

Version 11 Release 0
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IBM Interact Release Notes

IBM

Note

Before using this information and the product it supports, read the information in "Notices" on page 15.

This edition applies to version 11, release 0, modification 0 of IBM Interact and to all subsequent releases and modifications until otherwise indicated in new editions.

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Chapter 1. System requirements and compatibility

IBM® Interact operates as part of the IBM Marketing Software suite of products.

You can upgrade to Interact 11.0 from Interact version 10.1.

If you are currently using version 9.1.1 or 9.1.2, you must first upgrade to version 10.0, then to 10.1.x and then upgrade to version 11.0.

For instructions, see the *IBM Interact 11.0 Upgrade Guide*.

Where to find complete system requirement and compatibility information

For a list of IBM product versions compatible with this product, see the *IBM 11.0 Product Compatibility Matrix* and any other product compatibility documents posted under Documentation on the IBM Support Portal website: (<https://www.ibm.com/support/entry/portal/documentation>).

For a list of third-party requirements for this product, see the *IBM Marketing Software Recommended Software Environments and Minimum System Requirements* available under **Help > Product Documentation** when you are logged in to Interact, as well as from the IBM Support Portal website: (<https://www.ibm.com/support/entry/portal/documentation>).

Chapter 2. New features and changes in version 11.0

IBM Interact 11.0 includes the following new features.

Interact main menu

- Wherever Interact is installed, a top menu “Interact” is now added next to “Campaign” menu on the user interface (UI) . The Interact installer will handle this change for new installs and upgrades too.
- You can now see the “Interactive Channel” menu as the first menu under the “Interact” menu at the top. The “Interactive Channels” list page will work precisely the same as before.
- You can also see a menu item “Global Learning” under the “Interact” menu after “Interactive Channels”. This menu will take you to the “All Bin definitions” page where all the existing bin definitions related to interact learning will be displayed with the option to add new bins.

Auto binning

In Interact, the built-in learning algorithm works partly by saving and analysing the values of profile attributes at the time offers were contacted and responded. Some attributes may have virtually unlimited number of unique values. However, due to limited resources in an Interact system, you can save only a small number of them. In addition, often it is more reasonable to do the analysis based on the ranges of the values. You can use this feature is to create such bins in Interact and the learning sub-system will automatically do the mapping.

You can create the bin definitions from Interact -> Global Learning -> All Bin Definitions page. While adding, or editing a bin definition you can select profile attributes from list of ALL attributes from all mapped profile tables. The types of a Bin Definition can be either Range or List. The “Range” type can only have mathematic operators, the “List” type can only have “contains” operator and consists of list of values.

Example “Range” type bin:

low income < =30000
30000 < medium income < =60000
high income > 60000

Example: “List” type bin:

New England: MA, NH, CT
North West: MI, IL

A bin definition is global data across all interactive channels and across all learning models.

All bin definitions will be deployed as part of Global Deployment Data. You can deploy them in any interactive channel, deploying once and deployed for ALL.

Custom contact type

You can use your own custom contact code to be used in postEvent calls. The purpose of this enhancement is to provide a full support of contact statuses based on the contents in the Campaign system tables with the option for override.

To achieve this, you should add a new Contact Status Code in UA_ContactStatus and use that whenever a contact event is posted. You can even define the Custom Contact codes under RunTime configuration. The action in UI on the custom contact code overrides the action of that in the System table.

Example:

You have added a custom entry in Campaign System Table UA_ContactStatus for contact status code as "OPEN" and "1" in CountasContact column. In the UI, under configuration settings Interact | services | contactHist | contactStatusCodes, if you add the code as "OPEN" and action as "None", when "OPEN" contact status code is used in postEvent call, it will not be considered as a true Contact. Thus, preference is given to what action you have set on UI than the action you have set in the UA_ContactStatus table.

