

Unica Journey V12.1.4 Administrator's Guide



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Chapter 1. An Introduction to Unica Journey

Unica Journey is a goal-based orchestration solution to craft, execute, and visualize context-driven, personalized, multi-step omnichannel customer experiences.

Marketers can use Unica Journey to:

- Define goals for customer experience
- Easily adjust journeys in real time to achieve them
- Craft and visualize entire customer journey across channels/touchpoints and events with a sleek and intuitive Journey Canvas

Customer journeys are completely automated and synchronized with every step of your customer's brand engagement. Use the real-time Insights within Journey to understand customer behavior with insights that reflect things as they happen in their Journey.

Features of Unica Journey

The features of Unica Journey are as follows:

- **Goal driven Experiences:** Define goals for your customer experience and easily adjust your journeys in real time to achieve them.
- **Orchestration Canvas:** Craft and visualize your entire customer journey across channels/touchpoints and events with a sleek and intuitive Journey Canvas.
- **Always on Engagement:** Completely automated execution that is in sync with every step of your customer's brand engagement.
- **Real-time Insights:** Understand your customer behavior with insights that reflect things as they happen in their Journeys.
- **Choice of Touchpoints:** Leverage the out of the box native touchpoints for digital channels or craft a custom touchpoint and seamlessly orchestrate the journey across your eco system.
- **Dynamic Data Framework:** Flexible data definition and entry sources to augment customer journey with contextual data and events from multiple touchpoints and in variety of formats (File, API, etc.)

Benefits of Unica Journey

The benefits of Unica Journey are as follows:

- **Increased Brand Loyalty:** Strengthen your brand following with targeted and automated journeys that acquire, nurture, convert and retain customers.
- **Amplified Omni Channel Engagement:** Deliver a consistent customer experience across channels with native integration for outbound (Unica Campaign) and inbound engagement (Unica Interact, Unica Discover, and Unica Deliver).
- **Shorten your Customer Conversion Cycle:** Be a step ahead and drive your customer to their goals with timely next best actions.

- **React to the Moment:** You will not miss any opportunity to know where your customer is on their journey and delight them with relevant experience.
- **Lower Marketing TCO:** Reduce your marketing TCO with automated flows and plug and play integration to your MarTech ecosystem through an open and flexible framework powered by the Unica Link.

Chapter 2. Unica Journey integrations

Unica Journey execution engines for email

Unica Journey supports Unica Deliver and Unica Link for email delivery. You can use either for integration with Journey.

Unica Journey integration with Unica Link

Unica Link provides capabilities to send communications across email, SMS, CRM, ADTECH and JDBC channels. Unica Link provides the following reference connectors to deliver communications to email, SMS, CRM, ADTECH and JDBC channels.

Install the following reference connectors as per your preference:

- **MailChimp** – for email
- **Mandrill** – for email
- **Twilio** – for SMS
- **Salesforce** – for CRM

Integration with Unica Link allows Journey to integrate with any third-party vendors for email, SMS, CRM, ADTECH and JDBC executions only.

Table 1. Installation and Configuration of Unica Link

| Task | Documentation |
|---|---|
| Installation and configuration of Unica Link | See <i>Unica Link V12.1 Installation Guide</i> . |
| Installing Unica Link connector app for Journey | See <i>Unica Link V12.1 Installation Guide</i> . |
| Installing Unica Link connector – MailChimp | See <i>Unica Link Mailchimp Connector User Guide</i> . |
| Installing Unica Link connector – Mandrill | See <i>Unica Link Mandrill Connector User Guide</i> . |
| Installing Unica Link connector – Twilio | See <i>Unica Link Twilio Connector User Guide</i> . |
| Installing Unica Link connector – Salesforce | See <i>Unica Link Salesforce Connector User Guide</i> . |



Note: HCL does not provide the account or access to these delivery channel vendors. Based on your preference you can get the entitlements or accounts from these vendors.

Unica Journey integration with Unica Deliver

Unica Journey utilizes the capabilities of Unica Deliver for sending email communications. This also helps in capturing the email responses in real-time and process audience Journey. For more details on enabling Unica Deliver integration with Unica Journey, see *Unica Journey Installation Guide*.

Unica Journey integration with Unica Campaign and Unica Interact

Unica Journey seamlessly integrates with Unica Campaign and Unica Interact. Unica Campaign and Unica Interact sends audience data to Unica Journey on a specific Kafka topic. The audience data is sent through a Kafka entry source and pushed across all journeys consuming data from these entry sources.

For more information on Unica Campaign and Unica Interact integration with Unica Journey, see the guides mentioned in the following documentation map.

Journey supports data from multiple partitions of Campaign

Journey support data from multiple partitions of campaign.

1. Journey application does not support multiple partitions.
2. Only data from multiple partitions of Campaign/Interact/Deliver can be processed in Journeys. For this journey, will run on single partition.

You need to make changes in configuration platform and user roles and permission:

- Campaign flowchart details displayed under the entry sources come from multiple partitions.
- Based on the partition the Deliver templates are displayed in email / SMS / WhatsApp touchpoints.

Table 2. Integration of Unica Campaign with other HCL products

| Task | Documentation |
|--|---|
| Integration of Unica Campaign and Unica Journey | See <i>Unica Campaign Administration Guide</i> and <i>Unica Campaign User Guide</i> . |
| Integration of Unica Campaign and Unica Interact | See <i>Unica Interact Administration Guide</i> . |

Unica Journey integration with Unica Discover

Unica Journey seamlessly integrates with Unica Discover. Unica Discover sends audience struggle data to Unica Journey. The audience data is sent through REST entry source and pushed across all journeys consuming data from these entry sources. Four scripts will be provided, after installing Journey you need to immediately run the scripts, this will create two entry sources and two data definition called Discover Entry source for CART and Discover Entry source for Form.

| | |
|-------------|---|
| DD Name | Cart |
| Description | When Customer abandons any kind of cart or set of selected offerings this event can be triggered. |

Table 3. Attributes to be sent across

| Name | Type | Length | Note |
|--------|------|--------|--------------------------|
| Email* | TEXT | 200 | It is a mandatory field. |
| Name | TEXT | 200 | |

Table 3. Attributes to be sent across (continued)

| Name | Type | Length | Note |
|----------------------|-----------|--------|---|
| DiscoverSessionId | TEXT | 50 | Discover Session id required to link it back. |
| CartId | TEXT | 50 | Unique id to identify cart. |
| CartValue | NUMBER | | |
| EventDateTime | TIMESTAMP | | Date and time of the event in UTC Longitude |
| EventType | TEXT | | Event Type can be CART_ABANDONED |
| CookielD | TEXT | 1024 | |
| TLT_BROWSER | TEXT | 50 | Browser details |
| TLT_MODEL | TEXT | 50 | Device Details |
| HTTP_ACCEPT_LANGUAGE | TEXT | 50 | Language |

| | |
|-------------|--|
| DD Name | Form |
| Description | When Customer fills any webform this event can be published. |

Table 4. Attributes to be sent across

| Name | Type | Length | Note |
|----------------------|-----------|--------|---|
| Email* | TEXT | 200 | It is a mandatory field. |
| Name | TEXT | 200 | |
| DiscoverSessionId | TEXT | 50 | Discover Session id required to link it back. |
| FormId | TEXT | 50 | Unique id to identify form |
| FormName | TEXT | 100 | |
| EventDateTime | TIMESTAMP | | Date and time of the event in UTC Longitude |
| CookielD | TEXT | 1024 | |
| TLT_BROWSER | TEXT | 50 | Browser details |
| TLT_MODEL | TEXT | 50 | Device Details |
| HTTP_ACCEPT_LANGUAGE | TEXT | 50 | Language |

Table 4. Attributes to be sent across (continued)

| Name | Type | Length | Note |
|-----------|------|--------|--|
| EventType | TEXT | | Event Type can be FORM_SUBMITTED, FORM_ABANDONED |



Note: From Fixpack 3 onwards Unica Journey integration with Unica Discover feature is available.

An Introduction to Unica Deliver

Unica Deliver is a web-based, enterprise scale marketing message solution that you can use to conduct outbound bulk messaging and transactional messaging campaigns. Deliver integrates with Unica Campaign and with secure message composition, transmission, and tracking resources that are hosted by Unica.

You can use Deliver to create, send, and track personalized email communication. As Deliver installs and operates with Campaign, you can use Campaign flowcharts to precisely select and segment recipient information to customize each message.

Select your audience

Use Campaign to select message recipients and data about each person that you can use to personalize each message.

With Deliver, you can reach large numbers of email recipients quickly and personally. However, you can also configure a mailing to automatically send a single email message in response to a transaction.

