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Table of contents

1. Introduction.....	5
1.1 Structure of the documentation	5
2. Standard processes – SAP Connector.....	6
2.1 Campaign synchronisation	6
2.2 Unsubscription Module (not in scope).....	7
2.3 Bounce Module	7
2.4 New Partners Module (not in scope)	7
2.5 Modified Partners Module	8
2.6 Mailing Statistics Module	8
2.7 Double Opt-In Module (not in scope)	9
3. Technical Documentation.....	10
3.1 Connection to Evalanche.....	10
3.2 Customizing of the SAP Connector.....	10
3.3 Technical breakdown of the SAP Connector	15
4. Customer adjustments	19
4.1 Customizing	19
4.2 SAP Connector processes	19

Table of figures

Figure 1: Campaign synchronisation standard process.....	6
Figure 2: Gathering data from Evalanche.....	7
Figure 3: Click behaviour assignment block	8
Figure 4: Click behaviour pop-up.....	8
Figure 5: Table /eva/config	11
Figure 6: Table /eva/config_ext1	11
Figure 7: Table /eva/mandanten.....	12
Figure 8: Table /eva/mapping	13
Figure 9: Table /eva/mapping_opt.....	13
Figure 10: Mailing Statistic table model.....	14
Figure 11: Table /eva/campaign.....	14
Figure 12: Campaign synchronisation process.....	15
Figure 13: Synchronisation of unsubscriptions	16
Figure 14: Synchronisation of new partners	17
Figure 15: Synchronisation of mailing statistics	18
Figure 16: Campaign synchronisation (adjusted).....	20

Table of tables

Table 1: SAP Connector configuration	12
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1. Introduction

The following document represents the documentation of the SAP Connector.

1.1 Structure of the documentation

The document shows the standard processes, which are delivered by the SAP Connector, to give an overview over the functionality of the SAP Connector. At the beginning of the documentation a description of the standard processes are given. That chapter is followed by a technical breakdown of the functionalities in particular and the customizing. Finally the adjustments of the SAP Connector for the customer are shown.

2. Standard processes – SAP Connector

In this chapter the standard processes of the SAP Connector are described on a business process point of view. All processes are triggered from SAP CRM due to most security concepts, which are not allowing external software to connect the SAP CRM directly.

2.1 Campaign synchronisation

The following figure illustrates the standard campaign synchronisation process.

