UPGRADE GUIDE | CUSTOMER
SAP Hybris Marketing On Premise
Document Version: 1.03 – 2018-10-11

Upgrade Guide 1709 SP01

THE BEST RUN **SAP**

Content

Document History

Before you start, make sure you have the latest version of this document. You can find the latest version at the following location:

https://help.sap.com/mkt-op ▶ *Installation and Upgrade* ⟩

> ℹ **Note**
>
> Make sure that the required version is selected in the upper right corner of the Help Portal page.

The following table provides an overview of the most important document changes.

Document History

Version	Date	Description
1.0	2018-02-05	Initial version for SAP Hybris Marketing 1709 SP01
1.01	2018-02-08	Chapter added: Check Authorization Mapping for Configurable Member Lists (1709 SP01) [page 172]
1.02	2018-07-19	Chapters added: • Configuring Digital Accounts (1709 SP01) [page 155] • Setting Up Alibaba Cloud Direct-Mail Service (1709 SP01) [page 203] • Setting Up Alibaba Cloud Short Message Service (1709 SP01) [page 203] • Creating LINE Campaigns (1709 SP01) [page 203]
1.03	2018-10-11	Chapters adapted: • New Application "Analytics and Report Gallery" (1709 SP01) [page 140] • New Application "Analytics and Report Gallery - List" (1709 SP01) [page 140]

Version	Date	Description
1.04	2019-11-21	Chapter added: Changes to Application "Import Data" (1709) [page 126]

1   Introduction

This upgrade guide describes how to upgrade the high-performance application SAP Hybris Marketing.

1.1   About this Document

This guide is for consultants and system administrators who intend to upgrade one or more of the SAP Hybris Marketing components (licenses) to 1709 SP01. It contains the main application-specific upgrade steps.

The initial installation process including the description of underlying components, interdependencies, and configuration steps is described in the Installation and Configuration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▷ Installation and Upgrade ▷

> **i** Note
>
> After SAP Hybris Marketing 1.1, support package SP05, the support package name reflects the year and month of its release (*YYMM*).

All chapters up to and including Configuring Data Management [page 114] apply to all licenses. Access to the functions of a given licence is managed via composite authorization roles.

We recommend that you proceed as follows:

- Before you start an upgrade, make sure that you are aware of all necessary steps involved. The prerequisites are mentioned in this document.
- Process the sections in the sequence in which they appear in the guide.
- You can skip a section, if it covers a support package that is lower than, or equal to the support package you are starting out from when you carry out the upgrade.

  > **⁂** Example
  >
  > You want to upgrade from 1611 to the most current release. You can skip all sections referring to support packages lower than, or equal to 1611.

- You can skip a chapter, if it covers a license that you have not purchased (see the list of licenses below).

> **i** Note
>
> In the PDF version of this guide, some links to certain topics may be missing. All links are available in the HTML version of the guide.

1.2 Feedback

We'd really like to know what you think of the quality, structure or content of this guide. Please send your feedback to us at mailto:feedback4sapmarketing@sap.com.

1.3 Licenses of SAP Hybris Marketing

SAP Hybris Marketing contains the following licenses that can be purchased separately:

- SAP Hybris Marketing Data Management (mandatory)
- SAP Hybris Marketing Insight
- SAP Hybris Marketing Segmentation
- SAP Hybris Marketing Recommendation
- SAP Hybris Marketing Planning
- SAP Hybris Marketing Acquisition

Any licensing of SAP Hybris Marketing includes the marketing platform SAP Hybris Marketing Data Management. In addition, the common objects such as Target Group, Campaign, Interaction, Export Definition, Predictive Model, or User Lists are always available regardless of the purchased license.

For a brief description of the SAP Hybris Marketing licenses and the corresponding applications, see Applications and Price List Components on the SAP Help Portal at:

https://help.sap.com/mkt-op ▷ *Application Help* ▷ *SAP Hybris Marketing* ▷

1.4 Rearrangements in SAP Hybris Marketing

1.4.1 Renaming to SAP Hybris Marketing (1502)

As of February 2015, *SAP Customer Engagement Intelligence* has been renamed to SAP Hybris Marketing. The support package description has been changed from *SP<XY>* to a description reflecting the availability date: *1502* (which means: Available in February 2015).

In addition, the following objects and applications have been renamed:

New Name	Former Name
Campaign	Initiative
CRM Campaign	Campaign
Campaign Content	Marketing Engagement

New Name	Former Name
Manage Content Templates	Manage Template Catalog
Manage Campaign Content	Manage Marketing Engagement
Analyze Campaign Content	Analyze Marketing Engagement
My Marketing Budget	My Marketing Planning
Release Campaign	Release Initiative

1.4.2 Renaming of Worksets (1502 (SP06))

With SAP Hybris Marketing (1502 (SP06)), the following worksets have been renamed or newly introduced:

Name of Workset (SP05)	Subworksets (SP05)	Name of Workset (SP06)	Subworksets (SP06)
Audience Discovery and Targeting	Segmentation	**Audience Discovery and Targeting**	Segmentation
	Segmentation Models		Segmentation Models
	Segmentation Building Blocks		Building Blocks (Renamed)
			Target Groups
Target Groups			Release Target Groups (New)
Social Contact Intelligence	Contact Engagement	**Customer Data Management**	Contact Engagement
	Sentiment Engagement		Sentiment Engagement
	Import		Relationship Analysis - Presales
			Relationship Analysis - Sales
			Stratification
			Margin Decomposition
			Accounts
Customer Value Intelligence	Relationship Analysis - Presales		Import
	Relationship Analysis - Sales		

Name of Workset (SP05)	Subworksets (SP05)	Name of Workset (SP06)	Subworksets (SP06)
	Stratification		
	Margin Decomposition		
Accounts			
Initiatives		**Campaign Management**	Calendar (New)
			Campaigns (Renamed; formerly *Initiatives*)
			Content Templates (New)
			Campaign Content (New)
			Analysis (New)
			Release Campaigns (New)
Export Definitions			Export Definitions
Predictive Models		**Predictive Intelligence**	Predictive Models
			Recommendation Models (New)
			Recommendation Model Types (New)
			Recommendation Scenarios (New)
		Business Administration (New)	User Lists (New)

1.4.3 Renaming of Worksets (1505)

With SAP Hybris Marketing 1505, the following worksets have been renamed:

Former Name of Workset	New Name of Workset	Subworkset
Customer Data Management	**Data Management**	Contact Engagement
		Contacts
		Sentiment Engagement

Former Name of Workset	New Name of Workset	Subworkset
		Customer Journey Insight
		Accounts
		Import
	Insight	Relationship Analysis - Presales
		Relationship Analysis - Sales
		Stratification
		Margin Decomposition
Audience Discovery and Targeting	**Segmentation**	Segmentation
		Segmentation Models
		Building Blocks
		Target Groups
		Release Target Groups
Campaign Management	**Campaigns**	Calendar
		Campaigns
		Content Templates
		Campaign Content
		Analysis
		Release Campaigns
		Export Definitions
Marketing Planning	**Planning**	Budget Planning
		Spend Quick Entry
		Detailed Spend Planning
Predictive Intelligence	**Recommendation**	Predictive Models
		Recommendation Models
		Recommendation Model Types
		Recommendation Scenarios

Former Name of Workset	New Name of Workset	Subworkset
Business Administration	**Business Administration**	User Lists

1.4.4 New Workset Structure (1508)

With SAP Hybris Marketing 1508, worksets have been rearranged and new worksets have been added. For an overview of the 1508 workset structure, see the table below (changes to the 1505 workset structure are marked).

Workset	Subworkset
Data Management	Contact Engagement
	Contacts
	Sentiment Engagement
	Customer Journey Insight
	Corporate Accounts **(new name; former name in 1505: *Accounts*)**
	Import
Insight	Dashboard **(new subworkset in 1508)**
	Relationship Analysis - Presales
	Relationship Analysis - Sales
	Stratification
	Margin Decomposition
Segmentation	Segmentation
	Segmentation Models
	Building Blocks
	Target Groups
	Release Target Groups
Campaigns	Calendar
	Campaigns
	Content Library **(new name; former name in 1505: *Campaign Content*)**

Workset	Subworkset
	Template Library **(new name; former name in 1505: _Content Templates_)**
	Confirmation Messages **(new subworkset in 1508)**
	The _Analysis_ subworkset has been removed. The corresponding content is included in the _General Information_ **facet of the** _Campaign_ **fact sheet..**
	Release Campaigns
	Sender Profiles **(new subworkset in 1508)**
	Export Definitions
Planning	Budget Planning
	Programs **(new subworkset in 1508)**
	Calendar
	Spend Quick Entry
	Detailed Spend Planning
Recommendation	Predictive Models
	Recommendation Models
	Recommendation Model Types
	Recommendation Scenarios
	Offers **(new subworkset in 1508)**
Business Administration	User Lists

1.4.5 New Workset Structure (1511)

With SAP Hybris Marketing 1511, worksets have been rearranged and new worksets have been added. For an overview of the 1511 workset structure, see the table below (changes to the 1508 workset structure are marked).