Create a message

The Deliver Document Composer provides editing tools that you can use to design, preview, and publish personalized message content. You can create messages with content that you upload to the Document Composer or link to external content when Deliver builds and transmits messages. Deliver provides several ways to design messages that display content conditionally, based on personal data for each recipient.

Send the message and track responses

Depending on your goals, you can schedule a messaging campaign to run as soon as possible or schedule it to run later. Deliver monitors message delivery and tracks recipient responses. The system returns contact and response data to the Deliver system tables that are installed as part of the Campaign database schema.

How to get started

To get started, you must install Campaign and have a hosted messaging account.

System administrators must request a hosted messaging account and work with Unica to configure secure access to the remote messaging and tracking systems. Some messaging features are available only upon request to Unica. For more

information about establishing a hosted messaging account and configuring access to Unica hosted messaging, see the *Unica Deliver Startup and Administrator's Guide*.

Unica Deliver integration

To integrate Unica Deliver with Unica Journey, you must make the following configurations in Unica Platform.

1. In Unica Platform, navigate to **Settings > Configuration**.

Result

The **Configuration categories** page appears.

2. Select **Journey**.

Result

The **Settings for 'Journey'** page appears.

3. Select **Edit settings**.

Result

The **(Journey)** page appears.

4. Perform the following steps:

- a. For the **Deliver_Configured** field, select **Yes**.
- b. Click **Save changes**.

5. In the expanded Journey node, select **Deliver_Configurations**.

Result

The **Settings for 'Deliver_Configurations'** page appears.

6. Select **Edit settings**.

Result

The **(Deliver_Configurations)** page appears.

7. Perform the following steps:

- a. Provide values for the following fields:

- **Deliver_URL**: The URL configured for Deliver.



Note:

- i. User needs to update the TMS URL in Journey configuration. Update the TMS url as SOAP TMS url is not supported, only REST url is supported. Navigate to **Platform > Settings > Configuration > Journey > Deliver_URL**.

- **Deliver_Partition**: The partition in which the credentials to access the **Deliver_URL** is stored.
- If Journey having any deliver touchpoint configured, User needs to pause and republish the Journey, then only audiences start processing

- b. Click **Save changes**.

Kafka integration

You must configure Kafka in Unica Platform for the Journey node.

Accessing Kafka_Configurations in Unica Platform

To access Kafka_Configurations, complete the following steps:

1. On Unica Platform, navigate to **Settings > Configuration**.
2. Expand the **Journey** node.
3. Select **Kafka_Configurations**.
4. Select **Edit settings**.

Mandatory configurations based on CommunicationMechanism value

In the (**Kafka_Configurations**) page, you can select one of the following values for the CommunicationMechanism field:

- NO_SASLPLAINTEXT_SSL
- SASL_PLAINTEXT
- SSL
- SASL_PLAINTEXT_SSL

Based on your selection, the following fields become mandatory:

| Field name | NO_SASLPLAIN TEXT_SSL | SASL_PLAIN TEXT | SSL | SASL_PLAIN TEXT_SSL |
|------------------------------------|--------------------------|--------------------|----------|------------------------|
| KafkaBrokerURL | Yes | Yes | Yes | Yes |
| TopicName | Yes | Yes | Yes | Yes |
| sasl.mechanism | | Yes | | Yes |
| UserForKafkaData | | Yes | Yes | Yes |
| sasl.jaas.config.data Source | | Yes | | Yes |
| truststore.location | | | Yes | Yes |
| truststore.password.data Source | | | Yes | Yes |
| keystore.location | | | Yes | Yes |
| keystore.password.data Source | | | Yes | Yes |
| key.password.dataSource | | | Optional | Optional |

| Field name | NO_SASLPLAIN TEXT_SSL | SASL_PLAIN TEXT | SSL | SASL_PLAIN TEXT_SSL |
|---|--------------------------|--------------------|-----|------------------------|
| ssl.endpoint.identification. algorithm | | | Yes | Yes |

Make the necessary configurations and click **Save changes**.



Note: Running out of disk storage and abruptly shut down the kafka server due to the large size of kafka logs file.



Note: Once an audience type is used for configuration, then it cannot be used again for other configurations. While configuring CIF if one audience type is used, then same audience type cannot be used again in the same entry source.

Kafka Replication to Partition

BATCH_IMPORT

All Entry Source that publishes batch data – via a flat file, either CSV, TSC etc, shall publish messages to this topic. Each message shall correspond to one single batch of records.

Message Attributes

- Entry Source ID
- Journey ID
- Data
 - Timestamp – time stamp when the message was added to the topic
 - Entry Source Type
 - FQN

Object Type

- entrySourceID:
- journeyID:
- entrySourceType: enum
- data: FQN of the file containing the data
- timestamp:

STREAMING_IMPORT

All Entry Source that publishes streaming data – via a series of individual records, shall publish messages to this topic. Each message shall correspond to one single record.

Message Attributes

- Entry Source ID (if available)
- Data (in JSON format)
- Metadata
 - Timestamp – time stamp when the message was added to the topic
 - Entry Source Type
 - Other Metadata

Object Type

- entrySourceID: (this is optional)
- entrySourceType: enum
- data: (JSON of single record)
- timestamp:
- metaData: (JSON of other data)

DATA_MAP

This topic will have messages once the incoming data is cleaned and needs to be mapped to a Data Definition.

Message Attributes

- Entry Source ID
- Journey ID
- Data
 - Timestamp – time stamp when the message was entered in the topic
 - Data, in JSON
 - Number of records, if in batch

Object Type

- entrySourceID:
- journeyID
- entrySourceType: enum
- timeStamp
- data: <JSON string>
- numRecords:

RAW_DATA_FETCH

This topic will have messages to fetch unmapped data, from the DATA ARCHIVE table.

Message Attributes

- Entry Source ID
- Timestamp – time stamp when the message was entered in the topic
- State – state of data that need to be fetched, RAW or CLEANED
- Number of records – Number of records to be fetched. If not specified, then all records

Object Type

- entrySourceID:
- timeStamp
- state: enum
- numberRecords:

END_JOURNEY

This topic shall hold all messages for the various running Journeys for which some of the audiences have reached a logical end of the defined Journey.

JOURNEY_EVENTS

This topic shall hold all the messages for the various events during the lifetime of a running Journey instance.

Message Attributes

- ID – this shall be a combination of the Journey ID and an optional Node ID
- Data
 - State – the state of the Journey
 - Timestamp
 - Metadata

Object Type

- ID: journeyID
- state: enum:
- timeStamp
- data:

PUBLISHED

- ID – Journey ID
- Data
 - State – PUBLISHED
 - Timestamp - time stamp when the message was entered in the topic
 - Metadata – FQN for JSON file having the complete Journey structure

Object Type

- ID: journeyID
- state: enum:PUBLISHED
- timeStamp
- data: JSON for Journey structure (this can be the serialized form of the JSON)

PAUSE

- ID – Journey ID
- Data
 - Timestamp - time stamp when the message was entered in the topic
 - State – PAUSE

Object Type

- ID: journeyID
- state: enum:PAUSE
- timestamp
- data: <empty>

JOURNEY_PAUSED

- ID – Journey ID
- Data
 - Timestamp - time stamp when the message was entered in the topic
 - State – PAUSED

Object Type

- ID: journeyID
- state: enum:PAUSED
- timestamp
- data: <empty>

PARSED

- ID – Journey ID
- Data
 - Timestamp - time stamp when the message was entered in the topic
 - State – PARSED

Object Type

- ID: journeyID
- state: enum:PARSED

- timestamp
- data: <empty>

MAPPED

- ID – Journey ID
- Data
- Timestamp - time stamp when the message was entered in the topic
- State – PARSED

Object Type

- ID: journeyID
- state: enum:MAPPED
- timestamp
- data: <empty>

FETCHED

- ID – Journey ID
- Data
 - Timestamp - time stamp when the message was entered in the topic
 - List of record IDs

Object Type

- ID: journeyID#nodeID
- state: enum:FETCHED
- timestamp
- numberRecords:
- listRecords:

DELAY_EXECUTED

- ID – this ID shall be the Journey ID and the node ID for the following node
- Data
 - State – DELAY_EXECUTED
 - Timestamp - time stamp when the message was entered in the topic
 - List of record IDs

Object Type

- ID: journeyID#nodeID
- state: enum:DELAY_EXECUTED

- timestamp
- numberRecords:
- listRecords:

EMAIL_SENT

- ID – this ID shall be the Journey ID and the node ID for the following node
- Data
 - State – EMAIL_SENT
 - Timestamp - time stamp when the message was entered in the topic
 - List of record IDs

Object Type

- ID: journeyID#nodeID
- state: enum:EMAIL_SENT
- timestamp
- numberRecords:
- listRecords:

JOURNEY_PARSE

This topic shall hold all messages for journeys to be validated and parsed.

