

Eloqua-UPM Integration

Ext.prc.002.04 | 08.16.2024

UPM 24.x

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Section 1: Generic View

Oracle Eloqua's Application API is a RESTful API which is used to extend the functionality of Eloqua's automation engines—Program Builder and Campaign Canvas—and to sync with applications such as ZINFI 's Unified Channel Management (UPM) platform.

The Application API is used primarily for Eloqua asset management. Assets are the building blocks of Eloqua, and are summarized in *Figure ZEQ1* below:

Eloqua Application API 1.0	Eloqua Application API 2.0
Accounts	Campaigns
Contacts	Custom objects
Contact segments	External Activities
Custom objects	External Assets
Emails	External asset types
Forms	Visitors
Landing Pages	
Microsites	

Fig. ZEQ1

Eloqua's Application API is synchronous and is best-suited to low/medium volumes of data; for higher volumes of data, shifting to Eloqua's Bulk API is highly recommended.

ZINFI provides a solution to integrate ZINFI UPM and Eloqua through Eloqua REST API/web services, allowing channel partners with a UPM instance to share records of prospective customers/opportunities with an Eloqua instance. With this solution, channel partners do not need to register at Eloqua and enter records in both systems, and the channel manager can monitor partner activities from Eloqua without requiring a license for each partner.

This approach simplifies synchronization of leads, contacts, accounts and opportunities between ZINFI UPM and Eloqua.