Workset	Subworkset
Data Management	Contact Engagement
	Contacts

Workset	Subworkset
	Sentiment Engagement
	Customer Journey Insight
	Corporate Accounts
	Predictive Models **(subworkset has been moved from *Recommendation* workset)**
	Import Data **(new name; former name in 1508: *Import*)**
Segmentation	Segmentation
	Segmentation Models
	Building Blocks
	Target Groups
	Release Target Groups
Campaigns	Calendar
	Campaigns
	Content Library **(new name; former name in 1505: *Campaign Content*)**
	Template Library **(new name; former name in 1505: *Content Templates*)**
	Confirmation Messages
	Landing Pages **(new subworkset in 1511)**
	Release Campaigns
	Sender Profiles
	Export Definitions
	Communication Categories and Limits **(new subworkset in 1511)**
Planning	Budget Planning
	Programs
	Calendar
	Spend Quick Entry
	Detailed Spend Planning

Workset	Subworkset
Recommendation	Manage Recommendations **(new subworkset in 1511)**
	Recommendation Models
	Recommendation Model Types
	Recommendation Scenarios
	Recommendation Algorithm Defaults **(new subworkset in 1511)**
	Manage Offer Recommendations **(new subworkset in 1511)**
	Offers
	Predictive Scenarios **(new subworkset in 1511)**
Insight *(workset has been moved)*	Dashboard
	Relationship Analysis - Presales
	Relationship Analysis - Sales
	Stratification
	Margin Decomposition
	Import Data for Analytics **(new subworkset in 1511)**
Business Administration	User Lists
	Interaction Interests **(new subworkset in 1511)**
	Marketing Attribute Categories **(new subworkset in 1511)**

1.4.6 New Workset Structure (1602)

With SAP Hybris Marketing 1602, worksets have been rearranged and new worksets have been added. For an overview of the 1602 workset structure, see the table below (changes to the 1511 workset structure are marked).

Workset	Subworkset
Data Management	Contact Engagement
	Contacts
	Sentiment Engagement
	Customer Journey Insight
	Corporate Accounts
	Simple Scores **(new subworkset in 1602)**
	Predictive Models
	Import Data
	Audiences **(new subworkset in 1602)**
	Competitors **(new subworkset in 1602)**
Segmentation	Segmentation
	Segmentation Models
	Building Blocks
	Target Groups
	Release Target Groups
Campaigns	Calendar
	Campaigns
	Content Studio **(new subworkset; includes the content of the following former (1511) subworksets:** • *Content Library* • *Template Library* • *Landing Pages*
	The *Content Library* **subworkset has been removed. The corresponding content is included in the new** *Content Studio* **; see above.**
	The *Template Library* **subworkset has been removed. The corresponding content is included in the new** *Content Studio* **; see above.**
	Activate Confirmations **(new name; former name in 1511:** *Confirmation Messages***)**

Workset	Subworkset
	The *Landing Pages* subworkset has been removed. The corresponding content is included in the new *Content Studio* ; see above.
	Release Campaigns
	Sender Profiles
	Export Definitions
	Communication Categories and Limits
	Provider Credentials **(new subworkset in 1602)**
Planning	Budget Planning
	Programs
	Calendar
	Spend Quick Entry
	Detailed Spend Planning
Recommendation	Manage Recommendations
	Recommendation Models
	Recommendation Model Types
	Recommendation Scenarios
	Recommendation Algorithm Defaults
	Manage Offer Recommendations
	Offers
Insight	Dashboard
	Relationship Analysis - Presales
	Relationship Analysis - Sales
	Stratification
	Margin Decomposition
	Import Data for Analytics
Lead Management	Lead Dashboard **(new subworkset in 1602)**

Workset	Subworkset
(new workset with 1602)	Lead Scores **(new subworkset in 1602)**
	Lead Stages **(new subworkset in 1602)**
Business Administration	Business User Administration (subworkset for SAP Fiori app *Maintain Business Users*)
	User Lists
	Interaction Interests
	Marketing Attribute Categories
	Integration Errors **(new subworkset in 1602)**
	Application Log **(new subworkset in 1602)**
	Customer Journey Events **(new subworkset in 1602)**

1.4.7 Launching SAP Hybris Marketing Using the SAP Fiori Launchpad (1605)

As of 1605, you must launch all SAP Hybris Marketing applications using the SAP Fiori launchpad. Organized by business user role, the SAP Fiori launchpad is the central entry hub to all SAP Hybris Marketing apps, where users access apps via tiles. Within the launchpad are services for navigation, personalization, single sign-on, and search. The launchpad and the tiles are flexible and can be adapted to your needs.

> **i Note**
>
> If you've used personalization, an upgrade with changes to business catalogs can result in missing or invalid tiles. You have two options to correct this. In the SAP Fiori launchpad go to *Personalization*, and take one of the following actions:
>
> - Delete the corrupted tile, and create a new one with the correct business catalog.
> - Select *Reset to Default* to return to the SAP standard.

> **⚠ Caution**
>
> From 1605 to 1608, the former shell with its application menu (worksets and subworksets) was not discontinued and could still be used. With 1611, the shell has been discontinued (see section Discontinuation of Former Shell (1611) [page 28]).

Required Adaptations for the Use of the SAP Fiori Launchpad

To make all applications available in the SAP Fiori launchpad for your users, you have to carry out a few steps such as replacing the business catalog roles for your applications. These steps are collected and described in section Using the SAP Fiori Launchpad [page 64].

Business Groups and Applications in the SAP Fiori Launchpad

The display of applications in the SAP Fiori launchpad is arranged differently as in the former shell. Worksets are replaced by business groups, while applications are not realized as subworksets but are depicted as tiles in business groups.

To control business groups and business catalogs in the SAP Fiori launchpad, you use the SAP Fiori launchpad designer. For example, you can adapt text labels, tailor business groups differently, or define own applications. For information about the launchpad designer, see section of the SAP NetWeaver AS for ABAP 7.52 documentation on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *SAP NetWeaver AS for ABAP 7.52 for Foundation 1709, version for SAP HANA* ▶ *Function-Oriented View* ▶ *UI Technologies in SAP NetWeaver* ▶ *SAP Fiori Launchpad* ▶ *Administration Guide* ▶ *Initial Setup of the Launchpad* ▶ *Initial Setup of the Launchpad Designer* ▶

The following tables gives an overview of the standard setup of business groups and applications according to business roles:

Available Business Groups and Applications for Marketing Experts

Business Group	Application/Tile	Name and Location of Application in Former Shell (if Deviating from Business Group/ Application Name)	Available When the Following License is Active
Data Management	Contact Engagement		SAP Hybris Marketing Data Management
	Contacts		Cross component; available regardless of license
	Sentiment Engagement		SAP Hybris Marketing Data Management
	Customer Journey Insight		
	Corporate Accounts		Cross component; available regardless of license
	Predictive Models		
	Score Builder		SAP Hybris Marketing Data Management

Business Group	Application/Tile	Name and Location of Application in Former Shell (if Deviating from Business Group/ Application Name)	Available When the Following License is Active
Segmentation	Segmentation Modelling	Workset *Segmentation*; sub-workset *Segmentation*	SAP Hybris Marketing Segmentation
	Segmentation Models		
	Segmentation Building Blocks	Workset *Segmentation*; sub-workset *Building Blocks*	
	Target Groups		Cross component; available regardless of license
Campaign Management (former *Campaigns* workset	Campaigns	Workset *Campaigns*; subworkset *Campaigns*	Cross component; available regardless of license
	My Marketing Calendar	Workset *Campaigns*; subworkset *Calendar*	SAP Hybris Marketing Acquisition
	Content Studio		
	Activate Confirmations		
Spend Management and Programs (former *Planning* workset)	My Marketing Spend – Quick Entry	Workset *Planning*; subworkset *Spend Quick Entry*	SAP Hybris Marketing Planning
	My Marketing Spend – Details	Workset *Planning*; subworkset *Detailed Spend Planning*	
	My Marketing Calendar	Workset *Planning*; subworkset *Calendar*	
	Programs		
Recommendation	Manage Recommendations		SAP Hybris Marketing Recommendation
	Recommendation Scenarios		
	Manage Offer Recommendations		
	Offers		
Insight	Behavior Insight **(new application in 1605)**	n.a.	SAP Hybris Marketing Insight

Business Group	Application/Tile	Name and Location of Application in Former Shell (if Deviating from Business Group/ Application Name)	Available When the Following License is Active
	Relationship Analysis - Presales		
	Relationship Analysis – Sales		
	Stratification		
	Margin Decomposition		
Lead Management	Lead Dashboard		SAP Hybris Marketing Insight
	Lead Scores		SAP Hybris Marketing Data Management
	Leads Stages		

Additional Tiles in Business Group "Insight" for Marketing Experts

In the *Insight* business group, you are provided with additional tiles that used to be located under the *Home* workset in the former shell. As a prerequisite to display the tiles, the SAP Hybris Marketing Insight license must be active.

