IBM Contact Optimization Version 9 Release 1 October 25, 2013

System Tables



Note

Before using this information and the product it supports, read the information in "Notices" on page 73.

This edition applies to version 9, release 1, modification 0 of IBM Contact Optimization and to all subsequent releases and modifications until otherwise indicated in new editions.

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Chapter 1. About the IBM Contact Optimization System Tables document

The IBM[®] Contact Optimization System Tables document is intended to help your company understand the IBM Contact Optimization data model for integration purposes.

Important: Unless otherwise stated, do not modify the Contact Optimization system tables directly (rather than through the user interface). If you modify the Contact Optimization system tables directly, you may compromise the application functionality and make it more difficult for IBM Technical Support to resolve any problems that may occur.

Terms and conditions of use

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Future system table changes

IBM reserves the right, at any time, to change system table schemas and the contents of this document for the IBM Contact Optimization product. If you choose to develop custom integrations using Contact Optimization system tables, these components need to be reviewed and possibly modified to work with future releases of IBM Contact Optimization system tables.

There is no guarantee of backwards compatibility or automated migration for custom-developed or third-party extensions using the IBM Contact Optimization system tables. Unless otherwise stated, IBM does not support any use of the IBM Contact Optimization system tables outside of standard application use that is conducted through the IBM Contact Optimization application or standard tools shipped as part of the product.

Definitions of additional attributes in system table records

The Additional Attributes column in the system table reference provides information about the fields that are in each system table. The following definitions explain the meaning of each attribute that is included in the Additional Attributes column.

Additional Attribute	Definition
Is Primary Key?	Whether the field is the primary key.
Is Foreign Key?	Whether the field is a foreign key.

Additional Attribute	Definition
Required Field?	Whether the field is required in the table for a valid row entry.
System Generated?	Whether the field has a system-generated default value on object creation.
System Generated Override?	If a system-generated value is provided, whether the user can change the default value.
User Entered?	Whether the field is entered by the user through the Campaign user interface.
Stored Create?	Whether this field is populated when it is initially created.
Stored Save?	Whether this field value can be edited later and changed (on save) after initial object creation.
Stored Execute?	Whether this field is populated during a flowchart run.
Configuration?	Whether this field is affected by a configuration parameter.

Table 1. Additional attributes in system table records (continued)

Chapter 2. Contact Optimization System Tables

UA_OptimizeProcess

An entry in this table represents a single optimize process box as seen in Campaign flowcharts.

Field Name	Туре	Null?	Description	Length	Additional Attributes
OptimizeID	BIGINT	NOT NULL	This is an internal identifier for the Optimize Process Box that uniquely identifies it within a campaign. Valid Values: Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.	19	Is Primary Key? Yes Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? Yes User Entered? No Stored Create? Yes Stored Save? No Stored Execute? No Configuration? No
TempFlag	INTEGER	NOT NULL	The temporary state of this box. Valid Values: 0 = not temporary 1 = temporary	10	Is Primary Key? Yes Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? Yes Stored Execute? No Configuration? No

Table 2. UA_OptimizeProcess field descriptions

Table 2. UA_OptimizeProcess	field descriptions	(continued)
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Field Name	Туре	Null?	Description	Length	Additional Attributes
FlowchartID	INTEGER	NOT NULL	Unique identifier of the flowchart that contains the Optimize process box. This ID is assigned by the system when a flowchart is created. Valid Values: Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.	10	Is Primary Key? Yes Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? Yes User Entered? No Stored Create? Yes Stored Save? No Stored Execute? No Configuration? No
CampaignID	BIGINT	NOT NULL	Unique identifier of the campaign containing the flowchart containing the Optimize process box. This ID is assigned by Campaign when a campaign is created. It uses the next available value (assumed unique) from the UA_IDSByType table for campaigns. Valid Values: Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.	19	Is Primary Key? No Is Foreign Key? Yes Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? No Stored Execute? No Configuration? No

Table 2. UA_OptimizeProcess	field descriptions	(continued)
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Field Name	Туре	Null?	Description	Length	Additional Attributes
ACOSessionID	BIGINT	NOT NULL	Unique identifier for each ACO session. Valid Values: Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.	19	Is Primary Key? No Is Foreign Key? Yes Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? No Stored Execute? No Configuration? No
ProcessName	VARCHAR	NOT NULL	The name that is given by the user for this process box (in the General tab of the process box, inside the flowchart). Valid Values: Any text characters, minus standard disallowed special name characters	255	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? Yes User Entered? Yes Stored Create? Yes Stored Save? Yes Stored Execute? No Configuration? No

Table 2. UA_OptimizeProces	s field descriptions	(continued)
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Field Name	Туре	Null?	Description	Length	Additional Attributes
Status	VARCHAR	NULL	The status of this Optimize process box. Valid Values: 'Free' or 'Busy'	16	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? Yes Stored Execute? Yes Configuration? No
RunBy	INTEGER	NULL	The ID of the user that last ran this process box. Valid Values: Valid ASM User ID	10	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? Yes Stored Execute? Yes Configuration? No

Table 2. UA_OptimizeProcess field descriptions (continued)
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Field Name	Туре	Null?	Description	Length	Additional Attributes
LastRunDate	TIMESTAMP	NULL	Date and time the Optimize process box was last run (any flowchart, branch, process run). This value is NULL if never run. Test runs do not update this value. Valid Values: Valid datetime.	23,3	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? Yes Stored Execute? Yes Configuration? Yes
RunResult	VARCHAR	NULL	The results of the last run. This is an XML field that contains metadata about the results of the run. Valid Values: Well-formatted XML string containing Optimize process run results.	2048	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? No Stored Save? No Stored Execute? Yes Configuration? No

Table 2. UA_OptimizeProcess	field descriptions	(continued)
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Field Name	Туре	Null?	Description	Length	Additional Attributes
CreateDate	TIMESTAMP	NULL	The date this process box was created. Valid Values: Valid datetime.	23,3	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? No Stored Execute? No Configuration? Yes
CreateBy	INTEGER	NULL	The ID of the user that created this box. Valid Values: Valid ASM User ID	10	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? No Stored Execute? No Configuration? No

Table 2. UA_OptimizeProce	ss field descriptions	(continued)
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Field Name	Туре	Null?	Description	Length	Additional Attributes
UpdateDate	TIMESTAMP	NULL	The last date or time this process box was changed. Valid Values: Valid datetime.	23,3	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? No Stored Save? Yes Stored Execute? No Configuration? Yes
UpdateBy	INTEGER	NULL	The user that last updated this process box. Valid Values: Valid ASM User ID	10	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? No Stored Save? Yes Stored Execute? No Configuration? No

Table 3. L	UA_OptimizeProcess	parent tables
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Table name	Description
UACO_OptSession	An entry in this table represents a single ACO session with all of its metadata.
UA_Campaign	This table contains campaign metadata provided by the user and basic run information. One row is written this table each time a new campaign is created and saved. Related tables (UA_CampToSegment, UA_CampToOffer, and UA_Flowchart) are not updated until those relationships/links or objects are created. That is, a UA_Flowchart record is created only when a new flowchart is added to the campaign. The UA_CampaignExtAttr is populated at the same time with any campaign custom attribute values.

UACO_OCTBase

This table contains all of the columns that are used to create an Optimized Contacts Table (OCT) for a session.

