

IBM Unica Optimize  
Version 8 Release 6  
May 25, 2012

*Installation Guide*



**Note**

Before using this information and the product it supports, read the information in "Notices" on page 35.

This edition applies to version 8, release 6, modification 0 of IBM Unica Optimize and to all subsequent releases and modifications until otherwise indicated in new editions.

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## Chapter 1. Preparing to install Optimize

Installing IBM® Unica® products is a multi-step process that involves working with a number of software and hardware elements that are not provided by IBM Unica . While the IBM Unica documentation provides some guidance regarding specific configurations and procedures required to install IBM Unica products, for details on working with these systems that are not provided by IBM Unica , consult those products' documentation.

Before you begin to install the IBM Unica Marketing software, plan your installation, including both your business objectives and the hardware and software environment required to support them.

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### Optimize basic installation checklist

Read this chapter to gain an overview of the installation process and verify that your environment, planned order of installation, and knowledge levels fulfill the prerequisites.

The following list is a high-level overview of the steps required to perform a basic installation of IBM Unica Optimize. Additional details about these steps are provided in the rest of this guide.

#### Install Optimize

1. Chapter 2, “Installing Optimize,” on page 5  
Download the IBM Unica and Optimize installers.
2. “Information required to install all IBM Unica Marketing products” on page 12  
Gather the required information for the installation. You use this information to complete the installation wizard.
3. “Step: Run the IBM Unica installer” on page 13  
After you install, deploy, and verify the IBM Unica Marketing Platform and IBM Unica Campaign, install Optimize.

#### Configure Optimize

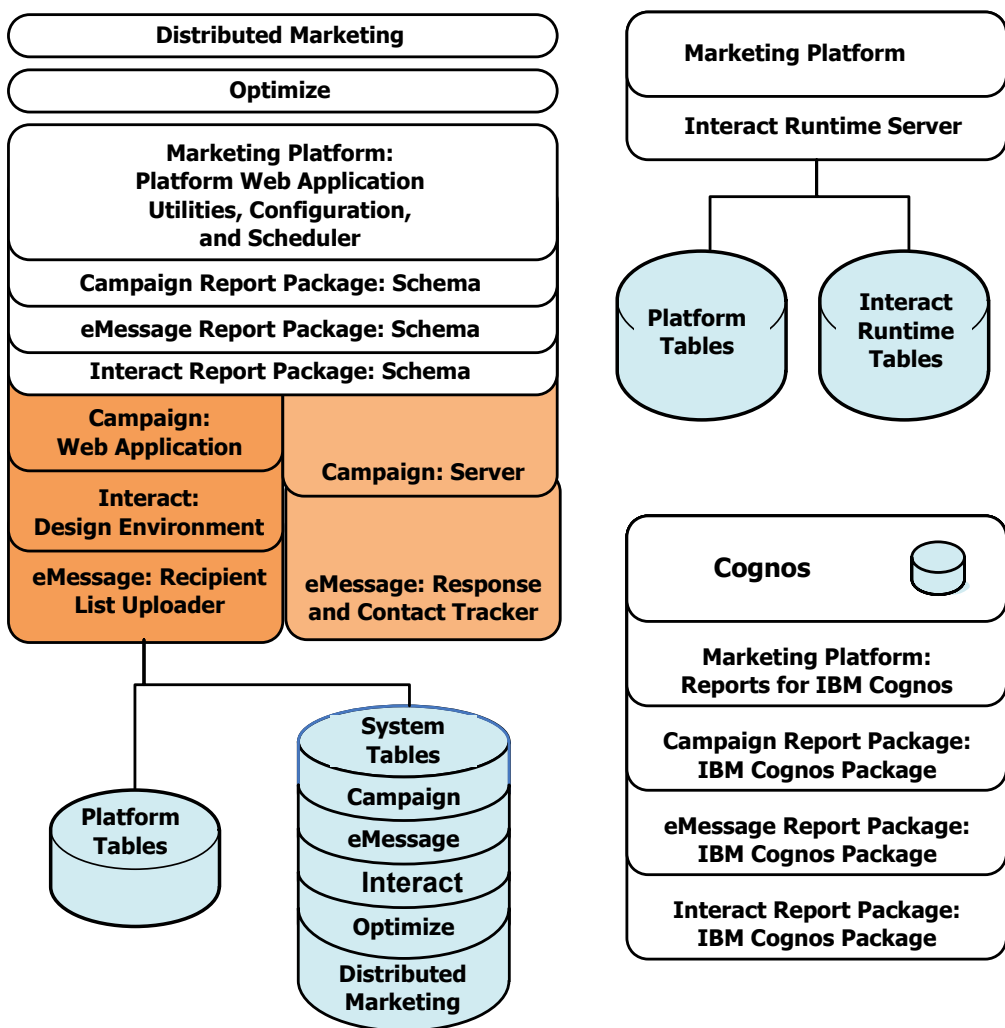
1. “Step: Create and populate the Optimize system tables manually, if necessary” on page 15  
If the Optimize installer was unable to connect to the Campaign system tables, use the provided SQL scripts to create and populate the Optimize system tables in the Campaign database or schema.
2. “To register Optimize manually” on page 15  
If the Optimize installer was unable to register, use Marketing Platform utilities to register manually.
3. “Step: Set the Optimize configuration properties manually, if necessary” on page 16  
If the Optimize installer was unable to set the configuration properties, set required properties on the **Settings > Configuration** page.
4. “Step: Start the Optimize server” on page 16  
Start and verify the Optimize server.
5. “Step: Map tables for Optimize” on page 17

- In Campaign, map the Optimize tables.
- “Step: Verify your Optimize installation” on page 18  
Log on to Marketing Platform and confirm you can access **Campaign > Optimizations**.

## IBM Unica components and where to install them

The following diagram provides a brief overview of where to install IBM Unica applications.

This setup is the basic installation that functions. You might require a more complex, distributed installation to meet your security and performance requirements.



## Prerequisites

The following are prerequisites for installing IBM Unica Marketing products.

### System requirements

For detailed system requirements, see the *IBM Unica Marketing Enterprise Products Recommended Software Environments and Minimum System Requirements* guide.

## JVM requirement

IBM Unica Marketing applications within a suite must be deployed on a dedicated Java Virtual Machine (JVM). IBM Unica Marketing products customize the JVM used by the web application server. You might need to create an Oracle WebLogic or WebSphere® domain dedicated to IBM Unica Marketing products if you encounter JVM-related errors.

## Network domain requirement

IBM Unica Marketing products that are installed as a Suite must be installed on the same network domain, to comply with browser restrictions designed to limit cross-site scripting security risks.

## Knowledge requirement

To install IBM Unica Marketing products, you must possess or work with people who possess a thorough knowledge of the environment in which the products are installed. This knowledge includes the operating systems, databases, and web application servers.

## Order of installation for Optimize

Optimize operates with the Marketing Platform and Campaign. You must install and configure them before you begin to install Optimize.