Message Attributes

- ID – Journey ID
- Data
 - Timestamp - time stamp when the message was entered in the topic
 - State – PARSE
 - Data

Object Type

- ID: journeyID
- state: enum:PARSE
- timestamp
- data: <empty>

JOURNEY_CACHE

This topic shall hold all messages for Journey Data that needs to be added to the cache.

Message Attributes

- Journey ID
- Entry Source ID
- Data
 - Timestamp - time stamp when the message was entered in the topic
 - `Data

Object Type

- ID: journeyID
- state: enum:PARSE
- timestamp
- data: <empty>

ASYNC_DATABASE_INSERTS

This topic shall hold all messages that are to be inserted into some database table asynchronously.

Message Attributes

- Entity
- Name
- Message
- Timestamp

JOURNEY_MAP

This topic shall hold all messages for the Journey Map Service. This data shall consist of all the details of each Entry Source associated with the Journey.

Message Attributes

- Journey ID
- Data
 - List of Entry Sources for the Journey, which includes ID, type and FQN

JOURNEY_DATA

This topic shall hold all messages that are to be pushed to database tables for log or state information. These messages do not impact execution of the Journey.

Message Attributes

- Service ID
- Data
 - Query
 - Timestamp

EMAIL_SEND

This topic shall hold all the messages from the running instances of journeys that need emails to be sent out.

Message Attributes

- ID – this shall be a combination of the Journey ID and Node ID
- Audience IDs – the list of audience IDs that are to be sent the email

OUTGOING_EMAIL

This topic shall hold all the messages from the Journey application that need to be sent out as emails. These will either be acted upon by a suitable Adaptor Service or the Universal Connector.

Message Attributes

- sourceAppld: name of application - Journey
- sourceInstanceid – Touch Point ID
- Audiences – List of audience data

EMAIL_RESPONSES

This topic shall hold all the messages received from the delivery engine via configured connector as audience response events to emails sent.

Message Attributes

- Touch Point ID
- Audience ID
- Event ID
- Timestamp

OUTGOING_SMS

This topic shall hold all the messages from the Journey application that need to be sent out as SMS's. These will either be acted upon by a suitable Adaptor Service or the Universal Connector.

Message Attributes

- sourceAppld: name of application - Journey
- sourceInstanceid – Touch Point ID
- Audiences – List of audience data

SMS_RESPONSES

This topic shall hold all the messages received from the delivery engine via configured connector as audience response events to SMS's sent.

Message Attributes

- Touch Point ID
- Audience ID
- Event ID
- Timestamp

DELAY

This topic shall hold all the messages from the running instances of journeys that need to add a delay before the execution of the following touch point.

Message Attributes

- ID – this shall be a combination of the Journey ID and Node ID
- Configuration – this shall be the configuration data for the Delay Touch Point
- Structure – this shall be the JSON structure extracted from the Journey JSON

DECISION_SPLIT

This topic shall hold all the messages from the running instances of journeys that need to split incoming data based on some filter.

Message Attributes

- ID – this shall be a combination of the Journey ID and Node ID
- Configuration – this shall be the configuration data for the Decision Split Touch Point
- Structure – this shall be the JSON structure extracted from the Journey JSON

JOURNEY_PAUSE

This topic shall hold messages from the Orchestration Service to pause a specific Journey.

Message Attributes

- ID – the ID of the Journey which must be Paused

DATA_PAUSED

This topic shall hold all the messages from the running instances of Journeys that have been Paused.

Message Attributes

- Name – name of the Source topic
- ID – the Journey ID
- Message – the original message

JOURNEY_RESUME

This topic shall hold messages from the Orchestration Service to resume a specific Journey.

Message Attributes

- ID – the ID of the Journey which must be Resumed

DATA_RESUMED

This topic shall hold all the messages that were in the Paused state but now need to be resumed by the individual Services.

Message Attributes

- Name – name of the Source topic
- ID – the Journey ID
- Message – the original message

JOURNEY_ENGINE_ERRORS

This topic shall hold all the messages from the engine which are errors that took place and that could be displayed on the Web on an administrative console when required.

Message Attributes

- ID – Some ID that identifies the entity that caused the error – Journey ID, Audience ID
- State – State of the error – MEDIUM / HIGH / CRITICAL
- Category – Name of the Service that detected the error
- Text – The actual error text

JOURNEY_GOAL_VERIFICATION

This topic shall hold all messages for the Journey Goal Verification Service which needs to verify if the goal for the Journey has been achieved.

Message Attributes

- ID – Journey ID
- EVENT_TYPE – EMAIL RESPONSE, SMS_RESPONSE, PUSH_RESPONSE
- Data
- Timestamp

JOURNEY_GOAL_ACHIEVED

This topic shall hold messages for the Service that handles notification for when a Journey has achieved the set goal.

Message Attributes

- ID – Journey ID
- EVENT_TYPE – TIME, COUNT
- Timestamp

JOURNEY_ENGINE_MONITORING

This topic shall be used by the Engine to send monitoring data across to the web.

Message Attributes

- Name – Name of Service is message refers to a Service or then ENGINE indicating that the message is for Journey Engine as a whole
- State – STARTING, GOING DOWN, NOT RESPONDING
- Thread ID
- Timestamp
- IP Address

States, Types & Status

1. ENTRY SOURCE TYPES

- Flat File
- REST

2. DATA PIPELINE STATUS

- Imported
- Cleaned
- Mapped

3. LOG TYPES

- File

4. LOG SUB TYPES

5. DATA PIPELINE STATES

6. JOURNEY STATES

- PUBLISHED - when the Journey is pushed into the Published state from the front end
- PARSED – when the Journey is parsed successfully
- RUNNING – when the Journey has mapped data and has begun execution
- PAUSED – when the Journey has been Paused, either explicitly or implicitly. The current Run of the Journey shall be completed
- STOPPED – when the Journey has been Stopped, either explicitly or implicitly. The current Run of the Journey shall be terminated
- COMPLETED – when the Journey has completed its logical execution
- GOAL ACHIEVED – when the Journey has achieved its defined goal

7. AUDIENCE TABLE STATES

- NEW – these are new records for a given Journey ID, that have not been processed
- PROCESSED – these are records for a given Journey ID, that have been processed

- COMPLETED – these audience for a given Journey have completed the Journey – the logical end
- GOAL ACHEIVED – the Journey associated with these audience has achieved its goal

Chapter 3. Process of Starting and Stopping Journey

About this task

Starting Process

1. Starting Process Web

- a. Configure Kafka and Zookeeper
 - i. IP – on which Zookeeper/Kafka is running
 - ii. PORT- Kafka(default 9092), Zookeeper default port 2181
 - iii. Log path
 - iv. auto.create.topic.enable = true, this property should be set to true for Engine Publish service to work.
- b. Start Zookeeper, wait 10 sec
- c. Start kafka
- d. configure Journey.xml –(Refer Doc, Doc2)
- e. Configure Log4j2.xml under conf folder
- f. Start Webserver (JBOSS/TOMCAT/WebSphere)
- g. Start Journey Web application

2. Starting Engine

- a. Configure application.porperities
 - i. Add DB Details
 - ii. Add Kafka details(eg: spring.kafka.bootstrap-servers=127.0.0.1:9092, 127.0.0.2:9092)
 - Path for Ignite Storage, spring.ignite.storage.path, User thru which engine is executed should have Read and Write access to the path of Ignite folder
 - iii. Configure Log4j2.xml under conf folder
 - iv. Configure property spring.ignite.ipFinder.List as below:
 - ```
spring.ignite.ipFinder.List=127.0.0.1:63501,127.0.0.1:63502,
127.0.0.1:63503,127.0.0.1:63504
```
  - v. Start Engine (java -jar journeyEngine.jar)

### Stopping Process (Steps for No Data Loss)

- a. Stop Webserver
- b. Stop Engine (grep and kill Pid )or use Director
- c. Stop kafka
- d. Stop Zookeeper

# Chapter 4. Journey user roles and permissions

Before you begin using Unica Journey, you should assign roles and permissions to users.

- [Assigning permissions to Journey Roles on page 24](#)
- [Assigning JourneyAdmin role to a user on page 25](#)
- [Assigning JourneyUser role to a user on page 26](#)



**Note:** Any changes in configuration requires a restart of Unica Journey. For more information related to security configurations, see *Unica Platform Administrator's Guide*.

## Assigning permissions to Journey Roles

Before assigning a role to a user, you should assign permissions to the available roles.

### About this task

Journey offers two user roles:

- **JourneyAdmin**
- **JourneyUser**

To assign permissions to both roles, complete the following steps:

1. From the Unica Platform home page, select **Settings > User roles and permissions**.

#### Result

The **User roles and permissions** page appears.