The following activities take place at the backend when a postEvent for contact is called with a custom contact type:

1. When a contact event is posted, the engine determines whether this event should be counted as a true contact or not based on the contents in the Campaign table UA_ContactStatus and the configuration setting under contactStatusCodes.
2. As long as this event is configured for logging a contact, an entry will be added into UACI_CHStaging or the equivalent table and its associated offer attribute staging table. However, the applicable offer suppression rule(s) and learning statistics will be updated only when it is a true contact event.
3. In the UACI_CHStaging table, the newly added column ContactStatusCode will be populated with a custom contact type passed in postEvent call. The ETL will process this record only when the custom contact code is available in UA_ContactStatusCode campaign system table. The ID of the ContactStatusCode field in UACI_CHStaging will be copied into the ContactStatusId column in UA_DtlContactHist table.

Note: The traditional method of not having the custom contact code in postEvent call is still supported and in that case the ContactStatusCode will be NULL in the UA_CHSTAGING table.

GDPR

As part of the General Data Protection Regulation (GDPR) Interact provides a utility which allows Interact users to generate 'delete' statements for the customer's record that need to be erased from the Interact system. These delete statements are specific to the system tables only. The utility takes customer records to be erased as inputs in the form of csv files and generates the delete statements as the output. Listed below are the Interact system tables where customer information can reside, for which delete statements are generated:

Design Time: UACI_XSessResponse

Run Time:

1. UACI_CHOfferAttrib
2. UACI_CHStaging
3. UACI_RHStaging
4. UACI_EventPatternState
5. UACI_UserEventActivity

Production DB: UACI_ScoreOverride

UACI_BlackList

Fast Upgrade

IBM Marketing Software version 11 supports the fast upgrade approach. This approach allows upgrades from version 8.6 onwards to version 11.0. This aids customers by bypassing the multi-step upgrade. The Fast Upgrade approach is also useful in reducing upgrade downtime. The approach is provided for IBM Marketing Platform, IBM Campaign, IBM Contact Optimization, IBM Marketing Operations, IBM Interact for upgrade from 8.6.x version onwards. For details, refer to the Fast Upgrade documentation released with version 11.0..

Interact Simulator coverage analysis

In Interact version 11.0 we introduce a new feature “Simulator Coverage Analysis scenario”. This is an addition to the existing Simple Scenario and Advanced Scenario features of the Simulator. Interact has built a simulator in Design Time to enable marketers test run a simulation for a customer and know if the offers, events, event patterns and strategies they defined work as they expect.

The marketers often would also like to know if they have enough offer coverage for each group of their customer base, or for certain groups/segments. The users can run the Coverage analysis scenario from Interactive Channel’s Simulator tab. The Coverage Analysis scenario will let the marketer run the coverage analysis for all the audiences in the profile data or they can select a group of audience using the filter criteria. For the selected audience ids and Zones, Interact will invoke the startSession, getOffers and endSession API.

As part of scenario definition you can enable/disable on using the event patterns of existing states and offer suppression rules and test it by running the coverage analysis scenario.

The run results are stored in two tables UACI_SimResults_<scenarioID> and UACI_SimResults_< ScenarioID >_Attributes, these are created in Interact Design time database after you save and run the coverage analysis scenario. Interact will maintain a history of all the previously run scenarios where you can view the run history of previous simulation scenarios. You can choose to delete history records if required. The scenario results of the coverage analysis can be exported to a csv file.

Chapter 3. Fixed defects

The following table lists defects that are fixed in Interact 11.0.

| Issue ID | Description |
|---------------------------|---|
| HMA-280307, HMA - 236818 | Event pattern waiting for offercontacted(x) becomes true |
| HMA- 280302, PMR - 230840 | When composite text audience used in interact, eventpatternstate table the audiences are getting switched |
| HMA- 280296, PMR - | setaudience not processing memory based named value pairs for unknown users |
| HMA- 279597, PMR - 22817 | Interact Issue: Smart Segments Missing\Corrupted |
| HMA- 205235,A - 205054 | Offer suppression does not expire after suppression duration |

Chapter 4. Known issues

The following table lists issues in Interact 11.0.

