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Customization Guide - SAP C/4hana

Version

SAP CDC Gigya – Customer Data Cloud – 28-07

SAP Emarsys – 28-07

Brief Description

The objective of this document is providing knowledge enough to integrate the SAP CDC (Customer Data Cloud) and SAP Emarsys. That integration of SAP CIAM platform and the Marketing solution allow the synchronization of data structure and data record as well.

I hope you enjoy!!

Author

I started my career in 1992, working with corporative solutions in mining companies. In 1999, I changed my professional perspective and started my first project in CRM business, using Vantive in Telecom Industries, which I spent 8 years working as CRM Telecom Solution Architect.

Then, in 2006 I was invited to work on my first project as SAP CRM Functional Consultant in Utilities. I have plenty of experience in different modules and submodules inside of SAP CRM. I am an expert in the Interaction Center, Sales, Services, Marketing, and ERP Integrations.

Besides the baseline of SAP CRM, I had the opportunity to work in a different line of business, as Goods, Trade Promotion, Media, Call Center, Mining, Utilities, Heavy Machinery.

With the SAP Cloud technologies, I´ve become an expert in Cloud solutions and Customer Experience using the platform C4hana (C4Sales, C4Services, Marketing, Qualtrics, CDC/Gigya, CDP, CPQ/Callidus).

During those projects, the integration with SAP ERP (ECC and S4hana) became obligatory and the understanding of the integration between S4hana and C4hana was extremely necessary to adequate the CX process and ERP process.

Considering the integration between SAP C4hana and S4hana. It became so necessary, then I concentrate my energy to understand how it works. Today I am an expert in integrating SAP C4hana and S4hana using SAP Cloud Platform Integration.

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1. Customization

1.1. Definition

This article talks about the integration between SAP CDC (Customer Data Cloud) CIAM SAP’s platform and Marketing Solutions SAP Emarsys. That connector created by SAP allows the person responsible for the architecture and replication an easy-going integration among those platforms.

But first of all, for those who don’t know what SAP CDC (Customer Data Cloud) is... CDC is the platform responsible for authorization. It is extremely useful using POS (Point of Sales) and Ecommerce as well. It is possible to authenticate users and customers using the most useful authentication technology currently.

SAP Emarsys, it’s the platform used for Marketing Management. Using Emarsys, allow the company to understand exactly what there are in the customer’s mind. Evaluating tendencies of the market.

The most interesting about the integration of SAP Emarsys and CDC (Customer Data Cloud) is... There is no Middleware as Integration Suite (SAP CPI). Absolutely nothing!!

SAP Created a standard connector extremely easy to use and this document will share the key points of this integration with those platforms. I hope you enjoy it!!

1.2. Overview

When we created the integration between SAP CDC (Customer Data Cloud) and SAP Emarsys, automatically the SAP connector mapped the standard fields, and start the data replication process creating a logical bound.

Here I will share below the fields mapped by the SAP CDC against SAP Emarsys.

SAP Customer Data Cloud	Emarsys Name
firstName	First Name
lastName	Last Name
email	E-Mail
birthDay + birthMonth + birthYear	Date of Birth
gender	Gender
relationshipStatus	Marital Status
educationLevel	Education
address	Address
city	City
state	State
zip	ZIP Code
country	Country
marketing.email consent value	Mobile SMS Opt-in
locale	Registration language
phones	Mobile
isVerified	CD_isVerified
createdDate	CD_createdDate
registeredDate	CD_registeredDate
accountType	CD_accountType

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SAP Customer Data Cloud	Emarsys Name
regSource	CD_regSource

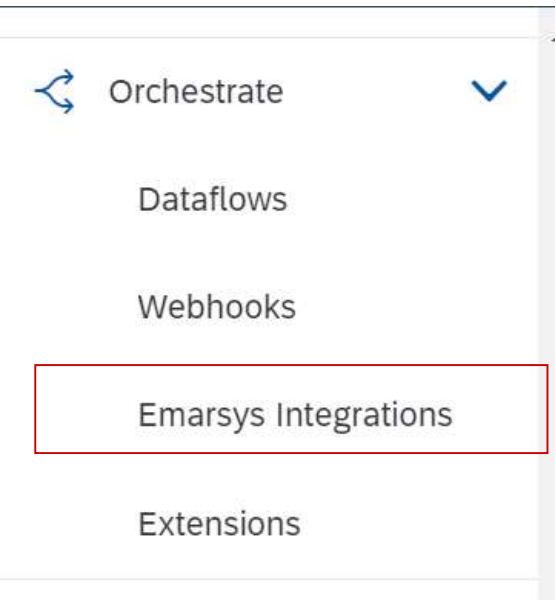
I am sharing the source document as well with other tips of this integration.

https://help.sap.com/docs/SAP_CUSTOMER_DATA_CLOUD/8b8d6ffe113457094a17701f63e3d6a/fe02cb31b5d942d5ad25c76ff05bffa7.html?locale=en-US&q=emarsys%20integration

Now, I will configure the system to demonstrate that integration.