The following tiles are additionally available in the *Insight* business group:

- Top Cross-Selling Recommendations
- Unsatisfied Customers
- Customers with Critical Churn Rate
- Customers with High Lifetime Value
- Customers with Gross Margin Increase
- Customers with Gross Margin Decrease
- Customers with Pocket Margin Increase
- Customers with Pocket Margin Decrease
- Product Groups with Revenue Increase
- Product Groups with Revenue Decrease
- Products with Revenue Increase
- Products with Revenue Decrease
- Marketing-Generated Revenue in EUR
- Marketing-Gen. Revenue of Top 3 Countries in EUR
- Marketing-Generated Leads
- Marketing-Generated Sales Pipeline in EUR
- Marketing-Generated Opportunities

Available Business Groups and Applications for Marketing Managers

Business Group	Application/Tile	Name and Location of Application in Former Shell (if Deviating from Business Group/Application Name)	Available When the Following License is Active
Marketing Manager – Quick Launch	Marketing Process	*Home* workset	Cross component; available regardless of license
	Release Target Groups	Workset *Segmentation*; sub-workset *Release Target Groups*	SAP Hybris Marketing Data Management
	Release Campaigns	Workset *Campaigns*; sub-workset *Release Campaigns*	
	My Marketing Budget	Workset *Planning*; subworkset *Budget Planning*	SAP Hybris Marketing Planning
	My Marketing Calendar	Workset *Planning*; subworkset *Calendar*	
	Programs	Workset *Planning*; subworkset *Programs*	
	My Marketing Spend – Details	Workset *Planning*; subworkset Detailed Spend Planning	

Available Business Groups and Applications for Marketing Executives

Business Group	Application/Tile	Name and Location of Application in Former Shell (if Deviating from Business Group/Application Name)	Available When the Following License is Active
Marketing - Executive Dashboard	Marketing Executive Dashboard	Workset *Insight*; subworkset *Dashboard*	SAP Hybris Marketing Insight

Available Business Groups and Applications for Business Analysts

Business Group	Application/Tile	Name and Location of Application in Former Shell (if Deviating from Business Group/Application Name)	Available When the Following License is Active
Recommendation Modelling	Recommendation Models	Workset *Recommendation*; subworkset *Recommendation Models*	SAP Hybris Marketing Recommendation
	Recommendation Model Types	Workset *Recommendation*; subworkset *Recommendation Model Types*	
	Recommendation Scenarios	Workset *Recommendation*; subworkset *Recommendation Scenarios*	
	Recommendation Algorithm Defaults	Workset *Recommendation*; subworkset *Recommendation Algorithm Defaults*	
Predictive Model Management	Predictive Models	Workset *Data Management*; subworkset *Predictive Models*	SAP Hybris Marketing Data Management

Available Business Groups and Applications for Administrators – Marketing

Business Group	Application/Tile	Name and Location of Application in Former Shell (if Deviating from Business Group/Application Name)	Available When the Following License is Active
Business Administration	Interaction Interests		SAP Hybris Marketing Data Management
	User Lists		
	Marketing Attribute Categories		
	Map Free Texts **(new application in 1605)**	n.a.	
	Customer Journey Events		
	Application Log		
	Integration Errors		

Business Group	Application/Tile	Name and Location of Application in Former Shell (if Deviating from Business Group/Application Name)	Available When the Following License is Active
Import Data	Import Data	Workset *Data Management*; subworkset *Import Data*	SAP Hybris Marketing Data Management
	Import Data for Analytics	Workset *Insight*; subworkset *Import Data for Analytics*	
	Audiences	Workset *Data Management*; subworkset *Audiences*	
	Competitors	Workset *Data Management*; subworkset *Competitors*	
Segmentation and Campaign Configuration	Segmentation Configuration **(new application in 1605)**	n.a.	SAP Hybris Marketing Segmentation
	Sender Profiles	Workset *Campaigns*; subworkset *Sender Profiles*	SAP Hybris Marketing Acquisition
	Provider Credentials	Workset *Campaigns*; subworkset *Provider Credentials*	
	Communication Categories and Limits	Workset *Campaigns*; subworkset *Communication Categories and Limits*	
	Export Definitions	Workset *Campaigns*; subworkset *Export Definitions*	SAP Hybris Marketing Data Management

Available Business Groups and Applications for User Administrators – Marketing

Business Group	Application/Tile	Name and Location of Application in Former Shell (if Deviating from Business Group/Application Name)	Available When the Following License is Active
Business Administration	Business User Administration	Workset *Business Administration*; subworkset *Business User Administration* (subworkset for SAP Fiori app *Maintain Business Users*)	SAP Hybris Marketing Data Management

Available Business Groups and Applications for Sales Representatives

Business Group	Application/Tile	Name and Location of Application in Former Shell (if Deviating from Business Group/Application Name)	Available When the Following License is Active
Sales – Marketing Information	Marketing Insight for Sales (new application in 1605)	n.a.	SAP Hybris Marketing Data Management

1.4.7.1 Discontinuation of Former Shell (1611)

With 1611, the former shell with its application menu (worksets and subworksets) is discontinued and not any longer supported. After the upgrade, it is not possible to launch SAP Hybris Marketing applications any longer using the former shell.

> **i Note**
>
> If you still use the former shell and did not switch to the SAP Fiori launchpad yet, you must carry out a few steps such as replacing the business catalog roles for your applications to make all applications available in the SAP Fiori launchpad for your users.
>
> These steps are collected and described in section .

1.4.8 Renaming within SAP Hybris Marketing (1608)

With 1608, the following business groups and applications have been renamed:

New Name of Business Group	Former Name of Business Group	New Name of Application	Former Name of Application
Contacts and Profiles	*Data Management*	Profile Dashboard	*Contact Engagement*
		Predictive Studio	*Predictive Models*
		Score Builder	*Simple Scores*
Campaign Management	*Campaigns*		

1.4.9 New Applications and Structure Changes (1608)

With 1608, some applications have been rearranged and others have been added. For an overview of the 1608 application structure, see the tables below.

Available Business Groups and Applications for Marketing Experts

Business Group	Application	Available When the Following License is Active
Quick Launch	Marketing Process	Cross component; available regardless of license
	Recent Items	
	Search	
	Active Contacts - Last four weeks	
	Contacts	
	Active Campaigns	
	Campaigns	
	Score Builder (former *Simple Scores*)	SAP Hybris Marketing Data Management
	Predictive Studio (former *Predictive Models*)	
	Segmentation Models	SAP Hybris Marketing Segmentation
	Create Segmentation Model	
	Content Studio	SAP Hybris Marketing Acquisition
	My Marketing Calendar	
	Manage Recommendations	SAP Hybris Marketing Recommendation
	Application Help	Cross component; available regardless of license
Contacts and Profiles (former *Data Management*)	Profile Dashboard (former *Contact Engagement*)	SAP Hybris Marketing Data Management
	Profiles **(new application in 1608)**	Cross component; available regardless of license
	Contacts	
	Active Contacts - Last 4 Weeks	SAP Hybris Marketing Data Management
	Corporate Accounts	Cross component; available regardless of license