| Issue | Issue ID | Description |
|--|------------|---|
| For upgrades from version 9.1 or earlier, you must reconfigure your session timeoutinsec. | RTC 207011 | If you upgrade from version 9.1 or earlier, you must configure the timeoutinsec property for your session. It configuration property was previously found under Interact sessionManagement. It is now found under Interact cacheManagement caches InteractCache. |
| Suppression rule attribute value = [auto] for related offers does not work as expected in cross-session response tracking. | RTC91765 | In cases where an offer is being suppressed using a dynamic attribute value (attribute value = [auto]) and cross-session response tracking is used, the offer may not be suppressed as expected. To work around this issue, use an attribute value other than [auto]. This issue may be addressed in a future release. |
| Message is displayed multiple times in console mode installation while upgrading from version 10.0. | 271642 | "Please wait....." message is displayed multiple times in console mode installation while upgrading from 10.0 |
| Condition specified to find records for Audience Condition field of type string type is case sensitive | HMA-282764 | The audience search condition is case sensitive for DB2 and Oracle. |
| The score for Offer returned from Whitelist is not proper, error on getoffers. | HMA-283173 | There is an error for 'StartSession' as mentioned below and the Offer score is from 'Treatment Rule' and not from Whitelist table.The WAS property mentioned at 'http://www-01.ibm.com/support/docview.wss?uid=swg21429116' 2. User needs to remove the table name from predicate expression. |
| Error thrown 'No csv file found' when tried to export to CSV | HMA-283000 | After a coverage scenario is run and user clicks on 'Export CSV' option then a file gets downloaded and the 'Download' icon gets enabled. |
| In Internet explorer only, Interact deployment fails with authentication failure | HMA-283120 | This issue is happening on internet explorer only, it works fine on chrome. This issue does not happen if you have blank password for the user login in. |
| Scenario runs even if no zone is assigned when IP is moved from old zone to new one | HMA-283133 | When an IP is moved from one zone to a newer one, then the zone assignment becomes blank in an already run coverage scenario. In this case, the scenario runs successfully even if no zone is shown as assigned. |
| Run History Status/Summary State is not Changing after Simulation run | HMA-283298 | Coverage scenario status remain in Running status even after Run Success message alert. Workaround: User needs to switch the tabs and revisit the coverage Scenario tab to see the latest status. |
| Getting Incorrect base version number while running aciUpgrade tools | HMA-282971 | While upgrading from 10.1 FP1 to 11 when user will run Interact Upgrade tools (aciUpgradeTool_usrtab.sh ,aciUpgradeTool_runtab.sh,aciUpgradeTool_lrntab.sh, aciUpgradeTool_crhtab.sh, aciUpgradeTool.sh). User will get 10.1.0 as an option for "Please select the version of Interact Runtime you are upgrading from" instead of 10.1.x., please continue with the same. |

| Issue | Issue ID | Description |
|---|---------------------------|---|
| The UBX Endpoint is unable to send the event to Interact and an error is thrown in the endpoint logs. | HMA-283665 | This is observed on WAS8.5.5.11 onward with JDK1.8 . There is a workaround to resolve this. You need to remove the 'activemq-all.jar' from the Endpoint's '.war' file and restart the server. |
| Not able to search for Interactive Segment | HMA-276698 | The search for Interact segments from the 'Segment's screen does not work. The search returns ""Your search criteria did not match any records." |
| Run history related message displayed even if there is no history | HMA-283495 | A message related to exporting csv is displayed even after the respective Run History is deleted |
| Fatal error occurs for EAR deployment | Defect 276955 | <p>A fatal error occurs during the creation of an EAR file for deployment and a message is added to the common installer logs. This message can be ignored. The EAR file is deployed successfully in spite of this error.</p> <p>The following entry can be seen in the common installer logs.</p> <p>Custom Action: com.unica.install.ia.custom.StrIndexAndPieces</p> <p>Status: ERROR</p> <p>Additional Notes: ERROR - Unexpected Fatal Error in Class: com.unica.install.ia.custom.StrIndexAndPieces.install()</p> |
| You cannot export a PDF with a new mapped table in the snapshot process box for any locale but English. | 11682 | You should be able to export a PDF in the Fields to Snapshot list on the Snapshots tab with a new mapped table. However, the PDF is not visible nor available for export for any locale but English. |
| When users try to add a large expression in the Interact Strategy Offer attributes and try to deploy to Interact, an error is thrown in the logsORA-12899: value too large for column. "CAMP911"."UACI_RULEOFFERATTR OVERRIDE"."EXPRESSION" | RTC 204413 | System administrators must manually increase the size of the EXPRESSION field in UACI_RULEOFFERATTR_OVERRIDE and restart the server to correct this error. |
| An error is displayed when profiled event pattern | HMA-282955 | An Internal Error is displayed when tried to profile event pattern .Workaround exists for this user can specify a the expression as <eventPattern_Name>=0/1 directly |
| When you remap a dimension table the table name reverts back to the default table name | PMR 230768, DEF 232128 | When you remap a dimension table the table name reverts back to the default table name and the Key check mark gets removed. |