1.1 Eloqua-UPM Asset Mapping

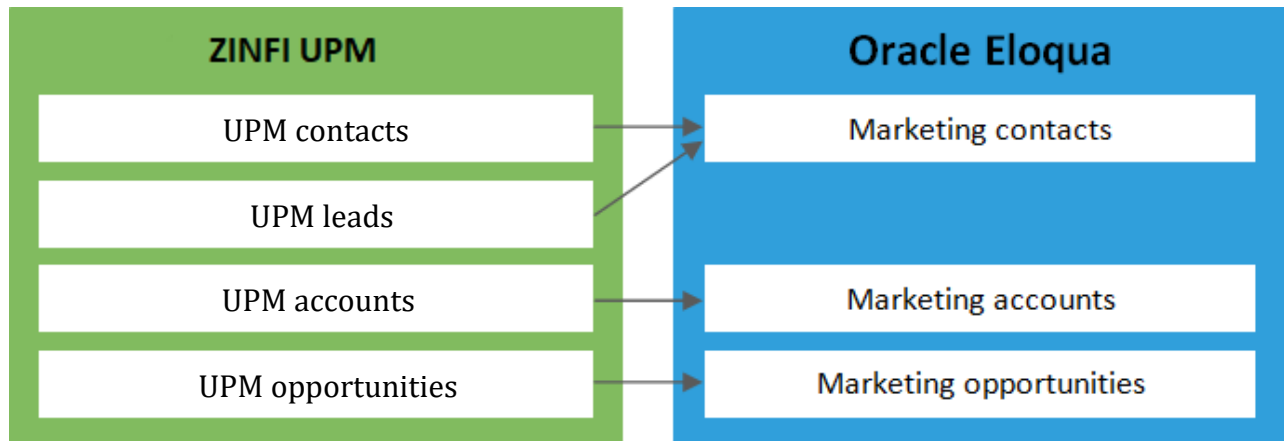


Fig. ZEQ2

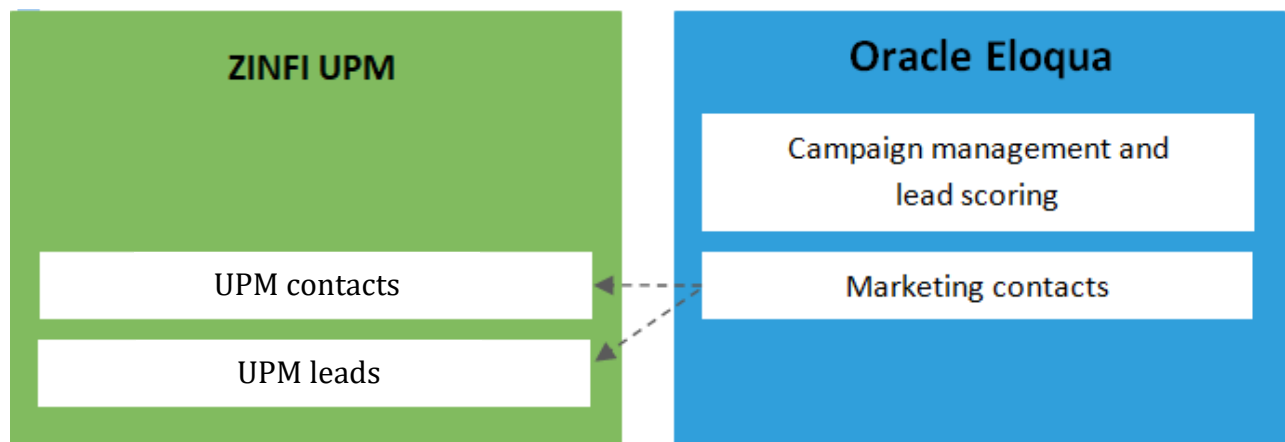


Fig. ZEQ3

Clients across multiple industries partner with ZINFI UPM to integrate and automate their marketing initiatives through Eloqua API connector, enabling a single, integrated and highly customized customer experience, and creating a simplified and effective process that drives partner engagement and ROI. The integration:

- Automates campaign data synchronization between ZINFI UPM and Oracle Eloqua (*Fig. ZEQ3*)
- Enables contact profile sync, campaign and campaign response sync, and service request generation for any follow-up actions (*Fig. ZEQ2*)

- Allows seamless integration between Eloqua and Siebel to extend marketing automation across digital channels