2. In the left panel, expand **Unica Journey > partition1**.

#### Result

The **partition1** page appears.

3. Select **Assign Permissions**.

#### Result

The **(Properties for administrative roles)** page appears.

4. Click **Save and edit permissions**.

#### Result

The **(Permissions for partition1)** page appears.

5. Expand **Application**.

6. Set values for the following fields:

| Operations             | JourneyAdmin Default setting | JourneyUser Default setting |
|------------------------|------------------------------|-----------------------------|
| Create Data Definition | Yes                          | No                          |
| Edit Data Definition   | Yes                          | No                          |



| Operations                 | JourneyAdmin Default setting | JourneyUser Default setting |
|----------------------------|------------------------------|-----------------------------|
| Delete Data Definition     | Yes                          | No                          |
| Create Entry Sources       | Yes                          | No                          |
| Edit Entry Sources         | Yes                          | No                          |
| Delete Entry Sources       | Yes                          | No                          |
| Create Journey             | Yes                          | Yes                         |
| Edit Journey               | Yes                          | Yes                         |
| Delete Journey             | Yes                          | No                          |
| Publish Journey            | Yes                          | Yes                         |
| Complete Journey           | Yes                          | Yes                         |
| Pause Journey              | Yes                          | Yes                         |
| Goal add/modify/delete     | Yes                          | No                          |
| Goal view                  | Yes                          | Yes                         |
| Settings add/modify/delete | Yes                          | No                          |
| Settings view              | Yes                          | Yes                         |

**Note:**

- For the **JourneyAdmin** role, we recommend that you do not reduce the permissions and retain the default permissions. By default, **JourneyAdmin** has all permissions.
- For the **JourneyUser** role, provide permissions that you feel is appropriate. You can give the **JourneyUser** all permissions, but it is not recommended.

7. After providing the permissions, click **Save changes**.

## Assigning JourneyAdmin role to a user

To assign **JourneyAdmin** role to a user, complete the following steps:

1. From the Marketing Platform home page, select **Settings > User roles and permissions**.

**Result**

The **User roles and permissions** page appears.

2. In the left panel, expand **Unica Journey**.
3. Select **partition1 > JourneyAdmin**.

**Result**

The **JourneyAdmin** page appears.

4. In the **Users** section, select a user. For example, `asm_admin`.

**Result**

The **asm\_admin (asm\_admin)** user details page appears.

5. Select **Edit roles**.

**Result**

The **Edit roles** page appears.

6. From the **Available roles** list, select **JourneyAdmin (Unica Journey)** and click the >> button to move the role to the **Selected roles** list.
7. Click **Save changes**.

## Assigning JourneyUser role to a user

To assign **JourneyUser** role to a user, complete the following steps:

1. From the Marketing Platform home page, select **Settings > User roles and permissions**.

**Result**

The **User roles and permissions** page appears.

2. In the left panel, expand **Unica Journey**.
3. Select **partition1 > JourneyUser**.

**Result**

The **JourneyUser** page appears.

4. In the **Users** section, select a user. For example, `journey_example`.

**Result**

The **journey\_example (journey\_example)** user details page appears.

5. Select **Edit roles**.

**Result**

The **Edit roles** page appears.

6. From the **Available roles** list, select **JourneyUser (Unica Journey)** and click the >> button to move the role to the **Selected roles** list.
7. Click **Save changes**.

## Assigning ContactCentralAdmin role to a user

Unica Journey administrator must assign the ContactCentralAdmin role to Journey users for them to access Contact Central.

For enabling the contact central for Journey the value of Contact\_Central\_Configured value should be set to 'Yes' from platform. By default, the value is set to No. User can select the desired value Yes/No for Contact\_Central\_Configured from the path Affinium|Journey in Platform. For more information, see *Unica Contact Central Administration Guide*.

# Chapter 5. Journey interaction logging

Interaction Logging for Journey is executed as a scheduled job. The scheduling parameters are set in `application.properties` file of the Journey Engine. The following is an example of the setting:

```
engine.logging.cron=0 15 3 * * ?
```

The scheduled job exports data into an alternative schema which is defined again in the `application.properties` files of the Journey Engine.

```
journey.report.datasource.url =
journey.report.datasource.username =
journey.report.datasource.password =
journey.report.datasource.driver-class-name=
```

Interaction Logging captures the movement of every contact that enters the Journey application as they move through each Journey, either Published or Completed. Even journeys that are Published but Paused are considered for the Interaction Logging.

All Touchpoints, Email, SMS, or CRM, are considered for Interaction Logging as the audience data is sent using the configured integrations through the respective channels. The responses received, from every contact, is also captured.

## Log4j2

Both Journey Web and Journey Engine uses the standard for logging. The `log4j2.xml` file, for both Journey Web and Journey Engine, is placed within the `conf` folder in the installation location.

Both Journey Web and Journey Engine produce regular application logs as well as performance logs. For Journey Web, the default location of the logs is within the `logs` folder. For Journey Engine, the default location of the logs is within the `performancelogs` folder. For both Journey Web and Journey Engine, the mentioned folders are placed within the installation location.

## Chapter 6. Journey logging

In Journey version 12.1.2 and earlier, the property **JOURNEY\_LOGGING**, in the `journey_master_config.properties` file, was only used for tracing the audience.

From version 12.1.3 onwards, the **JOURNEY\_LOGGING** feature has the following enhancements:

- Indication of whether the Journey started or not at the default Journey engine log level.
- Easy to customize the logging to display any the following logs: `FATAL`, `ERROR`, `WARN`, `INFO`, `DEBUG`, `TRACEAUDIENCE`, `OR TRACE`.
- Logs Read-from Kafka and Write-to Kafka at Trace level.
- Creating multiple log files per Journey.

### Configuring the JOURNEY\_LOGGING property

The rules for configuring the **JOURNEY\_LOGGING** property are as follows:

1. Access the `journey_master_config.properties` file and locate the **JOURNEY\_LOGGING** property.
2. Uncomment the property for editing it an providing values.
3. The values must be CSV strings and the format of each string must be `J_ID:LEVEL`, where:
  - `J_ID` is the Journey ID
  - `LEVEL` can one of the following values: `FATAL`, `ERROR`, `WARN`, `INFO`, `DEBUG`, `TRACEAUDIENCE`, `OR TRACE`. The order of `LEVEL` values from highly specific to less specific are as follows: `FATAL`, `ERROR`, `WARN`, `INFO`, `DEBUG`, `TRACEAUDIENCE`, `OR TRACE`
4. The default value of `J_ID:LEVEL` is an empty string. To modify the value of `J_ID:LEVEL`, uncomment it and provide the required value.
5. To adjust the default value of the logger `com.hcl.journeyLogger`, access `log4j2.xml` and make the changes. Ensure that the log levels configured must be specific to the one in `log4j2.xml`.
6. After configuring `J_ID:LEVEL`, the system creates a `J_ID.log` file. This log file is specific to the Journey ID. If you want to check the logs of multiple Journeys, configure multiple `J_ID:LEVEL` separated by a comma. The system creates a `J_ID.log` files, each for a Journey ID.
7. If you apply `DEFAULT:<LEVEL>` for all Journeys excluding the ones specified in `JOURNEY_LOGGING`:
  - a. If you do not provide value for `DEFAULT`, it is considered as `OFF`.
  - b. If `J_ID:LEVEL` is not configured in Journey Logging, the log levels of `log4j2.xml` is considered.
8. To capture the logs of Ignite cache(Delay/ES/DS/Wait4Capacity), provide the values in the following format:

```
JOURNEY_LOGGING=181#361:DEBUG,<J_ID>#<NODE_ID>:DEBUG
```

where:

`<J_ID>` is the Journey ID and `<NODE_ID>` is the Node ID.



**Note:**



- Changes are automatically reloaded within 60 seconds.
- If you configure log level per package/class level in log4j2, ensure that `JOURNEY_LOGGING` is empty or commented. The combination of journey log level and class specific log config is not supported.

**JOURNEY\_LOGGING=Archival:WARN** - This parameter is used to set the desired logging level for Journey Engine.

- `spring.jpa.properties.hibernate.jdbc.batch_size=900` - This parameter specifies the max number of records in a batch for insert and update using JDBC connection. changing this value may impact the Engine performance.
- `spring.jpa.properties.hibernate.order_inserts=true` - This parameter specifies if insert statements should be batched or not.
- `spring.jpa.properties.hibernate.order_updates=true` - This parameter specifies if insert statements should be batched or not.
- `journey.kafka.producer.linger.ms=500` - Time in milliseconds Kafka producer waits for gathering 16kb (default) data before making network dispatch
- `audience.archival.cron` - This is used to mention the archival cron job for the Journey Audience table.