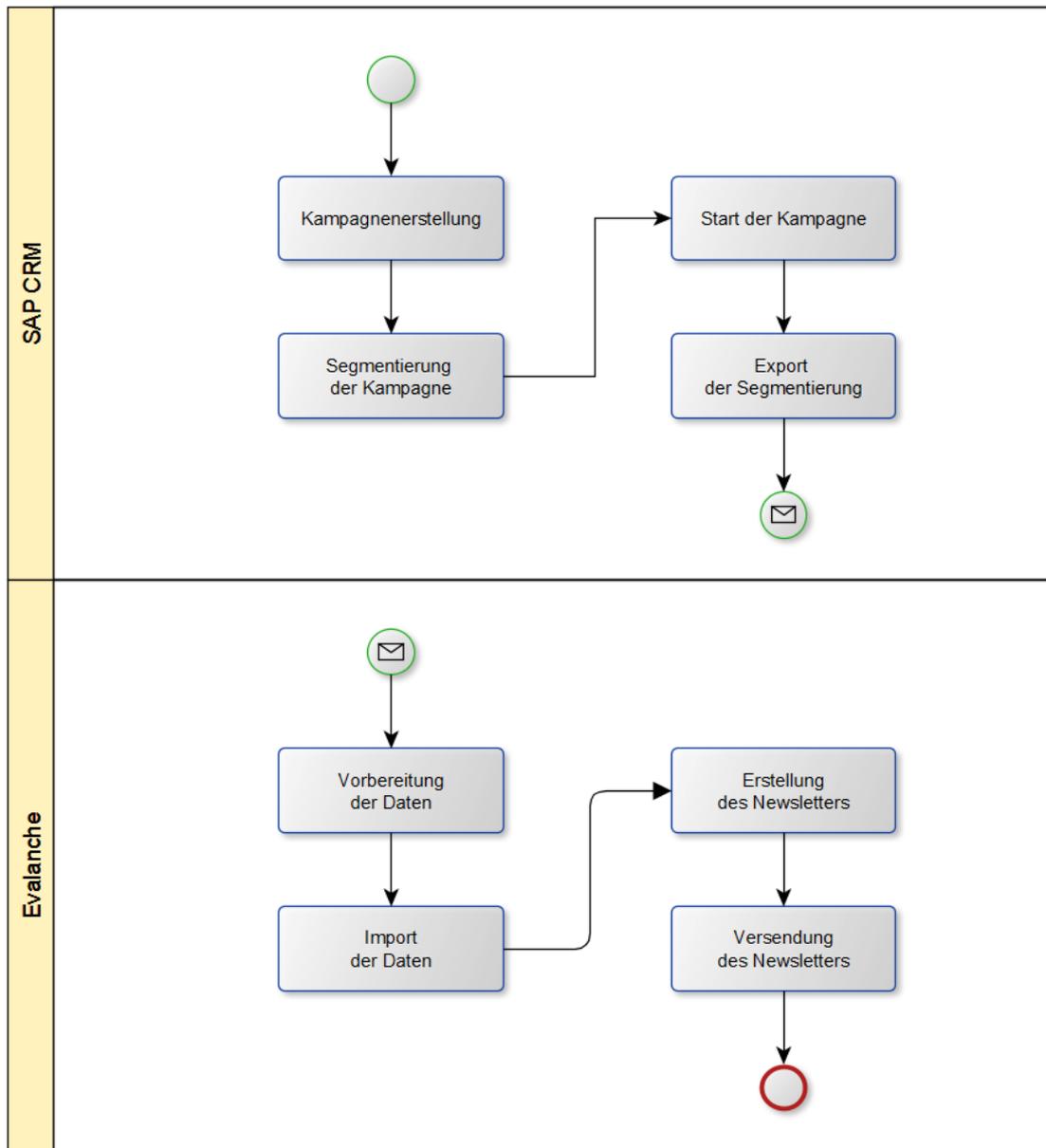


Figure 1: Campaign synchronisation standard process

As shown in figure 1 the export is automatically done direct from SAP CRM to Evalanche via SAP Connector. This is done by gathering all partners from segmentation, separating them by a filter to transfer them to the different Evalanche clients and synchronise the data. Which partner data are used is defined by the customer and selected by the mapping. In Evalanche the partners are stored in a – for the campaign specific created - target group.

2.2 Unsubscription Module (not in scope)

All unsubscriptions are gathered from Evalanche by SAP CRM within a periodic background job.

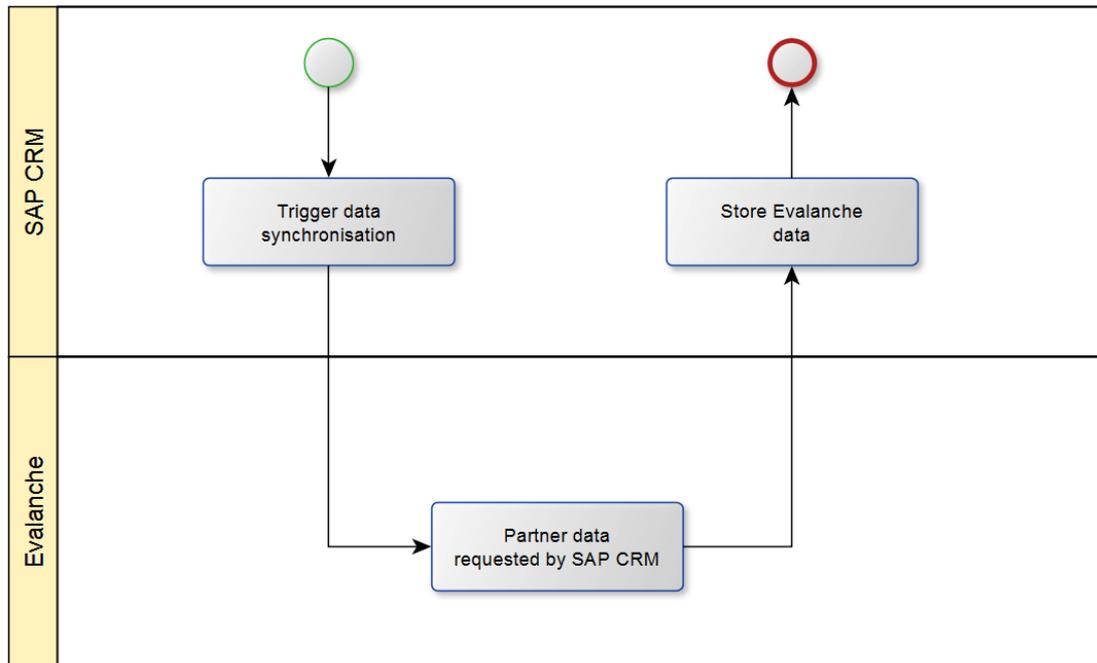


Figure 2: Gathering data from Evalanche

As shown in figure 2 SAP CRM connects to Evalanche and requests the unsubscription data for the last interval. The unsubscription is displayed by the Unsubscription field (internal name DELETED) in Evalanche. After receiving the data, SAP CRM transforms them into structures and stores it. The actual point of storage is defined by the customer.

2.3 Bounce Module

The bounce module works the same way as described by figure 2. SAP CRM receives the data from Evalanche. The bounce data are generated by mailing data in Evalanche and is only shown on partner level after the third hard bounce. The point of storage is also defined by the customer.

2.4 New Partners Module (not in scope)

If new subscriptions are possible via an Evalanche web form, the SAP Connector is able to synchronise them into SAP CRM. The new partners are collected in an Evalanche target group. This target group can be handled two different ways:

- Direct synchronisation to SAP CRM

The direct synchronisation is the quickest way to push new partners from Evalanche to SAP CRM, but if there is no matching/staging functionality within SAP CRM, it is a risk to create duplicates.

- Clearing/Staging before the synchronisation to SAP CRM
A clearing/staging before transferring the new partners to SAP CRM is the recommended way to prevent transferring invalid data to SAP CRM. The SAP Connector itself has no clearing/staging area build in.

As soon as the SAP Connector receives the new partners, it will generate them based on the customers definition. If an account ID is provided, the partner can get assigned to it. If no account ID is provided the partner will be assigned to a “Standard” company since an automatic assignment based on a company name is very difficult and is a source for invalid data. A manual step is needed to assign the partner to its account.