Table 4. UACO_OCTBase field descriptions

Field Name	Туре	Null?	Description	Length	Additional Attributes
ContactID	BIGINT	NOT NULL	A unique identifier of a potential contact that is originated from a particular flowchart. This number is unique across a flowchart. An entry in this table means that the contact was optimized and accepted by ACO. This field appears in the OCT. Valid Values: Any numeric value.	19	Is Primary Key? Yes Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? No Stored Execute? Yes Configuration? No
OptimizeID	BIGINT	NOT NULL	The unique identifier for the Optimize process box that generated this particular transaction. This field appears in the OCT. Valid Values: Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.	19	Is Primary Key? Yes Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? No Stored Execute? Yes Configuration? Yes

Table 4. UACO	_OCTBase	field des	criptions	(continued)
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Field Name	Туре	Null?	Description	Length	Additional Attributes
OutputScore	DOUBLE	NOT NULL	The score that was used by ACO during optimization. Because the score that was passed in from Campaign can be overridden by the score matrix, this score must be recorded here. This field appears in the OCT. Valid Values: Any numeric value.	53	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? No Stored Execute? Yes Configuration? Yes

UACO_OfferSeg

This table contains the scores that are used at the intersection of an offer and segment in the score matrix.

Table 5. UACO_OfferSeg field descriptions

Field Name	Туре	Null?	Description	Length	Additional Attributes
ACOSessionID	BIGINT	NOT NULL	A unique identifier for the ACO session. Valid Values: Any valid ACOSessionID from the UACO_OptSession table.	19	Is Primary Key? Yes Is Foreign Key? Yes Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? No Stored Execute? No Configuration? No

Table 5. UACO	_OfferSeg field	descriptions	(continued)
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Field Name	Туре	Null?	Description	Length	Additional Attributes
SegmentID	BIGINT	NOT NULL	Unique ID for a strategic segment in the score matrix. Valid Values: Any SegmentID from the UA_Segment table.	19	Is Primary Key? Yes Is Foreign Key? Yes Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? Yes Stored Execute? No Configuration? No
OfferID	BIGINT	NOT NULL	Unique identifier of an offer in the score matrix. Valid Values: Any valid OfferID in UA_Offer table.	19	Is Primary Key? Yes Is Foreign Key? Yes Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? Yes Stored Execute? No Configuration? No

Table 5. UACO	_OfferSeg field	descriptions	(continued)
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Field Name	Туре	Null?	Description	Length	Additional Attributes
Score	DOUBLE	NOT NULL	This is the score that is used when the Offer ID and the Segment ID in this particular row matches the transaction's offer or segment. Valid Values: Any positive numeric value.	53	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? No System Generated Override? No User Entered? Yes Stored Create? Yes Stored Save? Yes Stored Execute? No Configuration? No

Table 6. UACO_OfferSeg parent tables

Table name	Description
UACO_SesnSegment	This table contributes to the definition of two items: the score matrix and the "displayed segments" used in the session.
UACO_SesnOffer	This table contributes to the definition of two items: the score matrix and the "displayed offers" used in the session.

UACO_OptSession

An entry in this table represents a single ACO session with all of its metadata.

Table 7. UACO_OptSession field descriptions

Field Name	Туре	Null?	Description	Length	Additional Attributes
ACOSessionID	BIGINT	NOT NULL	A unique identifier for each ACO session. Valid Values: Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.	19	Is Primary Key? Yes Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? No Stored Execute? No Configuration? No

Table 7. UACO_OptSession fie	Id descriptions (continued)
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Field Name	Туре	Null?	Description	Length	Additional Attributes
FolderID	BIGINT	NOT NULL	Unique identifier of the folder. This ID is assigned by the system when a new folder is created. Folder IDs start at either 100 or the value of internalIDLowerLimit config parameter, whichever is higher. Valid Values: Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values	19	Is Primary Key? No Is Foreign Key? Yes Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? Yes Stored Execute? No Configuration? No
Name	VARCHAR	NOT NULL	Name of the ACO session. Valid Values: Any text characters, minus standard disallowed special name characters	64	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? No System Generated Override? No User Entered? Yes Stored Create? Yes Stored Save? Yes Stored Execute? No Configuration? No

Field Name	Туре	Null?	Description	Length	Additional Attributes
Objective	VARCHAR	NULL	Optional, user-entered, free-form objective of the session. Valid Values: Any text characters	512	Is Primary Key? No Is Foreign Key? No Required Field? No System Generated? No System Generated Override? No User Entered? Yes Stored Create? Yes Stored Save? Yes Stored Execute? No Configuration? No
Description	VARCHAR	NULL	Optional, user-entered, free-form description of the session. Valid Values: Any text characters	512	Is Primary Key? No Is Foreign Key? No Required Field? No System Generated? No System Generated Override? No User Entered? Yes Stored Create? Yes Stored Save? Yes Stored Execute? No Configuration? No

Table 7. UACO_OptSession	field descriptions	(continued)
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Field Name	Туре	Null?	Description	Length	Additional Attributes
AudienceName	VARCHAR	NOT NULL	The audience level of the session. After the session is created, the value of this should not be changed. It is with this audience level that the OCT/PCT/POA are generated. Valid values for this are stored in the configuration system. Valid Values: Any audience level.	64	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? No System Generated Override? No User Entered? Yes Stored Create? Yes Stored Save? No Stored Execute? No Configuration? No
TemplateTable Name	VARCHAR	NULL	This is the name of a table that is used as a template for any user-defined fields. Each of the fields in this table is added to the PCT during generation so the user can customize the PCT to include fields to be used in rules. After the session is created, the value of this column should not change. 1) This table must be part of the system tables. 2) This value can be NULL, which means that no user-defined columns are used in the session. Valid Values: Any table listed in the configuration for template table names.	64	Is Primary Key? No Is Foreign Key? No Required Field? No System Generated? No System Generated Override? No User Entered? Yes Stored Create? Yes Stored Save? No Stored Execute? No Configuration? Valid values from configuration.

Table 7. UACO	_OptSession	field descriptions	(continued)
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Field Name	Туре	Null?	Description	Length	Additional Attributes
AgentChannel Name	VARCHAR	NULL	Name of Agent channel. Valid Values: Any channel defined in IBM Campaign.	64	Is Primary Key? No Is Foreign Key? No Required Field? No
					System Generated? Yes
					System Generated Override? Yes
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
AgentInfoTemplate Table	VARCHAR	NULL	Each table contains the unique identification values (IDs) of agents	64	Is Primary Key? No
			and their capacity. These tables should be present in the Campaign system database.		Is Foreign Key? No
					Required Field? No
					System Generated? Yes
					System Generated Override? Yes
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? Yes

Table 7. UACO_OptSession	on field descriptions	(continued)
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Field Name	Туре	Null?	Description	Length	Additional Attributes
AgentCustomerRel TemplateTable	VARCHAR	NULL	The Agent Customer Relationship table contains the unique identification values (IDs) of agents and the audience ID of associated customers. This table should be present in the Campaign system database. The audience level of the audience ID must be the same as the audience level of your Contact Optimization session.	64	Is Primary Key? NoIs Foreign Key? NoRequired Field? NoSystem Generated? YesSystem Generated Override? YesUser Entered? YesStored Create? YesStored Save? YesStored Execute? NoConfiguration? Yes
PCTName	VARCHAR	NOT NULL	This is the name of the PCT table that is associated with this session. This table should live in the same schema as the system tables. This table contains all of the proposed contacts from participating campaigns. Valid Values: The format of this table name is defined in the software using the format: UACO_PCTXXXXXXX Where 'XXXXXXXXX' is the 10 digit 0 padded ACOSessionID.	64	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? No Stored Execute? No Configuration? Yes