Business Group	Application	Available When the Following License is Active
	Profile Graph **(new application in 1608)**	Extended Marketing Applications (SAP Hybris as a Service Extensions)
	Predictive Studio (former *Predictive Models*)	SAP Hybris Marketing Data Management
	Score Builder (former *Simple Scores*)	
	Consumer Insight 365 (tile available in technical catalog only)	
	Digital Accounts (for WeChat - new application in 1608; tile available in technical catalog only)	
Insight	Behavior Insight	SAP Hybris Marketing Insight
	Sentiment Engagement (moved in 1608 from *Contacts and Profiles* (former *Data Management*))	SAP Hybris Marketing Data Management
	Customer Journey Insight (moved in 1608 from *Contacts and Profiles* (former *Data Management*))	
	Marketing-Generated Revenue in EUR (tile available in technical catalog only)	SAP Hybris Marketing Insight
	Marketing-Generated Revenue of Top 3 Countries in EUR (tile available in technical catalog only)	
	Marketing-Generated Leads (tile available in technical catalog only)	
	Marketing-Generated Sales Pipeline in EUR (tile available in technical catalog only)	
	Marketing-Generated Opportunities (tile available in technical catalog only)	
Segmentation	Segmentation Modeling	SAP Hybris Marketing Segmentation
	Segmentation Models	
	Segmentation Building Blocks	
	Target Groups	Cross component; available regardless of license
Spend Management and Programs	My Marketing Spend - Quick Entry	SAP Hybris Marketing Planning
	My Marketing Spend - Details	

Business Group	Application	Available When the Following License is Active
	My Marketing Calendar	
	Program	
Campaign Management (former *Campaigns*)	Campaigns	Cross component; available regardless of license
	My Marketing Calendar	SAP Hybris Marketing Acquisition
	Content Studio	
	Activate Email Confirmations	
	Customer Journey Manager **(new application in 1608)**	Extended Marketing Applications (SAP Hybris as a Service Extensions)
Lead Management	Lead Dashboard	SAP Hybris Marketing Insight
	Score Builder (former *Simple Scores*)	SAP Hybris Marketing Data Management
	Lead Stages	
	Transfer Leads **(new application in 1608)**	
Recommendation	Manage Recommendations	SAP Hybris Marketing Recommendation
	Recommendation - Scenarios	
	Manage Offer Recommendation	
	Offers	
Loyalty Management (new business group in 1608)	Loyalty **(new application in 1608)**	Extended Marketing Applications (SAP Hybris as a Service Extensions)
Customer Value Intelligence (new business group in 1608)	Relationship Analysis - Presales (moved in 1608 from *Insight*)	SAP Hybris Marketing Insight
	Relationship Analysis - Sales (moved in 1608 from *Insight*)	
	Stratification (moved in 1608 from *Insight*)	
	Margin Decomposition (moved in 1608 from *Insight*)	
	Top Cross-Selling Recommendations (moved in 1608 from *Insight*)	

Business Group	Application	Available When the Following License is Active
	Unsatisfied Customers (moved in 1608 from *Insight*)	
	Customers with Critical Churn Rate (moved in 1608 from *Insight*)	
	Customers with High Lifetime Value (moved in 1608 from *Insight*)	
	Customers with Gross Margin Increase (moved in 1608 from *Insight*)	
	Customers with Gross Margin Decrease (moved in 1608 from *Insight*)	
	Customers with Pocket Margin Increase (moved in 1608 from *Insight*)	
	Customers with Pocket Margin Decrease (moved in 1608 from *Insight*)	
	Product Groups with Revenue Increase (moved in 1608 from *Insight*)	
	Product Groups with Revenue Decrease (moved in 1608 from *Insight*)	
	Products with Revenue Decrease (moved in 1608 from *Insight*)	
	Products with Revenue Increase (moved in 1608 from *Insight*)	

Available Business Groups and Applications for Marketing Managers

Business Group	Application	Available When the Following License is Active
Marketing Manager – Quick Launch	Release Target Groups	SAP Hybris Marketing Data Management
	Marketing Approvals **(new application in 1608)**	SAP Hybris Marketing Planning
	Manage Workflows **(new application in 1608)**	
	My Marketing Budget	

Business Group	Application	Available When the Following License is Active
	My Marketing Calendar	
	Programs	
	My Marketing Spend - Details	
	Application Help	Cross component; available regardless of license

Available Business Groups and Applications for Marketing Executives

Business Group	Application	Available When the Following License is Active
Marketing Executive Dashboard	Marketing Executive Dashboard	SAP Hybris Marketing Insight

Available Business Groups and Applications for Business Analysts

Business Group	Application	Available When the Following License is Active
Recommendation Modeling	Recommendation Models	SAP Hybris Marketing Recommendation
	Recommendation Model Types	
	Recommendation Scenarios	
	Recommendation Algorithm Defaults	
Predictive Model Management	Predictive Studio (former *Predictive Models*)	Cross component; available regardless of license

Available Business Groups and Applications for Administrators - Marketing

Business Group	Application	Available When the Following License is Active
Business Administration	Interaction Interests	SAP Hybris Marketing Data Management
	User Lists	
	Marketing Attribute Categories	
	Map Free Texts	
	Dimension Relationships **(new application in 1608)**	
	Customer Journey Events	
	Integration Errors	
	Application Log	
Import Data	Import Data	SAP Hybris Marketing Data Management
	Import Data for Analytics	
	Audiences	
	Competitors	
Segmentation and Campaign Configuration	Segmentation Configuration	SAP Hybris Marketing Segmentation
	Sender Profiles	SAP Hybris Marketing Acquisition
	Provider Credentials	
	Communication Categories and Limits	
	Export Definitions	Cross component; available regardless of license
Extensibility and Adaptability (new business group in 1608)	Custom Fields and Logic **(new application in 1608)**	SAP Hybris Marketing Data Management
	Configure Software Packages **(new application in 1608)**	
	Register Extension for Transport **(new application in 1608)**	

Business Group	Application	Available When the Following License is Active
	Manage Images **(new application in 1608)**	

Available Business Groups and Applications for User Administrators - Marketing

Business Group	Application	Available When the Following License is Active
Business Administration	Business User	SAP Hybris Marketing Data Management

Available Business Groups and Applications for Sales Representatives

Business Group	Application	Available When the Following License is Active
Sales - Marketing Information	Marketing Insight for Sales	SAP Hybris Marketing Data Management

1.4.10 New Applications and Changes in the SAP Fiori Launchpad (1611)

Changes to Business Groups and Tiles

The following table gives you an overview of the changes to business groups and tiles in the SAP Fiori launchpad. If you have used personalization previously, you might not see the new tiles. You can add them in the SAP Fiori launchpad personalization using the *App Finder*.

What looks different for the marketing expert

Business Group	Application	Changes by Type
Quick Launch	*Customer Journey Manager*	new in this group
	Marketing Calendar (fka My Marketing Calendar)	renamed

Business Group	Application	Changes by Type
Contacts and Profiles	*Marketing Locations*	new
Segmentation	*Target Groups* Quick Launch	new
	Template-Based Segmentation	new
Campaign Management	*Marketing Calendar* (fka My Marketing Calendar)	renamed
Spend Management	*Marketing Calendar* (fka My Marketing Calendar)	renamed
	Detailed Campaign Spend (fka My Marketing Spend - Details)	renamed
	Quick Campaign Spend (fka My Marketing Spend - Quick Entry)	renamed

What looks different for the marketing manager

Business Group	Application	Type of Change
Marketing Manager - Quick Launch	*Marketing Calendar* (fka My Marketing Calendar)	renamed
	Budget Plans (fka My Marketing Budget)	renamed
	Detailed Campaign Spend (fka My Marketing Spend - Details)	renamed

What looks different for the marketing administrator

Business Group	Application	Type of Change
Business Administration	*Manage Interests* (fka Interaction Interests)	renamed
Extensibility and Adaptability	*Add Custom Fields To Segmentation*	new

Changes to Business Catalog Roles

Business Catalog Role/Description	Type of Change
Cross Application Components, Campaign Management, Release, Planning, Approvals, Recommendation Modeling, Business Administration, Sales - Marketing Information	The new business catalog *SAP_CEC_BC_MKT_COM_OP* has been added to enable the web assistant help.

1.4.11 New Applications and Changes in the SAP Fiori Launchpad (1702)

Changes to Business Groups and Tiles

The following table gives you an overview of the changes to business groups and tiles in the SAP Fiori launchpad. If you have used personalization previously, you might not see the new tiles. You can add them in the SAP Fiori launchpad personalization using the *App Finder*.

What Looks Different for the Marketing Expert

Business Group	Application	Changes by Type
Contacts and Profiles	*Predictive Studio*	Replaced by new app with same functionality

What Looks Different for the Business Analyst

Business Group	Application	Changes by Type
Predictive Model Management	*Score Builder*	New in this group

Changes to Business Catalog Roles

Business Catalog Role/Description	Type of Change
SAP_CEI_CPM_FLP To access the business group *Campaigns* of SAP Hybris Marketing from the SAP Fiori launchpad.	Already with 1611 the new catalog SAP_CEC_BC_MKT_CPM1_OP has been introduced to enable a new flow-based campaign. You can either continue to use the business catalog SAP_CEC_BC_MKT_CPM_OP for the classic campaign, or use the new one instead. It is also possible to use both in parallel.