## Log4j

In case of log4j2.xml class or package configurations, access the log4j2.xml file and use the following example by uncommenting it:

```
<Logger name="<<class name>> or <<package name>>" level="<<log level>>" additivity="false">
 <appender-ref ref="Routing"/>
 <appender-ref ref="console"/>
</Logger>
```

where:

- `<<class name>>` is the fully qualified class name
- `<<package name>>` is the fully qualified package name
- `<<log level>>` is one of the log levels as mentioned in [Configuring the JOURNEY\\_LOGGING property on page 28](#).

# Chapter 7. Journey Records Validation

When records enter a Journey, users can set validation on the records.

When the **Validations\_On\_Journey\_Records** property is set to `Yes`, the validation is performed on Email format, Data type on required fields, and minimum and maximum length of Data Definition for the required fields.

By default, the **Validations\_On\_Journey\_Records** property is set to `Yes`.

This property can be handled from Platform side under Platform Configuration. You can navigate under Platform configuration settings: Settings for Affinium | Journey | Journey\_Configurations.

**Validations\_On\_Journey\_Records:** This flag defines whether to run validation on Journey records.

Possible values: `Yes` / `No`.



## Note:

- If the **Validations\_On\_Journey\_Records** property is set to `No`, and the user adds some fields in data deduplication setting, the empty and `NULL` data will not be accepted for data deduplication fields.
- After setting the flag, you must log out from Platform and Journey and log back in to both applications for the changes to reflect.
- For any reason, if the **Validations\_On\_Journey\_Records** property is not accessible in Journey from Platform, you can alternatively set the `journey.journeyrecords.validationrules` property in the `application.properties` file from Journey web. In this case the value **True** takes the precedence.

For Example - If platform config is set to true and property file has false, then platform config value true will take the precedence. If platform config is set to false and property file has true, then property file value true will take the precedence. If both platform and property file has value as false, only then the validation will not happen.

# Chapter 8. Journey GDPR

## Accessing Journey GDPR

You can access the GDPR tool from the Journey application folder. The location is as follows:

```
<Journey_Home>\Journey\tools\GDPR\
```


**GDPR supports > MariaDB, MS Sql server, OneDb data bases along with Oracle**

## Executing Journey GDPR

To execute Journey GDPR, complete the following steps:

1. Make changes to the following properties in the `gdpr.properties` file:

| Property Name                                       | Example value                                              | Notes                                                                                                                                                                                                                           |
|-----------------------------------------------------|------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <code>Journey.audience.DBType</code>                | ORACLE                                                     | Currently, Journey supports only Oracle.                                                                                                                                                                                        |
| <code>Journey.audience.Db. Schema.Name</code>       | JourneyUser                                                | Schema name used in the Journey database.                                                                                                                                                                                       |
| <code>Journey.audience.Field</code>                 | email/mobileNumber                                         | Field name in the input CSV file.                                                                                                                                                                                               |
| <code>Journey.audience.Csv</code>                   | <code>&lt;GDPR_HOME&gt;/sample/JourneyAudiences.csv</code> | Replace <code>&lt;GDPR_HOME&gt;</code> with the current directory path.<br><br>This is the input <code>csv</code> file containing records that you need to opt out from the Journey.                                            |
| <code>Journey.audience.Output</code>                | <code>&lt;GDPR_HOME&gt;/JourneyAudiences.sql</code>        | The <code>JourneyAudiences.sql</code> is the output file name containing all the SQL queries used to drop all the records from the Journey application. Replace <code>&lt;GDPR_HOME&gt;</code> with the current directory path. |
| <code>Journey.audience.Output. FileSizeLimit</code> | 10                                                         | Value is in MBs. When the file size exceeds the entered value, it will generate multiple files with the following suffixes:<br><code>JourneyAudiences _0,</code><br><code>JourneyAudiences _1,</code> and so on.                |

2.  **Note:** If you see any errors, you can trace it using this log file.
3. To execute the file, perform one of the following steps:
  - a. For Windows, locate and execute the `gdpr_purge.bat` file. For example, if the file `gdpr_purge.bat` is in the `D:\workspace\HCL_GDPR\dist\journey\` location, run the `gdpr_purge.bat` file.
  - b. For UNIX-based systems, locate and execute the `gdpr_purge.sh` file. For example, if the file `gdpr_purge.sh` is in the `\workspace\HCL_GDPR\dist\journey\` location, run the command `./gdpr_purge.sh`.
4. After running `gdpr_purge.bat` (for Windows) or `gdpr_purge.sh` (For Linux), output files "*JourneyAudiences\_0*", "*JourneyAudiences\_1*", "*JourneyAudiences\_2*" and so on will be generated at location `<GDPR_HOME>` specified in above steps. Number of files generated will depend on filesize specified.
5. "*JourneyAudiences\_x*" file will have delete queries for records mentioned in `JourneyAudiences.csv`
6. These queries need to be run manually in "Journey" database as required to have the records deleted from the `journeyaudiences` table.

GDPR utility removes records from following table: `JourneyAudiences`, `AudienceResponse`, `AudienceResponseMetaData`, `AudienceResponseInteraction`, `JourneyAudienceMilestone` and `JourneyAudienceGoal`. However, it does not delete the data from respective tables, where aggregated counts are stored. For example, tables like `journeyFlow`, `journeyAudienceFlow`, `JourneyGoalContactTransaction` etc. Hence, there will be count mismatch on UI.

With GDPR tool, user would not be able to delete the customer data from either Publish Kafka topic or from the files available on the file system. User need to Delete this data manually as per their requirement.

With GDPR tool user will not able to delete customer data exported by JDBC connector.



## Chapter 9. Kafka authentication using SSL

If you are using your organization's Kafka instance, you can use certificates configured for that Kafka instance. You are not required to generate SSL key and certificates and obtain the client certificates to configure in Journey application properties.

If you do not have the certificates, you can generate self-signed certificate authority (CA), which is simply a public-private key pair and certificate.

You must add the same CA certificate to each Kafka client and broker's trust store.

### Generate SSL key and certificate for each Kafka broker

To generate self-signed certificates for Kafka server, complete the following steps.

#### Prerequisites

- You must have Java keytool and OpenSSL to generate certificates and trust store.
  - Optionally, you can use any SSL certificate generation utility instead of OpenSSL.
1. To deploy SSL, generate the key and the certificate for each machine in the cluster. Generate the key into a temporary keystore initially so that you can export and sign it later with CA.

```
keytool -keystore kafka.server.keystore.jks -alias localhost -validity 365 -genkey
```

- keystore: The keystore file that stores the certificate. The keystore file contains the private key of the certificate; therefore, it needs to be kept safely.
- validity: The valid time of the certificate in days.

2. Create your own CA (certificate authority)

```
openssl req -new -x509 -keyout ca-key -out ca-cert -days 365
```

The generated CA is simply a public-private key pair and certificate, and it is intended to sign other certificates.

3. Add the generated CA to the clients' trust store so that the clients can trust this CA.

- `keytool -keystore kafka.server.truststore.jks -alias CARoot -import -file ca-cert`
- `keytool -keystore kafka.client.truststore.jks -alias CARoot -import -file ca-cert`

4. Sign all certificates in the keystore with the CA generated.

- a. Export the certificate from the keystore:

```
keytool -keystore kafka.server.keystore.jks -alias localhost -certreq -file cert-file
```

5. Sign it with CA.

```
openssl x509 -req -CA ca-cert -CAkey ca-key -in cert-file -out cert-signed -days 365 -CAcreateserial -passin pass:<password>
```

6. Import both the certificates of the CA and the signed certificate into the keystore.

```
keytool -keystore kafka.server.keystore.jks -alias CARoot -import -file ca-cert
```

```
keytool -keystore kafka.server.keystore.jks -alias localhost -import -file cert-signed
```

7. Create client keystore and import both certificates of the CA and signed certificates to client keystore. These client certificates will be used in application properties.

```
keytool -keystore kafka.client.keystore.jks -alias localhost -validity 365 -genkey
```

```
keytool -keystore kafka.client.keystore.jks -alias localhost -certreq -file cert-file
```

```
openssl x509 -req -CA ca-cert -CAkey ca-key -in cert-file -out cert-signed -days 365 -CAcreateserial -passin
pass:<password>
```

```
keytool -keystore kafka.client.keystore.jks -alias CARoot -import -file ca-cert
```

```
keytool -keystore kafka.client.keystore.jks -alias localhost -import -file cert-signed
```

## Configuring Kafka server, Journey and Link components with SSL

The server certificates to be used for Kafka server and client certificates must be used by any application connecting to Kafka server including Journey Web, Journey Engine, Unica Link – Kafka-link or any other tools you require to connect to this Kafka server.

