

IBM Unica Optimize
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Release Notes



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IBM Corporation
Reservoir Place North
170 Tracer Lane
Waltham, MA 02451-1379

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Preface

- [Contacting IBM Unica technical support](#)

Contacting IBM Unica technical support

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

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

Information you should gather

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

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

System information

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

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

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

Contact information for IBM Unica technical support

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

1 IBM Unica Optimize 8.5.0

- System requirements and compatibility
- New features and changes in version 8.5.0
- Fixed defects
- Known issues
- Known limitations

System requirements and compatibility

This section provides information on where to find system requirement and compatibility information for this release of IBM Unica Optimize, and highlights changes in support for third-party software.

Optimize operates as part of the IBM Unica Marketing suite of products.

Optimize version 8.5.0 requires Campaign 8.5.0.

You can upgrade to Optimize 8.5.0 from Optimize version 7.x or later. For instructions, see the *IBM Unica Optimize Installation Guide*.

Where to find complete system requirement and compatibility information

For a list of IBM Unica Marketing product versions compatible with this product, refer to the *IBM Unica Compatibility Matrix* and any other product compatibility documents posted under Documentation on the IBM Unica Customer Central web site (<https://customercentral.unica.com>).

For a list of third-party requirements for this product, refer to the *IBM Unica Campaign version 8.5.0 Recommended Software Environments and Minimum System Requirements* posted on the IBM Unica Customer Central web site (<https://customercentral.unica.com>).

Key third-party software support changes in version 8.5.0

IBM Unica Optimize version 8.5.0 has added support for the following new versions of third-party software.

- AIX 7.1

⚡ Optimize supports only 64-bit operating systems for production installations.

Optimize version 8.5.0 has dropped support for the following versions of third-party software.

- Oracle 10.1
- Microsoft Internet Explorer 6.0

New features and changes in version 8.5.0

The following new features and changes are introduced in version 8.5.0 of IBM Unica Optimize.

Optimize session-level advanced settings

Optimize sessions require intensive processing. There are several configuration properties you can use to tune this processing. However, these configuration settings are for your entire Optimize installation. Based on the campaigns included in an Optimize session and your optimization rules, the ideal settings for one Optimize session may not be as optimal for another Optimize session.

Now, you can use advanced settings in each Optimize session to set values for the configuration properties at the session level. These settings work the same as the configuration properties, except that they are applied for the particular Optimize session. For example, you can set `CustomerSampleSize` to 1000 for one Optimize session and 1500 for another Optimize session. See the *IBM Unica Optimize User's Guide* for more details.

Min/Max # Offers capacity rule exceptions

You can now add rule exceptions to Min/Max # Offers capacity rules. If you have a Min/Max # Offers capacity rule for a certain time period, you can add a rule exception for another period of time. For example, you could increase the number of offers sent during a holiday campaign. See the *IBM Unica Optimize User's Guide* for more details.

Schedule Optimize session runs with the suite scheduler

The suite scheduler, available with IBM Unica Marketing Platform can now schedule Optimize session runs. You can also create triggers to start your Optimize session after all pre-optimization flowcharts complete, and to start post-optimization flowcharts after the Optimize session completes. See the *IBM Unica Marketing Platform Administrator's Guide* for more details.

New dashboard portlets

Dashboards are configurable pages that contain information useful to groups of users who fill various roles within your organization. These pages are useful for displaying information that users need to access often, such as key metrics and links to IBM Unica Campaign pages. Users' access to dashboards depends upon their assigned roles.

Administrators configure dashboards by adding components called portlets. Dashboards can contain pre-defined IBM Unica Marketing portlets or user-created portlets.

There are three Optimize specific pre-defined portlets.

- My Recent Optimize Sessions
- My Recently Successful Optimize Run Instances
- My Recently Failed Optimize Run Instances

For information on creating and managing dashboards, see the *IBM Unica Marketing Platform Administrator's Guide*.

