Unica Audience Central V12.1.4 Installation Guide

Contents

Chapter 1. Installation overview

The installation of HCL Unica products is complete when you install, deploy, and configure the HCL Unica products.

To install Unica Audience Central, ensure that you have installed the compatible version of Unica Platform and Unica Campaign.

For information related to installing Unica Platform or Unica Campaign, see the respective installation guides.

How the installers work

You must use the suite installer and the product installer when you install any Unica product. For example, for installing Unica Platform and Unica Audience Central, you must use the Unica suite installer and the Unica Audience Central installer.

Make sure that you use the following guidelines before you use the Unica 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 Unica products screen in the installation wizard.
- The default top-level directory for Unica installations is `/root/HCL/Unica` for UNIX™ or `C:\HCL\Unica` for Microsoft® Windows®. However, you can change the directory during installation.

Modes of installation

The Unica suite installer can run in one of the following modes: GUI mode / X Window System mode, Console mode, or Silent mode (also called the unattended mode). Select a mode that suits your requirements when you install Unica Audience Central.

GUI mode or X Window System mode

To install Unica Audience Central using the GUI mode, use:

- the GUI mode for Microsoft Windows
- the X Window System mode for UNIX

Console mode

To install Unica Audience Central in console mode, use 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

To install Unica Audience Central multiple times, use the silent mode or the unattended mode. The silent mode uses response files for installation. It does not require user input during the installation process.

Unica Audience Central documentation and help

The following table describes the various tasks in the installation of Unica Audience Central.

The **Documentation** column contains names of documents where you can find more information about the tasks.

Table 1. Get up and running

This two-columned table describes the Unica Audience Central installation tasks in one column, and their document in second column.

Task	Documentation
View a list of new features and known issues	*Unica Audience Central Release Notes.*
Install Audience Central and deploy Audience Central web application	*Unica Audience Central Installation Guide.*
Using Unica Audience Central	*Unica Audience Central User's Guide*

The following tables describes administrative tasks in Audience Central. The **Documentation** column contains names of documents where you can find more information about the tasks.

The following tables contains information about Online Help and obtaining PDFs for Unica Audience Central. The **Instructions** column describes how to open Online Help and access documentation for the Unica Audience Central.

Table 2. Getting help

This two-columned table contains information about how to start Online Help and access PDF documentation for Audience Central. Second column contains instructions for the tasks.

Task	Instructions
Obtain PDFs	Use either of the following methods:

Table 2. Getting help

This two-columned table contains information about how to start Online Help and access PDF documentation for Audience Central. Second column contains instructions for the tasks.

(continued)

Task	Instructions
	• Choose **Help > Product Documentation** to access Audience Central PDFs. • Choose **Help > All Unica Suite Documentation** to access all available documentation.

Chapter 2. Planning the Unica Audience Central installation

When you plan your Unica Audience Central installation, ensure the following:

- your system is set up correctly
- your environment is configured to deal with any failures

Prerequisites

Before you install a Unica product, you must ensure that your computer complies with all the prerequisite software and hardware.

System requirements

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

Network domain requirements

The Unica 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

Unica applications within a suite must be deployed on a dedicated Java™ virtual machine (JVM). You can deploy Unica Audience Central on a dedicated JVM, or you can deploy it in the same JVM of Unica Platform and Unica Campaign.

Knowledge requirements

To install Unica 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 sub-directories for the operating system account that you use to run the web application server and Unica 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 products must have full permissions, for example, rwxr-xr-x.

The following additional permissions are necessary for UNIX™:

- The user account that installs Audience Central and Unica Platform must be a member of the same group as the Unica Audience Central users. This user account must have a valid home directory and have write permissions for that directory.
- All installer files for HCL Marketing Software products must have full permissions, for example, rwxr-xr-x.

Points to consider before you install Unica Audience Central

For Unica Audience Central installation, you are required to consider the following points.

JAVA_HOME environment variable

If a JAVA_HOME environment variable is defined on the computer where you install a Unica product, verify that the variable points to a supported version of JRE. For information about system requirements, see the 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 Unica 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**.

You can clear the JAVA_HOME environment variable by running the following command in the terminal:

export JAVA_HOME= (leave empty)

The Unica installer installs a JRE in the top-level directory for the Unica installation. Individual Unica application installers do not install a JRE. Instead, they point to the location of the JRE that is installed by the Unica installer. You can reset the environment variable after all installations are complete.

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

Where to install Unica Audience Central and Unica Platform

You can install Unica Audience Central on its own machine, where no other Unica products are installed, or on a machine that it shares with Unica Platform.

The Unica Platform application contains the common navigation, reporting, user administration, security, scheduling, and configuration management features. For each Unica environment, you must install and deploy the Unica Platform once.

Chapter 3. Configuring the web application server for your JDBC driver

The web application server where you plan to deploy Unica Audience Central must contain the correct JAR file to support JDBC connections. This enables your web application to connect to the system tables. The location of the JAR file must be included in the class path of the web application server.

> ✏️ **Note:** If you are installing Unica Audience Central on the same machine where you installed Unica Platform, this task is already complete. Continue to .

1. Obtain the latest Type 4 JDBC drivers and any required associated files (for example, Oracle requires several associated files) for the database you plan to use. See the *Recommended Software Environments and Minimum System Requirements* guide for details.

   You should always use the latest vendor-provided Type 4 driver.

   - If the driver does not exist on the machine where Unica Audience Central will be installed, obtain it, and copy it to any location on the Unica Audience Central machine.
   - If you obtain the driver from a machine where the database client is installed, verify that the version is the latest supplied by the database vendor. See your consultant for a list of supported JDBC drivers.