1.3. Creating the connection between SAP CDC and Emarsys

Login in SAP CDC, search for the menu “Orchestrate”, and find the menu item “Emarsys Integration”.



Click the button Add New Configuration

Emarsys Configuration

Add New Configuration

Search by Name:

Name	Created On	Actions
------	------------	---------

Now, fulfill the fields below with Connection Name, Emarsys User and Emarsys Secret Key. A remarkably interesting functionality is the “Filtering”. With it is possible to segment the data in different SAP Emarsys, or only replicate customer data with a certain filter.

< Add New Configuration Create Cancel

Settings Logs

Additional Settings

Connection Name: *

Emarsys User Name: *

Emarsys Secret Key: *

Filtering

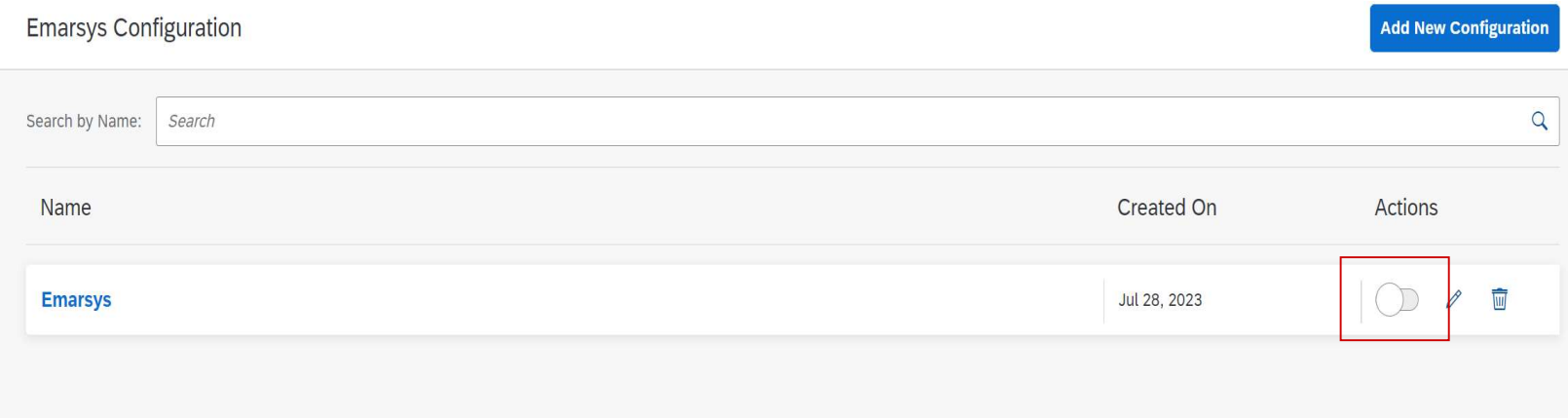
+ Add Rule

Attribute	Operator Selector	Value	Actions
profile.country	equals	Brazil	

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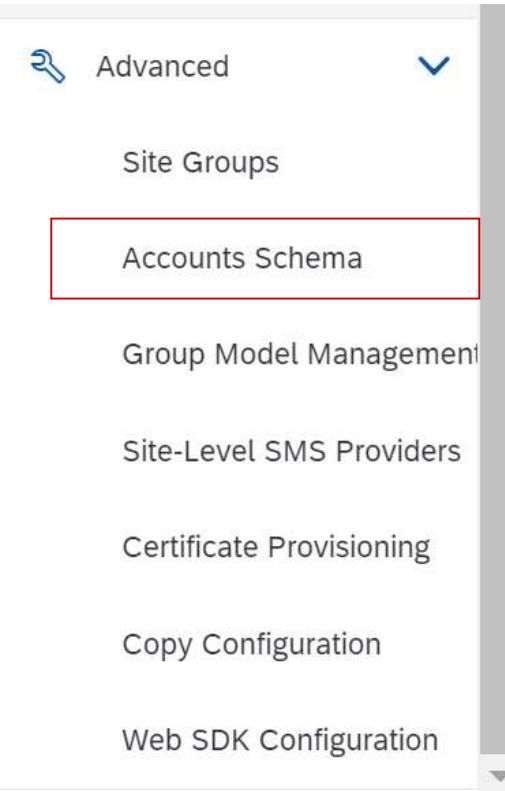
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Now, it's important to activate the configuration, and the integration is done!! But remember, when you do it, the system will create a bound between the 2 platforms and starts the replication to data update.