2.5 Modified Partners Module

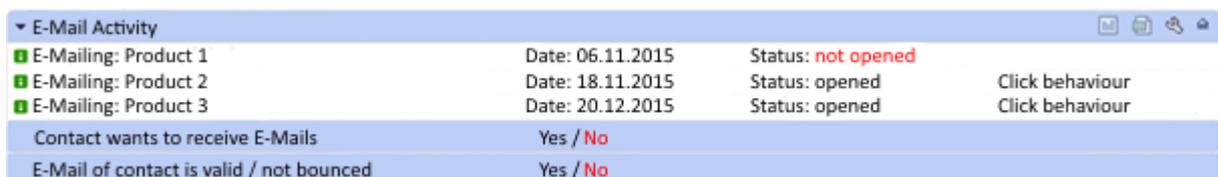
If partners can change their data by themselves via an Evalanche web form, the SAP Connector can synchronise this data to SAP CRM based on an Evalanche target group. There are two ways like described in New Partners Module - direct synchronisation or clearing/staging before the synchronisation. Since the partners have already an unique key as an identification the data will only be updated in SAP CRM.

With this module the SAP Connector is able to implement a partial unsubscription. Partners are only able to choose between different newsletters and not just revoke the permission at all. This detailed information, which newsletter they want, can be synchronised to SAP CRM.

2.6 Mailing Statistics Module

The mailing statistics module can gather the mailing click behaviour for partners and transfer it to SAP CRM. This data takes place at partner level e.g. if a mailing was opened and on which articles or links the partner has clicked. The data are stored in /eva/-namespace tables in SAP CRM and can be displayed in different ways e.g. on partner detail page or can be analysed by reports.

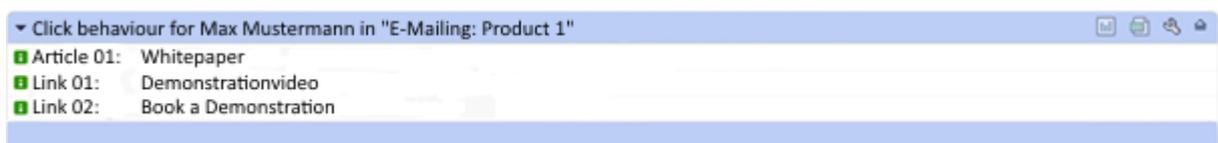
Here is an example how it could look like:



E-Mail Activity			
E-Mailing: Product 1	Date: 06.11.2015	Status: not opened	
E-Mailing: Product 2	Date: 18.11.2015	Status: opened	Click behaviour
E-Mailing: Product 3	Date: 20.12.2015	Status: opened	Click behaviour
Contact wants to receive E-Mails	Yes / No		
E-Mail of contact is valid / not bounced	Yes / No		

Figure 3: Click behaviour assignment block

This pop-up will be shown after clicking on “Click behaviour”.



Click behaviour for Max Mustermann in "E-Mailing: Product 1"	
Article 01:	Whitepaper
Link 01:	Demonstrationvideo
Link 02:	Book a Demonstration

Figure 4: Click behaviour pop-up

2.7 Double Opt-In Module (not in scope)

The double opt-in module requests the granted permission data from Evalanche (see figure 2). These information are stored in the Permission field in Evalanche, but the Evalanche API provides the data not from this field directly. It is working with internal data that are not shown on the partners detail view in Evalanche and can only be obtained by given the double opt-in via the permission link within the mailing. This module stores the double opt-in data – like the unsubscription module – also defined by the customer.

3. Technical Documentation

This chapter shows the technical part of the documentation.

3.1 Connection to Evalanche

The connection from SAP CRM to Evalanche will always be via https protocol. As a requirement for this form of connection, the Cryptographic Library has to be installed on the SAP CRM. In addition the domain scenem.com or IP 80.190.129.133 has to be enabled at the firewall configuration due to the outbound connection from SAP CRM to Evalanche. The SAP Connector can work with an access URL to Evalanche or via http destination (SM59). Evalanche doesn't send any data to SAP CRM. As a leading system SAP CRM always triggers the synchronisation.

3.2 Customizing of the SAP Connector

This chapter describes the customizing tables of the SAP Connector.

3.2.1 Configuration: /eva/config/eva/config_ext1 and /eva/mandanten

The configuration tables contain data, which are needed to set up the connection to Evalanche like username, password and intervals. The highlighted fields are used within the SAP Connector. All other fields are deprecated due to the connection to multiple Evalanche clients (moved to table /eva/mandanten).

Field	Key	Ini...	Data element
MANDT	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	MANDT
SYSID	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	SYSID
ID	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	INT2
POOL_ID	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/POOL_ID
URL	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/URL
CO_ID	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/CO_ID
CO_TEXT	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/CO_TEXT
MANDITOR_ID	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/MANDITOR_ID
USERNAME	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/USERNAME
PASSWORD	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/PASSWORD
PRIMARY_KEY_ID	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/PRIMARY_KEY_ID
PRIMARY_KEY_TEXT	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/PRIMARY_KEY_TEXT
INTERVAL_BP	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/INTERVAL_BP
INTERVAL_UPDATE	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/INTERVAL_UPDATE
ADMIN_EMAIL	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/ADMIN_MAIL
FULL_SYNC	<input type="checkbox"/>	<input type="checkbox"/>	FLAG
EMAIL_FIELD	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/EMAIL_FIELDNAME
UNSUB_FIELD	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/UNSUBSCRIPTION_FIELD
BATCH_USER	<input type="checkbox"/>	<input type="checkbox"/>	UNAME

Figure 5: Table /eva/config

POOL_ID: Evalanche Pool-ID. The Pool ID field is only used, if pool alias is used in Evalanche. If every Evalanche client has its own pool, the ID is stored in table /eva/mandanten