Field Name	Туре	Null?	Description	Length	Additional Attributes
OCTName	VARCHAR	NOT NULL	This is the name of the OCT table for this session. The OCT contains all of the transactions that ACO accepted out of the PCT. This field cannot be NULL. Valid Values: The format of this table name is defined in the software using the format: UACO_OCTXXXXXXXX Where 'XXXXXXXXX' is the 10 digit 0 padded ACOSessionID.	64	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? No Stored Execute? No Configuration? Yes
POAName	VARCHAR	NOT NULL	This is the proposed offer attribute table for this session. It contains the value of the attributes for the offers being proposed in the PCT. Valid Values: The format of this table name is defined in the software using the format: UACO_POAXXXXXXX Where 'XXXXXXXXX' is the 10 digit 0 padded ACOSessionID.	64	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? No Stored Execute? No Configuration? Yes

Table 7. UACO_OptSession	field descriptions	(continued)
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Field Name	Туре	Null?	Description	Length	Additional Attributes
TrxnScoreField	VARCHAR	NOT NULL	Stores the name of the score field in the PCT associated to this session (see PCTName) that is used as the score field for the transactions in the PCT. By default, the value of this column is the "ScorePerOffer" column from the PCT. Valid Values: Any numeric column from the User Template Table or ScorePerOffer Column or a special internal value to indicate score matrix.	64	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? Yes User Entered? Yes Stored Create? Yes Stored Save? Yes Stored Execute? No Configuration? No
ScoreAllOfferSeg	DOUBLE	NOT NULL	This is the score from the score matrix that is used by default for any offer or segment combination that does not have a value that is assigned for it. Valid Values: Any positive numeric score.	53	Is Primary Key? No Is Foreign Key? No Required Field? No System Generated? No System Generated Override? No User Entered? Yes Stored Create? Yes Stored Save? Yes Stored Execute? No Configuration? No

Field Name	Туре	Null?	Description	Length	Additional Attributes
SessionStatusID	BIGINT	NOT NULL	The status of the session. See the UACO_SesnStatus table for valid values for this column. Valid Values: See the UACO_SesnStatus table for valid values for this column.	19	Is Primary Key? No Is Foreign Key? Yes Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? Yes Stored Execute? Yes Configuration? Assigned during DDL
CustomSettings Flag	INTEGER	NULL	Used to enable/disable session-level advanced settings Valid Values: 0 = Use global setting, 1= Use session-level advanced settings	10	execution. Is Primary Key? No Is Foreign Key? No Required Field? No System Generated? Yes System Generated Override? Yes User Entered? Yes Stored Create? Yes Stored Save? Yes Stored Execute? No Configuration? No

Table 7. UACO_O	OptSession field	descriptions	(continued)
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Field Name	Туре	Null?	Description	Length	Additional Attributes
CustomSettings XML	VARCHAR	NULL	Used to store session-level advanced settings in xml format Valid values : Session level settings in XML format	3500	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? Yes User Entered? Yes Stored Create? Yes Stored Save? Yes Stored Execute? No Configuration? No
CreateDate	TIMESTAMP	NOT NULL	The date and time this session was created. Valid Values: Valid datetime.	23,3	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? No Stored Execute? No Configuration? Yes

Table 7. UACO_OptSess	sion field descriptions	(continued)
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Field Name	Туре	Null?	Description	Length	Additional Attributes
CreateBy	INTEGER	NOT NULL	ASM user ID of the user who created the session. Valid Values: Valid ASM User ID	10	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? No Stored Execute? No Configuration? No
UpdateDate	TIMESTAMP	NOT NULL	The last server date and time the object was updated (edited and saved). Valid Values: Valid datetime.	23,3	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? Yes Stored Execute? No Configuration? Yes

Table 7. UACO_	OptSession field	l descriptions	(continued)
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Field Name	Туре	Null?	Description	Length	Additional Attributes
UpdateBy	INTEGER	NOT NULL	ASM user ID for the user who last updated the object; same as CreateBy for initial object creation. Valid Values: Valid ASM UserID	10	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? Yes Stored Execute? No Configuration? No
PolicyID	INTEGER	NOT NULL	Identifier of the security policy that this current session belongs to. Valid Values: Any valid PolicyID from Marketing Platform's usm_policy table.	10	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? Yes User Entered? No Stored Create? Yes Stored Save? Yes Stored Execute? No Configuration? No

Table 7. UACO	_OptSession	field descriptions	(continued)
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Field Name	Туре	Null?	Description	Length	Additional Attributes
ACLID	INTEGER	NOT	For future use.	10	Is Primary Key? No
		NULL			Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? No

Table 8. UACO_OptSession parent tables

Table name	Description
UACO_SesnStatus	This table contains a lookup of valid values for the status of an ACO session. The contents of this table are fixed with the expected values for any particular release of ACO.
UA_Folder	This table contains the basic data for all internal folders for object storage in the system. A new row is created each time a new folder is created for storing any of system object (e.g., campaign, session, offer, segment, custom macro, derived field, etc.).

Table 9. UACO_OptSession child tables

Table name	Description			
UA_OptimizeProcess	An entry in this table represents a single optimize process box as seen in Campaign flowcharts.			
UACO_Rule	This table contains the basic description of the rule used in an ACO session.			
UACO_SesnOffer	This table contributes to the definition of two items: the score matrix and the "displayed offers" used in the session.			
UACO_SesnRunHist	This table contains the history of session runs that were executed. It references the report files that were generated by the specific runs.			
UACO_SesnSegment	This table contributes to the definition of two items: the score matrix and the "displayed segments" used in the session.			

UACO_PCTBase

This is the base table that is used to generate the PCT. All columns in this table automatically appear in the PCT.

Table 10. UACO_PCTBase field descriptions

Field Name	Туре	Null?	Description	Length	Additional Attributes
ContactID	BIGINT	NOT NULL	A unique identifier of a potential contact (assigned by ACO) that is originated from a particular flow chart. This number is unique across a flowchart. This field appears in the PCT. Valid Values: Incrementing positive number unique to the Optimize ID.	19	Is Primary Key? Yes Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? No Stored Execute? Yes Configuration? No
OptimizeID	BIGINT	NOT NULL	The process box ID for the Optimize process that generated this transaction. This field appears in the PCT. Valid Values: Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.	19	Is Primary Key? Yes Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? No Stored Execute? Yes Configuration? No

Table 10. UACO	_PCTBase	field de	escriptions	(continued)
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Field Name	Туре	Null?	Description	Length	Additional Attributes
ScorePerOffer	DOUBLE	NOT NULL	This field contains the score for a particular transaction as provided by Campaign. This field appears in the PCT. Valid Values: Any non-negative number.	53	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? No System Generated Override? No User Entered? Yes Stored Create? Yes Stored Save? No Stored Execute? Yes Configuration? No
CostPerOffer	DOUBLE	NOT NULL	This field contains the Cost for a particular transaction as provided by Campaign. This field appears in the PCT. Valid Values: Any non-negative number.	53	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? No System Generated Override? No User Entered? Yes Stored Create? Yes Stored Save? No Stored Execute? Yes Configuration? No

Table 10. UACO	_PCTBase field	l descriptions	(continued)
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Field Name	Туре	Null?	Description	Length	Additional Attributes
OfferID	BIGINT	NOT NULL	The ID of the offer proposed. This field appears in the PCT. Valid Values: Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.	19	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? No System Generated Override? No User Entered? Yes Stored Create? Yes Stored Save? No Stored Execute? Yes Configuration? No
ContactDateTime	TIMESTAMP	NOT NULL	The date and time that this transaction is scheduled to reach the recipient. This field appears in the PCT. Valid Values: Valid datetime.	23,3	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? Yes User Entered? Yes Stored Create? Yes Stored Save? No Stored Execute? Yes Configuration? Yes