Chapter 5. Known limitations

The following table lists known limitations in Interact 11.0.

| Issue | Number | Description |
|--|---------------------|---|
| Null pointer exception while saving strategy containing large number of treatment rules created by rule wizard | RTC172332 | If you create approximately 900 rules by adding one offer and 900 segments with the rule wizard and try to save the strategy, the following error is displayed. <code>java.lang.NullPointerException</code> |
| Interact deployment rollback is not supported with Advanced Patterns (time bound and rolling time) | RTC73521 | V1 is not synchronized in Advanced Patter run time if you perform the following workflow. <ol style="list-style-type: none"> 1. Create an interactive channel that contains only simple pattern and deploy this version V1 to the Interact run time. 2. Add an advanced pattern counter (time bound) type of pattern in interactive channel and use the same in interactive flowchart to populate segment that is based on pattern state. 3. Deploy this interactive channel to runtime and version V2 is created. The same is reflected in the Detect workspace. 4. Rollback or redeploy to version V1. After redeploy is successfully complete, the Opportunity Detect workspace shows version V2. |
| When the user opens the Deployment tab an error occurs and the following message is displayed: Compilation of JSP File '/jsp/deploymentInfo.jsp' failed. | | When the user opens the Deployment tab for any runtime other than the 1st, an error occurs and the following message is displayed: Compilation of JSP File '/jsp/deploymentInfo.jsp' failed. If you are using the WebSphere application server and are using JDK 1.8, you must add the following JVM parameter for all additional runtime servers. The JVM parameter is not required for the first runtime server. <code>-Djavax.xml.stream.XMLInputFactory=com.ibm.xml.xpath.api.stax.XMLInputFactoryImpl</code> |
| Interact interactive flowcharts support a subset of Campaign macros. | DEF057366, ENH11494 | By design, interactive flowcharts support (and make available for selection) only a subset of the macros available on batch flowcharts. On an interactive flowchart, in any Select or decision process boxes where you want to use a macro that is not supported (for example, the between operator, as in "AGE between 1 and 18"), an error message "Function or operation not supported" appears when you check the syntax. This is expected behavior. |
| Raw SQL options are not supported in Interact flowcharts | DEF049991 | Using custom macros with expression type "Raw SQL Selecting ID List" or "Raw SQL Selecting ID List+Value" in any processes in an interactive flowchart results in Error 11324. |
| A persistent derived field is not profiled in a downstream Decision process in an interactive flowchart. | RTC8870 | If you create a persistent derived field in a flowchart process, then connect the output of that process to a decision process to try to profile the persistent derived field, the field is not profiled. To workaround this issue, profile the original derived field. |

| Issue | Number | Description |
|--|-----------|--|
| WebConnector does not pick up default configuration when trying to save from GUI | DEF052958 | WebConnector does not set the default values for fields when saving from the GUI. |
| In Interact you cannot change the Campaign field name for the audience ID to a different value from the source field name. | RTC219848 | In a batch flowchart, if a Select Process Box is used with an Interact list process box that creates a new table to export offer lists using white list (score override), the Campaign field name for the audience ID cannot be changed to a different value from the source field name. Interact uses the source field name in order to query the export table where the offer list would be, and if an alias is used for the audience ID in the Campaign field name, then Interact uses a query parameter that does not exist in the offer list. If this is not followed, a SQL error occurs during getOffers specifying that the source field name is an invalid identifier. |

Before you contact IBM technical support

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

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

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

Information to gather

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

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

System information

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

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

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

Contact information for IBM technical support

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

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

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