1.4.12 New Applications and Changes in the SAP Fiori Launchpad (1709)

Changes to Business Groups and Tiles

The following table gives you an overview of the changes to business groups and tiles in the SAP Fiori launchpad. If you have used personalization previously, you might not see the new tiles. You can add them in the SAP Fiori launchpad personalization using the *App Finder*, or just reset your personalized group.

What Looks Different for the Marketing Expert

Business Group	Application	Changes by Type
Contacts and Profiles	*Profile Live Dashboard*	New tile in business catalog *Extended Marketing Applications* (YaaS Extensions) to launch the corresponding YaaS application
Marketing Data	*Products - Use and Resonance*	New business group and new app
	Digital Accounts	Moved to this group.
	Marketing Location	Moved from business group *Contacts and Profiles* to business group *Marketing Data*.
Campaign Management	*Abakus - Attribution*	New App
	Campaigns	*Detailed Campaign Spend* is now included in *Campaigns*.
Recommendation	*Manage Coupons*	New app
Lead Management	*Lead Dashboard*	App now based on SAP Analytics Cloud

What Looks Different for the Marketing Executive

Business Group	Application	Changes by Type
Marketing Executive Dashboard	*Marketing Executive Dashboard*	App now based on SAP Analytics Cloud

What Looks Different for the Administrator Marketing

Business Group	Application	Changes by Type
Data Stewardship	*Inspect Contact*	New app
	Contacts	App also made available to the administrator
Import Data	*Brands*	New app
Segmentation and Campaign Configuration	*Target Group Configuration*	New app
	Suppression Rules	New app
	Campaign Execution Whitelist	New app
Extensibility and Adaptability	*Add Custom Business Object to Segmentation*	New app
Extensibility and Adaptability	*Custom Business Object*	New app

1.4.13 New Applications and Changes in the SAP Fiori Launchpad (1709 SP01)

Changes to Business Groups and Tiles

The following table gives you an overview of the changes to business groups and tiles in the SAP Fiori launchpad. If you have used personalization previously, you might not see the new tiles. You can add them in the SAP Fiori launchpad personalization using the *App Finder*, or just reset your personalized group.

What Looks Different for the Marketing Expert

Business Group	Application	Changes by Type
Quick Launch	*Analytics and Report Gallery*	New app and new catalog SAP_CEI_BCR_ARG_OP
Quick Launch	*Analytics and Report Gallery - List*	New app and new catalog SAP_CEI_BCR_ARG_OP This app is not in the *Quick Launch* group by default, you can add it by personalization.
Contacts and Profiles	*Profile Streaming*	New app Shows an interactive cross-channel view of contact interactions over time.
	Contact Profile	New app version of the contact profile with enhanced user experience and extensibility functions. To access this app you must assign the SAP_CEI_BCR_CFS1_OP role to your users.
Marketing Data	*Marketing Agencies*	New app and new catalog SAP_CEC_BC_MKT_AGC_OP

What Looks Different for the Marketing Manager

Business Group	Application	Changes by Type
Planning	*Marketing Plans*	New app
Planning	*Campaigns*	App was also made available for the manager

What Looks Different for the Administrator Marketing

Business Group	Application	Changes by Type
Data Stewardship	*Analyze Contact Origin Data*	New app

New Business Role: Analytics Specialist

Business Group	Application	Changes by Type
Extensibility and Adaptability	*Analytics and Report Gallery - List*	New app and new catalog SAP_CEI_BCR_ARG_OP

Changes to Catalogs

Business Group	Business Catalog	Catalog	Type of Change
Marketing Data	*Marketing - Agency Business*	SAP_CEI_BCR_AGC_OP	New catalog
Analytics and Reporting	*Analytics and Reporting*	SAP_CEI_BCR_ARG_OP	New catalog
Import External Recommendation Models	*Import External Recommendation Models*	SAP_CEC_BC_MKT_API_EXTER-NAL_RECO_OP	New catalog
API for Agreements	*API for Agreements*	SAP_CEC_BC_MKT_API_AGR_OP	New catalog

Changes to Single Roles

Description	Single Role	Type of Change
Marketing Data	SAP_CEI_BATCH_PROGRAMS	New role for batch users
Contact Profile UI	SAP_CEI_BCR_CFS1_OP	New role
Customer Attribution Success Data Import	SAP_CEI_CMPGN_SUCCESS_IMPORT	New role added to composite role SAP_MARKETING_EX-PERT

Description	Single Role	Type of Change
Marketing Agencies	SAP_CEI_BCR_AGC_OP	New role added to composite roles: • SAP_MARKET-ING_EXPERT • SAP_MARKET-ING_SPEND_MGMT_PROG
Mobile Push Notifications for Campaign Success	SAP_CEI_MOBILE_PUSH_CPG	New role
Analysis for Contact Subscription	SAP_CEI_CONTACT_SUBSCRIPTION	New role
Segmentation	SAP_CEI_BCR_SEG1_OP	New role added to composite role SAP_MARKETING_EX-PERT

Changes to API Roles

Description	Single Role	Type of Change
Access Agreements	SAP_CEI_API_AGREEMENT	New role
Access Campaigns	SAP_CEI_API_CAMPAIGN	New role
Access Campaign Message	SAP_CEI_API_CAMPAIGN_MESSAGE Access Campaign Message	New role
Access Export Definition	SAP_CEI_API_EXPORT_DEFINITION Access Export Definition	New role
Access Location	SAP_CEI_API_INTERACTION Access Interactions	New role
Customer Attribution Success Data Import	SAP_CEI_API_INTERACTN_CONTACT Access Interaction Contacts (Corporate Accounts and Contacts)	New role
Access Location	SAP_CEI_API_LOCATION	New role
Access Offers	SAP_CEI_API_OFFER	New role

Description	Single Role	Type of Change
Access Product Hierarchies	SAP_CEI_API_PRODCAT_HIERARCHY	New role
Access Products	SAP_CEI_API_PRODUCT	New role
Access Programs	SAP_CEI_API_PROGRAM	New role
Access Scores	SAP_CEI_API_SCORE	New role
Access Target Group	SAP_CEI_API_TARGET_GROUP	New role

1.5   Integration

SAP Hybris Marketing, release 1709 SP01, is based on the SAP HANA appliance software, in particular the SAP HANA database, and the Foundation 1709 FPS01 on AS ABAP 7.52 SP01, version for SAP HANA.

As part of the upgrade procedure, you upgrade the SAP NetWeaver AS ABAP system, on which SAP Hybris Marketing runs, from SAP NetWeaver 7.5 SPx to the latest available support package of the Foundation 1709. This Foundation upgrade is executed in parallel with the upgrade to SAP Hybris Marketing, release 1709 SP01 (see section Upgrade Process [page 45]). No further activities for the AS ABAP system are required.

The SAP HANA database must be available and configured with the latest revision of the current support package before starting the actual upgrade of SAP Hybris Marketing. You can check the exact support package and required revision levels in the *Preconditions* section of Release Information Note 1885803 (see also section Updating the SAP HANA Database [page 45]).

For more information about how to receive the latest revision of the SAP HANA database, see section of the SAP HANA Master Guide on the SAP Help Portal at:

http://help.sap.com/hana_platform ▌ *Installation and Upgrade* ❭ *SAP HANA Master Guide* ❭ *SAP HANA Implementation and Operation* ❭

In addition, if you plan to use SAP ERP and/or SAP CRM as the source system to operate your marketing, sales and/or service business, the following releases are purposed for the different solutions:

SAP Hybris Marketing License	SAP ERP	SAP CRM
SAP Hybris Marketing Insight	6.0 or higher (mandatory)	7.01 (SP04 plus SAP Note 1995798) or higher (optional)
SAP Hybris Marketing Segmentation on SAP ERP Accounts	6.0 or higher (mandatory)	7.01 (SP04 plus SAP Note 1995798) or higher (optional)
SAP Hybris Marketing Segmentation on SAP CRM Business Partners	6.0 or higher (optional)	7.01 (SP04 plus SAP Note 1995798) or higher (mandatory)

SAP Hybris Marketing License	SAP ERP	SAP CRM
SAP Hybris Marketing Data Management	6.0 or higher (optional)	7.01 (SP04 plus SAP Note 1995798) or higher (optional)
SAP Hybris Marketing Data Management Recommendation	6.0 or higher (mandatory)	

> i Note
>
> If you want to integrate with SAP CRM and your SAP CRM system is based on 7.01 SP14 or lower, check the SAP Note 1995798 , which has been changed with SAP Hybris Marketing 1511.