2. Include the full path to the driver in the `CLASSPATH` of the web application server where you plan to deploy Unica Audience Central, as follows.
   - For all supported versions of WebLogic, add the `jar` files to the `CLASSPATH` variable in `DOMAIN_DIR\bin\setDomainEnv.cmd`. Yours must be the first entry of the `CLASSPATH` values to ensure that the web application server uses the correct driver. For example, if you are using SQL Server you might set the path as follows.

```
set CLASSPATH=c:\SQLDRIVER\sqljdbc.jar;%PRE_CLASSPATH%;
%WEBLOGIC_CLASSPATH%; %POST_CLASSPATH%;%WLP_POST_CLASSPATH%
```

- For all supported versions of WebSphere®, set the `CLASSPATH` in the Administration Console.

Creating JDBC connections in the web application server

The Unica Audience Central web application uses JDBC connections to communicate with the system table database and with the Unica Platform and Unica Campaign system table database.

You must create this JDBC connection in the web application server where you plan to deploy Unica Audience Central. If you are using WebLogic or Tomcat, you must add the JDBC driver to your class path manually. The installer does this automatically for WebSphere.

> **Important:** For the connection to the database holding the Unica Platform system tables, you must use `UnicaPlatformDS` as the JNDI name. For the connection to the database holding the Unica Campaign system tables, you must use `campaignPartition1DS` as the JNDI name. If Campaign has multiple partitions, we will need the datasources for all the partitions of Campaign. These are the required JNDI names.

If you expect to have many concurrent users in Unica Audience Central, you may need to increase the number of connections in your web server. For best results, set your web server to allow 50 connections.

Information for creating JDBC connections

Use default values when you create JDBC connections if specific values are not provided. For more information, see the application server documentation.

✏️ **Note:** If you are not using the default port setting for your database, make sure that you change it to the correct value.

WebLogic

Use the following values if your application server is WebLogic:

SQLServer

- Database Driver: Microsoft™ MS SQL Server Driver 2014, 2016 SP1, 2017
- Default port: 1433
- Driver class: `com.microsoft.sqlserver.jdbc.SQLServerDriver`
- Driver URL:

  `jdbc:sqlserver://<your_db_host>:<your_db_port>;databaseName=<your_db_name>`
- Properties: Add `user=<your_db_user_name>`

Oracle

- Driver: Other
- Default port: 1521
- Driver class: `oracle.jdbc.OracleDriver`
- Driver URL:

  `jdbc:oracle:thin:@<your_db_host>:<your_db_port>:<your_db_service_name>`

  Enter the driver URL by using the format that is shown. Unica applications do not allow the use of Oracle's RAC (Real Application Cluster) format for JDBC connections.
- Properties: Add `user=<your_db_user_name>`

DB2®

- Driver: Other
- Default port: 50000
- Driver class: `com.ibm.db2.jcc.DB2Driver`

- Driver URL: `jdbc:db2://<your_db_host>:<your_db_port>/`
  `<your_db_name>`
- Properties: Add `user=<your_db_user_name>`

MariaDB

- Driver: org.mariadb.jdbc.Driver
- Default port: 3306
- Driver class: `com.ibm.db2.jcc.DB2Driver`
- Driver URL: `jdbc:mysql://hostname:port/databaseName`

Tomcat

Specify the native library path of the database driver JAR file on your server. For example:
`db2jcc4.jar/ojdbc8.jar/sqljdbc-6.4.0.jre8.jar` to create a datasource under
Tomcat Interact Instance, add folder hierarchy as `<Tomcat_Home>/conf/Catalina/`
`localhost`, create a xml file with the name `AudienceCentral.xml` under localhost
folder. Refer Platform or Campaign xml file which is created through installers inside their
respective Tomcat instance directory. You will need to create these Data source entry in
Campaign Tomcat instance too.

> ✎ **Note:** If you want to encrypt password then run utility
> `encryptTomcatDBPasswords.sh` from `<PLATFORM_HOME>/tools/bin`. To
> know more about utility, see *Unica Platform Administrator Guide*.

Use the following values if your application server is Tomcat:

SQLServer

- Database Driver: Microsoft MS SQL Server Driver (Type 4) Versions: 2014, 2016 SP1,
  2017
- Default port: 1433
- Driver class: `com.microsoft.sqlserver.jdbc.SQLServerDriver`

- Driver type: `javax.sql.DataSource`
- Driver URL:

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

Oracle

- Driver: Oracle JDBC Driver
- Default port: 1521
- Driver class: `oracle.jdbc.OracleDriver`
- Driver URL:

  `jdbc:oracle:thin:@<your_db_host>:<your_db_port>:<your_db_service_name>`

DB2

- Driver: JCC Driver Provider
- Default port: 50000
- Driver class: `com.ibm.db2.jcc.DB2Driver`
- Driver URL: `jdbc:db2://<your_db_host>:<your_db_port>/`

  `<your_db_name>`

MariaDB

- Driver: `MariaDBDriver` (this is the mariadb jar registered with mariadb)
- Default port: `3306`
- Driver class: `org.mariadb.jdbc.MariaDbDataSource`
- Driver URL: `jdbc:mariadb://<your_db_host>:<your_db_port>/<your_db_name>`

WebSphere®

Use the following values if your application server is WebSphere®:

SQLServer

- Driver: N/A
- Default port: 1433

- Driver class: `com.microsoft.sqlserver.jdbc.SQLServerConnectionPoolDataSource`
- Driver URL: `jdbc:sqlserver://<DBhostName>:1433;databaseName=<DBName>`

In the **Database Type** field, select **User-defined**.