### Marketing Platform requirement

Before you install any IBM Unica Marketing products, the Marketing Platform must be fully installed and deployed.

Marketing Platform must be running so that:

- The products you install can register their configuration properties and security roles.
- You can set values for configuration properties on the Marketing Platform's Configuration page.

For each group of products that you plan to have work together, you need to install the Marketing Platform only once.

### Campaign requirement

Before you install Optimize, you must install and configure Campaign.

**Note:** For installations on UNIX, you might need to set the `Djava.awt.headless` property for your web application server to `true` in your application server. This setting is required only when you are unable to view Optimize reports. See the *IBM Unica Campaign Installation Guide* for details.

You do not need to prepare any additional data sources because Optimize uses the Campaign system tables data source.

## Client machines

Client machines must meet the following configuration requirements.

- Campaign uses an ActiveX control for flowcharts and administration functions. This flowchart automatically downloads when needed. The recommended

security setting for the Internet Explorer browser is medium-low for local intranet. Specifically, the client browser must have the following options enabled:

- Download signed ActiveX controls
- Run ActiveX controls and plug-ins
- Script ActiveX controls marked safe for scripting
- The browser should not cache pages. In Internet Explorer, select **Tools > Internet Options > General > Browsing History > Settings** and choose the option that causes the browser to check for a newer version of the page on each visit.
- If software to block pop-up ad windows is installed on the client machine, Campaign might not function properly. For best results, disable the software to block pop-up ad windows while running Campaign.

## Access permissions

Verify that your network permissions allow you to perform the procedures in this guide, and that you have logins with appropriate permissions.

Appropriate permissions include:

- The administrative password for your web application server.
- Administration access for all necessary databases.
- 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/execute permissions to run the installer.
- The operating system account that you use to run the web application server and IBM Unica Marketing components must have read and write access to the relevant directory and subdirectories.
- On UNIX, the user account that installs Campaign and the Marketing Platform must be a member of the same group as Campaign users. This user account must have a valid home directory, and have write permissions for that directory.
- On UNIX, all of the installer files for IBM Unica products must have full execute permissions (for example, `rwxr-xr-x`).

---

## If you are upgrading or configuring multiple partitions

If you are upgrading, see the sections on preparing to upgrade.

If you plan to create multiple partitions, see the section on configuring multiple partitions.

**Related concepts:**

“Order of upgrading Optimize” on page 22



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## Chapter 2. Installing Optimize

Download the following installation files.

**Important:** Place all of the files in the same directory. This step is an installation requirement.

- The IBM Unica installer
- The Optimize installer

### Setting permissions on UNIX type systems

On UNIX type systems, ensure that the installation files have full execute permissions (rwxr-xr-x).

### Choosing the right installer file

The IBM Unica Optimize installation files are named according to the version of the product and the operating system with which they are meant to be used. The exception is UNIX files intended to be run in console mode, which are not operating system-specific. For UNIX, different files are used depending on whether the installation mode is X Window System or console. For example:

**Windows** - GUI and console mode - Unica\_OptimizeN.N.N.N\_win64.exe is version N.N.N.N.N and is intended for installation on the Windows 64-bit operating system.

**UNIX** - X Window System mode - Unica\_OptimizeN.N.N.N\_solaris64.bin is version N.N.N.N.N and is intended for installation on the Solaris 64-bit operating system.

**UNIX** - console mode - Unica\_OptimizeN.N.N.N.sh is version N.N.N.N.N and is intended for installation on all UNIX operating systems.

---

## How the IBM Unica Marketing installers work

You should read this section if you are not familiar with the basic functions of the IBM Unica installer.

### Single directory requirement for installer files

When you install IBM Unica enterprise products, you use a combination of installers.

- A master installer, which has Unica\_Installer in the file name
- Product-specific installers, which all have the product name as part of their file names

To install IBM Unica Marketing products, you must place the master installer and the product installers in the same directory. When you run the master installer, it detects the product installation files in the directory. You can then select the products you want to install.

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 Unica Products screen in the installation wizard.

## Installing patches

You might be planning to install a patch immediately after you perform a new installation of an IBM Unica product. If so, place the patch installer in the directory with the base version and master installer. When you run the installer, you can select both the base version and the patch. The installer then installs both in correct order.

## Choosing product installation directories

You can install to any directory on any network-accessible system. You can specify an installation directory by entering a path or by browsing and selecting it.

You can specify a path relative to the directory from which you are running the installer by typing a period before the path.

If the directory you specify does not exist, the installer creates it, assuming that the user performing the installation has appropriate permissions.

The default top-level directory for IBM Unica installations is named IBM/Unica. The product installers then install in subdirectories under the Unica directory.

## Installation types

The IBM Unica installer performs the following types of installation.

- **New installation:** When you run the installer and select a directory where an IBM Unica Marketing product has never been installed, the installer automatically performs a new installation.
- **Upgrade installation:** When you run the installer and select a directory where *an earlier* version of an IBM Unica Marketing product is installed, the installer automatically performs an upgrade installation. For products where installers automatically update the database, upgrade installation adds new tables but does not overwrite data in existing tables.

For products where installers automatically update the database, errors can occur during an upgrade because the installer does not create tables in the database if they exist. You can safely ignore these errors. See the chapter on Upgrading for details.

- **Reinstallation:** When you run the installer and select a directory where *the same* version of an IBM Unica Marketing product is installed, the installer automatically performs a new installation. For products where installers automatically update the database, reinstallation drops all existing tables and data and then creates new tables and populates them with default data. Reinstallation also overwrites all of the data in your existing installation directory for products where installers automatically update the database. To retain or restore data for a reinstallation:
  - When you run the installer, select the **Manual database setup** option.
  - Use the Marketing Platform configTool utility to export modified configuration settings, such as customized navigation menu items, before you reinstall.

Typically, reinstallation is not recommended.

## Installation modes

The IBM Unica installer can run in the following modes.

- Console (command line) mode

In console mode, options are presented to you in numbered lists. You supply a number to select the option you want. If you press Enter without entering a number, the installer uses the default option.

The default option is indicated by one of the following symbols:

– -->

To select an option when this symbol appears, type the number of the option you want to select then press Enter.

– [X]

This symbol indicates that you can choose one, several, or all of the options in the list. If you type the number of an option that has this [X] symbol next to it then press Enter, you clear or deselect that option. If you type the number of an option that is not currently selected (it has [ ] next to it), that option is selected when you press Enter.

To deselect or select more than one option, enter a comma-separated list of option numbers.

- Windows GUI or UNIX X-windows mode
- Unattended, or silent, mode, which allows no user interaction

Unattended mode can be used to install an IBM Unica product multiple times, for example when you set up a clustered environment. For more information, see “Installing multiple times using unattended mode.”

## Installing multiple times using unattended mode

If you must install IBM Unica Marketing products multiple times, for example when setting up a clustered environment, you may want to run the IBM Unica installer in unattended mode, which requires no user input.

### About the response files

Unattended mode (also known as silent mode) requires a file or set of files to provide the information that a user would enter at the installation prompts when using the console or GUI modes. These files are known as response files.