URL: This field contains the URL to Evalanche or the SM59 destination

USERNAME/PASSWORD: Login data for API user

INTERVAL_UPDATE: The interval for calculating the unsubscrition timestamp for Evalanche API (must match with the background job interval)

ADMIN_EMAIL: E-Mail address used, if a background job gets an error

BATCH_USER: Batch user to determine the right E-Mail address for periodic pool updates

Field	Key	Ini...	Data element
MANDT	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	MANDT
ID	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	INT4
BOUNCE_FIELDNAME	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/BOUNCE_FIELDNAME
BOUNCE_INTERVAL	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/BOUNCE_INTERVAL
GROUP_ID	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/GROUP_ID
STANDARD_COMPANY	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/STANDARD_COMPANY
RELATIONSHIP	<input type="checkbox"/>	<input type="checkbox"/>	BU_RELTYP
REL_ROL	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/ROLE
GROUP_FLAG	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/GROUP_FLAG
MAILING_INTERVAL	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/MAILING_INTERVAL
GROUP_ID_MOD	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/GROUP_ID_MOD
GROUP_FLAG_MOD	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/GROUP_FLAG_MOD
PERMISSION_INT	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/PERMISSION_INT

Figure 6: Table /eva/config_ext1

BOUNCE_INTERVAL: The interval for calculating the bounce timestamp for Evalanche API (must match with the background job interval)

GROUP_ID: Evalanche target group ID (New Partners Module)

STANDARD_COMPANY: ID of standard company for generation of new partners (New Partners Module)

RELATIONSHIP: Standard relationship for generation of new partners (New Partners Module)

REL_ROL: Standard role for generation of new partners (New Partners Module)

GROUP_FLAG: Evalanche attribute, which determines which partner is new in Evalanche. Base for target group configuration for new partners (New Partners Module)

MAILING_INTERVAL: The interval for calculating the mailing statistics timestamp for Evalanche API (must match with the background job interval)

PERMISSION_INT: The interval for calculating the DOI timestamp for Evalanche API (must match with the background job interval)

Transparent Table /EVA/MANDANTEN Active			
Short Description EVALANCHE: Table for mandator data			
Attributes Delivery and Maintenance Fields			
Field	Key	Ini...	Data element
MANDT	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	MANDT
SYSID	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	SYSID
ID	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	INI4
DESCRIPTION	<input type="checkbox"/>	<input type="checkbox"/>	CHAR255
MANDATOR_ID	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/MANDATOR_ID
POOL_ID	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/POOL_ID
CO_ID	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/CO_ID
CO_TEXT	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/CO_TEXT
PRIMARY_KEY_TEXT	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/PRIMARY_KEY
PRIMARY_KEY_ID	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/PRIMARY_KEY_ID
MOD_GROUP_ID	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/GROUP_ID_MOD
MOD_GROUP_FLAG	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/GROUP_FLAG_MOD
TG_FOLDER_ID	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/FOLDER_ID
FILTER	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/FILTER

DESCRIPTION: Internal description of Evalanche client
MANDATOR_ID: Evalanche client ID
POOL_ID: Evalanche Pool-ID (see table /eva/config)
CO_ID: ID of Evalanche campaign field for assigning partners to the campaigns target group in Evalanche
CO_TEXT: API name of Evalanche campaign field
PRIMARY_KEY_TEXT: API name of primary key field in Evalanche
PRIMARY_KEY_ID: ID of Evalanche primary key field; stores the unique key for partners coming from SAP CRM
MOD_GROUP_ID: see GROUP_ID of table /eva/config_ext1 (Modified Partner Module)
MOD_GROUP_FLAG: see GROUP_FLAG of table /eva/config_ext1 (Modified Partner Module)
TG_FOLDER_ID: Evalanche Folder ID for creation of campaigns target group in each Evalanche client
FILTER: Filter for partner assignment to Evalanche client

Figure 7: Table /eva/mandanten

Table 1: SAP Connector configuration

3.2.2 Mapping

The mapping of the SAP Connector is based on two tables /eva/mapping and /eva/mapping_opt.

The table /eva/mapping holds the general mapping of the fields (SAP CRM to Evalanche). Here you can use SAP tables or ABAP classes to gather data. The partner ID is used as key to access the data. For example last name could be selected through table BUT000, but for E-Mail address the ABAP class is needed.

Table /eva/mapping_opt maps the Evalanche option ID for Picklists (Dropdown-Box in Evalanche) or Multipicklist (Checkbox-Selection) options.

Field	Key	Ini...	Data element
MANDT	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	MANDT
SYSID	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	SYSID
ID	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	INT4
SOURCE_TABLE	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/SOURCE_TABLE
FIELDNAME	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/FIELDNAME
TARGET_TYPE	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/TARGET_TYPE
TARGET_FIELD	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/TARGET_FIELDNAME
PRIMARY_KEY	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/PRIMARY_KEY
CLASS	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/CLASS
CLASS_RET_TYPE	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/CLASS_RETURN_TYPE
GET_VALUE_FROM	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/GET_VALUE_FROM
SYNCFLAG	<input type="checkbox"/>	<input type="checkbox"/>	FLAG

Figure 8: Table /eva/mapping

SOURCE_TABLE: Name of a SAP table like BUT000

PRIMARY_KEY: Field of table that holds the partner ID

FIELDNAME: API name of Evalanche field

TARGET_TYPE: Type of Evalanche field. Supported types are String, Boolean, Int, Picklist and Multipicklist

CLASS: Name of class for selection through ABAP. The class has to be inherit from class /eva/mapping_super

CLASS_RET_TYPE: Return type of class method. Normally String is used.