After you create the JDBC Provider and data source, go to the **Custom Properties** for the data source, and add, modify properties as follows.

- `serverName=<your_SQL_server_name>`
- `portNumber =<SQL_Server_Port_Number>`
- `databaseName=<your_database_name>`

Add the following custom property:

Name: `webSphereDefaultIsolationLevel`

Value: `1`

Datatype: `Integer`

Oracle

- Driver: Oracle JDBC Driver
- Default port: 1521
- Driver class: `oracle.jdbc.OracleDriver`
- Driver URL:

  `jdbc:oracle:thin:@<your_db_host>:<your_db_port>:<your_db_service_name>`

  Enter the driver URL by using the format that is shown. Unica applications do not allow the use of Oracle's RAC (Real Application Cluster) format for JDBC connections.

DB2®

- Driver: JCC Driver Provider
- Default port: 50000
- Driver class: `com.ibm.db2.jcc.DB2Driver`
- Driver URL: `jdbc:db2://<your_db_host>:<your_db_port>/`

  `<your_db_name>`

Add the following custom property:

Name: `webSphereDefaultIsolationLevel`

Value: `2`

Datatype: `Integer`

MariaDB

- Driver: `MariaDBDriver` (this is the mariadb jar registered with mariadb)
- Default port: `3306`
- Driver class: `org.mariadb.jdbc.MariaDbDataSource`
- Driver URL: `jdbc:mariadb://<your_db_host>:<your_db_port>/<your_db_name>`

JBoss

Specify the native library path of the database driver JAR file on your server. For example:
`db2jcc4.jar/ojdbc8.jar/sqljdbc-6.4.0.jre8.jar`.

Use the following values if your application server is JBoss:

SQLServer

- Database Driver: Microsoft MS SQL Server Driver (Type 4) Versions: 2014, 2016 SP1, 2017
- Default port: 1433
- Driver class: `com.microsoft.sqlserver.jdbc.SQLServerDriver`
- Driver URL: `jdbc:sqlserver://<your_db_host>[\`
  `\<named_instance>]:<your_db_port>;databaseName=<your_db_name>,valid-`
  `connection-checker-class-name`
  `=org.jboss.jca.adapters.jdbc.extensions.mssql.MSSQLValidConnectionChecker`

For example :/subsystem=datasources/data-source=UnicaPlatformDS:add(jndi-
name="java:/UnicaPlatformDS",connection-url="jdbc:sqlserver://
localhost:1433;databaseName=plat11",driver-name=sql,user-
name=sa,password=test1234,valid-connection-checker-class-
name="org.jboss.jca.adapters.jdbc.extensions.mssql.MSSQLValidConnectionChecker")

Oracle

- Driver: Oracle JDBC Driver
- Default port: 1521
- Driver class: `oracle.jdbc.OracleDriver`
- Driver URL:

```
jdbc:oracle:thin:@<your_db_host>:<your_db_port>:<your_db_service_name
>
valid-connection-checker-class-name=valid-connection-checker-class-nam
e=
"org.jboss.jca.adapters.jdbc.extensions.oracle.OracleValidConnectionCh
ecker"
```

For example:/subsystem=datasources/data-source=UnicaPlatformDS:add(jndiname="
java:/UnicaPlatformDS",connection-url="jdbc:oracle://
localhost:1521`;databaseName=plat11",driver-name=oracle,username=
plat,password=test1234,valid-connection-checker-class-
name="org.jboss.jca.adapters.jdbc.extensions.oracle.OracleValidConnectionChecker")

DB2

- Driver: JCC Driver Provider
- Default port: 50000
- Driver class: `com.ibm.db2.jcc.DB2Driver`
- Driver URL:

```
jdbc:db2://<your_db_host>:<your_db_port>/<your_db_name>
valid-connection-checker-class-name=
"org.jboss.jca.adapters.jdbc.extensions.db2.DB2ValidConnectionChecker
"
```

For example:/subsystem=datasources/data-source=UnicaPlatformDS:add(jndiname="
java:/UnicaPlatformDS",connection-url="jdbc:db2://

localhost:50000;databaseName=plat11",driver-name=db2,username=
plat,password=test1234,valid-connection-checker-class-
name="org.jboss.jca.adapters.jdbc.extensions.db2.DB2ValidConnectionChecker"

MariaDB

- Driver: `MariaDBDriver` (this is the mariadb jar registered with mariadb)
- Default port: `3306`
- Driver class: `org.mariadb.jdbc.MariaDbDataSource`
- Driver URL:

```
jdbc:mariadb://<your_db_host>:<your_db_port>/<your_db_name>
```

Chapter 4. Installing Unica Audience Central

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

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

> 📝 **Note:**
>
> The Unica installer requires information about Platform.
>
> After installing Audience Central, you can create an EAR file for your product, and you can install the reports package for your product. Creating the EAR file and installing the reports package are not mandatory actions.

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

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 3. Installation files

Operating system	Installation file
Windows™: GUI and console mode	*Unica_AudienceCentral_12.1.4-.0_win.exe*
UNIX™: X Window System mode	*Unica_AudienceCentral_12.1.4-.0_linux.bin*
UNIX™: Console mode	*Unica_AudienceCentral_12.1.4-.0_linux.bin*

Installing Unica Audience Central in GUI mode

For Windows™, use the GUI mode to install Audience Central. For UNIX™, use the X Window System mode to install Audience Central.

> ⚠️ **Important:** Before you use the GUI mode to install Audience Central, make sure that the available temporary space on the computer where you install Audience Central is more than three times the size of the Audience Central installer.

Make sure that the Unica installer and the Audience Central installers are in the same directory on the computer where you want to install Audience Central.