You can use either of these options to create response files.

- You can use the sample response file as a template for directly creating your response files. The sample files are included with your product installers in a compressed archive named ResponseFiles. The response files are named as follows.
  - IBM Unica installer - `installer.properties`
  - Product installer - `installer_` followed by initials for the product name. For example, the Campaign installer has a response file named `installer_uc.properties`.
  - Product reports packs installer - `installer_` followed by initials for the product name plus `rp`. For example, the Campaign reports pack installer has a response file named `installer_urpc.properties`.

Edit the sample files as needed and place them in the same directory with your installers.

- Before you set up an unattended run, you can run the installer in Windows GUI or UNIX X-windows mode or in Console mode and choose to create the response files.

The IBM Unica master installer creates one file, and each IBM Unica product you install also creates one or more files.

The response files have `.properties` extensions, such as `installer_product.properties` and the file for the IBM Unica installer itself, which is named `installer.properties`. The installer creates these files in the directory you indicate.

**Important:** For security reasons, the installer does not record database passwords in the response files. When you create response files for unattended mode, you must edit each response file to enter database passwords. Open each response file and search for `PASSWORD` to find where you must perform these edits.

## Where the installer looks for response files

When the installer runs in unattended mode, it looks for the response file as follows.

- First, the installer looks in the installation directory.
- Next, the installer looks in the home directory of the user performing the installation.

All response files must be 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
```

## Effect of unattended mode when you uninstall

When you uninstall a product that was installed using unattended mode, the uninstall is performed in unattended mode (without presenting any dialogs for user interaction).

## Unattended mode and upgrades

When you are upgrading, if a response file was previously created and you run in unattended mode, the installer uses the installation directory that was previously set. If you want to upgrade using unattended mode when no response file exists, create a response file by running the installer manually for your first installation, and be sure to select your current installation directory in the installation wizard.

## Example installation prompts

For reference, an example of the prompts that display during installation on a UNIX server using console mode follows. Be sure to read and follow the instructions that display during your actual installation.

After you enter information, most prompts display your response and require a yes or no (Y/N) confirmation before you continue. These prompts give you the opportunity to make corrections when needed.

Use this example to help you gather required information before you begin your installation, and for reference during your installation.

Table 1. Example installation prompts and responses

| Prompt  | Response  |
|---|---|
| -bash-4.0\$   | Initial prompt. Supply the name of the master installer file and any variables for the database setup utility that you want to use for the installation.  |
| Choose Locale   | Supply a number to choose one of the listed languages. To use the default locale, 2- English, press Enter.  |
| Introduction  | If a previous version of the product is installed, an upgrade is performed. See the chapter on Upgrading.<br><br>If the same version of the product is installed, proceeding drops all tables and data.   |
| Response Files Generation                                   | Supply a number to choose whether to generate response files for use in an unattended installation. If you generate response files, you can supply a destination path.  |
| Choose Product Features                                     | A numbered list of features displays. Features with a check mark [X] are selected for installation, features with no check mark [ ] are not selected. To change the selections, supply numbers to switch from selected to cleared (or vice versa) using a comma-separated list, then press Enter.<br><br>For example, you see this list of features:<br>1- [X] IBM Unica Marketing Platform<br>2- [X] IBM Unica Marketing Operations<br><br>To install Marketing Platform <i>only</i> , supply 2 and press Enter. |
| <b>Master (Marketing Platform) installation</b>             |   |
| Installation Directory                                      |   |
| Select Application Server                                   |   |
| Platform Database Type                                      | Supply information for the Marketing Platform system table database.  |
| Platform Database Host Name                                 |   |
| Platform Database Port                                      |   |
| Platform Database Name/System ID (SID)                      |   |
| Platform Database User Name                                 |   |
| Platform Database Password                                  |   |
| JDBC Connection   |   |
| JDBC Driver Classpath                                       |   |
| <b>Product-specific (Marketing Operations) installation</b> |   |
| Introduction  | For each product feature you chose to install, the specific product name displays followed by the reinstallation warning.   |
| Installation Directory                                      |   |

Table 1. Example installation prompts and responses (continued)

| Prompt                              | Response   |
|-------------------------------------|--|
| Marketing Operations Database Setup | Supply a number to choose automatic or manual. <ul style="list-style-type: none"> <li>Automatic setup uses the same information for this feature that you supplied for the master installation.</li> <li>Manual setup prompts you for each database and JDBC characteristic separately to accommodate any feature-specific differences.</li> </ul> |
| Marketing Operations Server/Host    |  |
| Marketing Operations Server Port    |  |
| Marketing Operations Domain Name    | Supply the same company domain, in all lowercase, for every feature you install.   |
| Supported Locales                   | Supply a number to choose a language. You can also supply a comma-separated list to select multiple options.   |
| Deployment EAR File                 | Supply a number to choose whether to create an enterprise archive (EAR) file.  |

## Automatic versus manual system table creation

For some IBM Unica products, you can choose whether to allow the installer to create the system tables in the database.

If you choose to allow the installer to create the system tables, you must provide information that enables the installer to connect to the product database you created in an earlier step. Typically, this information includes:

- The database type
- The name of the database server
- The port on which the server listens
- The database name or schema ID
- A login and password for the database

If you choose to create the system tables manually, you must use your database client to run the SQL scripts provided with your product installation.

Details for manual table creation are provided in “Step: Create and populate the Optimize system tables manually, if necessary” on page 15.

---

## Where to install Optimize

For best performance, install Optimize on its own system, where no other IBM Unica Marketing products are installed.

Optimize can require significant computation and data processing resources. You have the greatest control and flexibility for performance-tuning if you operate Optimize in a dedicated environment.

---

## Step: Obtain required information

Obtain the following information before you start to install Optimize. You use this information as you complete the installation wizard.

### JDBC driver on the Optimize system

Obtain the JDBC driver class path on the system where you are installing Optimize. This path must include the name of the JAR file.

### Marketing Platform information

The installation wizards for each IBM Unica Marketing product must be able to communicate with the Marketing Platform system table database, to register the product.

Each time you run the installer in a new location, you must enter the following database connection information for the Marketing Platform system table database.

- Database type.
- Database host name.
- Database port.
- Database name.
- User name and password for the database account.
- JDBC connection URL to the Marketing Platform database. The installer provides the connection URL based on the values you provide, however, confirm the URL is correct.

For example, for SQL Server, the JDBC connection URL takes the following format:

```
jdbc:sqlserver://your_db_host:your_db_port;databaseName=your_db_name
```

You obtained this information when you created the database or schema.

### Campaign information

The installation wizard for Optimize needs to communicate with your Campaign system table database to create the Optimize tables. You must collect the following information about your Campaign installation to enable the installer to set up Optimize database tables and properly configure Optimize.

- Whether your Campaign database is configured for Unicode.
- Campaign database type.
  - If your database type is IBM DB2<sup>®</sup> and installed on a UNIX system, you also need to supply the DB2 instance path.
  - If your database type is Oracle, you also need to supply the Oracle home directory.
- Campaign database host name.
- Campaign database port.
- Campaign database name.
- User name and password for the Campaign database account.
- JDBC connection URL to the Campaign database. The installer provides the connection URL based on the values you provide, however, confirm the URL is correct.

For example, for SQL Server, the JDBC connection URL takes the following format:

```
jdbc:sqlserver://your_db_host:your_db_port;databaseName=your_db_name
```

- The name of the system on which the Campaign web application server is installed.
- The port on which the Campaign application server listens. If you plan to implement SSL, obtain the SSL port.
- The network domain for your deployment system. For example, mycompany.com.
- The path to CAMPAIGN\_HOME.

If you are installing Optimize and Campaign on separate systems, you must mount the Campaign directory for your Campaign installation as a network drive on the system that hosts Optimize. The svrstop utility located in the bin directory must have execute permissions on the Optimize host. Define CAMPAIGN\_HOME using the fully qualified path to your Campaign installation directory.

## Information required to install all IBM Unica Marketing products

Gather the required information as described in this section.

### Marketing Platform information

The installation wizards for each IBM Unica Marketing product must be able to communicate with the Marketing Platform system table database, to register the product.

Each time you run the installer, you must enter the following database connection information for the Marketing Platform system table database.

- Database type.
- Database host name.
- Database port.
- Database name or schema ID.
- User name and password for the database account.

You obtained this information when you created the database or schema.

### Web component information

For all IBM Unica Marketing products that have a web component that you deploy on a web application server, you must obtain the following.

- The name of the systems on which the web application servers are installed. You might have one or several, depending on the IBM Unica Marketing environment you are setting up.
- The port on which the application server listens. If you plan to implement SSL, obtain the SSL port.
- The network domain for your deployment system. For example, mycompany.com.

## Optimize Utilities Settings reference

This section describes the Optimize Utilities Settings window in the Optimize Installation wizard.



This information is required only if you want to use the ACOOptAdmin utility on the system on which you are running the installer.

Table 2. ACOOptAdmin utility requirements

| Field                 | Description  |
|-----------------------|--|
| JDBC Driver Classpath | Enter the fully qualified path for the JDBC driver on your system, including the *.jar file.<br><br>To specify multiple JAR files, separate them with a colon. |

---

## Check for a JAVA\_HOME environment variable

If you have a JAVA\_HOME environment variable defined on the machine where you are installing an IBM Unica product, verify that it is pointing to version 1.6 of the Sun JRE.

This environment variable is not required for installing IBM Unica products, but if it is present, it must point to the 1.6 version of the Sun JRE.

If you have a JAVA\_HOME environment variable, and it points to an incorrect JRE, then you must unset the JAVA\_HOME variable before you run the IBM Unica installers. You can do this as follows.

- Windows: In a command window, enter  
`set JAVA_HOME=leave empty and press return key`
- \*NIX-type systems: In the terminal, enter  
`export JAVA_HOME=leave empty and press return key`

After the environment variable is unset, the IBM Unica installers use the JRE bundled with the installers.

You can reset the environment variable when installation is complete.

---

## Step: Run the IBM Unica installer

Before you run the IBM Unica installer, verify that you have met the following prerequisites.

- You have downloaded the IBM Unica installer and the installers for products you plan to install. Both the IBM Unica and product installers must be in the same directory.
- You have available the information you gathered as described in “Information required to install all IBM Unica Marketing products” on page 12.

If you are rerunning the installer on a system where other IBM Unica products are installed, do not reinstall these other products.

See the other topics in this section for details about the installer, or if you need help entering information in the wizard.

Run the IBM Unica installer as described here, and follow the instructions in the wizard.

- GUI or X Window System mode  
Run the Unica\_Installer file. On UNIX, use the .bin file.
- Console mode

Open a command prompt and from the directory where you downloaded the IBM Unica software, run the Unica\_Installer executable file as follows.

On Windows, run the Unica\_installer executable file with `-i console`. For example, `Unica_Installer_N.N.N.N_OS -i console`

On UNIX, run the Unica\_installer.sh file with no switch.

**Note:** On Solaris, you must run the installer from a Bash shell.

- Unattended mode

Open a command prompt and from the directory where you downloaded the IBM software, run the Unica\_Installer executable file with `-i silent`. On UNIX, use the .bin file. For example, to specify a response file located in the same directory as the installer:

```
Unica_Installer_N.N.N.N_OS -i silent
```

To specify a response file in a different directory, use `-f filepath/filename`. Use a fully qualified path. For example:

```
Unica_Installer_N.N.N.N_OS -i silent -f filepath/filename
```

For more information about unattended mode, see “Installing multiple times using unattended mode” on page 7.

## Optimize and EAR or WAR files

If you are installing Optimize only during this run of the IBM Unica installer, you do not need to create an EAR or WAR file, as there is no Optimize web application.

All of the Optimize GUI elements are contained within the Campaign web application. During the installation, Optimize should register with Marketing Platform, enabling all the Optimize features in Campaign. (If you have errors with installation, see “To register Optimize manually” on page 15.)

If you are installing Optimize with other IBM Unica Marketing applications, follow the instructions for EAR files for the other application.

---

## Chapter 3. Configuring Optimize

Optimize has no stand-alone web application for you to deploy. Complete the Optimize configuration after you install, configure, deploy, and verify your installation of Campaign.

---

### Step: Create and populate the Optimize system tables manually, if necessary

If the Optimize installer could not connect with the Campaign system tables during the installation process, you see an error message that notifies you of this failure. The installation process proceeds, but in this case you must create and populate the Optimize system tables manually.

To create and populate the Optimize system tables, run the SQL scripts listed in this section against the database or schema that holds the Campaign system tables.

The SQL scripts are located in the `ddl` directory under your Optimize installation.

If your Campaign system tables are configured for unicode, use the appropriate script located in the `ddl/unicode` directory under your Optimize installation.

*Table 3. Scripts for creating Unica Optimize tables*

| Data source type     | Script name                        |
|----------------------|------------------------------------|
| IBM DB2              | <code>aco_systab_db2.sql</code>    |
| Microsoft SQL Server | <code>aco_systab_sqlsvr.sql</code> |
| Oracle               | <code>aco_systab_ora.sql</code>    |

There is only one script to populate the Optimize tables, `aco_populate_tables.sql`. There is no unicode equivalent script for the `aco_populate_tables.sql` script used to populate the tables.

---

### Step: Register the product manually, if necessary

If the Optimize installer could not connect with the Marketing Platform system tables during the installation process, you see an error message that notifies you of this failure. The installation process proceeds, but in this case you must import the Optimize information into the Marketing Platform system tables manually.

The utilities mentioned in these procedures are located in the `tools/bin` directory under your Marketing Platform installation.

#### To register Optimize manually

Registering Optimize with Marketing Platform imports menu items and sets some configuration properties.

If the Optimize installer cannot connect to the Marketing Platform database to register the product, run the `configTool` utility. Using the following example

commands as guidelines. You run the utility as many times as there are files. For Optimize, because there is one file, you must run the utility one time.