2 Upgrade Process

The upgrade of the SAP Hybris Marketing application is realized using *SAP Solution Manager* and the Software Update Manager. During the installation process, all additionally required components are installed automatically. To ensure a successful upgrade process, execute the below mentioned steps.

> **i** Note
>
> Make sure that you use *SAP Solution Manager 7.1*, Support Package 05 or higher, as lower versions do not support SAP HANA scenarios.

2.1 Checking Release Information Note

As an integral part of the upgrade process, you have to adhere to all mentioned instructions in the Release Information Note (RIN) for SAP Hybris Marketing, number 1885803 .

You find the RIN under https://launchpad.support.sap.com/#/mynotes . Enter the RIN number in the corresponding field in the upper right corner of the screen.

2.2 Updating the SAP HANA Database

SAP ships SAP HANA support package revisions containing the latest capabilities in SAP HANA. Check the Release Information Note (RIN) for SAP Hybris Marketing 1885803 to find information about the minimum SAP HANA revision required for SAP Hybris Marketing. You can find the RIN under https://launchpad.support.sap.com/#/mynotes . Enter the RIN number in the corresponding field in the upper right corner of the screen.

> **i** Note
>
> Before you upgrade SAP Hybris Marketing, make sure that you upgrade the SAP HANA database.
>
> We strongly recommend to plan the upgrades of the SAP HANA database and SAP Hybris Marketing in a joint action. Reduce the productive usage of SAP Hybris Marketing to a minimum during the upgrade.

For information about the SAP HANA update, see section of the SAP HANA Master Guide on the SAP Help Portal at:

http://help.sap.com/hana_platform ▌▶ *Installation and Upgrade* ❯ *SAP HANA Master Guide* ❯ *SAP HANA Implementation and Operation* ❯

SAP Hybris Marketing 1709 SP01 is running on SAP HANA 2.0 SPS02 supporting multi-tenancy.

- If you upgrade from a SAP Hybris Marketing version older than 1709, the SAP HANA database update to SAP HANA 2.0 SPS02 includes a conversion of your single database configuration to a tenant database configuration.
- If you upgrade from SAP Hybris Marketing 1709 to 1709 SP01, the conversion has been completed already during the previous upgrade from an older version to version 1709.

For more information, see section of the SAP HANA Tenant Databases Operations Guide on the SAP Help Portal at:

https://help.sap.com/hana_platform **Select the required version in the "Version" field** ⫸ *Administration* ❯ *SAP HANA Tenant Databases* ❯ ❯

> **i Note**
>
> If you have an elaborate configuration of your single database, the conversion being executed with the database update can have an impact on your configuration of the SAP HANA extended application services, classic model (SAP HANA XS Classic). In SAP Hybris Marketing, SAP HANA XS Classic is required, for example, for applications using the SAP HANA rules framework.
>
> To ensure that these application work properly after the upgrade, check the following:
>
> - Ensure that the SAP HANA XS Classic engine is activated.
> - Ensure that SAP Hybris Marketing applications access the **tenant** database not the system database or any other database.
> - Ensure that the script server on the SAP HANA database is enabled.
>
> For the first two bullet points, see the corresponding subsections of section Scenario "HANA Rules Framework" of the installation and configuration guide for SAP Hybris Marketing on the SAP Help Portal at:
>
> https://help.sap.com/mkt-op ⫸ *Installation and Upgrade* ❯
>
> For the last bullet point, see section Enabling the Script Server for the Tenant Database of the installation and configuration guide.

> **⚠ Caution**
>
> In case you use the SAP Landscape Transformation Replication Server (SLT) to replicate SAP ERP/CRM data, you have to upgrade all SLT-related components to minimum version 2.0 SP13, as SP13 is the first support package of SLT supporting SAP HANA 2.0.

2.3 Installing/Updating the SAP HANA Application Function Library (AFL)

An SAP HANA system consists of the SAP HANA server and additional components like the *Application Function Library (AFL)*. SAP Hybris Marketing requires this library to have the same revision as your SAP HANA database

- If you have **not yet installed** the library, install the library.

- If you have **already installed** the library, you need to upgrade the library to the same revision level as your SAP HANA database. The upgrade of SAP HANA components is described in section Installing or Updating SAP HANA Components of the *SAP HANA Server Installation and Update Guide* under:

  http://help.sap.com/hana_platform ▶ *Installation and Upgrade* ❯ *SAP HANA Server Installation and Update Guide* ❯ *Managing SAP HANA System Components* ❯ *Installing or Updating SAP HANA Components* ❯.

2.4 Downloading Upgrade Files for AS ABAP and SAP Hybris Marketing

The following documentation describes the planning and execution of the maintenance procedure for the upgrade of the SAP Hybris Marketing add-on. The maintenance procedure is executed using Maintenance Planner, a tool that is based on SAP Solution Manager's processes and data. Maintenance Planner is part of the SL Toolset. It ensures that all required components are automatically identified and provided for installation with the add-on.

> i Note
>
> - During the upgrade procedure you must ensure that the latest support package of the Foundation 1709 on AS ABAP 7.52, version for SAP HANA (*ABAP FND 1709 ON HANA*) (which includes the AS ABAP platform) is selected before selecting the SAP Hybris Marketing add-on (*SAP HYBRIS MARKETING 1709*).
> - New software components might have been introduced to the support package stack. Refer to the Release Information Note (RIN) of the support package (RIN), number 1885803 , for information on stack components before processing the support package upgrade. Check if all required component versions are automatically selected before you start the download.

Maintenance Planner provides you with new software components under the product *SAP Hybris Marketing 1709*. Select *SAP HYBRIS MARKETING 1709* with support package stack SP01.

At the end of the upgrade planning procedure, check your download basket for all required components.

For information about the add-on upgrade, see section Planning a System Update or Upgrade of the Maintenance Planner User Guide on the SAP Help Portal at:

http://help.sap.com/maintenanceplanner ▶ *Application Help* ❯

2.5 Deploying AS ABAP and SAP Hybris Marketing

The actual deployment of the SAP Hybris Marketing add-on is executed via the Software Logistics Toolset (SL Toolset), and, in particular, the latest version of the Software Update Manager (SUM).

> **i Note**
>
> Make sure that you use no other tools than the SL Toolset and the latest SUM version to deploy SAP Hybris Marketing.

For the concrete steps to be executed, see the SAP Support Portal at:

Software Update Manager 2.0 ▶ *<Select "SAP HANA DB" in the "Filter" field of column "Database">* ❯ *<Select "Download PDF" for your operating system>* ❯

(https://support.sap.com/sltoolset ▶ *System Maintenance* ❯ *Software Update Manager (SUM) 2.0 SP 01* ❯ *Guides for SUM 2.0 SP 01* ❯ *<Select "SAP HANA DB" in the "Filter" field of column "Database">* ❯ *<Select "Download PDF" for your operating system>*)

2.6 Implementing SAP Notes Listed in Release Information Note

During the upgrade process, you have to implement all SAP Notes listed in the Release Information Note (RIN) for SAP Hybris Marketing, number 1885803 .

You find the RIN under https://launchpad.support.sap.com/#/mynotes . Enter the RIN number in the corresponding field in the upper right corner of the screen.

> **i Note**
>
> Ensure that you have carefully read the RIN before you implement the included SAP Notes. The RIN contains information about the exact point in time for the implementation of every included SAP Note:
>
> - Before the import of the support package
> - Before executing the technical configuration
> - After executing the technical configuration
> - SAP Note only relevant for a certain solution scope

To install the SAP Notes in the RIN, do the following:

1. Log on to the back-end AS ABAP system as an administrator. You can log on to the production client of the application; installing SAP Notes is a client-independent procedure.
2. Use transaction SNOTE to install the SAP Notes in the RIN.

2.7 System Landscape Setup

If so far you have not been using the SAP Web Dispatcher, or if your SAP HANA database is not configured for SSL usage, carry out the following steps from the Installation and Configuration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *Installation and Upgrade* ❭

1. ▶ *Installation* ❭ *Installation of AS ABAP and SAP Hybris Marketing* ❭ *Up-to-Date Installation Using Maintenance Planner* ❭ *Installation* ❭ *Integrated SAP Web Dispatcher* ❭
   Up-to-Date Installation Using Maintenance Planner

2. ▶ *Post-Installation* ❭ *Using the Technical Configuration Cockpit* ❭ *Section "Scenarios"* ❭ *Scenario "HANA Rules Framework"* ❭ *Prerequisites* ❭ *Configuring SSL for SAP HANA XS Classic Engine* ❭
   Scenario "HANA Rules Framework"

3. ▶ *Post-Installation* ❭ *Initial Setup of SAP Fiori* ❭
   Initial Setup of SAP Fiori

4. ▶ *Post-Installation* ❭ *Configuring the SAP Web Dispatcher* ❭
   Configuring the SAP Web Dispatcher

3 Follow-Up Activities

> **i** Note
>
> Make sure that you carry out all follow-up activities in all parts of your system landscape. Any activities that can be transported are explicitly marked as such.