To install Audience Central using the GUI mode (for Windows™) or the X Window System mode (for UNIX™):

1. Go to the folder where you have saved the Unica 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 Unica installer.

Table 4. Unica installer GUI

Window	Description
Introduction	This is the first window of the Unica suite installer. You can access the Unica Audience Central installation guide from this window. Click **Next** to go to the next window.
Response Files Destination	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 installation of your product. Click **Choose** to browse to a location where you want to store the response files. Click **Next** to go to the next window.
HCL Unica Products	In the **Install Set** list, select **Custom** to select the products that you want to install. In the **Install Set** area, you can see all the products whose installation files are in the same directory on your computer. In the **Description** field, you can view the description of the product that you select in the **Install Set** area. Click **Next** to go to the next window.
Installation Directory	Click **Choose** to browse to the directory where you want to install Unica. Click **Next** to go to the next window.
Select Application Server	Select one of the following application servers for the installation:

Window	Description
	• IBM® WebSphere® • Oracle WebLogic • JBoss • Tomcat Click **Next** to go to the next window.
Platform Database Type	Select the appropriate Unica Platform database type. Click **Next** to go to the next window.
Platform Database Connection	Enter the following information about your database: • Database host name • Database port • Database name or System ID (SID) • Database username • Database password Click **Next** to go to the next window. ⚠ **Important:** If Unica products are installed in a distributed environment, you must use the machine name rather than the IP address, in the navigation URL, for all the applications in the suite. Also, if you are using a clustered environment and choose to use the ports that are different than the default ports `80` or `443` for deployment, do not use a port number in the value of this property.
Platform Database Connection	Review and confirm the JDBC connection. Click **Next** to go to the next window.
Preinstallation Summary	Review and confirm the values that you added during the installation process. Click **Install** to start the installation process.

Window	Description
	The Unica Platform installer opens. If a previous instance of Unica Platform exists, the instance is upgraded to the current version. If a previous instance of Unica Platform does not exist, Unica Platform is installed.

4. Follow the instructions on the Unica Platform installer to install or upgrade Platform. For more information, see *Unica Platform Installation Guide*.

5. In the **Installation Complete** window, click **Done**.

   The Unica Platform installation is complete and the Unica Campaign installer opens. For more information, see *Unica Campaign Installation Guide*.

6. After Unica Campaign installation is completed, Unica Audience Central installer opens.

7. Use the information in the following table to navigate the Unica Audience Central installer.

Table 5. Unica Audience Central installer GUI

Window	Description
Introduction	This is the first window of the Audience Central installer. Click **Next** to go to the next window.
License Agreement	Carefully read the agreement. Use **Print** to print the agreement. Click **Next** after you accept the agreement.
Installation Directory	Click **Choose** to browse to the directory where you want to install Unica Audience Central. Click **Next** to go to the next window.
Components	Select **J2EE Application** and click **Next** to go to the next window. If you wish to take a backup of the previous install, select the checkbox and provide a location to take the backup. Click **Next**.

Window	Description
Unica Campaign Database Type	Select a database on which Unica Campaign is setup and click **Next** to go to the next window.
Unica Campaign Database Connection	Enter the following details for the Campaign database: • Database host name • Database port • Database system ID (SID) • Database username • Password ⚠️ **Important:** If Unica products are installed in a distributed environment, you must use the machine name rather than the IP address, in the navigation URL, for all the applications in the suite. Also, if you are using a clustered environment and choose to use the ports that are different than the default ports `80` or `443` for deployment, do not use a port number in the value of this property. Click **Next** to go to the next window.
JDBC connection	Review and confirm the JDBC connection. Click **Next** to go to the next window.
Unica Audience Central Connection Settings	Enter the following connection settings: • Network domain name • Host name • Port number Select the **Use secure connection** check box if necessary. Click **Next** to go to the next window.

Window	Description

Unica Audience Central Internal URL Connection Settings	Enter the following connection settings:
	    • Network domain name
	    • Host name
	    • Port number
	Select the **Use secure connection** check box if necessary.
	Click **Next** to go to the next window.

Pre-Installation Summary	Review and confirm the values that you added during the installation process. Click **Install** to start the installation process. The Audience Central installer opens.
Installation Complete	Click **Done** to close the Platform installer and go back to the Unica installer.

8. In the **Installation Complete** window, click **Done** to exit the Audience Central installer and go back to the Unica installer.
9. Follow the instructions on the Unica installer to finish installing Audience Central.

Installing Unica Audience Central in console mode

The console mode allows you to install Unica Audience Central 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 Audience Central, 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 Unica installer and the Interact installer.

2. Complete one of the following actions to run the Unica installer.

   - For Windows™, enter the following command:

     `Unica_installer_full_name` -i console

     For example, HCL_Unica_Installer_12.1.4.0_win.exe -i console

   - For UNIX™, invoke the `HCL_Unica_installer_full_name.sh` file.

     For example: HCL_Unica_Installer_12.1.4.0.sh

3. Run the Unica installer file.

   For example: HCL_Unica_Installer_12.1.4.0.sh

4. Follow the directions that are displayed in the command-line prompt. Use the following guidelines when you must 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`.

   For example, suppose that the following list displays the components that you can install:

   1 [X] Unica Platform
   2 [X] Unica Campaign
   3 [X] Unica Audience Central

5. The Unica installer launches the Unica Platform installer during the installation process. Follow the instructions in the command-line prompt window of the Platform installer.

6. After you enter `quit` in the Unica Audience Central installer command-line prompt window, the window shuts down. Follow the instructions in the command-line prompt window of the Unica installer to complete the installation of Unica Audience Central.