1.2 UPM-Eloqua Flow

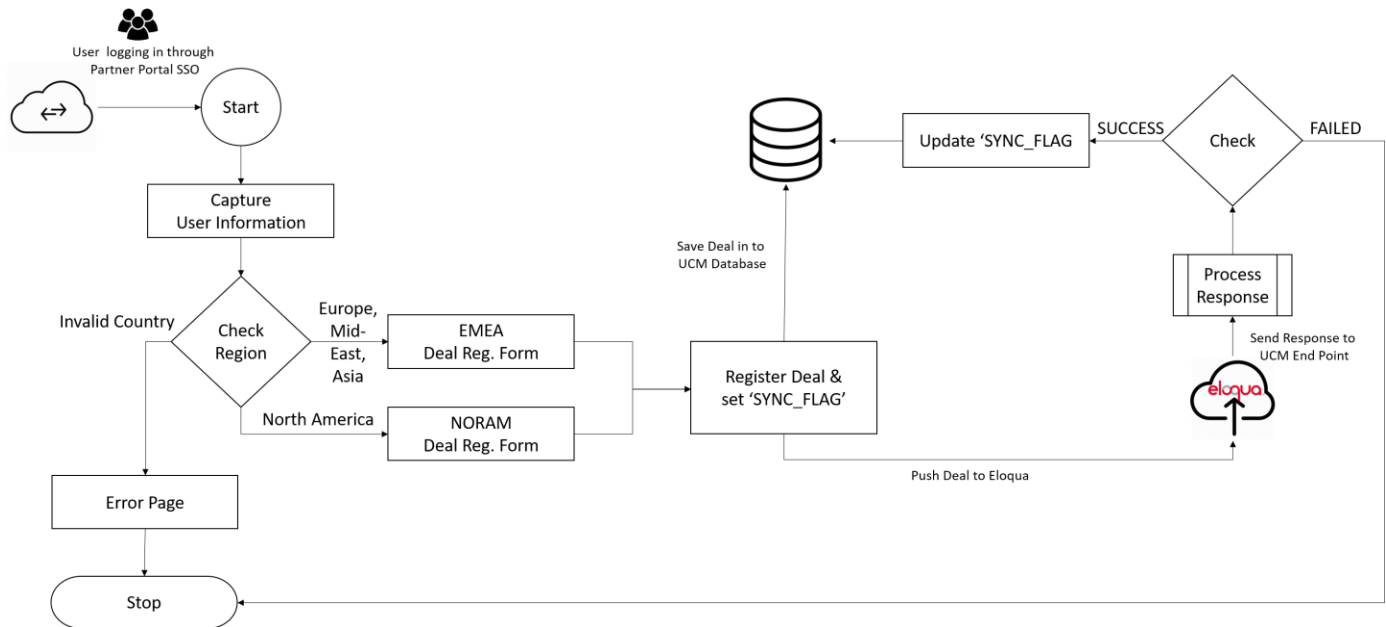


Fig. ZE4

Objects	Definition
User Logs in through Partner Portal SSO	Channel partner logs in through SSO to ZINFI UPM partner-specific instance
Capture User Information	Based on partner details; partner region is captured
Check Region	Partner is redirected to the region-specific deal registration form Upon mismatch of region, error page is generated and displayed
Deal Registration	Deal is successfully registered by filling out and submitting deal registration form Deal details updated to ZINFI UPM database on Sync Status field

Deal Forwarded to Eloqua	Registered deal is forwarded to Eloqua through the API
Sync Back Acknowledgement	Upon successful receipt of registered deal, Eloqua instance sends an acknowledgement to UPM through the API
Acknowledgement Update	Acknowledgment update received from Eloqua is updated to in the Sync Status field in ZINFI UPM

1.3 Endpoint Authentication

The ZINFI UPM status update endpoint works with the Eloqua integration. There are three parameter values on the consumer end:

1. **UcmRecordID**
2. **EncryptedValue**
3. **Status**

The **UcmRecordID** is the UPM internal record ID that is generated at ZINFI's UPM end and assigned to each lead or opportunity. This ID is utilized to transfer lead/opportunity records from ZINFI to Eloqua. Typically, UPM passes the **UcmRecordID** to Eloqua, which utilizes the ID and consecutively updates the status endpoint of that specific record.

EncryptedValue is the HASH encrypted (SHA1) value of **UcmRecordID**. (See example below.)

Syntax:<UcmRecordID>

Example: "D9368CFE-CEBB-4B48-A8A9-06027571F721"

Encrypt "D9368CFE-CEBB-4B48-A8A9-06027571F721" using SALT (here we have used "Z6krYE7*" as SALT)

Encrypted Value: "MaFiwhnsBXV+gHYt+72tD/bhl69aNmtYWUU3Kg=="

The value of **Status** will be either "SUCCESS" or "FAILED."

1.4 Sync Process

Methods of Syncing Data between Eloqua and UPM

There are two ways to sync data in Eloqua: via inbound synchronization or outbound synchronization.

Eloqua will capture all new and modified records in your UPM system through an inbound data flow process. Additionally, any new or updated records in Eloqua, such as form submissions or list uploads, will be synchronized with your UPM system by an outbound data flow process.

Inbound synchronization refers to the newly created leads, contacts, account records or modified records from the UPM system that are written to the Eloqua database. Inbound synchronization is a scheduled action to be configured whereby data is pulled into Eloqua.

Outbound synchronization refers to the newly created or modified records that flow from the Eloqua database to the UPM system. This process is achieved by the Program Builder module with logic and timing.

1.5 Eloqua Integrators

There are three ways of integrating Eloqua with the UPM system:

- 1) **Native connectors** in Eloqua applications can be optimized to automate the integration process.
- 2) **Eloqua AppCloud** is the simplest way to integrate native extensions and third-party tools with the marketing platform.
- 3) **Eloqua SOAP API web services** enable standards-based information exchange. This is used primarily for UPM integration.

1.6 Benefits

- Seamless integration between Eloqua and UPM to extend marketing automation across digital channels
- Contact profile consistency between UPM and Eloqua
- Automated load and launch of campaigns from Eloqua to all channel partners through UPM
- Improved response tracking for next-stage campaigns and leads from UPM to Eloqua

1.7 Benefits at a Glance

- Empowers Eloqua/UPM users to connect from various user interfaces, digital channels and devices
- Scales and governs access to enterprise data with improved policies, security and traffic management
- Gives developers and business partners simplified access to back-end services and complex landscapes
- Provides deeper insight into how and when your digital assets are being consumed, and by whom
- Leverages advanced analytics to accelerate innovation and open new revenue streams