Field Name	Туре	Null?	Description	Length	Additional Attributes
Channel	VARCHAR	NOT NULL	The channel that this offer is delivered by.(Even though channel is an offer attribute, it is denormalized into this table as it is required by ACO to optimize transactions, since rules can be built based on the channel.) This field appears in the PCT. Valid Values: Any text characters.	64	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? No System Generated Override? No User Entered? Yes Stored Create? Yes Stored Save? No Stored Execute? Yes Configuration? No
OfferCRC	BIGINT	NOT NULL	This is a CRC that is generated on the offer and all of its attributes. It is a quick way to identify the difference between one offer version and another. This is currently only used for reporting. Valid Values: Any numeric value.	19	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? No Stored Execute? Yes Configuration? No

Table 10. UACO	_PCTBase field	l descriptions	(continued)
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Field Name	Туре	Null?	Description	Length	Additional Attributes
CellCode	VARCHAR	NOT NULL	The cell code that is assigned in Campaign for this recipient. Valid Values: Any string satisfying the cell code format specified by the server>system codes>CellCodeFormat config parameter	64	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? Yes User Entered? Yes Stored Create? Yes Stored Save? No Stored Execute? Yes Configuration? Yes
TempOfferHistID	BIGINT	NOT NULL	This ID is used to correlate a unique set of offer attributes as many offers may end up having the same offer history ID.Valid Values: Any numeric value.	19	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? Yes User Entered? No Stored Create? Yes Stored Save? No Stored Execute? Yes Configuration? No

UACO_POABase

This table contains all of the columns that are used to create the Parameterized Offer Attributes (POA) table for a session.

Field Name	Туре	Null?	Description	Length	Additional Attributes
TempOfferHistID	BIGINT	NOT NULL	A unique identifier of a potential contact that is originated from a particular flow chart. This number is unique across a flowchart. This field appears in the POA for a particular session. Valid Values: Any numerica value.	19	Is Primary Key? Yes Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? No Stored Execute? Yes Configuration? No
OptimizeID	BIGINT	NOT NULL	This is the same as the OptimizeID in the PCTBase, but it is denormalized into this table for faster delete operations.	19	Is Primary Key? Yes Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? Yes Stored Execute? Yes Configuration? No

Table 11. UACO_POABase field descriptions

Table 11. UACO	_POABase field	l descriptions	(continued)
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Field Name	Туре	Null?	Description	Length	Additional Attributes
AttributeID	BIGINT	NOT NULL	The ID of the offer attribute. Every offer in the PCT has 0 or more attributes in this table. Every attribute of every offer that is in the PCT has a unique value in this table. This field appears in the POA for a particular session.	19	Is Primary Key? Yes Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? Yes Stored Execute? Yes Configuration? No
StringValue	VARCHAR	NULL	Only one of these three fields, StringValue, NumberValue, or DatetimeValue, is populated for any row. The populated field is based on the UA_AttributeDef.AttributeType field for this AttributeID. Currency is populated in NumberValue. This field appears in the POA for a particular session. Valid Values: Any text characters.	512	Is Primary Key? No Is Foreign Key? No Required Field? No System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? No Stored Execute? Yes Configuration? No

Table 11. UACO	_POABase field	l descriptions	(continued)
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Field Name	Туре	Null?	Description	Length	Additional Attributes
NumberValue	DOUBLE	NULL	Only one of these three fields, StringValue, NumberValue, or DatetimeValue, is populated for any row. The populated field is based on the UA_AttributeDef.AttributeType field for this AttributeID. Currency is populated in NumberValue. This field appears in the POA for a particular session. Valid Values: Any numeric value.	53	Is Primary Key? No Is Foreign Key? No Required Field? No System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? No Stored Execute? Yes Configuration? No
DatetimeValue	TIMESTAMP	NULL	Only one of these three fields, StringValue, NumberValue, or DatetimeValue, is populated for any row. The populated field is based on the UA_AttributeDef.AttributeType field for this AttributeID. Currency is populated in NumberValue. This field appears in the POA for a particular session. Valid Values: Valid datetime.	23,3	Is Primary Key? No Is Foreign Key? No Required Field? No System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? No Stored Execute? Yes Configuration? Yes

UACO_RConstraint

This table contains the set of generic rule constraints types with their values for each rule as associated to their specific subsections.

Field Name	Туре	Null?	Description	Length	Additional Attributes
RuleID	BIGINT	NOT NULL	System-generated unique ID used to identify an instance of a Rule. Valid Values: Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.	19	Is Primary Key? Yes Is Foreign Key? Yes Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? No Stored Execute? No
RCTypeID	BIGINT	NOT NULL	The type of the Rule Constraint. Valid Values: 1 = MinCost (float >=0) 2 = MaxCost (float >=0) 3 = MinCount (number >= 0) 4= MaxCount (number >=0) 5=Number of days (0 = this opt. period) 6 = Filter subquery (XML) 7 = Channel filter subquery (XML) 8 = sensitivity enabled? (1 = enable, 0 = disable)	19	Configuration? No Is Primary Key? Yes Is Foreign Key? Yes Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? No Stored Execute? No Configuration? Created during DDL execution time.

Table 12. UACO_RConstraint field descriptions

Table 12. UACC	_RConstraint field	descriptions	(continued)
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Field Name	Туре	Null?	Description	Length	Additional Attributes
RuleSubsectionID	BIGINT	NOT NULL	An ID that identifies which part of a Rule the particular constraint is part of. For instance, a rule constraint that has only one part always has its constraints part of the Section A, whereas a rule that has multiple parts (A/B rules) has constraints on both A and B. Valid Values: 1= Section A 2 = Section B	19	Is Primary Key? Yes Is Foreign Key? Yes Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? No Stored Execute? No Configuration? Created during DDL execution time.
StringValue	VARCHAR	NOT NULL	Every constraint type has its own valid set of values. Some constraints store XML in this field, while others store numbers in this field. For example, a MinCost contraint may have a value of 10.12, so the column will contain a string that says "10.12." Valid Values: Varies based on the Rule Contraint Type (for details, see the RCTypeID valid values).	2048	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? Yes User Entered? Yes Stored Create? Yes Stored Save? Yes Stored Execute? No Configuration? No

Table 13. UACO_RConstraint parent tables

Table name	Description
UACO_Rule	This table contains the basic description of the rule used in an ACO session.
UACO_RCType	This table contains a lookup of valid values for the Rule Constraints. The contents of this table are fixed with the expected values for any particular release of ACO.
UACO_RSubsection	This table contains a lookup of valid subsection values. The contents of this table are fixed with the expected values for any particular release of ACO.

UACO_RCType

This table contains a lookup of valid values for the Rule Constraints. The contents of this table are fixed with the expected values for any particular release of ACO.

Field Name	Туре	Null?	Description	Length	Additional Attributes
RCTypeID	BIGINT	NOT NULL	The type of the Rule Constraint. Valid Values: 1 = MinCost (float >=0) 2 = MaxCost (float >=0) 3 = MinCount (number >= 0) 4= MaxCount (number >=0) 5=Number of days (0 = this opt. period) 6 = Filter subquery (XML) 7 = Channel filter subquery (XML) 8 = sensitivity enabled? (1 = enable, 0 = disable)	19	Is Primary Key? Yes Is Foreign Key? No Required Field? Yes System Generated? No System Generated Override? No User Entered? No Stored Create? No Stored Save? No Stored Execute? No Configuration? Created during DDL execution time.
Description	VARCHAR	NULL	A description of the Rule Constraint type. Valid Values: Any text characters.	64	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? No System Generated Override? No User Entered? No Stored Create? No Stored Save? No Stored Execute? No Configuration? Created during DDL execution time.