To configure Kafka Server, Journey components, and Link component with SSL authentication, execute the procedures provided in the following sections.

### Configuring Kafka Server with SSL authentication

You must use the following server certificates for Kafka server only. Share these certificates on the required machines and make a note of password.

- kafka.server.keystore.jks
- kafka.server.truststore.jks

Update the following server.properties in Kafka server config directory.

```
listeners=SSL://<KAFKA_HOST>:<KAFKA_PORT>
ssl.keystore.location=/PATH/kafka.server.keystore.jks
ssl.keystore.password= password
ssl.key.password= password
ssl.truststore.location= /PATH/kafka.server.truststore.jks
ssl.truststore.password= password
ssl.endpoint.identification.algorithm=
ssl.client.auth=required
security.inter.broker.protocol=SSL
```

### Configure Journey engine with Kafka SSL

Use the following client certificates and share these certificates on the required machines and make a note of password.

- `Kafka.client.keystore.jks`
- `kafka.client.truststore.jks`

1. Update `journey_engine_master.config` from `<JOURNEY_HOME>/Engine/` directory.
2. Update the following property values.

```
kafka.security.enabled=Y
kafka.security.protocols.enabled=SSL
security.protocol=SSL
ssl.truststore.location= /PATH/kafka.client.truststore.jks
ssl.truststore.password=<ENCRYPTED PASSWORD WITH JOURNEY ENCRYPTION
TOOL>
ssl.keystore.location= /PATH/kafka.client.keystore.jks
ssl.keystore.password=<ENCRYPTED PASSWORD WITH JOURNEY ENCRYPTION TOOL>
ssl.key.password=<ENCRYPTED PASSWORD WITH JOURNEY ENCRYPTION TOOL>
ssl.endpoint.identification.algorithm=
```

## Configuring Journey web with Kafka SSL

1. Update Journey Web `application.properties` file from `<JOURNEY_HOME>/Web/properties/` directory.
2. Update the following property values.

```
kafka.security.enabled=Y
kafka.security.protocols.enabled=SSL
ssl.truststore.location= /PATH/kafka.client.truststore.jks
ssl.truststore.password= <ENCRYPTED PASSWORD WITH JOURNEY ENCRYPTION
TOOL>
ssl.keystore.location= /PATH/kafka.client.keystore.jks
ssl.keystore.password= <ENCRYPTED PASSWORD WITH JOURNEY ENCRYPTION
TOOL>
ssl.key.password= <ENCRYPTED PASSWORD WITH JOURNEY ENCRYPTION TOOL>
ssl.endpoint.identification.algorithm=
```

## Configuring Unica Link component with SSL

Update the following property values in Unica Link installations - `kafkalink.properties` file.

```
security.ssl=true
security.protocol=SSL
ssl.truststore.location= /PATH/kafka.client.truststore.jks
ssl.truststore.password=password
security.authentication=username
ssl.keystore.location= /PATH/kafka.client.keystore.jks
ssl.keystore.password=password
ssl.key.password=passwordssl.endpoint.identification.algorithm=
```

## Configuring Kafka server, Journey and Link Components with SASL

To configure Kafka Server, Journey components, and Link component with SASL authentication, execute the procedures provided in the following sections.

## Configuring Kafka Server with SASL authentication

1. Specify JVM parameter in `kafka-run-class.bat/sh`.

```
set JAVA_OPTS=%JAVA_OPTS%

-Djava.security.auth.login.config=/PATH/kafka_server_jaas.conf

set COMMAND=%JAVA% %JAVA_OPTS% %KAFKA_HEAP_OPTS%

%KAFKA_JVM_PERFORMANCE_OPTS% %KAFKA_JMX_OPTS% %KAFKA_LOG4J_OPTS% -cp

"%CLASSPATH%" %KAFKA_OPTS% %*
```

Sample `jaas.config` file:

```
KafkaServer {
 org.apache.kafka.common.security.plain.PlainLoginModule required
 username="admin"
 password="admin-secret"
 user_admin="admin-secret"
 user_alice="alice-secret";
};
```

```
KafkaClient {
 org.apache.kafka.common.security.plain.PlainLoginModule required
 username="alice"
 password="alice-secret";
};
```

2. Update the following Kafka server properties file from `KAFKA_SERVER/config/server.properties`.

```
listeners=SASL_PLAINTEXT:// <KAFKA_HOST>:<KAFKA_PORT>
security.inter.broker.protocol=SASL_PLAINTEXT
sasl.mechanism.inter.broker.protocol=PLAIN
sasl.enabled.mechanisms=PLAIN
```

## Configure Journey Engine with Kafka SASL

1. Update Journey Engine `log4j2.xml` file from `<JOURNEY_HOME>/Engine/conf/` directory. Uncomment the following lines in `log4j2.xml`.

```
<!-- Kafka SASL configuration -->
<Property name="security.protocol">${sys:security.protocol}</Property>
<Property name="sasl.mechanism">${sys:sasl.mechanism}</Property>
```

2. Update `journey_engine_master.config` from `<JOURNEY_HOME>/Engine/` directory. Update the following property values.

```
kafka.security.enabled=Y
kafka.security.protocols.enabled=SASL_PLAINTEXT
security.protocol=SASL_PLAINTEXT
sasl.mechanism=PLAIN
java.security.auth.login.config=./kafka_client_jaas.conf
```

## Configuring Journey Web with Kafka SASL

Update Journey Web `application.properties` file from `<JOURNEY_HOME>/Web/properties/` directory.

```
kafka.security.enabled=Y
kafka.security.protocols.enabled=SASL_PLAINTEXT
java.security.auth.login.config=/PATH/kafka_client_jaas.conf
```

## Configuring Unica Link component with Kafka SASL

Update the following property values in Unica Link installation - `kafkalink.properties` file.

```
security.sasl =true
security.protocol=SASL_PLAINTEXT
security.sasl.auth.login.config =/PATH/kafka_client_jaas.conf
sasl.mechanism=PLAIN
```

## Configuring Kafka server and Journey Components with SASL\_SSL configuration

To configure Kafka Server and other Journey components with SASL authentication, complete the procedures provided in the following sections.



**Note:** Unica Link does not support connecting to Kafka-link using SASL\_SSL authentication mechanism. You must either use SASL or SSL authentication mechanism.

## Configuring Kafka Server with Kafka SASL\_SSL

Update the following server.properties in Kafka server configuration directory.

```
listeners=SASL_SSL:// <KAFKA_HOST>:<KAFKA_PORT>
security.inter.broker.protocol=SASL_PLAINTEXT
sasl.mechanism.inter.broker.protocol=PLAIN
sasl.enabled.mechanisms=PLAIN
ssl.keystore.location=/PATH/kafka.server.keystore.jks
ssl.keystore.password=password
ssl.key.password= password
ssl.truststore.location=/PATH/kafka.server.truststore.jks
ssl.truststore.password= password
ssl.endpoint.identification.algorithm=
ssl.client.auth=required
security.inter.broker.protocol=SSL
```

## Configuring Journey Engine with Kafka SASL\_SSL

1. Update Journey Engine `log4j2.xml` file from `<JOURNEY_HOME>/Engine/conf/` directory.

Uncomment the following lines in `log4j2.xml`.

```

<Property name="sasl.mechanism">${sys:sasl.mechanism}</Property>
<Property name="security.protocol" >${sys:security.protocol}</Property>
<Property name="ssl.truststore.location" >${sys:ssl.truststore.location}</Property>
<Property name="ssl.truststore.password">${sys:ssl.truststore.password}</Property>
<Property name="ssl.keystore.location">${sys:ssl.keystore.location}</Property>
<Property name="ssl.keystore.password">${sys:ssl.keystore.password}</Property>
<Property name="ssl.key.password">${sys:ssl.key.password}</Property>
<Property
 name="ssl.endpoint.identification.algorithm">${sys:ssl.endpoint.identification.algorithm}</Property>

```

2. Update the following `journey_engine_master.config` from `<JOURNEY_HOME>/Engine/ directory`.

Update the following property values.

```

kafka.security.enabled=Y
kafka.security.protocols.enabled=SASL_SSL
ssl.truststore.location=/PATH/kafka.client.truststore.jks
ssl.truststore.password=<ENCRYPTED PASSWORD WITH JOURNEY ENCRYPTION TOOL>
ssl.keystore.location=/PATH/kafka.client.keystore.jks
ssl.keystore.password=<ENCRYPTED PASSWORD WITH JOURNEY ENCRYPTION TOOL>
ssl.key.password=<ENCRYPTED PASSWORD WITH JOURNEY ENCRYPTION TOOL>
ssl.endpoint.identification.algorithm=
java.security.auth.login.config=/PATH/kafka_client_jaas.conf

```

## Configuring Journey Web with Kafka SASL\_SSL

Update the following Journey Web `application.properties` file from `<JOURNEY_HOME>/Web/properties/ directory`.

```

kafka.security.enabled=Y
kafka.security.protocols.enabled=SASL_SSL
ssl.truststore.location=/PATH/kafka.client.truststore.jks
ssl.truststore.password=<ENCRYPTED PASSWORD WITH JOURNEY ENCRYPTION TOOL>
ssl.keystore.location=/PATH/kafka.client.keystore.jks
ssl.keystore.password=<ENCRYPTED PASSWORD WITH JOURNEY ENCRYPTION TOOL>
ssl.key.password=<ENCRYPTED PASSWORD WITH JOURNEY ENCRYPTION TOOL>
ssl.endpoint.identification.algorithm=
java.security.auth.login.config=/PATH/kafka_client_jaas.conf

```

# Chapter 10. Configure Web Application servers Tomcat for SSL

On every application server on which a Unica application is deployed, configure the web application server to use the certificates you have decided to employ.