IBM Unica product language support

With release 8.5.0, IBM Unica products support the following languages:

- Brazilian Portuguese
- English
- French
- German
- Italian
- Japanese
- Korean
- Simplified Chinese — including compliance with GB18030 requirements
- Spanish

See the *IBM Unica Marketing Platform Administrator's Guide* for information on setting locale preferences.

Fixed defects

This section lists defects fixed in IBM Unica Optimize 8.5.0, sorted by defect number then by incident number (if applicable).

Issue ID	Description
INC57414, DEF056454	HTTP communication error code 450 resulted from combination of Never A with B rules if the final rule contained only a Never A (no alternative provided).

Issue ID	Description
DEF025871, DEF026345	Print this Item defaulted to Offer Filtering Summary report
DEF056617	Error after setting <code>MinReqForLoaderCommand</code> and <code>MinReqForLoaderCommandForAppend</code> .
DEF050598	ACOOptAdmin tool error messages did not display in the correct locale.

Known issues

This section lists known issues in Optimize 8.5.0.

Issue	Issue ID	Description
Create Optimize session fails with multi-byte audience level name	DEF023178	If a non-English language with multiple-byte characters is used to name an audience level, Optimize fails to create Optimize sessions using that audience level. To work around this issue, use English or single-byte character sets to name your audience levels.
Cells linked to TCS with offer assignments do not appear in Optimize process	DEF027481	If the Optimize process is connected to one or more cells and the upstream cells are subsequently linked to top-down cells defined in the Target Cell Spreadsheet (TCS), the offers assigned in the TCS do not automatically appear in the Optimize process. You should link to any top-down cells in the TCS before connecting those cells to an Optimize process. Otherwise, you will need to either manually assign the same offers within the Optimize process, or delete the Optimize process and recreate it.
Rules with the same name can be saved	DEF045761	While you cannot create a new rule with the same name as another rule, if you edit the name of a rule, you can save two rules with the same name.
Cannot select segments from subfolders from the list view of Add/Remove Segments dialog	DEF046384	If you have organized your segments into folders, you cannot select segments from subfolders using the list view of the Add/Remove Segments dialog.
Running a Create Segment process on an unmapped segment membership table can impact the results of the Optimize session	DEF050437	If you have not mapped an audience level system table to a segment membership table, running the Create Segment process against the table populates the system table, but not the segment membership table. This results in inaccurate optimization results. If you map the system and segment membership tables later, you must re-run the Create Segment process.

Issue	Issue ID	Description
Error messages for the ACOOptAdmin utility do not display according to non-English locales	DEF051284	When running the ACOOptAdmin command line utility in a locale other than English, error messages do not display according to the specified locale. The error messages display only in English.
Optimize listener does not automatically use the same non-English locale used by Campaign listener.	DEF051876	<p data-bbox="748 422 1427 558">In installations where Campaign and Optimize have been installed using a non-English locale, the Optimize listener always starts in English instead of the installed locale.</p> <p data-bbox="748 579 1427 705">To work around this issue, in the command window or batch file (ACOServer.bat or ACOServer.sh) used to launch the Optimize listener, set <code>LANG=xx_XX</code>, as follows.</p> <ul data-bbox="748 726 1427 978" style="list-style-type: none">• Brazilian Portuguese - pt_BR• French - fr_FR• German - de_DE• Italian - it_IT• Japanese - ja_JP• Korean - ko_KR• Simplified Chinese - zh_CN• Spanish - es_ES <p data-bbox="748 999 1427 1031">On UNIX systems, please use the following commands.</p> <pre data-bbox="748 1052 1427 1138">LANG=xx_XX export LANG</pre>