Table 14. UACO_RCType field descriptions

Table 15. UACO_RCType child tables

Table name	Description	
UACO_RConstraint	This table contains the set of generic rule constraints types with their values for each rule as associated to their specific subsections.	

UACO_RException

Used to store list of exceptions rules added by the user.

Table 16. UACO_RException field descriptions

Field Name	Туре	Null?	Description	Length	Additional Attributes
RuleExID	BIGINT	NOT	Exception Rule ID.	19	Is Primary Key? Yes
		NULL	Valid Values: Positive Integer		Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? Yes
					User Entered? Yes
					Stored Create? No
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
RuleID	BIGINT	NOT NULL	Valid Values: Globally unique	19	Is Primary Key? No
		NULL	positive integer within the internalIDLowerLimit and		Is Foreign Key? Yes
			internalIDUpperLimit configuration		Required Field? Yes
			parameter values for generated values.		System Generated? No
					System Generated Override? Yes
					User Entered? Yes
					Stored Create? No
					Stored Save? Yes
					Stored Execute? No
					Configuration? No

Table 16. UACO_RException field descriptions (continued)

Field Name	Туре	Null?	Description	Length	Additional Attributes
RuleExName	VARCHAR	NULL	Name of exception rule.	64	Is Primary Key? No
			Valid Values: Text		Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? Yes
					User Entered? Yes
					Stored Create? No
					Stored Save? Yes
					Stored Execute? No
					Configuration? No

Table 17. UACO_RException parent tables

Table name	Description
UACO_Rule	This table contains the basic description of the rule used in an ACO session.

Table 18. UACO_RException child tables

Table name	Description
UACO_RExConstraint	Used to store list of exception constraints and its values.

UACO_RExConstraint

Used to store list of exception constraints and its values.

Table 19. UACO_RExConstraint field descriptions

Field Name	Туре	Null?	Description	Length	Additional Attributes
RuleExID	BIGINT	NULL	Exception Rule ID.	19	Is Primary Key? Yes
			Valid Values: Positive Integer		Is Foreign Key? Yes
					Required Field? Yes
					System Generated? No
					System Generated Override? Yes
					User Entered? Yes
					Stored Create? No
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
RExTypeID	BIGINT	NULL	Exception Constraint Type ID.	19	Is Primary Key? Yes
			Valid Values: Positive Integer		Is Foreign Key? Yes
					Required Field? Yes
					System Generated? No
					System Generated Override? Yes
					User Entered? Yes
					Stored Create? No
					Stored Save? Yes
					Stored Execute? No
					Configuration? No

Table 19. UACO	_RExConstraint field	l descriptions	(continued)
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Field Name	Туре	Null?	Description	Length	Additional Attributes
StringValue	VARCHAR	NOT NULL	The value of exception constraint.	1024	Is Primary Key? No
		NOLL	Valid Values: Text		Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? Yes
					User Entered? Yes
					Stored Create? No
					Stored Save? Yes
					Stored Execute? No
					Configuration? No

Table 20. UACO_RExConstraint parent tables

Table name	Description
UACO_RExType	Used to store list of supported exception constraint types.
UACO_RException	Used to store list of exceptions rules added by the user.

UACO_RExType

Used to store list of supported exception constraint types.

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TADIE ZT.	UACO_	псхтуре	neiu	uescriptions	

Field Name	Туре	Null?	Description	Length	Additional Attributes
RExTypeID	BIGINT	NOT NULL	Exception Constraint Type ID.	19	Is Primary Key? Yes
		NOLL	Valid Values: Positive Integer		Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? No
					Stored Execute? No
					Configuration? No

Table 21. UA	CO_RExType	field descriptions	(continued)
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Field Name	Туре	Null?	Description	Length	Additional Attributes
Description	VARCHAR	NULL	Description of Exception Constraint Type. Valid Values: Text	64	Is Primary Key? No Is Foreign Key? No Required Field? No System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? No Stored Execute? No Configuration? No

Table 22. UACO_RExType child tables

Table name	Description
UACO_RExConstraint	Used to store list of exception constraints and its values.

UACO_ROffer

This table contains the set of offers that constraint the given rule for the given subsection.

Field Name	Туре	Null?	Description	Length	Additional Attributes
RuleID	BIGINT	NOT	System-generated unique ID used to	19	Is Primary Key? Yes
		NULL	identify an instance of a Rule.		Is Foreign Key? Yes
			Valid Values: Any valid RuleID from the UACO_RConstraint table		Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? No
					Stored Execute? No
					Configuration? No

Table 23. UACO_ROffer field descriptions

Table 23. UACO	_ROffer field	descriptions	(continued)
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Field Name	Туре	Null?	Description	Length	Additional Attributes
OfferID	BIGINT	NOT NULL	Unique identifier of the offer to which this rule applies. Valid Values: Any valid OfferID in the UA_Offer table	19	Is Primary Key? Yes Is Foreign Key? Yes Required Field? Yes System Generated? No System Generated Override? No User Entered? Yes Stored Create? Yes Stored Save? Yes Stored Execute? No Configuration? No
RuleSubsectionID	BIGINT	NOT NULL	An ID that identifies which part of a Rule the particular constraint is part of. For instance, a rule constraint that has only one part always has its constraints part of the Section A, whereas a rule that has multiple parts (A/B rules) has constraints on both A and B. Valid Values: 1= Section A 2 = Section B	19	Is Primary Key? Yes Is Foreign Key? Yes Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? No Stored Save? No Stored Execute? No Configuration? No

Table 24.	UACO_	ROffer	parent	tables
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Table name	Description
UACO_Rule	This table contains the basic description of the rule used in an ACO session.
UACO_RSubsection	This table contains a lookup of valid subsection values. The contents of this table are fixed with the expected values for any particular release of ACO.
UA_Offer	This table stores basic information about offers. All offer attributes are now stored in UA_OfferAttribute table. Each offer is associated with the Offer Template that was used to create the offer. During offer creation, the creator can change the values for the static attributes and default values for the parameterized attributes. Actual values of the parameterized attributes are assigned at the flowchart design time or at the flowchart run time.

UACO_ROfferList

This table contains the set of offer lists that constraint the given rule for the given subsection.

Table 25	LIACO	ROfferl ist	field	descriptions
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Field Name	Туре	Null?	Description	Length	Additional Attributes
OfferListID	BIGINT	NOT NULL	The identifier for the offer list that is used in the scope of this rule. Valid Values: Any valid OfferListID from the UA_OfferList table	19	Is Primary Key? Yes Is Foreign Key? Yes Required Field? Yes System Generated? No System Generated Override? No User Entered? Yes Stored Create? Yes Stored Save? Yes Stored Execute? No Configuration? No
RuleID	BIGINT	NOT NULL	System-generated unique ID used to identify an instance of a Rule. Valid Values: Any valid RuleID from the UACO_RConstraint table	19	Is Primary Key? Yes Is Foreign Key? Yes Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? No Stored Execute? No Configuration? No

Table 25. UACO	_ROfferList field	descriptions	(continued)
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Field Name	Туре	Null?	Description	Length	Additional Attributes
RuleSubsectionID	BIGINT	NOT	An ID that identifies which part of a	19	Is Primary Key? Yes
		NULL	Rule the particular constraint is part of. For instance, a rule constraint that		Is Foreign Key? Yes
			has only one part always has its constraints part of the Section A,		Required Field? Yes
			whereas a rule that has multiple parts (A/B rules) has constraints on both A and B.		System Generated? No
			Valid Values: 1= Section A 2 = Section B		System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Created during DDL execution time.