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

Installing Unica Audience Central in silent mode

Use the unattended or silent mode to install Unica Audience Central multiple times.

Before you install Audience Central, make sure that you have configured the following elements:

- An application server profile
- A database schema

When you install Unica Audience Central 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.
- 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 Unica 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 Unica 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™:

- *HCL Unica_installer_full_name* -i silent

  For example:

  HCL_Unica_Installer_12.1.4.0_win.exe -i silent

Use the following command for Linux™:

- *HCL_Unica_installer_full_name _operating_system* .bin -i silent

  For example:

  ```
  ./HCL_Unica_Installer_12.1.4.0_linux.bin -i silent
   -DUNICA_REPLAY_READ_DIR=
  /opt/HCL/Silent12 -f /opt/HCL/Silent12/installer.properties
  ```

Installation prompt windows

During the installation of Unica Audience Central, several prompt windows display. After you enter the required information, prompt windows display your responses and require a confirmation before you continue. Prompt windows give you the opportunity to make corrections, if needed.

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.

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

Table 6. Example installation prompts and responses

Prompt	Response
`-bash-4.OS`	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 initiated. 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) by using a comma-separated list, then press Enter. For example, you see this list of features: <code>1- Unica Platform</code> <code>2- Unica Audience Central</code> To install Unica Platform only, supply `2` and press Enter.
Master (Unica Platform) installation	

Table 6. Example installation prompts and responses (continued)

Prompt	Response
Installation Directory	
Select Application Server	
Platform Database Type	Supply information for the Unica 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	
Product-specific (Unica Audience Central) installation	
Introduction	For each product feature you chose to install, the specific product name displays followed by the reinstallation warning.
Installation Directory	
Campaign Database Configuration	Supply a number to choose automatic or manual. • Select the database used in Unica Campaign. • Configure the requested values for Campaign database.
JDBC Connection	Configure the path for JDBC connection

Table 6. Example installation prompts and responses (continued)

Prompt	Response
`Unica Audience Central Set-tings`	Configure connection setting values like Network domain, Host name, and Port number.
`Unica Audience Central In-ternal URL Settings`	Configure connection setting values like Network domain, Host name, and Port number.

Chapter 5. Deploying Unica Audience Central

There are general guidelines for deploying Unica Audience Central.

It is assumed that you know how to work with your web application server. Consult your web application server documentation for details about things like how to use the Administration console.

Configuration of JVM parameters for Unica products

You must configure the following JVM parameters in the Unica porducts.

Table 7. Unica Products and the JVM Parameters to be Configured

Unica Product Name	JVM Parameters
Unica Campaign	`-DUNICA_PLATFORM_CACHE_EN-ABLED=true` `-DLICENSE_ENABLED=false` `-Dcampaign.log4j.async=true` `-Dcom.sun.management.jmxremote -Dcom.sun.management.jmxremote` `-Dcom.sun.management.jmxremote-.port=1007` `-Dcom.sun.management.jmxremote.ss-l=false` `-Dcom.sun.management.jmxremote.au-thenticate=false` `-Dcom.sun.management.jmxremote-.password.file=../conf/jmxre-mote.password` `-Dcom.sun.management.jmxremote.ac-cess.file=../conf/jmxremote.access` `-DUNICA_GOTO_CREATEEARFILE=TRUE`

Table 7. Unica Products and the JVM Parameters to be Configured (continued)

Unica Product Name	JVM Parameters
	`-Dfile.encoding=UTF-8` `-Dclient.encoding.override=UTF-8` `-DUNICA_GOTO_CREATEEARFILE=TRUE` `-Dclient.encoding.override=UTF-8` `-Djboss.as.management.blocking-` `.timeout=3600` SET SSL_OPTIONS=-Djavax.net.ssl.keyStore- Type="JKS" `-Djavax.net.ssl.trustStore="C:\se-` `curity\myTrustStore.jks"` `-Djavax.net.ssl.trustStorePass-` `word=myPassword` Configuring the `ACOOptAdmin` tool (`ACOOp-` `tAdmin.sh` (UNIX) or `ACOOptAdmin.bat` (Windows) file) `-Djavax.net.ssl.keyStoreType=keyS-` `toreTypeValue` `-Djavax.net.ssl.keyStore=<keyS-` `toreValue>` `-Djavax.net.ssl.keyStorePass-` `word=<keyStorePasswordValue>` `-Djavax.net.ssl.trustStore=<trust-` `StoreValue>` `-Djavax.net.ssl.trustStorePass-` `word=<trustStorePasswordValue>`

Table 7. Unica Products and the JVM Parameters to be Configured (continued)

Unica Product Name	JVM Parameters

	`-Djava.awt.headless=true` `-Dcampaign.deliveretl.dis-abled=true` `-Dcampaign.interactetl.dis-abled=true` `-Dcampaign.journeyetl.dis-abled=false` `-Dcampaign.journeyetl.dis-abled=true` `EMAIL_TLS_ENABLED`
	
	`EMAIL_SSL_TRUST_ENABLED`
	
	`SCH_ASYNCH_EXECUTION_ENABLED`

Unica Audience Central	`-DAUDIENCE_CENTRAL_HOME=<UNICA_-HOME>\<Audience_Home>`
Unica Platform	`-DENABLE_PLATFORM_LOG4J_XML_LOG-GING=TRUE` `-DENABLE_PERSISTENT_NAMEID_FOR-MAT=TRUE` `-DUNICA_PLATFORM_HOME=<platform_-home_directory_path>`

Deploying Unica Audience Central on WebSphere

You can deploy the Unica Audience Central application from a WAR file or an EAR file on the WebSphere® Application Server (WAS).