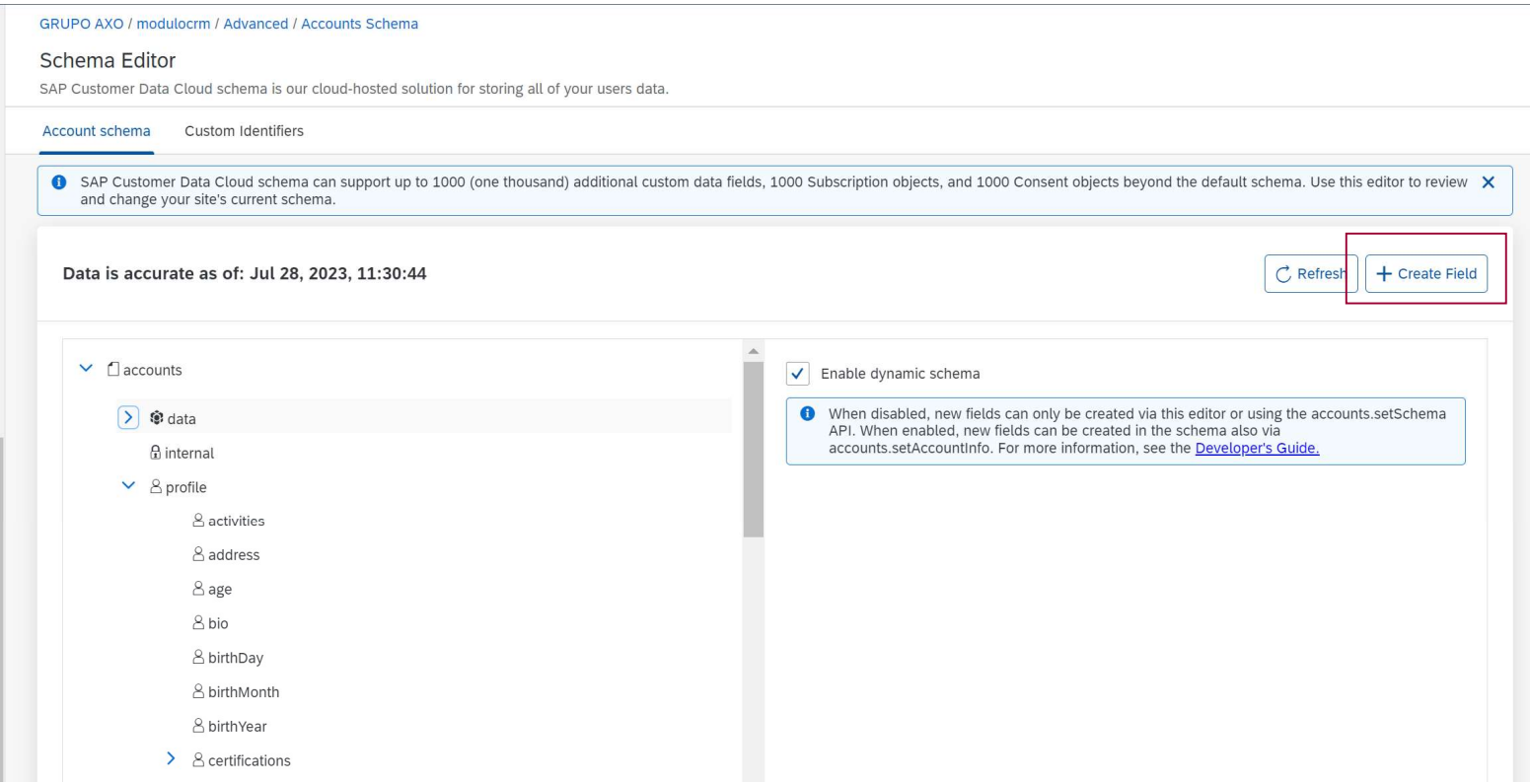


1.4. Creating a field in SAP CDC

Finishing the configuration, it's important to create fields on SAP CDC (Customer Data Cloud) to support the Customer's requirements. Then, on the menu click "Accounts Schema".