```
configTool -i -p "Affinium|suite|uiNavigation|mainMenu|Campaign"  
-f "full_path_to_Optimize_installation_directory\conf  
\optimize_navigation.xml"  
  
configTool -v -i -o -p Affinium|Campaign|about  
-f "full_path_to_Optimize_installation_directory\conf  
\optimize_subcomponent_version.xml"
```

All of the Optimize configuration properties are included with Campaign, so there is no need to register any configuration properties.

---

## Step: Set the Optimize configuration properties manually, if necessary

If the Optimize installer could not connect with the Marketing Platform system tables during the installation process, you see an error message that notifies you of this failure. The installation process proceeds, but in this case you must set the following Optimize configuration properties on the **Settings > Configuration** page manually.

- Campaign > unicaACOListener > serverHost
- Campaign > unicaACOListener > serverPort
- Campaign > unicaACOListener > useSSL

---

## Configure ACOOptAdmin tool

You must define JAVA\_HOME in the ACOOptAdmin tool.

1. Open the ACOOptAdmin.sh (UNIX) or ACOOptAdmin.bat (Windows) file located in the bin directory under your Optimize installation directory for editing.
2. Find JAVA\_HOME and replace [Change Me] with the path to the Java directory used by your web application server.
3. Save and close the file.

---

## Configure Optimize for Chinese, Japanese, or Korean users

If you are going to use Optimize with user names which contain Chinese, Japanese, or Korean characters, you must configure the Optimize server.

1. Open the Optimize server file (ACOserver) located in the bin directory under your Optimize installation directory for editing.
2. Remove the comment to set the environment variable UNICA\_ACSYSENCODING equal to UTF-8.

**Windows:** Remove @rem before the following line in ACOserver.bat:

```
@rem set UNICA_ACSYSENCODING=UTF-8
```

**UNIX:** Remove # before the following lines in ACOserver.sh:

```
#UNICA_ACSYSENCODING=UTF-8  
#export UNICA_ACSYSENCODING
```

3. Save and close the file.
4. Restart the Optimize server in a new console window if it is running.

---

## Step: Start the Optimize server

You must start the Optimize server before you can use Optimize.

To start the Optimize server, run the AC0server script located in the bin directory under your Optimize installation.

Run the AC0Server script as follows.

On Windows: AC0Server.bat start

On UNIX: ./AC0Server.sh start

To determine whether the AC0server process is running, use the Windows Task Manager or the command `ps -ef | grep unica_aolsnr` on UNIX systems.

---

## Step: Map tables for Optimize

To configure Optimize to work with Campaign, you must map all of the Optimize system tables in Campaign, and your contact history and segment membership tables.

For more information about mapping system tables in Campaign, see the *IBM Unica Campaign Administrator's Guide*.

**Note:** Mapping the segment membership system tables in Campaign for use with strategic segments is optional. Map the segment membership system table for an audience only if you use the audience with flowcharts or Optimize sessions that use strategic segments.

1. Map all system tables.
2. Map all contact history tables.

Confirm each audience level in your Campaign configuration has a contact history table. You must map each contact history table. See the *IBM Unica Campaign Administrator's Guide* for more information about additional contact history tables.

3. (Optional) For each audience used in Optimize sessions that use strategic segments, map the segment membership system table for the audience to the database table that defines segment members.

### Requirements when using strategic segments.

If you plan to use strategic segments, ensure that there is a segment membership table for each audience level in your Campaign configuration. You must map each segment membership table.

Create two indexes on the audience segment membership tables. Create the first index on SegmentID and create the second on the audience level columns. For example, the UA\_SegMembership table ships with an index on CustomerID and on SegmentID.

For more information about system tables and strategic segments, see the *IBM Unica Campaign Administrator's Guide*.

## Optimize system table mapping reference

A listing of the names of the Optimize system tables as they show in the configuration dialog and the corresponding default table name.

Table 4. Optimize system table mapping

| Optimize System Table  | Database Table  |
|------------------------|-----------------|
| Optimize Session Table | UACO_OptSession |

Table 4. Optimize system table mapping (continued)

| Optimize System Table                     | Database Table       |
|---|----------------------|
| Optimize Process Table                    | UACO_OptimizeProcess |
| Optimize Run History Table                | UACO_SesnRunHist     |
| Optimize Session Segment Table            | UACO_SesnSegment     |
| Optimize Offer Segment Table              | UACO_OfferSeg        |
| Optimize Session Offer Table              | UACO_SesnOffer       |
| Optimize Rule Table                       | UACO_Rule            |
| Optimize Exception Rule Table             | UACO_RException      |
| Optimize Exception Rules Constraint Table | UACO_RExConstraint   |
| Optimize Rules Constraint Table           | UACO_RConstraint     |
| Optimize Rule OfferList Table             | UACO_ROfferList      |
| Optimize Rule Offer Table                 | UACO_ROffer          |
| Optimize Rule Segment Table               | UACO_RSegment        |
| Optimize Proposed Contact Base Table      | UACO_PCTBase         |
| Optimize Proposed Attribute Base Table    | UACO_POABase         |
| Optimize Optimized Contact Base Table     | UACO_OCTBase         |

## Optimize contact history table mapping reference

An example listing of the names of the contact history tables as they show in the configuration dialog and the corresponding default table name. Names of additional audience level tables are unique to your configuration.

Table 5. Optimize contact history table mapping

| System Table                            | Maps to Database Table |
|---|------------------------|
| Customer Contact History Table          | UA_ContactHistory      |
| Customer Detailed Contact History Table | UA_DtlContactHist      |

---

## Step: Verify your Optimize installation

To verify that Optimize is installed correctly, log on to the IBM Unica Marketing and confirm that you can access **Campaign > Optimizations**.

Selecting Optimizations from the menu opens the All Optimize Sessions page where you can manage your Optimize sessions.

After you install Optimize, the Optimize process is available in Campaign for you to use when building Campaign batch flowcharts.

You might need to log out and log on to the IBM Unica Marketing after mapping the Optimize tables to show **Campaign > Optimizations**.

---

## Chapter 4. Configuring Optimize in multiple partitions

In the Campaign family of products, partitions provide a way to secure the data associated with different groups of users.

When you configure Campaign or a related IBM Unica Marketing application to operate with multiple partitions, each partition appears to application users as a separate instance of the application. There is no indication that other partitions exist on the same system.

For IBM Unica Marketing applications that operate with Campaign, you can configure the application only within partitions where you have already configured an instance of Campaign. Application users within each partition can access only the Campaign functions, data, and customer tables configured for Campaign in the same partition.

---

### Setting up multiple partitions for Optimize

You can create multiple partitions to use with Campaign and Optimize.

You can use partitions to configure Optimize and Campaign so that different groups of users have access to different sets of Optimize and Campaign data. For more information about configuring and using multiple partitions, see the *IBM Unica Campaign Installation Guide*.

Installing Optimize creates a default partition, `partition1`, under the `Optimize/partitions` directory of the product installation. You can create additional partitions in the same directory.

If you configure Optimize to use multiple partitions, you must also configure Campaign to use multiple partitions. The names of the partitions that you create for Optimize must exactly match the names of the corresponding partitions created for Campaign.

**Note:** Save a clean copy of the original `partition1` directory to serve as a backup.

### To set up multiple partitions for Optimize

Use partitions to configure Optimize and Campaign so that different groups of users have access to different sets of Optimize and Campaign data.

1. Create your Campaign partitions.
2. Create a directory for each partition you created in Campaign in the `partitions` directory of your Optimize installation.

For example, if you created `partition2` in Campaign, you must create an `Optimize/partitions/partition2` directory.

3. Copy the contents of the `Optimize/partitions/partition1` directory, along with all of its (empty) subdirectories, into the directory you created for the new partition.

For example, copy the contents of the `partition1` directory into the `Optimize/partitions/partition2` directory.

4. If any subdirectories of the newly created directory are not empty, delete all files in the subdirectories.

5. Run the SQL scripts to create and populate the Optimize system tables in the database configured for the new partition.

For more information about running the SQL scripts, see “Step: Create and populate the Optimize system tables manually, if necessary” on page 15.

6. Repeat Steps 2 through 5 for each partition you must create. Use the most recently created directory as your starting point.

**Note:** By default, partitions are installed under the Optimize/partitions directory. If you modify the default directory for Optimize, or if you modify the directory that specifies partitions, then adjust these instructions accordingly.

## To configure ACOServer for multiple partitions

You must configure the Optimize to point to the correct partitions directory.

When you install Optimize, a default partitions directory is created under the directory specified by OPTIMIZE\_HOME. This default directory for partitions contains one partition, partition1. Whether you create other partitions for your Optimize configuration, you can modify the default location for all partitions.

To modify the home directory for partitions, you can optionally set the OPTIMIZE\_PARTITION\_HOME environment variable in Optimize server file. This variable defines the root location for the partitions. If you set this variable, it overrides the default value.

### Windows:

You can set it by adding lines such as the following two commands to ACOServer.bat:

```
set OPTIMIZE_PARTITION_HOME=C:\partitions
echo Using OPTIMIZE_PARTITION_HOME: %OPTIMIZE_PARTITION_HOME%
```

### UNIX:

You can set it by adding the following lines to ACOServer.sh:

```
OPTIMIZE_PARTITION_HOME = /root_dir/work/partitions
export OPTIMIZE_PARTITION_HOME
echo "Using OPTIMIZE_PARTITION_HOME:"
$OPTIMIZE_PARTITION_HOME
```



---

## Chapter 5. Preparing to Upgrade Optimize

To upgrade any IBM Unica Marketing product, you must meet all of the prerequisites listed under “Prerequisites” on page 2 in the "Preparing to Install" chapter.

In addition, you must meet the prerequisites listed in this section.

### Remove response files generated by previous installations

Before you run the installer to upgrade from pre-8.6.0 versions, you must delete any response files generated by previous installations.

Old response files are not compatible with 8.6.0 and later installers because changes were made to installer behavior and response file format.

Failure to remove old response files can result in having incorrect data pre-filled in installer fields when the installer is run, or in the installer failing to install some files or skipping configuration steps.

The response files are named `installer_product.properties`, except for the file for the IBM Unica installer itself, which is named `installer.properties`. The installer creates these files in the directory where the installer is located.

### User account requirement (UNIX only)

On UNIX, the same user account that installed the product must perform the upgrade.

### 32-bit to 64-bit version upgrades

If you are moving from a 32-bit to a 64-bit version of an IBM Unica Marketing product, ensure that the following conditions are met.

- The database client libraries for your product data sources are also 64-bit
- All relevant library paths (for example, startup or environment scripts) correctly reference the 64-bit versions of your database drivers

### Knowledge requirements

These instructions assume that the person performing the upgrade has an understanding of the following.

- The basic function of the IBM Unica installer, as described in “How the IBM Unica Marketing installers work” on page 5
- General IBM Unica Marketing product functionality and components, including the structure of the file system
- The installation and configuration process for the source product version and for the new version
- Maintaining configuration properties in your source and target systems
- The installation and configuration process for reports, if you are using these reports

---

## Order of upgrading Optimize

The same considerations as installation apply when you upgrade your current Optimize installation.

### Related concepts:

“If you are upgrading or configuring multiple partitions” on page 4

“Order of installation for Optimize” on page 3

---

## Installing Optimize

Download the following installation files.

**Important:** Place all of the files in the same directory. This step is an installation requirement.

- The IBM Unica installer
- The Optimize installer

### Setting permissions on UNIX type systems

On UNIX type systems, ensure that the installation files have full execute permissions (rwxr-xr-x).

### Choosing the right installer file

The IBM Unica Optimize installation files are named according to the version of the product and the operating system with which they are meant to be used. The exception is UNIX files intended to be run in console mode, which are not operating system-specific. For UNIX, different files are used depending on whether the installation mode is X Window System or console. For example:

**Windows** - GUI and console mode - Unica\_OptimizeN.N.N.N\_win64.exe is version N.N.N.N.N and is intended for installation on the Windows 64-bit operating system.

**UNIX** - X Window System mode - Unica\_OptimizeN.N.N.N.N\_solaris64.bin is version N.N.N.N.N and is intended for installation on the Solaris 64-bit operating system.

**UNIX** - console mode - Unica\_OptimizeN.N.N.N.N.sh is version N.N.N.N.N and is intended for installation on all UNIX operating systems.

---

## Optimize upgrade scenarios

Follow these guidelines for upgrading to the latest version of Optimize.

Table 6. Optimize upgrade scenarios

| Source version               | Upgrade path  |
|------------------------------|---|
| Versions 7.0.x through 7.2.x | Upgrade to version 7.2.1, then follow the instructions in “Upgrading from Optimize version 7.2.1” on page 25. |
| Version 7.2.1                | Follow the instructions listed in “Upgrading from Optimize version 7.2.1” on page 25.                         |

Table 6. Optimize upgrade scenarios (continued)

| Source version          | Upgrade path  |
|-------------------------|---|
| Version 7.3.0 and later | <p data-bbox="808 260 1451 317">Perform an in-place upgrade installation over your current version of Optimize.</p> <p data-bbox="808 342 1390 399">Follow the instructions in “Upgrading from Optimize versions 7.3.x and later” on page 27</p> <p data-bbox="808 401 1458 483"><b>Important:</b> Optimize and Campaign must be at the same version level. For example, you must upgrade Campaign to version 8.6.0 before you upgrade Optimize to version 8.6.0.</p> |



---

## Chapter 6. Upgrading Optimize

Before you upgrade from any version of Optimize, be sure that you read and understand following information.

- Review the introductory chapter Chapter 5, “Preparing to Upgrade Optimize,” on page 21, which contains important information about upgrading all IBM Unica Marketing products.
- Read all the topics in this section, to understand what you must do to upgrade from your current software to the new version of Optimize.

**Note:** As part of the upgrade process, you need to stop and restart the Optimize listener.

---

### Upgrading from Optimize version 7.2.1

Before upgrading Optimize, collect the following information.

#### Marketing Platform information

The installation wizards for each IBM Unica Marketing product must be able to communicate with the Marketing Platform system table database, to register the product.

Each time you run the installer in a new location, you must enter the following database connection information for the Marketing Platform system table database.

- Database type.
- Database host name.
- Database port.
- Database name.
- User name and password for the database account.
- JDBC connection URL to the Marketing Platform database. The installer provides the connection URL based on the values you provide, however, confirm the URL is correct.

For example, for SQL Server, the JDBC connection URL takes the following format:

```
jdbc:sqlserver://your_db_host:your_db_port;databaseName=your_db_name
```

You obtained this information when you created the database or schema.

#### Campaign information

The installation wizard for Optimize must communicate with your Campaign system table database to create the Optimize tables. You must collect the following information about your installation to allow the installer to set up database tables and properly configure Optimize.

- Whether your Campaign database is configured for Unicode.
- Campaign database type.

If your database type is IBM DB2 and installed on a UNIX system, you must also supply the DB2 instance path.

If your database type is Oracle, you must also supply the Oracle home directory.

- Campaign database host name.
- Campaign database port.
- Campaign database name.
- User name and password for the Campaign database account.
- JDBC connection URL to the Campaign database. The installer provides the connection URL based on the values you provide, however, confirm the URL is correct.

For example, for SQL Server, the JDBC connection URL takes the following format:

```
jdbc:sqlserver://your_db_host:your_db_port;databaseName=your_db_name
```

- The name of the system on which the Campaign web application server is installed.
- The port on which the Campaign application server listens. If you plan to implement SSL, obtain the SSL port.
- The network domain for your deployment system. For example, example.com.
- The path to CAMPAIGN\_HOME.

If you are installing Optimize and Campaign on separate systems, you must mount the Campaign directory for your Campaign installation as a network drive on the system that hosts Optimize. The svrstop utility located in the bin directory must have execute permissions on the Optimize host. Define CAMPAIGN\_HOME using the fully qualified path to your Campaign installation directory.

The new version of Optimize has new configuration properties for tuning the optimization algorithm in the AlgorithmTuning category. The configuration properties are added during your Campaign upgrade. You do not need to modify these properties unless you want to tune your Optimize installation for best performance. For details about tuning your installation, see the *IBM Unica Optimize User's Guide* and the *IBM Unica Optimize Troubleshooting Guide*.

1. Collect data about deprecated rules as described in "To collect deprecated rules" on page 29.

**Important:** If you do not collect your data before migrating to the new version of Optimize, the information is lost.

2. Stop the Optimize listener.

Make a backup copy of your /Optimize directory, including \Optimize\tools\bin\AC00ptAdmin.bat (Windows) or /Optimize/tools/bin/AC00ptAdmin.sh (UNIX) in case you have to restore to your previous version.

3. Run the IBM Unica installer, selecting Optimize.

When the installer prompts you, select the **Upgrade** option.

4. Copy the appropriate settings from the AC00ptAdmin.bat (Windows) or AC00ptAdmin.sh (UNIX) file you saved in step 2 to the new version of the file in the Optimize/tools/bin directory.

5. Migrate the Optimize database tables as described in "To migrate optimization rules to the new version of Optimize" on page 29.

6. Start the Optimize listener.

In the latest version of Optimize, the AC0Server script provides options to start and stop the Optimize listener. This script is located in the bin directory of your Optimize installation.

On Windows: AC0server.bat start

On UNIX: AC0server.sh start

7. If you had any deprecated Min/Max Total Cost rules, create new rules to replace them as described in “To migrate Min/Max Total Cost rules” on page 30.

---

## Upgrading from Optimize versions 7.3.x and later

You can perform an in-place upgrade from Optimize 7.3.x and later.

You do not need to migrate Optimize sessions from Optimize 7.3.x and later to the new version of Optimize.

Before you upgrade Optimize, collect the following information:

### Marketing Platform information

The installation wizards for each IBM Unica Marketing product must be able to communicate with the Marketing Platform system table database, to register the product.

Each time you run the installer in a new location, you must enter the following database connection information for the Marketing Platform system table database.

- Database type.
- Database host name.
- Database port.
- Database name.
- User name and password for the database account.
- JDBC connection URL to the Marketing Platform database. The installer provides the connection URL based on the values you provide, however, confirm the URL is correct.

For example, for SQL Server, the JDBC connection URL takes the following format:

```
jdbc:sqlserver://your_db_host:your_db_port;databaseName=your_db_name
```

You obtained this information when you created the database or schema.

### Campaign information

The installation wizard for Optimize must communicate with your Campaign system table database to create the Optimize tables. You must collect the following information about your installation to allow the installer to set up database tables and properly configure Optimize.

- Whether your Campaign database is configured for Unicode.
- Campaign database type.

If your database type is IBM DB2 and installed on a UNIX system, you must also supply the DB2 instance path.

If your database type is Oracle, you must also supply the Oracle home directory.

- Campaign database host name.
- Campaign database port.
- Campaign database name.

- User name and password for the Campaign database account.
- JDBC connection URL to the Campaign database. The installer provides the connection URL based on the values you provide, however, confirm the URL is correct.

For example, for SQL Server, the JDBC connection URL takes the following format:

```
jdbc:sqlserver://your_db_host:your_db_port;databaseName=your_db_name
```

- The name of the system on which the Campaign web application server is installed.
- The port on which the Campaign application server listens. If you plan to implement SSL, obtain the SSL port.
- The network domain for your deployment system. For example, example.com.
- The path to CAMPAIGN\_HOME.

If you are installing Optimize and Campaign on separate systems, you must mount the Campaign directory for your Campaign installation as a network drive on the system that hosts Optimize. The svrstop utility located in the bin directory must have execute permissions on the Optimize host. Define CAMPAIGN\_HOME using the fully qualified path to your Campaign installation directory.

The new version of Optimize has new configuration properties for tuning the optimization algorithm in the AlgorithmTuning category. The configuration properties are added when you upgrade Campaign. You do not need to modify these properties unless you want to tune your Optimize installation for best performance. For details about tuning your installation, see the *IBM Unica Optimize User's Guide* and the *IBM Unica Optimize Troubleshooting Guide*.

1. Stop the Optimize listener.
2. Make a backup copy of your /Optimize directory in case you must restore to a previous version.
3. Run the new IBM Unica installer, selecting Optimize and the **Upgrade** option. When prompted, select the **Automatic database setup**.
4. If you are upgrading an installation with multiple partitions, you must upgrade the database for each partition other than partition1 manually. The installer automatically upgrades partition1. According to the database you are using with Campaign, run the following script to upgrade the Optimize database tables to the new version:

```
aco_migrate7.3-8.6_dbtype.sql
```

This script adds the tables required for new features. Use the unicode version of the scripts if your database is configured for unicode.

Repeat this step for each additional partition other than partition1.

5. Start the Optimize listener.
 

In the latest version of Optimize, the AC0Server script provides options to start and stop the Optimize listener. This script is located in the bin directory of your Optimize installation.

On Windows: AC0server.bat start

On UNIX: AC0server.sh start

---

## Configure Optimize for Chinese, Japanese, or Korean users

If you are going to use Optimize with user names which contain Chinese, Japanese, or Korean characters, you must configure the Optimize server.



1. Open the Optimize server file (ACOserver) located in the bin directory under your Optimize installation directory for editing.
2. Remove the comment to set the environment variable UNICA\_ACSYSENCODING equal to UTF-8.  
**Windows:** Remove @rem before the following line in ACOserver.bat:  

```
@rem set UNICA_ACSYSENCODING=UTF-8
```

**UNIX:** Remove # before the following lines in ACOserver.sh:  

```
#UNICA_ACSYSENCODING=UTF-8  
#export UNICA_ACSYSENCODING
```
3. Save and close the file.
4. Restart the Optimize server in a new console window if it is running.

---

## Migrating rules from Optimize versions previous to version 7.3.0

Optimize 7.3.0 introduced a new algorithm for optimization. With this new algorithm, two rules are deprecated, the Min # Unique Offers rule and the Min/Max Total Cost rule.

You must run scripts on the database containing the system tables to remove any deprecated rules. These scripts work only with Optimize 7.2.1, so you must upgrade to version 7.2.1 before upgrading to Optimize 8.x.

You can recreate any Min/Max Total Cost rules with Custom Capacity rules. There is no functional equivalent of the Min # Unique Offers rule in new versions of Optimize.

The new version of Optimize provides two scripts to assist in migrating rules:

- `aco_show_invalid_rules.sql`  
This script prints a row for each deprecated rule including the optimization session name, the rule type, and the rule name.
- `aco_migrate7.2.1-7.3.0.sql`  
This script deletes all Min # Unique Offers and Min/Max Total Cost rules.

These scripts are available in the `/tools/migration/ddl` directory of your Optimize installation.

### To collect deprecated rules

Before you begin, confirm that the required migration scripts are installed in the `/tools/migration/ddl` directory in your Optimize installation.

1. Locate the migration script files in the `/tools/migration/ddl` directory in your Optimize installation.
2. Run the following script on your database to create a list of deprecated rules.  
`aco_show_invalid_rules.sql`

This script creates a row for every deprecated rule. After you complete the list, for each rule in the obsolete version of Optimize, record all pertinent information that you will need to recreate the rule in the new version of Optimize.

### To migrate optimization rules to the new version of Optimize

Before you begin, confirm that the required migration scripts are installed in the `/tools/migration/ddl` directory in your Optimize installation.

**Important:** The migration script works only on 7.2.1 versions of the Optimize system tables. You must upgrade to Affinium Campaign Optimize 7.2.1 before running the migration script.

1. Locate the migration script files in the `/tools/migration/ddl` directory of your Optimize installation.

2. According to the database you are using with Campaign, run the following script to delete all deprecated rules:

```
aco_migrate7.2.1-7.3.0.sql
```

This script deletes all deprecated rules.

If you are upgrading an installation with multiple partitions, repeat this step for each partition.

3. According to the database you are using with Campaign, run the following script to upgrade the rules to the new version:

```
aco_migrate7.3-8.6_dbtype.sql
```

This script adds the tables required for new features. Use the unicode version of the scripts if your database is configured for unicode.

If you are upgrading an installation with multiple partitions, repeat this step for each partition.

## To migrate Min/Max Total Cost rules

You can manually recreate Min/Max Total Cost rules using Custom Capacity rules.

1. To migrate a maximum total cost rule, create a Custom Capacity rule similar to the following example:

The *Sum* of the *CostPerOffer* should be  $\leq$  the value *MaximumValue* for the transaction from the offer/offer list *Offer* from channel *Channel*.

- *CostPerOffer* is the numeric column in the PCT which contains the unit cost for each offer.
- *MaximumValue* is the Maximum value from the Min/Max Total Cost rule.
- *Offer* and *Channel* are the values from the Min/Max Total Cost rule.

2. To migrate a minimum total cost rule, create a second Custom Capacity rule similar to the following example:

The *Sum* of the *CostPerOffer* should be  $\geq$  the value *MinimumValue* for the transaction from the offer/offer list *Offer* from channel *Channel*.

- *CostPerOffer* is the numeric column in the PCT which contains the unit cost for each offer.
- *MinimumValue* is the Minimum value from the Min/Max Total Cost rule.
- *Offer* and *Channel* are the values from the Min/Max Total Cost rule.

---

## Appendix. Uninstalling IBM Unica products

You might need to uninstall an IBM Unica product if you are doing the following.

- Retiring a system.
- Removing an IBM Unica product from your system.
- Freeing up space on a system.

When you install IBM Unica Marketing products, an uninstaller is included in the `Uninstall_Product` directory, where *Product* is the name of your IBM Unica product. On Windows, an entry is also added to the **Add or Remove Programs** list in the Control Panel.

Running the IBM Unica uninstaller ensures that all configuration files, installer registry information, and user data are removed from the system. 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 Unica product in the same location. After uninstalling a product, its database is not removed. The uninstaller only removes default files that get created during installation. Any file created or generated after installation is not removed.

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### Remove Optimize tables

Before you uninstall Optimize, you might want to remove the Optimize tables from your Campaign database.

To remove the Optimize tables, run the `aco_systab_drop.sql` script in the `ddl` directory under your Optimize installation.

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### To uninstall IBM Unica products

Follow these instructions to properly remove IBM Unica products from your system.

**Note:** On UNIX, the same user account that installed IBM Unica Marketing must run the uninstaller.

1. Undeploy the IBM Unica Marketing product web application from WebSphere or WebLogic.
2. Shut down WebSphere or WebLogic.
3. Stop any running processes that are related to the product you are uninstalling. For example, stopping the Campaign or Optimize Listener services before uninstalling those products.
4. Run the IBM Unica Marketing uninstaller and follow the directions in the wizard.

The uninstaller is located in the `Uninstall_Product` directory, where *Product* is the name of your IBM Unica Marketing product.

When you uninstall a product that was installed using unattended mode, the uninstall is performed in unattended mode (without presenting any dialogs for user interaction).



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## Contacting IBM Unica 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 Unica technical support. Use the information in this section to ensure that your problem is resolved efficiently and successfully.

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

### Information to gather

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

- A brief description of the nature of your issue.
- Detailed error messages 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 Unica 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 Unica applications.

You can access the About page by selecting **Help > About**. If the About page is not accessible, you can obtain the version number of any IBM Unica application by viewing the `version.txt` file located under the installation directory for each application.

### Contact information for IBM Unica technical support

For ways to contact IBM Unica technical support, see the IBM Unica Product Technical Support website: (<http://www.unica.com/about/product-technical-support.htm>).



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