Consider the following points before you deploy Unica Audience Central on WebSphere:

- Verify that your version of WebSphere® meets the requirements that are described in the *Recommended Software Environments and Minimum System Requirements* document, including any necessary fix packs or upgrades.
- You use the WebSphere® Integrated Solutions console to configure your WebSphere® Application Server. The steps that follow provide guidance for setting specific controls.

> ✎ **Note:** Different versions of WebSphere® Application Server present user interface controls in varying sequences and with alternative labels.

Complete the following steps to set up the environment for deploying Unica Audience Central:

1. Configure the JVM: On the **Application servers > <server> > Process definition > Java Virtual Machine** form, identify the Classpath then add the following entries as Generic JVM arguments, separated by a space:
   - `-DAUDIENCE_CENTRAL_HOME=<UNICA_HOME>\<Audience_Home>`

     where `<Unica_Home>` is the path to the top-level HCL directory and `<Audience_Home>` is the path to the directory where you installed Unica Audience Central. Typically, this path is `<UNICA_HOME>\<Audience_Home>`.
   - For your installation to support non-ASCII characters, example for Portuguese or for locales that require multi-byte characters, add the following arguments to Generic JVM Arguments at the server level:

     ```
     -Dfile.encoding=UTF-8
     -Dclient.encoding.override=UTF-8
     ```
   - set `"JAVA_OPTS=%JAVA_OPTS% -DUNICA_PLATFORM_CACHE_ENABLED=true"`
2. Set the JSP Compilation level in the WebSphere application server to 18.

Deploying Unica Audience Central on WebLogic

Use the following guidelines for deploying Unica Audience Central on WebLogic.

- Unica products customize the JVM used by WebLogic. You might create a WebLogic instance dedicated to Unica products if you encounter JVM-related errors.
- Do not install more than one Unica Audience Central application under the same WebLogic domain.
- Verify that the Software Development Kit (SDK) selected for the WebLogic domain you are using is the Sun SDK by looking in the startup script (`startWebLogic.cmd`) for the JAVA_VENDOR variable. It should be set to `JAVA_VENDOR=Sun`. If it is set to `JAVA_VENDOR=BEA`, JRockit has been selected. JRockit is not supported. To change the selected SDK, refer to the WebLogic documentation.

Complete the following steps to deploy Unica Audience Central to WebLogic:

1. If your operating system is AIX®, extract the Unica Audience Central `WAR` file, delete the `xercesImpl.jar` file from `WEB_INF/lib` directory, and recreate the `WAR` file. If the installer combined products in an `EAR` file, you must first extract that file to obtain the `WAR` file, and you must recreate the `EAR` file.
2. If you are configuring WebLogic to use the IIS plug-in, review the WebLogic documentation to determine whether you have additional requirements.
3. From the `bin` directory under your WebLogic domain directory, locate and open the `setDomainEnv` script in a text editor. Scroll to the JAVA_OPTIONS property and add the following entries. Use a space to separate entries.
   - set "`JAVA_OPTS=%JAVA_OPTS% -DUNICA_PLATFORM_CACHE_ENABLED=true-DAUDIENCE_CENTRAL_HOME=<UNICA_HOME>\<Audience_Home>`"

     where `<UNICA_HOME>` is the path to the top-level directory and `<Audience_Home>` is the path to the directory where you installed Unica Audience Central.
   - For your installation to support non-ASCII characters, example for Portuguese or for locales that require multi-byte characters, add the following arguments to Generic JVM Arguments at the server level:

     ```
     -Dfile.encoding=UTF-8
     -Dclient.encoding.override=UTF-8
     ```
4. Save and close the file.
5. Restart WebLogic.

6. Deploy Unica Audience Central as a web application module: select `AudienceCentral.war`.

7. Start the deployed web application.

Deploying Unica Audience Central on JBoss

You can deploy Unica products on JBoss application server. Use the following guidelines when you deploy Unica Audience Central on JBoss:

1. Verify that your version of JBoss meets the requirements that are described in the *Recommended Software Environments and Minimum System Requirements* guide, including any necessary fix packs or upgrades.

2. HCL Marketing Software products customizes the JVM used by JBoss. You might need to create a JBoss instance that is dedicated to HCL Marketing Software products, if you encounter JVM-related errors.

3. If you are deploying in a production environment, set the JVM memory heap size parameters to at least `1024` by adding the following line to the `standalone.conf` file in the `JBOSS_EAP_HOME/bin`:

```
JAVA_OPTS="-Xms1024m -Xmx1024m -XX:MetaspaceSize=96M -
 XX:MaxMetaspaceSize=256m "
```

These are the suggested minimum values. Analyze your sizing requirements to determine correct values for your needs. Depending upon system load `-Xmx` and `MaxMetaspaceSize` value should be adjusted.

> 📝 **Note:** A 64-bit application server and JVM are usually required for values greater than `2048`.

4. Modify the `JAVA_OPTIONS` parameter to add the following value in `setenv.bat/sh`:

```
set "JAVA_OPTS=%JAVA_OPTS% -DUNICA_PLATFORM_CACHE_ENABLED=true
-Dclient.encoding.override=UTF-8
 -DAUDIENCE_HOME=<UNICA_HOME>\<Audience_Home>"
```

5. Navigate to the JBoss Enterprise Application Management Console, for example `http://<Jboss_Host_IP>:<Port>/management`.

6. Deploy `AudienceCentral.war` on JBoss.

7. You can also deploy `AudienceCentral.war` using `jboss-cli.bat/sh`. Run the following command:

```
jboss-cli.bat/sh
```

and connect to the JBoss instance using the following command:

```
connect <Jboss_Host_IP>:<JBOSS management Port>
deploy <UNICA_HOME>/AudienceCentral/AudienceCentral.war
```

8. After making the changes, restart the JBoss application server.

Deploying Unica Audience Central on Tomcat

You must follow a set of guidelines when you deploy Unica Audience Central on Apache Tomcat.