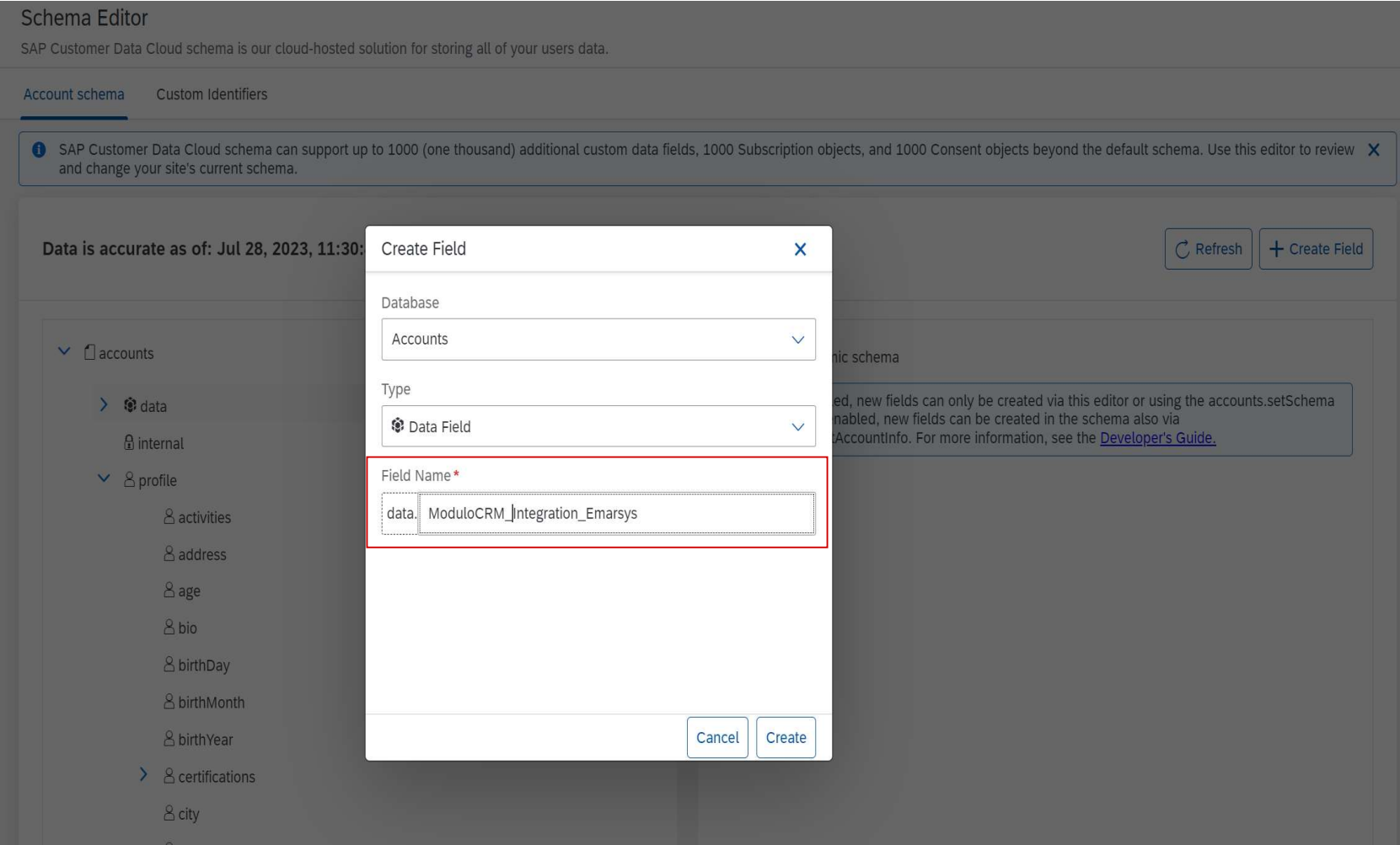


On SAP CDC (Customer Data Cloud) let's create a new field. Click the button "Create Field".



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I will create a field with the name “ModuloCRM_Integration_Emarsys”. Remember the name of this field.



