such as configuration files, installer registry information, and user data are removed from the computer.

When you install IBM Marketing Software products, an uninstaller is included in the `Uninstall_Product` directory, where *Product* is the name of your IBM product.

If you manually remove the files in your installation directory instead of running the uninstaller, the result might be an incomplete installation if you later reinstall an IBM product in the same location. After uninstalling a product, its database is not removed. The uninstaller only removes default files that are created during installation. Any file that is created or generated after installation is not removed.

Note: On UNIX, the same user account that installed must run the uninstaller.

1. Make sure that the IBM SPSS Modeler Collaboration and Deployment Service (C&DS) is uninstalled.

Open the Installation Manager and verify that C&DS is uninstalled. If C&DS is not uninstalled, use the IBM Installation Manager to uninstall C&DS.

2. Complete one of the following steps to uninstall :

- Click the uninstaller that exists in the `Uninstall_Product` directory. The uninstaller runs in the mode in which you installed .

- In a command-line window, navigate to the directory where the uninstaller exists, and run the following command to uninstall by using the console mode:

`Uninstall_Product -i console`

- In a command-line window, navigate to the directory where the uninstaller exists, and run the following command to uninstall by using the silent mode:

`Uninstall_Product -i silent`

When you uninstall by using the silent mode, the uninstallation process does not present any dialogs for user interaction.

Note: If you do not specify an option for uninstalling , the uninstaller runs in the mode in which is installed.

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.

Note: Technical Support does not write or create API scripts. For assistance in implementing our API offerings, contact IBM Professional Services.

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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