Ensure that the version of Apache Tomcat meets the requirements that are described in the *Recommended Software Environments and Minimum System Requirements* document.

> ✏️ **Note:** Deployment of EAR file is not supported on Apache Tomcat.

Use the following guidelines when you deploy Unica Audience Central on Apache Tomcat:

1. From the bin directory, inside the Apache Tomcat installation directory (Inside the `<Tomcat_Instance_Home>\instanceN\bin`), locate or create the `setenv.sh` or `setenv.bat` script appropriate for your operating system in a text editor, and add or modify `JAVA_OPTIONS` property, and add the following entries. Use a space to separate entries.

- `-DAUDIENCE_HOME=<UNICA_HOME>\<Audience_Home>`

  Where `<UNICA_HOME>` is the path to the top-level directory and
  `<Audience_Home>` is the path to the directory where you installed Unica
  Audience Central.

  ```
  set "JAVA_OPTS=%JAVA_OPTS% -DAUDIENCE_HOME=<Audience_Home>
                      -DUNICA_PLATFORM_CACHE_ENABLED=true"
  ```

- For your installation to support non-ASCII characters, example for Portuguese
  or for locales that require multi-byte characters, add the following arguments to
  Generic JVM Arguments at the server level:

  ```
  -Dfile.encoding=UTF-8
  -Dclient.encoding.override=UTF-8
  ```

2. Create the `AudienceCentral.xml` file and place in `<Tomcat_Install_Home>`
   `\instanceN\conf\Catalina\localhost`. The following is a sample file:

```xml
<?xml version="1.0"?>
<Context docBase="<AUDIENCE_HOME>\AudienceCentral.war">
        <Resource name="UnicaPlatformDS"
 factory="com.unica.manager.tomcat.utils.TomcatDSFactory"
 auth="Application" type="javax.sql.DataSource"
                            maxActive="30" maxIdle="10" maxWait="10000"
                            username="<USER_NAME>"
 password="<ENCRYPTED_PASSWORD>"
 driverClassName="com.microsoft.sqlserver.jdbc.SQLServerDriver"

 url="jdbc:sqlserver://Host:port;databaseName=<Platform_DB_Name>"/>


        <Resource name="campaignPartition1DS"
 factory="com.unica.manager.tomcat.utils.TomcatDSFactory"
 auth="Application" type="javax.sql.DataSource"
                            maxActive="30" maxIdle="10" maxWait="10000"
```

```
                                    username="<USER_NAME>"

 password="<ENCRYPTED_PASSWORD>"

 driverClassName="com.microsoft.sqlserver.jdbc.SQLServerDriver"


 url="jdbc:sqlserver://Host:port;databaseName=<Campaign_Partition1_DB_
NAME>"/>


         <Resource name="campaignPartition2DS"

 factory="com.unica.manager.tomcat.utils.TomcatDSFactory"

 auth="Application" type="javax.sql.DataSource"

                              maxActive="30" maxIdle="10" maxWait="10000"

                              username="<USER_NAME>"

 password="<ENCRYPTED_PASSWORD>"

 driverClassName="com.microsoft.sqlserver.jdbc.SQLServerDriver"


 url="jdbc:sqlserver://Host:port;databaseName=<Campaign_Partition2_DB_
NAME>"/>

</Context>
```

3. Inside `<PLATFORM_HOME>/tools/bin`, encrypt the password using
   `encryptTomcatDBPasswords.bat/sh`

   ```
   encryptTomcatDBPasswords.bat -d <PASSWORD>
   ```

4. Copy the database driver in `<Tomcat_Instance_Home>\lib`.

5. Start the audience application by running the following command:

   ```
   startup.sh/bat instanceN
   ```

Chapter 6. Configuration of Unica Audience Central after Deployment

After you deploy and start the Unica Audience Central application, log in and verify the installation. There are some basic configuration steps you must perform.

> ✏️ **Note:** Ensure that user datasources are created in the application server and that each user datasource is configured in the following location: `Affinium|Campaign|partitions|partition1|dataSources|<user_data_source>`.

Verifying the installation

After installation, verify that the installation is successful. The installation is successful if you can see the name of the Unica product in the **Configuration** list on the **Settings** page after you log in to Unica.

Complete the following steps to verify the installation:

1. Access the Unica URL by using Internet Explorer.

   If you entered a domain when you installed, the URL is the following, where `host` is the machine where the Unica Platform is installed, `domain.com` is the domain in which the host machine resides, and `port` is the port number on which the web application server listens.

   `http://host.domain.com:port/unica`

2. Log in using the default administrator login. The username for administrator login is `asm_admin`.
   The first time you log in, the default value of user password is `password`. You are asked to change the password. You can enter the existing password, but you must choose a new one. You must change user's password when you verified your Unica Platform installation.

The default home page is the Dashboard, which is a blank page until dashboards are set up. See the Unica Platform Installation Guide for instructions about deploying the Dashboard `WAR` file.

3. **Optional**: Make the **Configuration Settings** page as your "home" page until you configure the dashboard. That way, a blank page is not displayed each time you log in.

Granting the `asm_admin` user access to Unica Audience Central

The default admin user (`asm_admin`) can access the Unica Audience Central configuration properties automatically. However, there are no default users with access to the Unica Audience Central application until you configure them.