Let’s create a quite simple field, with String data type. But the most important information is the checkbox “Shared”. That field indicates to SAP CDC to create that field on SAP Emarsys, and every data on this field must be replicated to Emarsys.

data. ModuloCRM_Integration_Emarsys

Type

string

Validation Type

none

☐ Encrypted - Encryption is one-way, once set this can not be undone.

Validation (regex)

E. g. ^(regex)*\$

Write Access

clientCreate

☐ Required

☒ Nullable

☒ Shared

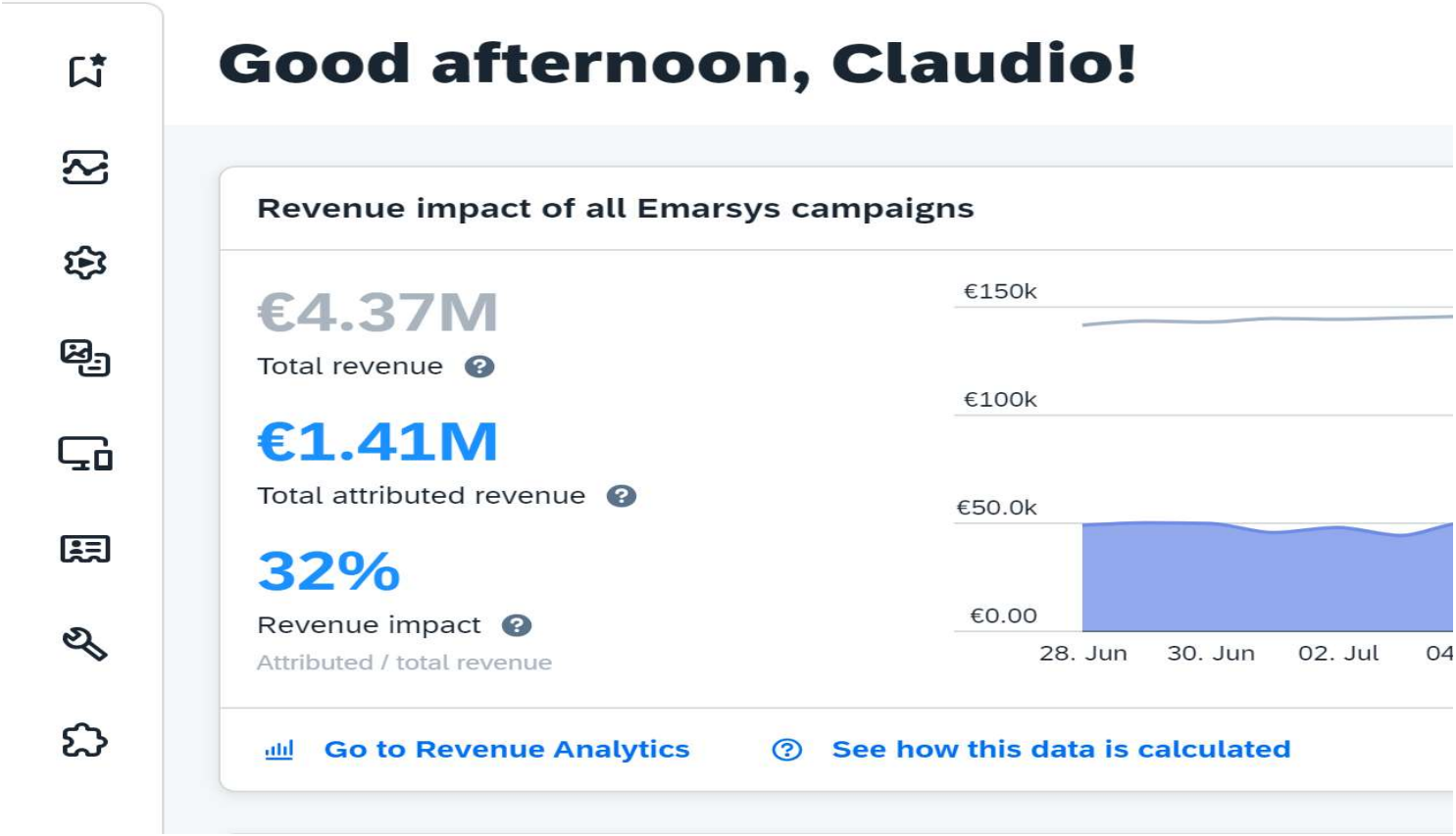
Remove Data Field

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1.5. Accessing SAP Emarsys

Now, let’s check if our new field was created appropriately in SAP Emarsys. Logging on SAP Emarsys.