3.1 SAP HANA User for Technical Configuration

During the technical configuration upgrade process of SAP Hybris Marketing, several actions must be executed on the SAP HANA database which require different authorizations.

- If you did not already have a SAP HANA user for technical configuration, create one as described in section SAP HANA User for Technical Configuration of the Installation and Configuration Guide for SAP Hybris Marketing on the SAP Help Portal at:

  https://help.sap.com/mkt-op ▶ *Installation and Upgrade* ▶

- If you have already set up a SAP HANA user such as `TC_USER` for technical configuration purposes during the installation of SAP Hybris Marketing, reactivate this user.
  Ensure that the user has all authorizations included in the script below. To do so, proceed as follows:

  1. Log on to the SAP HANA studio with the `SYSTEM` user.
  2. Open the *SQL console*.
  3. Copy the script below into the *SQL console*. If there are more than one, choose the correct database connection.
  4. Choose *Execute (F8)*.
  5. Check the log to see if all steps were carried out successfully.

     > **i** Note
     >
     > If you want to copy and paste the SQL statements below, ensure that all blank characters are copied accurately.
     >
     > After running the script, you must ensure that every single statement is successfully executed.

```
-- object privileges
GRANT EXECUTE ON "GRANT_ACTIVATED_ROLE" TO TC_USER WITH GRANT OPTION;
GRANT EXECUTE ON "REVOKE_ACTIVATED_ROLE" TO TC_USER WITH GRANT OPTION;
GRANT EXECUTE ON "GRANT_PRIVILEGE_ON_ACTIVATED_CONTENT" TO TC_USER WITH GRANT
OPTION;
GRANT EXECUTE ON "REVOKE_PRIVILEGE_ON_ACTIVATED_CONTENT" TO TC_USER WITH
GRANT OPTION;
GRANT EXECUTE ON "GRANT_APPLICATION_PRIVILEGE" TO TC_USER WITH GRANT OPTION;
GRANT EXECUTE ON "REVOKE_APPLICATION_PRIVILEGE" TO TC_USER WITH GRANT OPTION;
GRANT EXECUTE ON "GRANT_SCHEMA_PRIVILEGE_ON_ACTIVATED_CONTENT" TO TC_USER
WITH GRANT OPTION;
GRANT EXECUTE ON "REVOKE_SCHEMA_PRIVILEGE_ON_ACTIVATED_CONTENT" TO TC_USER
WITH GRANT OPTION;
```

```
GRANT SELECT ON SCHEMA "_SYS_REPO" TO TC_USER WITH GRANT OPTION;
GRANT UPDATE, SELECT ON "_SYS_XS"."SQL_CONNECTIONS" TO TC_USER;

-- system privileges
GRANT "CREATE R SCRIPT" TO TC_USER WITH ADMIN OPTION;
GRANT "CREATE STRUCTURED PRIVILEGE" TO TC_USER WITH ADMIN OPTION;
GRANT "CREATE SCHEMA" TO TC_USER WITH ADMIN OPTION;
GRANT "ROLE ADMIN" TO TC_USER WITH ADMIN OPTION;
GRANT "DATA ADMIN" TO TC_USER WITH ADMIN OPTION;
GRANT "USER ADMIN" TO TC_USER WITH ADMIN OPTION;
GRANT "WORKLOAD ADMIN" TO TC_USER;

-- XS appl privileges
CALL
_SYS_REPO.GRANT_ACTIVATED_ROLE('sap.hana.xs.admin.roles::RuntimeConfAdministra
tor', 'TC_USER');
CALL
_SYS_REPO.GRANT_ACTIVATED_ROLE('sap.hana.xs.admin.roles::SQLCCAdministrator',
'TC_USER');
```

> **i Note**
>
> The SAP HANA authorizations required during business usage are granted to the AS ABAP user
> (SAP<SID>).
>
> You can deactivate the user after successful completion of the technical configuration for upgrading SAP
> Hybris Marketing.

> **i Note**
>
> The following code line of the script is only necessary for deployment scenario *Hub-Deployment with*
> *Shared SAP HANA System of SAP Business Suite*:
>
> - `GRANT "DATA ADMIN" TO TC_USER WITH ADMIN OPTION;`
>
> For details, see section Scenario C: Hub-Deployment with Shared SAP HANA System of SAP Business
> Suite of the Installation and Configuration Guide for SAP Hybris Marketing on the SAP Help Portal at:
>
> https://help.sap.com/mkt-op *Installation and Upgrade*
>
> If you do not have implemented deployment scenario C, you can remove the above mentioned code line.
> The authorization DATA ADMIN is revoked after successful completion of the technical configuration for
> SAP Hybris Marketing.

3.2   AS ABAP Users for Upgrade Process

For the technical configuration upgrade process of SAP Hybris Marketing, system settings must be changed
and application setup steps must be performed. To ensure an error-free configuration procedure, the executing
users in your AS ABAP system need a specific set of assigned roles.

Unlock the users that you have set up for technical configuration purposes during the initial setup of your SAP
Hybris Marketing system. If you have not set up these users or deleted the users, create them as described in

section User for Application Setup of the Installation and Configuration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *Installation and Upgrade* ❯

3.3 Using the Technical Configuration Cockpit

The upgrade of SAP Hybris Marketing requires several technical configuration steps such as OData service generation.

The technical configuration cockpit is an application that helps you to carry out the bulk of configuration steps. It consists of clickable tiles that are divided into separate sections, which are described in the chapters below.

For a description of the technical configuration cockpit's structure, see section Using the Technical Configuration Cockpit of the Installation and Configuration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *Installation and Upgrade* ❯

> **i Note**
>
> We recommend that you first complete the technical configuration in your development and configuration system, then in the productive system.

To start the technical configuration cockpit, run transaction `CUAN_TECHNICAL_CONF` with the user for application setup that you have created during the installation process (for more information, see section AS ABAP Users for Upgrade Process [page 51]) in your AS ABAP system. First, the system asks for the fully qualified domain main and the port of your SAP Web Dispatcher. These settings are usually prefilled with the parameters of your initial setup of SAP Hybris Marketing.

For more information, see section Configuring the SAP Web Dispatcher of the Installation and Configuration Guide.

3.3.1 Executing the Technical Configuration

To execute the technical configuration, you do the following:

1. Log on to the AS ABAP system with the user for application setup that you have created during the installation process (for more information, see section AS ABAP Users for Upgrade Process [page 51]).

2. > **i Note**
    >
    > Before you call up the technical configuration cockpit, you should clear the cache of your browser and then restart the browser.
    >
    > In Microsoft Internet Explorer, you can clear the cache by selecting menu ▶ *Tools* ❯ *Delete browsing history...* ❯. Then clear the browsing history category *Temporary Internet files*.
    >
    > In browsers other than Microsoft Internet Explorer you can first try the key combination `Shift + Ctrl + Del` to delete temporary internet files. Should deleting temporary internet files not be

> sufficient, then clear the browser cache completely and restart the browser. Please see the *Help* provided by the browser for exact instructions.

Enter transaction `CUAN_TECHNICAL_CONF`, accept the prefilled SAP Web Dispatcher settings (or provide the settings used for the initial setup of SAP Hybris Marketing), and choose *Execute*. Confirm the following dialog.

3. The technical configuration cockpit opens in a browser window.

4. Check the status of tile *Mandatory Notes for Essentials Scenario*. If the status is *Action Required*, implement the relevant SAP Notes of the release information note (RIN).
   For more information, see section Section "Overview" of the Installation and Configuration Guide for SAP Hybris Marketing on the SAP Help Portal at:
   https://help.sap.com/mkt-op ▶ *Installation and Upgrade* ▶

5. In the *Scenarios* section, all tiles of scenarios that you have already **used before the current upgrade**, are marked with *In Use* and *Update Required*.
   Execute these scenarios one by one, beginning with the mandatory *Essentials* scenario.

   > **i Note**
   >
   > Scenarios, which are not yet part of your SAP Hybris Marketing setup, are marked with *Configuration Optional* and *Not Configured*. If you want to add one of these new scenarios execute them **after** you have executed the scenarios to be updated.