Table 26. UACO_ROfferList parent tables

Table name	Description
UACO_Rule	This table contains the basic description of the rule used in an ACO session.
UA_OfferList	This table stores both internal and user-created offer lists. User-created offer lists can be static (fixed list of offers) or smart (dynamic; based on a query). Internally generated offer lists are used to group together the actual list of offers assigned to a specific cell in a CSP when multiple offers are assigned. Internal offer lists may reference user-created offer lists (only one level of nesting supported).
UACO_RSubsection	This table contains a lookup of valid subsection values. The contents of this table are fixed with the expected values for any particular release of ACO.

UACO_RSegment

This table contains the set of segments that constraint the given rule for the given subsection.

Field Name	Туре	Null?	Description	Length	Additional Attributes
SegmentID	BIGINT	NOT NULL	The identifier of a strategic segment that scopes the rule. Valid Values: Any valid SegmentID from the UA_Segment table.	19	Is Primary Key? Yes Is Foreign Key? No Required Field? Yes System Generated? No System Generated Override? No User Entered? Yes Stored Create? Yes Stored Save? Yes Stored Execute? No Configuration? No
RuleID	BIGINT	NOT NULL	System-generated unique ID used to identify an instance of a Rule. Valid Values: Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.	19	Is Primary Key? Yes Is Foreign Key? Yes Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? No Stored Execute? No Configuration? No

Table 27. UACO_RSegment field descriptions

Table 27. UACO	_RSegment field	descriptions	(continued)
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Field Name	Туре	Null?	Description	Length	Additional Attributes
RuleSubsectionID	BIGINT	NOT	An ID that identifies which part of a	19	Is Primary Key? Yes
		NULL	Rule the particular constraint is part of. For instance, a rule constraint that		Is Foreign Key? Yes
			has only one part always has its constraints part of the Section A,		Required Field? Yes
			whereas a rule that has multiple parts (A/B rules) has constraints on both A and B.		System Generated? No
			Valid Values: 1= Section A 2 = Section B		System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? No
					Stored Execute? No
					Configuration? No

Table 28. UACO_RSegment parent tables

Table name	Description
UACO_Rule	This table contains the basic description of the rule used in an ACO session.
UACO_RSubsection	This table contains a lookup of valid subsection values. The contents of this table are fixed with the expected values for any particular release of ACO.

UACO_RSubsection

This table contains a lookup of valid subsection values. The contents of this table are fixed with the expected values for any particular release of ACO.

Field Name	Туре	Null?	Description	Length	Additional Attributes
RuleSubsectionID	BIGINT	NOT NULL	An ID that identifies which part of a Rule the particular constraint is part of. For instance, a rule constraint that has only one part always has its constraints part of the Section A, whereas a rule that has multiple parts (A/B rules) has constraints on both A and B. Valid Values: 1= Section A 2 = Section B	19	Is Primary Key? Yes Is Foreign Key? No Required Field? Yes System Generated? No System Generated Override? No User Entered? No Stored Create? No Stored Save? No Stored Execute? No Configuration? Created during DDL execution time.
Description	VARCHAR	NULL	A description of the rule subsections. Valid Values: Any text characters.	64	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? No System Generated Override? No User Entered? No Stored Create? No Stored Save? No Stored Execute? No Configuration? Created during DDL execution time.

Table 29. UACO_RSubsection field descriptions

Table 30. UA	CO_RSubsection	child tables
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Table name	Description
UACO_RConstraint	This table contains the set of generic rule constraints types with their values for each rule as associated to their specific subsections.
UACO_ROffer	This table contains the set of offers that constraint the given rule for the given subsection.

Table 30. UACO_RSubsection child tables (continued)

Table name	Description
UACO_ROfferList	This table contains the set of offer lists that constraint the given rule for the given subsection.
UACO_RSegment	This table contains the set of segments that constraint the given rule for the given subsection.

UACO_Rule

This table contains the basic description of the rule used in an ACO session.

Table 31. UACO_Rule field descriptions

Field Name	Туре	Null?	Description	Length	Additional Attributes
RuleID	BIGINT	NOT NULL	System-generated unique ID used to identify an instance of a Rule. Valid Values: Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.	19	Is Primary Key? Yes Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? No Stored Execute? No Configuration? No
Name	VARCHAR	NOT NULL	The name of this Rule. Rule names must be unique within the same session. Valid Values: Any text characters, minus standard disallowed special name characters Must be a unique name in the session.	64	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? No System Generated Override? No User Entered? Yes Stored Create? Yes Stored Save? Yes Stored Execute? No Configuration? No

Table 31. UACO	_Rule field	d descriptions	(continued)
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Field Name	Туре	Null?	Description	Length	Additional Attributes
Description	VARCHAR	NULL	Optional description of the rule.	512	Is Primary Key? No
			Valid Values: Any text characters		Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? Yes
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No
RuleTypeID	BIGINT	NOT NULL	The type of the rule.	19	Is Primary Key? No
		Valid Values: 1 = Customers In, Include/Exclude only 2 =		Is Foreign Key? Yes	
		Interactions Where, Include/Exclude		Required Field? Yes	
			only 3 = Min/max offers 4 = Max packages 5 = Min/max total cost 6 = Min/max offers 7 = Not used 8 =		System Generated? Yes
		Min # unique offers 9 = Max # duplicates 10 = Never A with B 11 = Never A followed by B 12 = B only		System Generated Override? No	
		with A		User Entered? No	
					Stored Create? Yes
					Stored Save? No
					Stored Execute? No
					Configuration? No

Table 31. UACO	_Rule field	descriptions	(continued)
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Field Name	Туре	Null?	Description	Length	Additional Attributes
RuleSubtypeID	BIGINT	NOT NULL	An identifier to further qualify the rule type. Valid Values: 1 = None 2 = Include 3 - Exclude	19	Is Primary Key? No Is Foreign Key? Yes Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? No Stored Execute? No Configuration? No
ACOSessionID	BIGINT	NOT NULL	Identifier that uniquely identifies the session in which the rule belongs. Valid Values: Any valid ACOSessionID in UACO_OptSession table.	19	Is Primary Key? No Is Foreign Key? Yes Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? No Stored Execute? No Configuration? No

Table 31. UACO_Rule field descriptions (continued)

Field Name	Туре	Null?	Description	Length	Additional Attributes
CreateDate	TIMESTAMP	NOT NULL	Server date and time the rule was created. Valid Values: Valid datetime	23,3	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? No Stored Execute? No Configuration? Yes
CreateBy	INTEGER	NOT NULL	ASM user ID of the user that created this rule. Valid Values: Valid ASM User ID	10	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? No Stored Execute? No Configuration? No

Table 31. UACO	_Rule field	l descriptions	(continued)
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Field Name	Туре	Null?	Description	Length	Additional Attributes
UpdateDate	TIMESTAMP	NOT NULL	Last server date and time the rule was updated (edited and saved); same as CreateDate for initial rule creation. Valid Values: Valid datetime	23,3	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? Yes Stored Execute? No Configuration? Yes
UpdateBy	INTEGER	NOT NULL	ASM user ID for the user who last updated the rule; same as CreateBy for initial rule creation. Valid Values: Valid ASM User ID	10	Is Primary Key? No Is Foreign Key? No Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? Yes Stored Execute? No Configuration? No

Table 32. UACO_Rule parent tables

Table name	Description
UACO_RuleType	This table contains a lookup of rule types that are used to enforce data-integrity for the rule that is created within a session. The contents of this table are fixed with the expected values for any particular release of ACO.
UACO_RuleSubtype	This table contains a lookup of rule sub types that are used to describe the rule. The contents of this table are fixed with the expected values for any particular release of ACO.
UACO_OptSession	An entry in this table represents a single ACO session with all of its metadata.