See your web application server documentation for details on performing these procedures.

## Ensuring cookie security

Some cookies may not be properly secured in the client browser. Not securing cookies leaves the application vulnerable to man-in-the-middle and session hijacking attacks. To fix this issue, take the following precautions.

- Enforce the use of SSL at all times to reduce the risk of cookies being intercepted on the wire.
- In the web application server, set the `secure` and `httponly` flags on all cookies.
  - The `secure` flag tells the browser to send the cookie only over an HTTPS connection. You must enable SSL on all applications that communicate with each other if you set this flag.
  - The `httponly` flag prevents cookies from being accessed through a client side script.

## Setting the flags for SSL in Tomcat

To set the `secure` and `httponly` flags in Tomcat, perform the following changes in the `.xml` server of Tomcat.

### About this task

```
<Connector port="7003" protocol="org.apache.coyote.http11.Http11NioProtocol"
maxThreads="150" SSLEnabled="true" scheme="https" acceptCount="100" clientAuth="false"
disableUploadTimeout="true" enableLookups="false" secure="true" sslProtocol="TLS"
keystoreFile="/opt/v12.1/v12.1.0.1.1/Campaign/SSL_NEW/PlatformClientIdentity.jks" keystorePass="password" >
</Connector>
```

## Configure Unica Journey with SSL

To configure Unica Journey to use SSL, you must set some configuration properties. Use the procedures in this section that are appropriate for your installation of Unica Journey and the communications that you want to secure using SSL.

### About this task

When you access your Unica installation over a secure connection, and when you set navigation properties for applications as described in the following procedures, you must use `https` and the secure port number in the URL. The default SSL port is 8443 for Tomcat.

Follow this procedure to configure Journey with SSL

1. Log in to Unica and click **Settings > Configuration**.
2. Set the value of the `Affinium | Journey | navigation` property to Unica Journey URL.

For example: `https://host.domain:SSL_port/unica`

where:

- *host* is the name or IP address of the machine on which Unica Journey is installed
- *domain* is your company domain in which your Unica products are installed
- *SSL\_Port* is the SSL port in the application server on which Unica Journey is deployed

**Note** `https` in the URL.



# Chapter 11. Mailchimp Configuration

Configuration of Mailchimp as external source with Journey.

## About this task

Navigate to **Unica Platform > Settings > Configuration**

From Configuration categories page navigate to **Journey > Integration > dataSources**

## For Adding Journey datasource

1. Click **systemconfigurationTemplates**

### Result

The **systemConfigurationTemplates** page appears.

2. Provide the below information:

- **New category name:** <Journey>
- **systemIdentifier:** Journey
- **userCredentials:** Default user
- **defaultUserCredentials :** asm\_Admin
- **dataSourceNameForCredentials :** <JOURNEY\_DS\_1>
- **AdditionalParameters :**
- **event-publisher-service.kafka.topics:** CIFINTEGRATION
- **event-publisher-service.kafka.topics.CIFINTEGRATION.value.format:** Json



**Note:** For more information on the fields, see Unica Content Integration 12.1.4 Installation and Configuration Guide.

3. Click **Save**.
4. Expand the Journey node and click **httpGateway**

### Result

The **Settings for 'httpGateway'** page appears.

5. Provide below information:

baseUrl : http:<hostname>:<port>/journey

6. Click on **Kafka configuration** link and add below information

Bootstrap servers (comma separated list of hosts) : <Kafkahost>:<port>

e.g. <IP OR Hostname>:9092

## For Adding Mailchimp datasource

1. Click **systemconfigurationTemplates**

### Result

The **systemConfigurationTemplates** page appears.

2. Provide the below information:
  - **New category name:** <Mailchimp>
  - **systemIdentifier:** Mailchimp
  - **userCredentials:** Default user
  - **defaultUserCredentials :** asm\_Admin
  - **dataSourceNameForCredentials :** <Mailchimp\_DS>



**Note:** For more information on the fields, see Unica Content Integration 12.1.4 Installation and Configuration Guide.

3. Click **Save**.
4. Expand the Mailchimp node and Click **httpGateway**

**Result**

The **Settings for 'httpGateway'** page appears.

5. Provide below information  
baseUrl : https://<MailchimpHostname>/<Version>/

User needs to add these datasources in Journey. User need to gather below information:

- a. Journey Data Source UserId and password. Navigate to **Journey application > Settings > Rest** either create a new Rest Integration or use existing rest integration. Copy clientid and Client Secret.
- b. Mailchimp data source userid and password. Login to Mailchimp application and Navigate to **Profile > Extra > API keys**. Get the api keys and User column name will be user

In mailchimp a/c **add Webhook** url as below:

https://<AssetpickerHostname>:<Port>/asset-viewer/api/AssetPicker/webhook/Mailchimp/events/webhook\_listener

Navigate to **Platform Settings > Users**

Click on **Required user** e.g. asm\_Admin

Click on **Edit dataSources link** and add below data sources

**Mailchimp\_DS - user:** <user> and password <API key>

**JOURNEY\_DS\_1 - user:** <clientid> and password <Client Secret>

**Navigate to Unica Platform > Settings > configuration > Unica Platform > Security > API management > Unica Content Integration**

Click **API configuration template** and add below information

- **New category name :** <Mailchimp>
- **API URI :** /webhook/Mailchimp/events/\*
- **Require authentication for API access** - unselected

Click **Save**

After performing these steps Mailchimp will be added as external source in Journey.



**Note:**

- If the user configures an external source in Journey, keep the following properties as `False`. This will allow the user to get the data from external source as per significant field configured in Journey data deduplication settings.
  - ```
<rule-enabled>false</rule-enabled>\<JourneyEngine>\conf\data-validation-rules.xml
```
 - In Platform, navigate to **Settings > Configuration > Journey > Journey Configuration** and set the value of the **Validation_On_Journey_Records** property to `False`.
- For configuring external source user must install Unica Content Integration component while installing or upgrading Unica Platform as a prerequisite.

Chapter 12. Settings

Use the settings menu to manage the Journey integrations like Email connectors, SMS connectors, CRM connections, and REST integrations.

Setting a default email connection

If you have multiple connectors to Unica Link for sending an email, you can set the default email connection in the **Settings** menu.

About this task

To set a default email connection, complete the following steps:

1. Select  > **Link** > **Email**.

Result

The **Email** page appears.

2. From the **Available Connections** list, select a connection.
The available connection includes Mandril, Mailchimp, etc.
3. Click **Save**.

You can also deselect an existing connection and click **Save**. This ensures that no default connection is set.

Setting a default SMS connection

If you have multiple connectors to Unica Link for sending an SMS, you can set the default SMS connection in the **Settings** menu.

About this task

To set a default SMS connection, complete the following steps:

1. Select  > **Link** > **SMS**.

Result

The **SMS** page appears.

2. From the **Available Connections** list, select a connection.



Note:

Phone number formats should be mentioned as per the specification of the delivery channel. Journey will send the phone number in the same format to delivery channel. For example, in reference Twilio connection phone number format supported with Journey is as follows:



- *<plus sign><country-code><10-digit phone number>* - +15403241212.
- *<plus sign> <country-code <(area-code)> <three-digit number><four-digit number>* - +1 (540) 324 1212.
- *<plus sign>-<country-code>-<area-code>-<three-digit number>-<four-digit number>* - +1-540-324-1212.
- *<plus sign> <country-code>-<area-code>-<three-digit number>-<four-digit number>* - +1 540-324-1212.

Whatever format of phone number you provide, Unica Journey will save the number in the following format: *<plus sign><country-code><10-digit phone number>*. For example, if you provide phone number as +1 540-324-1212, Unica Journey stores the phone number as +15403241212.