Issue	Issue ID	Description
Optimize overwrites the Interact sub-component version from About Page	DEF052781	<p data-bbox="755 264 1382 390">Optimize Installer overwrites the Interact sub-component version on the About Page if Interact is already installed before Optimize installation. Due to this the Interact help is not available.</p> <p data-bbox="755 411 915 443">Workaround</p> <p data-bbox="755 464 1377 527">1. Create a sub-component_version.xml file as follows:</p> <pre data-bbox="755 548 1260 1325"> <section name="components"> <property name="interactVersion" type="string"> <displayNameKey>Interact Version</displayNameKey> <displayName>Interact Version</displayName> <value>8.1.0.0.44 REL</value> </property> <property name="optimizeVersion" type="string"> <displayNameKey>Optimize Version</displayNameKey> <displayName>Optimize Version</displayName> <value>8.1.0.0.44 REL</value> </property> </section> </pre> <p data-bbox="755 1346 1377 1377">2. Import the sub-component_version.xml as follows:</p> <pre data-bbox="755 1398 1268 1493"> ConfigTool.bat -i -o -p "Affinium Campaign about" -f sub- component_version.xml </pre>
ACOOptAdmin fails with NoClassDefFoundError error.	DEF054145	<p data-bbox="755 1539 1422 1602">Unable to run ACOOptAdmin when Optimize is installed in a path that contains directory names with spaces</p> <p data-bbox="755 1623 1422 1713">Workaround - In ACOOptAdmin.bat specify the values for the variables OPTIMIZE_HOME and JAVA_HOME with double quotes.</p>

Issue	Issue ID	Description
Optimize session run fails to start with specific non-ascii user credentials	DEF054275	<p>Optimize session fails to start if the Marketing Platform username or password contains the Euro (€) symbol. This happens on Unix platforms only.</p> <p>Workaround - Optimize users should not use the Euro symbol in the Marketing Platform username and password.</p>
unprocessables_sessionid.csv may contain some customers who receive offers	DEF054841	In some scenarios, a few of the customers who get offers may be present in the unprocessables_sessionid.csv file.
Cannot successfully make edits to a Custom Capacity Rule after canceling a Rule Exception change in Internet Explorer 7	DEF057778	<p>If you make changes to the Edit Rule Exception dialog and click Cancel, you may not be able to edit the Custom Capacity Rule page you return to.</p> <p>If you navigate to a different page, then return to the Edit Custom Capacity Rule page, all of your changes from the dialog should be saved and you can continue editing the Custom Capacity Rule.</p>
Repeated starts and stops of an Optimize session may cause the session run to hang or the Optimize server process to crash	DEF057799	If you start and stop an Optimize session several times using the Optimize UI, the ACOOptAdmin utility, and again using the UI, the session run may hang or the Optimize server process may crash. This is not consistently reproducible, but has been observed on Solaris.
Incorrect optimization result with Custom Capacity rule in specific circumstances	DEF058362	<p>A customer satisfying the following criteria might receive fewer offers than desired:</p> <ul style="list-style-type: none"> • The customer has an even number of proposed transactions. • Each of these transactions has the same score. • This score is a low value.
Edit score matrix label displays incorrectly in Japanese.	DEF059595	When you edit the score matrix manually, the vertical label on the right side of the table displays upside down. The correct label is 全顧客.
Rule Exception dialog error displays incorrectly	DEF059372	If start and end dates of two exceptions to the same rule have overlapping dates, the ensuing error is displayed in an error page instead of being displayed on the same rule exception pop-up.