GET_VALUE_FROM: Indicates if given mapping record uses table or ABAP class for selection

SYNCFLAG: Inactive flag for given mapping record

Field	Key	Ini...	Data element
MANDT	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	MANDT
SYSID	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	SYSID
ID	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	INT4
TARGET_FIELDNAME	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/TARGET_FIELDNAME
VALUE	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/VALUE
OPTION_ID	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/OPTION_ID

Figure 9: Table /eva/mapping_opt

TARGET_FIELDNAME: see FIELDNAME of table /eva/mapping

VALUE: Value of SAP field like "DE" for country iso code

OPTION_ID: Option ID of Evalanche field

3.2.3 Mailing Statistics

The mailing statistics module contains five tables in /eva/-namespace to hold the click behaviour of the partners. Mailings are stored in table /eva/mailings with send mailing timestamp, Evalanche mailing ID and preview URL. Every mailing consists of items, which are stored in table /eva/mailings_it with name of item, URL (in case of a link) and type (A = Article; L = Link). The relationship between the mailing and the items are stored in table /eva/mailling_r_i. The recipients of a mailing are stored in table /eva/mailings_bp with a flag, which shows if a partner has opened this mailing. Finally the table /eva/mailling_rel shows the click behaviour of a partner, if an article or link has been clicked within a mailing.

Following figure shows the connection between the tables:

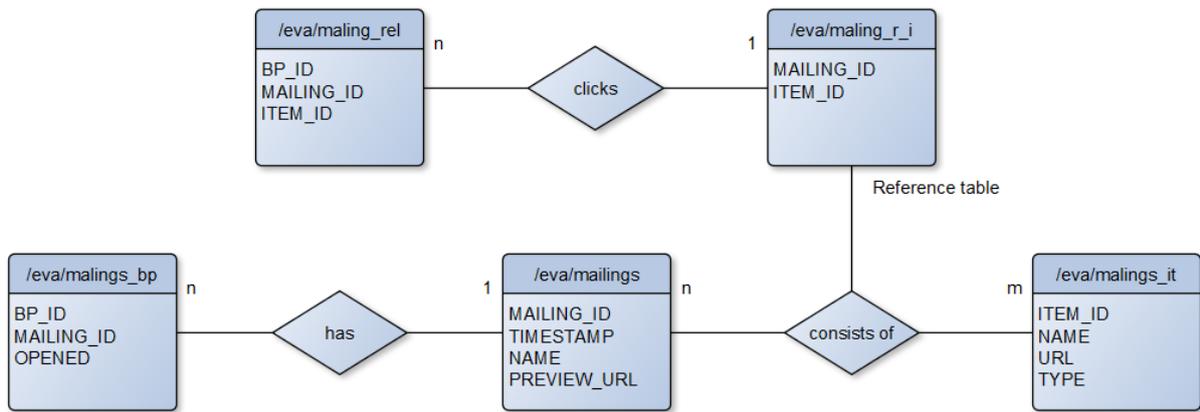


Figure 10: Mailing Statistic table model

3.2.4 Internal tables

The table /eva/campaign contains the Evalanche IDs and report URL of a campaign synchronisation. This is needed if a campaign is synchronised more than once, so the Evalanche target group will be updated instead of new generated.

Field	Key	Ini...	Data element
MANDT	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	MANDT
CAMPAIGN_ID	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	CGPL_GUID16
MANDATOR_ID	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	/EVA/MANDITOR_ID
GROUP_ID	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/GROUP_ID
OPTION_ID	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/OPTION_ID
REPORT_ID	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/REPORT_ID
REPORT_URL	<input type="checkbox"/>	<input type="checkbox"/>	/EVA/REPORT_URL
LAST_SYNC_DATE	<input type="checkbox"/>	<input type="checkbox"/>	DAIS
LAST_SYNC_TIME	<input type="checkbox"/>	<input type="checkbox"/>	TIMS

Figure 11: Table /eva/campaign

3.3 Technical breakdown of the SAP Connector

The technical breakdown chapter shows the internal procedure of the SAP Connector to visualise the steps are taken.

3.3.1 Campaign synchronisation

The campaign synchronisation is started by report `/eva/create_campaign`. The parameters are the campaign GUID and the username, who started the synchronisation, regarding e-mail feedback. The class `/eva/cl_sync_campaign` performs the following steps (incl. helper class `/eva/cl_xml_parser`):