If you select Twilio as the default SMS connection, it will accept phone numbers only in the following format: *<plus sign><country-code><10-digit phone number>*. For example, +15403241212.


3. Click **Save**.

Setting a default CRM connection

If you have multiple CRM connections, you can set the default CRM connection in the **Settings** menu.

About this task

To set a default CRM connection, complete the following steps:


1. Select  **> Link > CRM**.
Result
 The **CRM** page appears.
2. From the **Available Connections** list, select a connection.
3. Click **Save**.

Setting a default ADTECH connection

If you have multiple ADTECH connections, you can set the default ADTECH connection in the **Settings** menu.

About this task

To set a default ADTECH connection, complete the following steps:

1. Select  **> Link > ADTECH**.
Result
ADTECH page appears
2. From the **Available Connections** list, select a connection.
3. Click **Save**.

Setting a default Database connection

If you have multiple Database connections, you can set the default database connection in the **Settings** menu.

About this task

To set a default Database connection, complete the following steps:

1. Select  > **Link > Database**

Result

Database page appears

2. From the **Available Connections** list, select a connection.
3. Click **Save**.

Manage connections

You can manage Unica Link connections from this menu.

About this task

You can create a connection with Unica Link connectors like Mailchimp, Mandrill, Salesforce, and Twilio. You can view all existing connections in the **Existing Connections** (n) panel, where n is the number of connections.

1. To create a Mailchimp connection, complete the following steps:

- a. Select  > **Link > Manage Connections > Create New**.

Result

The **Create New Connection** page appears.

- b. Provide values for the following fields:
 - **Name** - Mandatory
 - **Description** - Optional
- c. Click **Next**.
- d. From the **Choose Connection** panel, select **Mailchimp**.
- e. In the **Connection Properties** panel, provide values for the following mandatory fields:



Note: To know about the fields and the values to be put, see *Unica Link Mailchimp Connector User Guide*.

- **Base URL**
- **User ID**
- **API Key**

- **Activity Fetch Frequency**
- **Activity Fetch Units**

f. Click **Test** to test the connection. If the provided values are correct, you will see a success message. If the provided values are incorrect, you will see an error message.

g. To save the connection, click **Save**.

Result

The new connection is successfully saved and it appears in the **Existing Connections** panel.

2. To create a Mandrill connection, complete the following steps:

a. Select  > **Link > Manage Connections > Create New**.

Result

The **Create New Connection** page appears.

b. Provide values for the following fields:

- **Name** - Mandatory
- **Description** - Optional

c. Click **Next**.

d. From the **Choose Connection** panel, select **Mandrill**.

e. In the **Connection Properties** panel, provide values for the following mandatory fields:



Note: To know about the fields and the values to be put, see *Unica Link Mandrill User Guide*.

- **API Key**
- **Activity Fetch Frequency**
- **Activity Fetch Units**

f. Click **Test** to test the connection. If the provided values are correct, you will see a success message. If the provided values are incorrect, you will see an error message.

g. To save the connection, click **Save**.

Result

The new connection is successfully saved and it appears in the **Existing Connections** panel.

3. To create a Salesforce connection, complete the following steps:

a. Select  > **Link > Manage Connections > Create New**.

Result

The **Create New Connection** page appears.

b. Provide values for the following fields:

- **Name** - Mandatory
- **Description** - Optional

c. Click **Next**.

d. From the **Choose Connection** panel, select **Salesforce**.

e. In the **Connection Properties** panel, provide values for the following mandatory fields:



Note: To know about the fields and the values to be put, see *Unica Link Salesforce User Guide*.

- **Instance URL**
- **Access Token**
- **Version**

f. Click **Test** to test the connection. If the provided values are correct, you will see a success message. If the provided values are incorrect, you will see an error message.

g. To save the connection, click **Save**.

Result

The new connection is successfully saved and it appears in the **Existing Connections** panel.

4. To create a Twilio connection, complete the following steps:

a. Select  > **Link > Manage Connections > Create New**.

Result

The **Create New Connection** page appears.

b. Provide values for the following fields:

- **Name** - Mandatory
- **Description** - Optional

c. Click **Next**.

d. From the **Choose Connection** panel, select **Twilio**.

e. In the **Connection Properties** panel, provide values for the following mandatory fields:



Note: To know about the fields and the values to be put, see *Unica Link Twilio User Guide*.

- **Base URL**
- **Account SID**
- **Auth Token**
- **From Number**

- **Retry Interval**
- **Retry Attempts**

f. Click **Test** to test the connection. If the provided values are correct, you will see a success message. If the provided values are incorrect, you will see an error message.

g. To save the connection, click **Save**.

Result

The new connection is successfully saved and it appears in the **Existing Connections** panel.

REST Integration

REST keys are used for third-party login to the application. You can generate key-value pair and using the key value pair, you can login to Journey using third-party applications.

Creating a new REST integration

To create a new REST integration key pair, complete the following steps:

1. Select  > **REST**.

Result

The **REST** page appears.

2. Click **+ REST Integration**.

Result

The **New REST Integration** page appears.

3. Provide values for the following fields:

- **App Name** - Mandatory.
- **Description** - Optional.

4. Click **Generate Keys**.

Result

The system generates a **ClientID** and **ClientSecret**.

5. Use the toggle bar to change the **Status** to *Active* or *Inactive*. By default, the **Status** is *Active*.

6. To save the REST integration, click **Save**.

To send audience data to Journey, follow the details mentioned on the REST Entry Source used for configuring the REST end point. Use the **ClientID** and **ClientSecret**, which you received when executing Step (4), for configuring the REST end point on Entry Source.

Viewing REST integration list

Unica Journey maintains a list of REST integrations created.

About this task

To view a list of REST integrations, complete the following steps:

1. Select  > **REST**.

Result

The **REST** page appears.

2. Perform any one of the following operations:
 - a. To view the list of REST integrations in ascending order or descending order on the Name field, click **Name**.
 - b. To view the list of REST integrations in ascending order or descending order on the Description field, click **Description**.

Modifying an existing REST integration

You can only modify the description and the status of an existing REST integration.

About this task

To modify an existing REST integration, complete the following steps:

1. Select  > **REST**.

Result

The **REST** page appears.

2. To modify a rest integration, you can either:

Choose from:

- select the required REST integration from the list

- select  > 

Result

The **Update REST Integration** page appears.

3. You can update only the following fields:

Choose from:

- **Description**
- **Status**

4. To save the modifications, click **Save**.

Deleting REST integrations

You can only delete inactive REST integrations that are no longer used or needed.

Before you begin

To change the status of a REST integration entry, see [Modifying an existing REST integration on page 50](#).

About this task

To remove existing inactive REST integrations, complete the following steps:



1. Select  > **REST**.

Result

The **REST** page appears.

2. Perform either of the following steps:

Choose from:

- To delete a REST integration, select  >  succeeding the REST integration in the list.
- To delete multiple REST integrations, select the checkboxes preceding the REST integrations, in the list, that you want to delete and click **Delete**.

3. A confirmation box appears. To proceed with the deletion, click **Ok**.

Journey Proxy Integration

Proxy server has been integrated into journey web and Engine Projects, this gives user an upper hand in adding security and keeping application server behind proxy servers. Proxy server will interact with Deliver, Link and Platform servers.

Journey Web – Communicates with Deliver, Link and Platform server for fetching configuration details and while integrating Email/SMS/AdTech Point in Journey.

Journey Engine – Uses proxy to communicate with Deliver/Link Server for submitted Email/SMS/Adtech details to end servers.

Proxy Supported by Journey Web

1. SOCKS
2. HTTP
3. HTTPS

Proxy Supported by Journey Engine

1. HTTP



Note: SOCKS and HTTPS proxy is not supported by SOAP (Apache Axis2) used by Engine to communicate with Deliver.

Property to be configured for Engine in Engine application.properties file

- journey.proxy.type=NONE
- spring.proxy.host=[IP]
- spring.proxy.port=[PORT]
- spring.proxy.username=[username]
- spring.proxy.password=[password]

Property to be configured for Web in Web application.properties file

- journey.proxy.type=NONE
- spring.proxy.host=[IP]
- spring.proxy.port=[PORT]
- spring.proxy.username=[USERNAME]
- spring.proxy.password=[PASSWORD]
- server.use-forward-headers=true



Note: Default value of property journey.proxy.type is NONE, when set to NONE proxy is disabled.

Journey Engine Connection Pool settings

- journey.datasource.maxpool.size=[MAX_POOL_SIZE] – set size of Db connection Pool
- journey.datasource.minIdle.size=[MIN_IDLE_SIZE] – sets size of minimum idle connections

Developer Tools

Displays the list of developer tools.

API Documentation

User can find the list of REST APIs for Journey.