Table 33. UACO_Rule child tables

Table name	Description			
UACO_RConstraint	This table contains the set of generic rule constraints types with their value for each rule as associated to their specific subsections.			
UACO_RException	Used to store list of exceptions rules added by the user.			
UACO_ROffer	This table contains the set of offers that constraint the given rule for the given subsection.			
UACO_ROfferList	This table contains the set of offer lists that constraint the given rule for the given subsection.			
UACO_RSegment	This table contains the set of segments that constraint the given rule for the given subsection.			

UACO_RuleSubtype

This table contains a lookup of rule sub types that are used to describe the rule. The contents of this table are fixed with the expected values for any particular release of ACO.

Table 34. UACO_RuleSubtype field descriptions

Field Name	Туре	Null?	Description	Length	Additional Attributes
RuleSubtypeID	BIGINT	NOT NULL	An identifier to further qualify the rule type.	19	Is Primary Key? Yes
			Valid Values: 1 = None 2 = Include 3		Is Foreign Key? No
			= Exclude		Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration?
					Created during DDL execution time.

Table 34. UACO	_RuleSubtype fiel	ld descriptions	(continued)
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Field Name	Туре	Null?	Description	Length	Additional Attributes
Description	VARCHAR	NOT	A description of this rule subtype.	64	Is Primary Key? No
		NULL	Valid Values: Any text characters.		Is Foreign Key? No
					Required Field? Yes
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Created during DDL execution time.

Table 35. UACO_RuleSubtype child tables

Table name	Description
UACO_Rule	This table contains the basic description of the rule used in an ACO session.

UACO_RuleType

This table contains a lookup of rule types that are used to enforce data-integrity for the rule that is created within a session. The contents of this table are fixed with the expected values for any particular release of ACO.

Field Name	Туре	Null?	Description	Length	Additional Attributes
RuleTypeID	BIGINT	NOT NULL	The ID of the Rule Type. Valid Values: 1 = Customers In, Include/Exclude only 2 = Interactions Where, Include/Exclude	19	Is Primary Key? Yes Is Foreign Key? No Required Field? Yes
			only 3 = Min/max offers 4 = Max packages 5 = Min/max total cost 6 = Min/max offers 7 = Not used 8 =		System Generated? No
			Min # unique offers 9 = Max # duplicates 10 = Never A with B 11 = Never A followed by B 12 = B only		System Generated Override? No
			with A		User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Created during DDL execution Time.
Description	VARCHAR	NULL	A description of the Rule Type.	64	Is Primary Key? No
			Valid Values: Any character string.		Is Foreign Key? No
					Required Field? No
					System Generated? No
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Created during DDL execution time.

Table 36. UACO_RuleType field descriptions

Table 37. UACO_RuleType child tables

Table name	Description
UACO_Rule	This table contains the basic description of the rule used in an ACO session.

UACO_SesnOffer

This table contributes to the definition of two items: the score matrix and the "displayed offers" used in the session.

Table 38	IJACO	SesnOffer	field	descriptions
Table 30.	UACO	Sesilollel	neiu	uescriptions

Field Name	Туре	Null?	Description	Length	Additional Attributes
OfferID	BIGINT	NOT NULL	The unique identifier of an offer included in the optimization session. Valid Values: Any valid OfferID from the UA_Offer table.	19	Is Primary Key? Yes Is Foreign Key? Yes Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? Yes Stored Execute? No Configuration? No
ACOSessionID	BIGINT	NOT NULL	Identifier that uniquely identifies the optimization session. Valid Values: Any valid ACOSessionID from the UACO_OptSession table.	19	Is Primary Key? Yes Is Foreign Key? Yes Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? No Stored Execute? No Configuration? No

Table 38. UACC	_SesnOffer field	descriptions	(continued)
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Field Name	Туре	Null?	Description	Length	Additional Attributes
OfferOrder	INTEGER	NOT NULL	This value is used to specify the display order of offers in the reports. Valid Values: Unique number across all entries for this ACOSessionID. Must be a non-zero positive increasing number.	10	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? Yes User Entered? Yes Stored Create? Yes Stored Save? Yes Stored Execute? No Configuration? No
ScoreAllSegments	DOUBLE	NOT NULL	This is the score for all segments that do not have a score value in the UACO_OfferSeg for the specified OfferID in the current row. When evaluating the score matrix, this score is used when the offer/segment combination does not yield an explicit value in the UACO_OfferSeg table. Valid Values: Any positive numeric value.	53	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? No System Generated Override? No User Entered? Yes Stored Create? Yes Stored Save? Yes Stored Execute? No Configuration? No

Table 38. U/	ACO_SesnOffer	field descriptions	(continued)
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Field Name	Туре	Null?	Description	Length	Additional Attributes
Enable	INTEGER	NOT NULL	This value is used as in indicate that the value stored in the ScoreAllSegments is valid. If this value is set to 1, then the value in	10	Is Primary Key? No Is Foreign Key? No
			ScoreAllSegments is used. Otherwise, it is ignored when determining the score of the Offer and Segment intersection.		Required Field? Yes System Generated? No
			Valid Values: 0 or 1		System Generated Override? No
					User Entered? No
					Stored Create? Yes
					Stored Save? Yes
					Stored Execute? No
					Configuration? No

Table 39. UACO_SesnOffer parent tables

Table name	Description
UA_Offer	This table stores basic information about offers. All offer attributes are now stored in UA_OfferAttribute table. Each offer is associated with the Offer Template that was used to create the offer. During offer creation, the creator can change the values for the static attributes and default values for the parameterized attributes. Actual values of the parameterized attributes are assigned at the flowchart design time or at the flowchart run time.
UACO_OptSession	An entry in this table represents a single ACO session with all of its metadata.

Table 40. UACO_SesnOffer child tables

Table name	Description	
UACO_OfferSeg	This table contains the scores that are used at the intersection of an offer	
	and segment in the score matrix.	

UACO_SesnRunHist

This table contains the history of session runs that were executed. It references the report files that were generated by the specific runs.

Field Name	Туре	Null?	Description	Length	Additional Attributes
RunID	BIGINT	NOT NULL	The ID of the Session run. This number is automatically incremented after each run for a particular session. Valid Values: Globally unique positive integer within the internalIDLowerLimit and internalIDUpperLimit configuration parameter values for generated values.	19	Is Primary Key? Yes Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? No Stored Execute? No Configuration? No
ACOSessionID	BIGINT	NOT NULL	The identifier that uniquely identifies each session. Valid Values: Any valid ACOSessionID from the UACO_OptSession table.	19	Is Primary Key? Yes Is Foreign Key? Yes Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? No Stored Execute? No Configuration? No

Table 41. UACO_SesnRunHist field descriptions

Table 41. UACO_SesnRunHist field descriptions (c	(continued)
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Field Name	Туре	Null?	Description	Length	Additional Attributes
RunBy	INTEGER	NOT NULL	The ASM user ID of the user that last ran the session. Valid Values: Valid ASM UserID	10	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? No Stored Execute? No Configuration? No
StartTime	TIMESTAMP	NOT NULL	The date and time that the session run was started. Valid Values: Valid datetime	23,3	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? No Stored Execute? No Configuration? Yes

Table 41. UACO_	SesnRunHist field	d descriptions	(continued)
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Field Name	Туре	Null?	Description	Length	Additional Attributes
EndTime	TIMESTAMP	NULL	The date and time that the session run completed. Valid Values: Valid datetime.	23,3	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? No Stored Save? No Stored Execute? Yes Configuration? Yes
FinalStatus	VARCHAR	NULL	An XML string that is the final status of the session run. Valid Values: XML String.	1028	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? No Stored Execute? Yes Configuration? No

Table 41. UACO	_SesnRunHist	field c	descriptions	(continued)
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Field Name	Туре	Null?	Description	Length	Additional Attributes
ReportFileName	VARCHAR	NOT NULL	The name of the report file that was generated for this particular session run. Valid Values: Any valid filename generated by the system using the ACOSessionID.	64	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? No Stored Execute? No Configuration? No
RunTypeID	BIGINT	NOT NULL	The type of the run. Valid Values: 1 = production run 2 = test run	19	Is Primary Key? No Is Foreign Key? Yes Required Field? Yes System Generated? No System Generated Override? No User Entered? No Stored Create? No Stored Save? No Stored Execute? No Configuration? Generated at DDL execution Time

Table 42. UACO_SesnRunHist parent tables

Table name	Description
UACO_SesnRunType	This table contains a lookup of valid run types. The contents of this table are fixed with the expected values for any particular release of ACO.
UACO_OptSession	An entry in this table represents a single ACO session with all of its metadata.