Complete the following steps to grant the `asm_admin` user access to Unica Audience Central:

1. Assign the **AudienceUser** role to `asm_admin` user.
2. Log back in as **asm_admin**.
3. Verify that you have access to Unica Audience Central features by selecting **Marketing Central > Audience Central**.

Chapter 7. Administration of Unica Audience Central

After installing Unica Audience Central, the administrator must complete a few procedures to activate and use Unica Audience Central.

The procedures include:

- Adding **AudienceCentralUser** role to the administrator user.
- Enabling Unica Audience Central.
- Configuring Unica Audience Central parameters.

Adding a new user role to the administrator

To add the **AudienceCentralUser** user role to the Unica administrator, complete the following steps:

1. Use the administrator credentials and log in to the Unica application.

   The homepage appears.
2. Select **Settings > Users**.

   The **Users** page appears.
3. Select the Unica administration user. For example, `asm_admin`.

   The user panel appears.
4. Select **Edit roles**.

   The **Edit roles** panel appears.
5. From the **Available roles** list, select **AudienceCentralUser** and click the **>>** button.

   The **AudienceCentralUser** role appears in the **Selected roles** list.
6. Click **Save changes**.

   The administrator user will now have the **AudienceCentralUser** role.

Enabling or Disabling Unica Audience Central

After assigning the **AudienceCentralUser** role to the administrator, enable Unica Audience Central to access the application.

To enable or disable Unica Audience Central the administrator must have the **AudienceCentralUser** role. For more information, see .

By default, Unica Audience Central is enabled. To disable Unica Audience Central, complete the following steps:

1. Select **Settings > Configuration**.

   The **Configuration** page appears.
2. In the **Configuration properties** panel, select **Unica Platform**.

   The **Settings for 'Unica Platform'** page appears in the right panel.
3. Select **Edit settings**.

   The **(Unica Platform) Edit Settings** page opens.
4. To enable Unica Audience Central, for the field **Enable Audience Central management?**, select **Yes**. To disable Unica Audience Central, select **No**.
5. Click **Save changes**.

   Based on your selection in *Step 4*, Unica Audience Central will either be enabled or disabled. For the changes to come in to effect, you must log out and log back in.

Configuring Unica Audience Central

If the administrator is assigned the **AudienceCentralUser** role, the administrator must configure Audience Central before accessing it.

To configureUnica Audience Central, the administrator must have the **AudienceCentralUser** role. For more information, see

To configure Unica Audience Central, complete the following steps:

1. From the Unica homepage, select **Settings > Configuration**.

   The **Configuration** page appears.
2. In the Configuration properties panel, expand **Audience Central** and select **navigation**.

   The **Settings for 'navigation'** page appears.
3. Select **Edit settings**.

   The **(navigation) Edit settings** page appears.

4. Provide values for the appropriate fields:

- **welcomePageURI** - The Uniform Resource Identifier of the Audience Central index page. This value is used internally by Unica applications. Changes to this value are not recommended.

  Default value: `jsp/index.jsp`

- **seedName** - Used internally by Unica applications. Changes to this value are not recommended.

  Default value: `AudienceCentral`

- **type** - Used internally by Unica applications. Changes to this value are not recommended.

  Default value: `AudienceCentral`

- **httpPort** - The port number that is used by the application server for connections to the Audience Central application.

  Default value: `7001`

- **httpPorts** - The port number that is used by the application server for secure connections to the Audience Central application.

  Default value: `7001`

- **serverURL** - The URL of the Audience Central installation. Accepts locators with either the HTTP or HTTPS protocol. If users access Audience Central with the Chrome browser, use the fully qualified domain name (FQDN) in the URL. If the FQDN is not used, the Chrome browser cannot access the product URLs.

  Default value: `http://<domain-name>:<port-number>/AudienceCentral`

- **logoutURL** - Used internally. Changes to this value are not recommended. Unica Platform uses this value to call the logout handler of each registered application if the user clicks the logout link in suite.

  Default value: `/j_spring_security_logout`

- **serverURLInternal** - Specifies the internal URL of the Audience Central server. This value is used internally by Unica applications. Changes to this value are not recommended.

  Default value: `[HOST_URL_INTERNAL]/AudienceCentral`

- **displayName** - Used internally.

  Default value: `Audience Central`

5. Click **Save changes**.

   The configuration changes are saved.

> **Note:** If the setup is configured over an HTTP protocol, ensure that **Secure API access over HTTPS** parameter, within **Unica Platform > Security > API management > Audience Central > audienceCentral V1 APIs**, is set to `Disabled`.

Chapter 8. Uninstalling Unica Audience Central

To uninstall Unica Audience Central, run the uninstaller. 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 Unica products, an uninstaller is included in the `Uninstall_Product` directory, where Product is the name of your product. On Microsoft Windows, an entry is also added to the **Add or Remove Programs** list in the Control Panel.

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 a 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 Audience Central must run the uninstaller.

1. If you have deployed the Audience Central web application, undeploy the web application from your web application server.
2. Shut down web application server.
3. Stop the processes that are related to Audience Central.
4. Complete one of the following steps to uninstall Audience Central:
   - Click the Unica Audience Central uninstaller that exists in the `Uninstall_Product` directory. The uninstaller runs in the mode in which you installed Unica Audience Central.
   - In a command-line window, navigate to the directory where the uninstaller exists, and run the following command to uninstall Audience Central 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 Audience Central by using the silent mode:

  Uninstall**_Product** -i silent

  When you uninstall Audience Central, 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 Audience Central, the uninstaller runs in the mode in which Audience Central is installed.

After uninstallation, to continue using Unica Campaign's audience management feature, you must disable Unica Audience Central. For more information, see Enabling or Disabling Unica Audience Central *(on page 41)*.