Issue	Issue ID	Description
Unable to support users with Chinese, Japanese, or Korean (CJK) characters in user name simultaneously with users without CJK characters in their user name	DEF059768	<p>If you have a Chinese, Japanese, or Korean (CJK) character in your user name, you must set the environment variable <code>UNICA_ACSYSENCODING</code> equal to <code>UTF-8</code> so that the Optimize session runs without errors. However, if a user without a CJK character in their user name attempts to run an Optimize session while <code>UNICA_ACSYSENCODING</code> is equal to <code>UTF-8</code>, the Optimize session will fail.</p> <p>One possible workaround is to create all user names without CJK characters.</p> <p>You can set <code>UNICA_ACSYSENCODING</code> in the Optimize listener file. The Optimize listener file, <code>ACOServer.bat</code> (Windows) or <code>ACOServer.sh</code> (UNIX), is located in the <code>bin</code> directory of your Optimize installation.</p> <p>ACOServer.bat - To set the variable for users with CJK characters in their user name, remove the comment to the line <code>set UNICA_ACSYSENCODING=UTF-8</code>. To configure the Optimize listener for users without CJK characters in their user name, add a comment to the line <code>set UNICA_ACSYSENCODING=UTF-8</code>.</p> <p>ACOServer.sh - To set the variable for users with CJK characters in their user name, remove the comments to the lines <code>UNICA_ACSYSENCODING=UTF-8</code> and <code>export UNICA_ACSYSENCODING</code>. To configure the Optimize listener for users without CJK characters in their user name, add comments to the lines <code>set UNICA_ACSYSENCODING=UTF-8</code> and <code>export UNICA_ACSYSENCODING</code>.</p> <p>You must stop and restart the Optimize listener in a new command prompt for these changes to take effect.</p>
Offer filtering summary report displays an incorrect count of Proposed Contacts removed by each Custom Capacity rule.	DEF059805	<p>The Offer Summary Report displays incorrect counts in the "Removed By This Rule" column for Custom Capacity rules if the participating Flowchart for this Optimize session contains multiple contact dates and multiple offers made to each customer on different channels.</p>
Unable to run Optimize utility or schedule an Optimize session for IBM Tivoli or Siteminder user	DEF059950	<p>If you have integrated IBM Unica Marketing suite with IBM Tivoli or Siteminder, and try to run an Optimize session using the Optimize utility (<code>ACOOptAdmin</code>) or schedule an Optimize session using the suite scheduler, the Optimize session fails to run. You can still run an Optimize session by clicking the Execute icon and selecting Production run from the Summary, Rules, Scoring, or Analysis tab of the Optimize session you want to run.</p>

Known limitations

This section lists known limitations in Optimize 8.5.0.

Issue	Number	Description
Negative scores cause inaccurate rules crediting		<p>If you use negative scores, rule crediting in the Offer Filtering Summary report may not be accurate.</p> <p>Offers with negative scores are given to meet minimum requirements only.</p>
Unattended installation clears installer properties file	DEF042448	<p>When you run the IBM Unica Marketing installer in unattended mode, the installer properties files are deleted. You should make backup copies of all the <code>.properties</code> files under the IBM Unica Marketing installation directory before running the IBM Unica Marketing installer in unattended mode for the first time, and restore them each time you run the installer in unattended mode.</p>
Running the ACOOptAdmin utility with one-way SSL requires additional setup.	DEF046832	<p>You cannot use the ACOOptAdmin utility with one-way SSL until you register a security certificate, specify a hostname and domain, and configure <code>SSL_Options</code> in the <code>ACOOptAdmin.bat</code> file.</p>
Channel is a required offer attribute	DEF051136	<p>Any offer being optimized within IBM Unica Optimize must include a channel offer attribute (for example, any offer template used with IBM Unica Campaign must have the "channel" offer attribute included). Channel can be a hidden offer attribute if you choose (see the <i>IBM Unica Campaign Administrator's Guide</i> for more information on setting offer template attributes).</p>
Optimize session performance degrades if logging level set to ALL	DEF054539	<p>If you set your logging level to ALL, it will take longer for your Optimize session to run due to the high volume of data written to the log file. Only set your logging level to ALL if you are trying to determine the cause of unexpected results or other errors.</p>
Unable to run the session in first attempt when <code>unica_acosvr</code> process killed.	DEF055010	<p>If you have to use the kill command to stop <code>unica_acosvr</code>, the next time you attempt to run an Optimize session, it may fail with the following error "An unknown communication failure has occurred with the IBM Unica Optimize server process."</p> <p>Workaround - Run the Optimize session again to complete it successfully.</p>