UACO_SesnRunType

This table contains a lookup of valid run types. The contents of this table are fixed with the expected values for any particular release of ACO.

Field Name	Туре	Null?	Description	Length	Additional Attributes
RunTypeID	BIGINT	NOT NULL	This enumerates the Campaign session run types (excluding test mode). Valid Values: 1 = production run 2 = test run	19	Is Primary Key? Yes Is Foreign Key? No Required Field? Yes System Generated? No System Generated Override? No User Entered? No Stored Create? No Stored Save? No Stored Execute? No Configuration? Generated at DDL execution Time
Description	VARCHAR	NULL	A description of the run type. Valid Values: Any characters.	64	Is Primary Key? No Is Foreign Key? No Required Field? No System Generated? No System Generated Override? No User Entered? No Stored Create? No Stored Save? No Stored Save? No Configuration? Generated at DDL execution time.

Table 43. UACO_SesnRunType field descriptions

Table 44. UACO_SesnRunType child tables

Table name	Description
	This table contains the history of session runs that were executed. It references the report files that were generated by the specific runs.

UACO_SesnSegment

This table contributes to the definition of two items: the score matrix and the "displayed segments" used in the session.

Field Name	Туре	Null?	Description	Length	Additional Attributes
SegmentID	BIGINT	NOT NULL	The identifier of the strategic segment. Valid Values: Any SegmentID from the UA_Segment table.	19	Is Primary Key? Yes Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? Yes Stored Execute? No Configuration? No
ACOSessionID	BIGINT	NOT NULL	The identifier that uniquely identifies each session. Valid Values: Any valid ACOSessionID from the UACO_OptSession table.	19	Is Primary Key? Yes Is Foreign Key? Yes Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? No Stored Execute? No Configuration? No

Table 45. UACO_SesnSegment field descriptions

Table 45. UACO_SesnSegmer	t field descriptions	(continued)
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Field Name	Туре	Null?	Description	Length	Additional Attributes
SegmentOrder	INTEGER	NOT NULL	The order that the segment is used to evaluate when applying the score matrix. Since the value of the score matrix is a combination of the segment and the offer, the audience level can theoretically be in more than one segment. The SegmentOrder defines which one is checked first. The first Segment that matches is used to determine the score of the transaction. This is also use as the display order for reporting purposes. Valid Values: Unique number across all entries for this ACOSessionID. Must be a non-zero positive increasing number.	10	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? Yes User Entered? Yes Stored Create? Yes Stored Save? Yes Stored Execute? No Configuration? No
ScoreAllOffers	DOUBLE	NOT NULL	This is the score for all offers that do not have a score value in the UACO_OfferSeg for the specified SegmentID in the current row. When evaluating the score matrix, this score is used when the offer/segment combination does not yield an explicit value in the UACO_OfferSeg table. Valid Values: Any positive numeric value.	53	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? No System Generated Override? No User Entered? Yes Stored Create? Yes Stored Save? Yes Stored Execute? No Configuration? No

Table 45. UACO_SesnS	Segment field	descriptions	(continued)
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Field Name	Туре	Null?	Description	Length	Additional Attributes
Field Name Enable	Type INTEGER	Null? NOT NULL	DescriptionThis value is used as in indicate that the value stored in the ScoreAllOffers is valid. If this value is set to 1, then the value in ScoreAllOffers is used. Otherwise, it is ignored when determining the score of the Offer and Segment intersection.Valid Values: 0 or 1	Length 10	Additional Attributes Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? Yes System Generated Override? No User Entered? No Stored Create? Yes Stored Save? Yes
					Stored Execute? No Configuration? No

Table 46. UACO_SesnSegment parent tables

Table name	Description
UACO_OptSession	An entry in this table represents a single ACO session with all of its metadata.

Table 47. UACO_SesnSegment child tables

Table name	Description
UACO_OfferSeg	This table contains the scores that are used at the intersection of an offer
	and segment in the score matrix.

UACO_SesnStatus

This table contains a lookup of valid values for the status of an ACO session. The contents of this table are fixed with the expected values for any particular release of ACO.

Field Name	Туре	Null?	Description	Length	Additional Attributes
SessionStatusID	BIGINT	NOT	The status of this session.	19	Is Primary Key? Yes
		NULL	Valid Values: 1 = Free 2 = Locked		Is Foreign Key? No
					Required Field? Yes
					System Generated? Yes
					System Generated Override? No
					User Entered? No
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Assigned during DDL execution.
Description	VARCHAR	NULL	A description of the value of the	64	Is Primary Key? No
		SessionStatusID.		Is Foreign Key? No	
			Valid Values: Any text characters.		Required Field? No
				System Generated? No	
					System Generated Override? No
				User Entered? No	
					Stored Create? No
					Stored Save? No
					Stored Execute? No
					Configuration? Assigned during DDL execution.

Table 48. UACO_SesnStatus field descriptions

Table 49. UACO_SesnStatus child tables

Table name	Description
UACO_OptSession	An entry in this table represents a single ACO session with all of its metadata.

UACO_UserTable

This is an example of a user table that can be specified by the user to define the appended columns to the PCT during session creation time.

Table 50. UACO_UserTable field descriptions

Field Name	Туре	Null?	Description	Length	Additional Attributes
CharColumn	CHAR	NULL	An example of using a char based column as a user-defined column. If the user selects this table to be part of creating a session, then each column in this table is part of the PCT.	20	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? No System Generated Override? No User Entered? Yes Stored Create? No Stored Save? No Stored Execute? No Configuration? No
RealColumn	DOUBLE	NULL	An example of using a real based column as a user-defined column. If the user selects this table to be part of creating a session, then each column in this table is part of the PCT.	53	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? No System Generated Override? No User Entered? Yes Stored Create? No Stored Save? No Stored Execute? No Configuration? No

Field Name	Туре	Null?	Description	Length	Additional Attributes
IntColumn	BIGINT	NOT NULL	An example of using an int-based column as a user-defined column. If the user selects this table to be part of creating a session, then each column in this table is part of the PCT.	19	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? No System Generated Override? No User Entered? Yes Stored Create? No Stored Save? No Stored Execute? No Configuration? No
VarCharColumn	VARCHAR	NULL	An example of using a varchar-based column as a user-defined column. If the user selects this table to be part of creating a session, then each column in this table is part of the PCT.	64	Is Primary Key? No Is Foreign Key? No Required Field? Yes System Generated? No System Generated Override? No User Entered? Yes Stored Create? No Stored Save? No Stored Execute? No Configuration? No

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