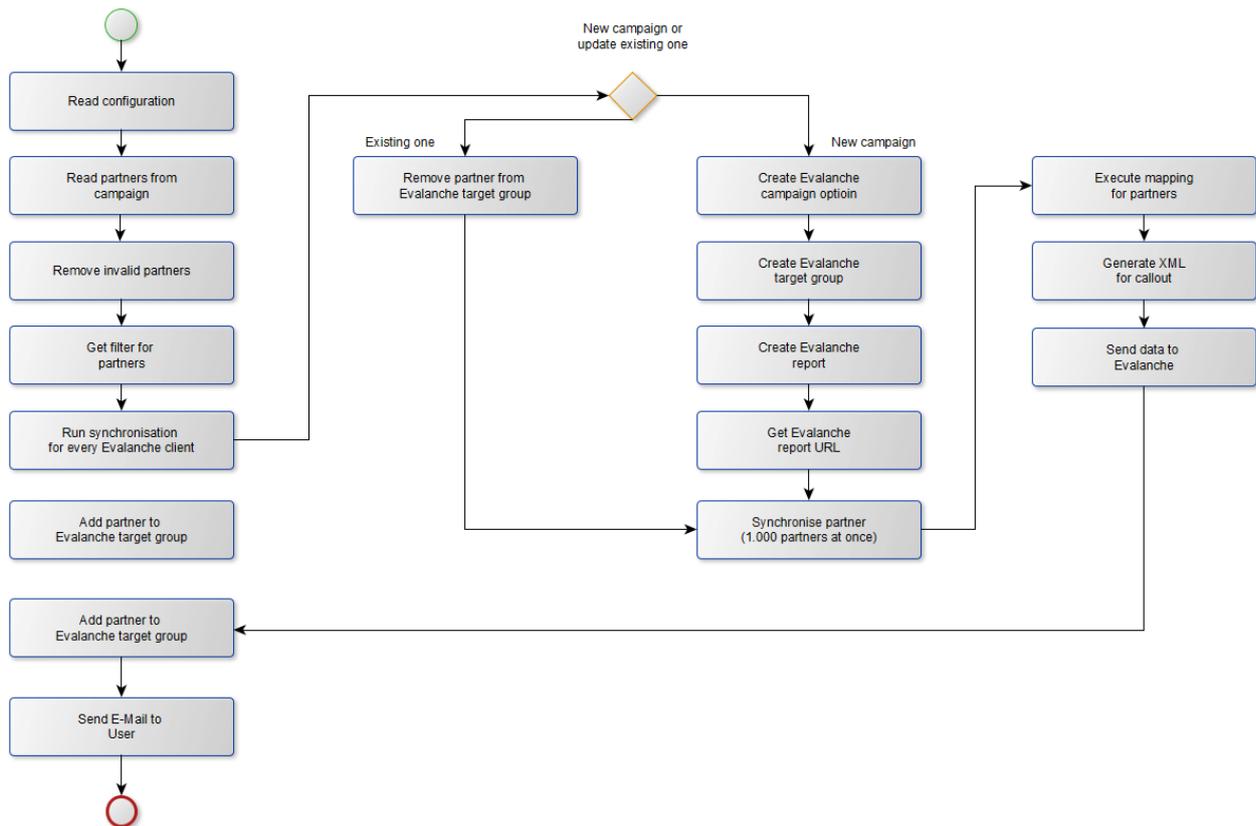


Figure 12: Campaign synchronisation process

As shown in figure 12 it is a straight forward process with one decision, if it is an update of an existing campaign in Evalanche or a creation of one. The user will get an e-mail notification, if the process was successful or not at the end of the synchronisation.

3.3.2 Synchronisation of unsubscriptions

The synchronisation of unsubscriptions starts with report `/eva/sync_unsubscriptions`. The process will get all unsubscriptions from every Evalanche client maintained in table `/eva/mandanten` for the last interval given by configuration via table `/eva/config`. How the unsubscriptions are stored is defined by the customer. The process performs the following steps:

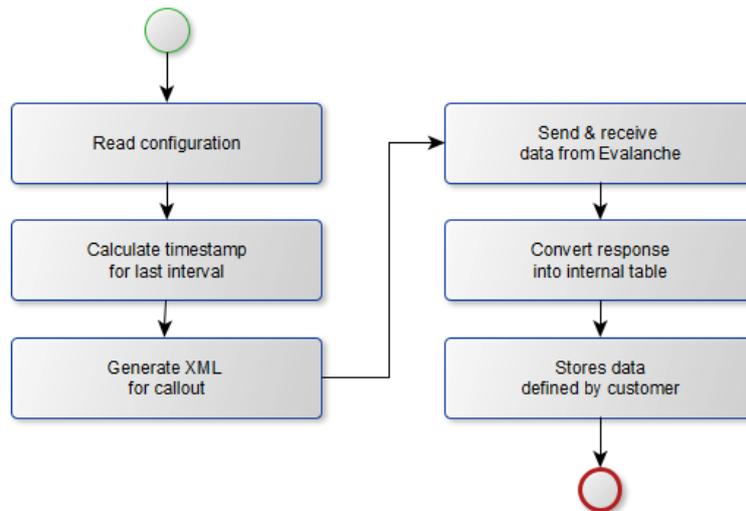


Figure 13: Synchronisation of unsubscriptions

Figure 13 shows the steps of the synchronisation. If an error is happening an e-mail will be send out to the admin e-mail address stored in table `/eva/config`.

3.3.3 Synchronisation of bounces

The synchronisation of bounces starts with report `/eva/get_bounce`. The process follows the same steps like the synchronisation of unsubscriptions (see figure 13), except the timestamp will be calculated based on the interval stored in table `/eva/config_ext1`. The class `/eva/cl_get_bounces` performs the process steps. How the bounces are stored is defined by the customer.

3.3.4 Synchronisation of double opt-ins

The synchronisation of double opt-ins starts with report `/eva/sync_permission`. The process follows the same steps like the synchronisation of unsubscriptions (see figure 13), except the timestamp will be calculated based on the interval stored in table `/eva/config_ext1`. The class `/eva/cl_sync_permission` performs the process steps. How the bounces are stored is defined by the customer.