Then check the field “ModuloCRM_Integration_Emarsys. It’s exist in SAP Emarsys, so far so good!!

Field Editor

Custom and System fields						Voucher fields	
modulo						Create Field	
Field ID	Field String ID	Field name	Category	Field type	Created by		
4990	cd_d_modulocrm_integration_emarsys	CD_d_ModuloCRM_Integration_Emarsys	Custom fields	Text field	admin		
Show 10 rows						1-1 of 1 (filtered from 108)	

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1.6. Evaluating the Configuration









Now, let’s test our integration. Logging on SAP CDC, and I will search for a customer.

I will edit this record and save any data on our new field.

Identity Access

Search by Email

Search


Name	Email Address	Data Center	Gender	Age	Last Updated	Identities	Actions
 Claudio Emarsys Goulart	 cjsgoulart@gmail.com		Male	54	Jul 6, 2023, 11:41:40	   	

Click the button “Edit”

INDUSTRIAS HACEB SA / modulocrm / Identity Access / Profiles

Full Account

Email Account



Claudio Emarsys Goulart
cjsgoulart@gmail.com

UID: 8175e480c1ae49a...

Actions

Verify Email Address

Resend 'Verification Email'

Send 'Reset Password Email'

Remove Identities

Reset TFA Devices

Force TFA Expiration

Unlock Account

Disable Login

Delete Account

Profile

Edit

Back to List

Account Information

Login Enabled:

Registered:

Reg Source:

https://www.modulocrm.com.br/ModuloCRMkeyrusAHTPSFull.html

Locked Out:

false

Identities:

Identities

site

googleplus

amazon

Created:

Apr 10, 2023, 20:27:10

Last Login:

Jul 6, 2023, 11:20:35

Last Update:

Jul 6, 2023, 11:41:40

Last Login Provider:

site

Last Login Location:

Last Login Location

coordinates

countryBR

Data Center:

Typing the data “Replicated from CDC” in the field below and change the name “Claudio Modulo CRM” and save the record.

Blog - Módulo CRM
Email: claudio.goulart@modulocrm.com.br

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Site : www.modulocrm.com.br

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Preferences

Privacy

Consent History

Audit Log

Username: cjsgoulart

First Name: Claudio Modulo CRM

Last Name: Goulart

Phone:

Emails:

Add Primary Email

cjsgoulart@gmail.com

cjsgoulartJJ@gmail.com

Gender: Male

Additional Phones:

Add Phone Number

Type (Optional)

+5511987105635

 Celular

Show Empty Fields

Address:

City:

State:

Zip Code: 38148241

Country: Brazil

Education:

Add Education

New York University

Harvard

Locale: en

Social Name: Claudio Goulart

Custom Information

CedulaIdentidad: 3634680

FieldCreatedOnCDC: TextReplicatedtoEmarsys

ModuloCRM_Integratio: Replicated from CDC

OrderEntry:

OrderEntry

OrderEntry [0]

OrderEntry [1]

Save

Cancel

Now, I am on SAP Emarsys, then I will lock in the same customer’s data. The customer “Claudio Modulo CRM” exists, then I will edit it.

Search Results

Save Contact List

First name	Last name	Email	Opt-in
Claudio Modulo CRM	Goulart	cjsgoulart@gmail.com	

Show

100

rows

< 1 >

The customer’s data open and I will look for the new field clicking the button on the left.

Salutation

Title

First Name

Last Name

Job Position

Company

Email

Salutation

Title

First Name

Last Name

Job Position

Company

Email

Contact source

Contact form

Registration date

Registration Language

Opt-In

Newsletter

User status

Contact source

Contact form

Registration date

Registration Language

Opt-In

Newsletter

User status

Claudio Modulo CRM Goulart

Edit

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The data “Replicated from CDC” was replicated from SAP CDC (Customer Data Cloud).

That configuration is extremely useful and didn’t request any technical approach. Cool, right? I hope you enjoy the document.

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⚙️

Mobile SMS Normalized

EMSOC-46646 Anonymous contact identifier

EMS1B-7B187 Anonymous contact identifier

EMSA9-6944F Anonymous contact identifier

CD_d_ModuloCRM_Integration_Emarsys

Replicated from CDC

History

Voucher: Prueba Voucher

brand