3.3.5 Synchronisation of new partners

The synchronisation of new partners starts with report `/eva/get_new_bp`. The process in class `/eva/cl_get_new_bp` performs the following steps:

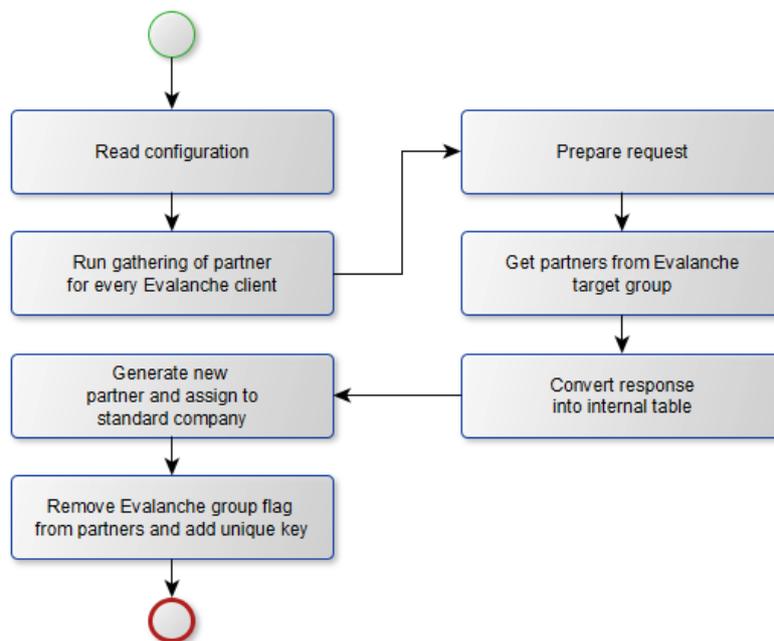


Figure 14: Synchronisation of new partners

As figure 14 shows the process steps are performed for every Evalanche client. The partners are stored in the Evalanche target group for new partner. How the partners are generated in SAP CRM is defined by the customer. If an error occurs during the creation of a partner, the SAP Connector will not remove the group flag for this partner and thus will not add an unique key.

3.3.6 Synchronisation of modified partners

The synchronisation of modified partners starts with report `/eva/get_mod_bp`. The process steps are the same like the synchronisation of new partners (see figure 14). If a partner has an unique key, it will be updated. If there is no unique key, this partner will not be processed.

3.3.7 Synchronisation of mailing statistics

The synchronisation of mailing statistics starts with report `/eva/get_mailing_statistics`. The process is performed via class `/eva/cl_get_mailing_statistics` with the following steps:

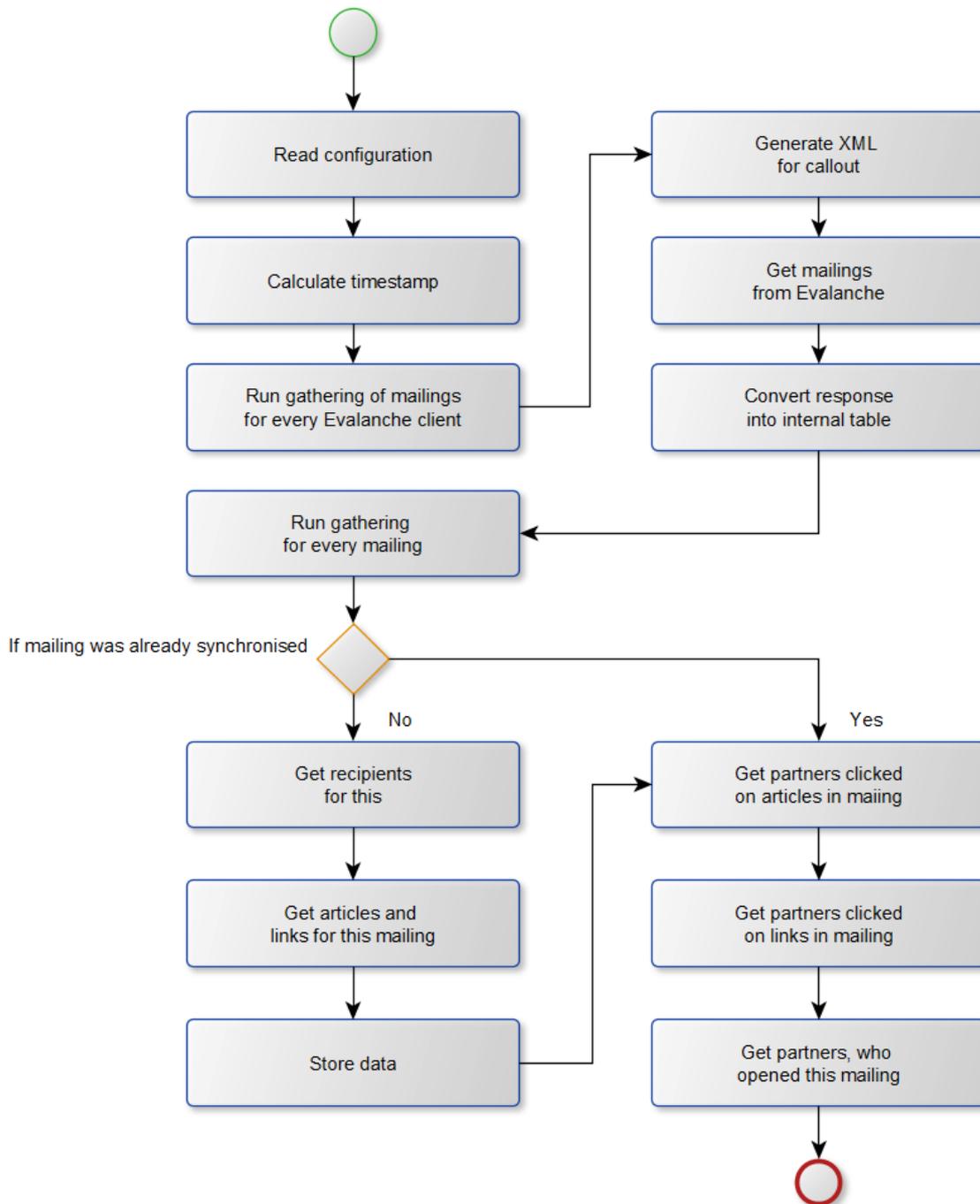


Figure 15: Synchronisation of mailing statistics

As figure 15 shows the process will get the mailing data and store the header data if they are new. For existing mailings an update is performed for the click behaviour and the openings of the mailings. The interval for this process is quite long, because if a mailing is outside the timeframe no more updates regarding click behaviour and openings will be gathered from Evalanche. The customer has to decide, which timeframe should be synchronised and at which time the mailing data needs no further updates from Evalanche.

4. Customer adjustments

This chapter shows the adjustments made for the customer.

4.1 Customizing

The customizing tables have to be adjusted to meet the requirements:

- `/eva/config`
The table was enhanced by the `BATCH_USER` field.
- `/eva/mandanten`
The fields for the New Partner Module were not moved from table `/eva/config_ext1`, because the module is out of scope. The fields for the Modified Partner Module were moved from table `/eva/config_ext1`. The field `TG_FOLDER_ID` was added, because Evalanche uses the pool alias functionality.

4.2 SAP Connector processes

The following SAP Connector processes were adjusted.

4.2.1 Campaign synchronisation

The campaign synchronisation and mapping process were adjusted.

- Remove invalid partner function was removed.
- Create campaign option function was moved out of the Evalanche client processing, because of the pool alias functionality.
- Synchronisation of partners was moved out of the Evalanche client processing, because of the pool alias functionality.
- The data collection during the mapping was moved a step ahead, so the mapping uses the gather data instead of reading it for each partner (performance tuning)
- Adding partners to campaign target group was moved into the batch processing of 1.000 partners per run, because of the high numbers of partners (performance tuning).

The following figure shows the new process:

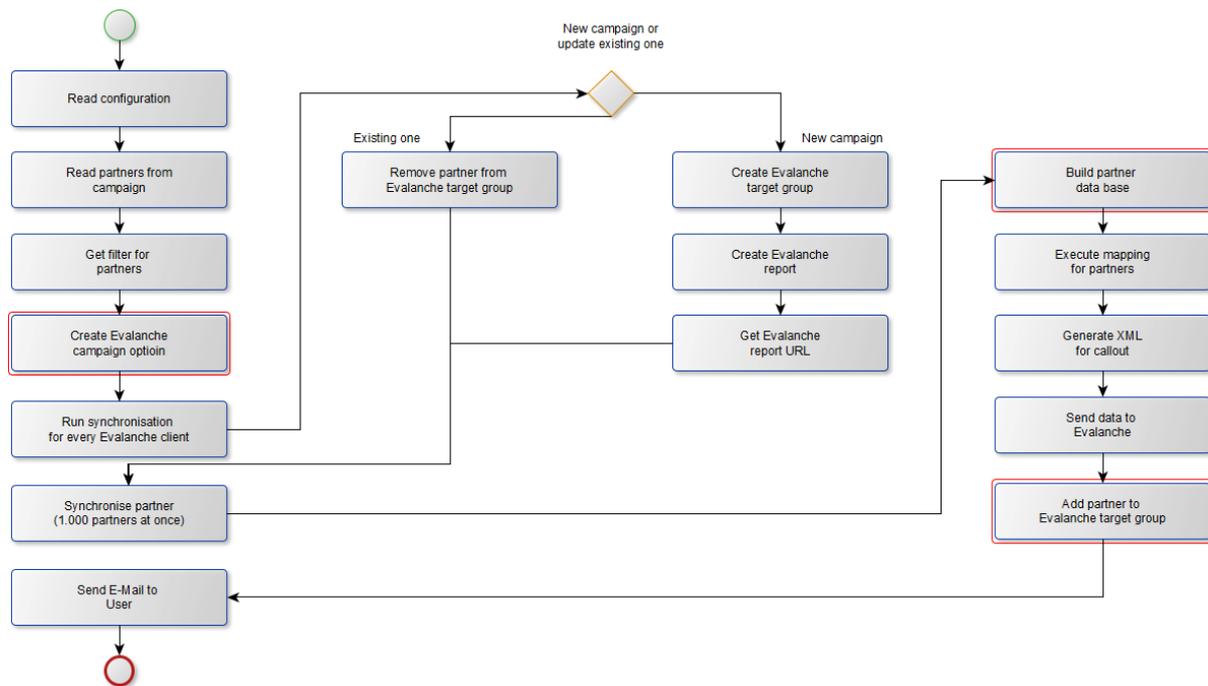


Figure 16: Campaign synchronisation (adjusted)

4.2.2 Modified Partner Module

The partial unsubscription was realized via the Modified Partner Module. In doing so the module will only change the newsletter marketing attribute for partners, which are gathered in Evalanche during the unsubscription process.

4.2.3 Bounce Module

The bounce module is adjusted to set the “no use” flag for the given e-mail address from Evalanche for the bounced partner.