6. Depending on the SAP Hybris Marketing support package, from which you start the upgrade, you are provided with the scenario tile *Migration after Post-Upgrade Steps*. If the tile appears, you must execute the migration scenario. The scenario does not require any parameters.

For more information about the scenarios and its parameters, see section Section "Scenarios" in the Installation and Configuration Guide.

Transport Requests

The technical configuration creates the following requests automatically:

Customizing Requests	• Common Customizing Activities • Product Recommendation (if scenario *Recommendation* is used)
Workbench Requests	• Common Workbench Objects

> **i Note**
>
> The transport requests must be released manually and imported in a predefined sequence. For details, see Releasing Transport Requests [page 54].

3.3.2 Applying Upgrade to Production System

During the upgrade process in your development and configuration system, the technical configuration automatically creates transport requests with repository and Customizing objects.

To make the artifacts - created during technical configuration in the development system - available in the production system, you must carry out the following two steps:

- In the development and configuration system, release the transport requests.
- In the production system, import the transport requests in a specific sequence and execute the technical configuration

3.3.2.1 Releasing Transport Requests in Development System

To release the transport requests in your **development system**, proceed as follows:

1. Log on to the **development** system with the user for application setup.
   (For more information on the user for application setup, see section AS ABAP Users for Upgrade Process [page 51]).
2. Go to transaction SE09 and release and transport the following requests in the following sequence:
   1. Customizing Request: *Common Customizing Activities*
   2. Customizing Request: *Product Recommendation* (if *Recommendation* scenario is used)
   3. Workbench Request: *Common Workbench Objects*

3.3.2.2 Importing Transport Requests and Executing Technical Configuration in Production System

After you have executed the *Essentials* scenario in the technical configuration cockpit and released the relevant transport requests in your development system, you must import the requests and execute the technical configuration in the production system.

Make sure that you carry out the steps in the following sequence:

1. Log on to the **production** system with the user for application setup (for more information on the user for application setup, see section AS ABAP Users for Upgrade Process [page 51]).
2. Go to transaction STMS_IMPORT and import the requests listed above in the specified sequence
   1. Customizing Request: *Common Customizing Activities*
   2. Customizing Request: *Product Recommendation* (if *Recommendation* scenario is used)
   3. Workbench Request: *Common Workbench Objects*
3. Execute the *Essentials* scenario in the technical configuration cockpit (see step 5 of section Executing the Technical Configuration [page 52]).

3.4 Changing RFC Connections (1502 (SP06))

Since SAP Hybris Marketing needs a Web Dispatcher as of Release 1502, you need to change the RFC connections HTML5APPS and FIORI_SERVER.

To do so, proceed as follows:

1. In your AS ABAP system, choose transaction SM59.
2. Expand folder *HTTP Connections* to *ABAP System*.
3. Double-click on RFC connection *HTML5APPS*.
4. Enter the fully qualified domain name of your Web Dispatcher at target host, and the HTTPS port of your Web Dispatcher as service number. Save the changes.
5. Repeat step 4 for RFC connection FIORI_SERVER.

3.5 Checking RFC Connections (1709 (SP01))

After the upgrade we strongly recomment to check in your RFC connections that the compression is activated.

When you upgrade your SAP Hybris Marketing system to Release 1709 (SP01), the technical configuration does not change already existing RFC connections. Therefore you must activate the compression manually to prevent performance issues.

To do so, proceed as follows:

1. In your AS ABAP system, choose transaction SM59.
2. Expand folder *HTTP Connections to External Server*.
3. Search for the RFC destinations of your active email service providers, such as AMAZONMAIL or MSMAIL.
4. Choose *Special Options* and check under *Compression Status* that the *Compression* is activated.
5. Repeat these steps for all other active RFC connections.

3.6 Enhancing Roles with Instance Based Authorization Checks 1502 (SP06)

With 1502 (SP06), the standard roles include authorization checks at instance level for marketing areas, which have to be specified in Customizing (see transaction SPRO under ▶ *SAP Hybris Marketing* ▶ *General Settings* ▶ *Define Marketing Areas* ▶).

Marketing areas identify areas of responsibility or organizational units. This means that if users try to access an object instance (for example, a specific campaign) for a particular marketing area, the system checks whether they are allowed to access that area (via their assigned roles).

Roles to Be Updated

To ensure that your current objects are displayed on the user interface, you must update your copy of the following standard roles:

Role	Description	Objects Affected
SAP_CEI_TG_INI	*Target Groups, Campaigns, Contacts and Accounts*	• CUAN_INITIATIVE • CUAN_MARKETING_ORCHESTRATION • CUAN_TARGET_GROUP
SAP_CEI_MEM	*Campaign Content*	• CUAN_MARKETING_ENGAGEMENT • CUAN_MARKETING_TEMPLATE • CUAN_SENDER_PROFILE
SAP_CEI_PBA	*Business Analyst for Predictive Model*	CUAN_PREDICTIVE_MODEL
SAP_CEI_AMP	*Marketing Planning*	CUAN_BUDGET_PLANNING

To update your copies of these standard roles, proceed as follows:

1. Go to transaction PFCG, enter the role name and press the *Change* pushbutton.
2. On the *Authorizations* tab, in the *Maintain Authorization Data and Generate Profiles* section, choose the *Change Authorization Data* pushbutton.
3. Choose the pushbutton *Manually (Manual entry of authorization objects)*.
4. Enter the authorization object HPA_MKT_AR and confirm your entry.
5. Expand the *Manually (Object Class for SAP Hybris Marketing)* node, and then expand the *Manually (Authorization for Objects assigned to Marketing Area)* node.
6. Click on the *Change* icon next to *Activity*. Select the relevant actions for your users.
7. Click on the *Change* icon next to *Object Name*. Refer to the table above and enter the object names in column *Objects Affected* that correspond to the role you currently edit (for example, when you edit your copy of role SAP_CEI_TG_INI, enter **CUAN_INITIATIVE**, **CUAN_MARKETING_ORCHESTRATION**, and **CUAN_TARGET_GROUP**).
8. Click on the *Change* icon next to *Marketing Area ID*. In field *'From'*, enter *'<blank>'*.

> **i** Note
>
> Object instances (for example, campaigns) that were created in previous support packages (that is SP00 - SP05) have no marketing area assigned. This step is therefore needed to ensure that users can access these instances.

9. Save your changes and generate the profile.

New Roles Delivered With 1502 (SP06) That Are Affected

In addition to the roles mentioned above that have to be updated, the following new roles delivered with SAP Hybris Marketing 1502 (SP06) are affected by marketing area:

Role	Description	Objects Affected
SAP_CEI_MEM_TU	*Campaign Content (Technical User)*	CUAN_INITIATIVE
SAP_CEI_MKT_CAL_APP	*Marketing Calendar*	• CUAN_INITIATIVE • CUAN_MARKETING_CALENDAR • CUAN_MARKETING_SPEND
SAP_CEI_MSM_QE_APP	*Marketing Spend - Quick Entry*	• CUAN_INITIATIVE • CUAN_MARKETING_SPEND
SAP_CEI_MSM_SM_APP	*Marketing Spend - Detailed Spend Planning*	• CUAN_INITIATIVE • CUAN_MARKETING_SPEND

For more information, see sections Setting up "Marketing Calendar" and Setting up Spend Management of the Installation and Configuration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *Installation and Upgrade* ❯

3.7 Displaying the Facet "Automation" in Campaign Details (1502 (SP06))

> **i Note**
>
> The following step is relevant for you only if you have used campaigns that are based on target groups consisting of contacts before. If you have used campaigns that are based on target groups consisting of SAP ERP accounts or SAP CRM business partners, or if you do not plan to use campaigns at all, you can skip this step.

With 1502 (SP06), you are provided with the facet *Automation* in the details view of your campaigns. To ensure the display and creation of campaigns that are based on target groups consisting of contacts, you must use this facet.

For detailed steps to be executed for the display of the new facet, see section Displaying New Facets on the User Interface [page 114].

3.8 Enhanced Security Check for Integration With Other Systems (1505)

As of 1505, an additional security check has been included. When a SAP Hybris Marketing user interface is integrated into another system (for example, SAP CRM) via IFrame, the system only accepts requests from a shared origin (same origin policy). This means that integrated systems need to use the same host and port:

If you are already running a system that integrates SAP Hybris Marketing user interfaces via IFrame, check that both the integrating system and SAP Hybris Marketing are using the same port and host. If this is not the case, you need to set up a Web Dispatcher.

3.9 Adjusting the SAP Web Dispatcher Profile (1511)

If you have explicitly maintained paths from the SAP Web Dispatcher to the SAP Hybris Marketing AS ABAP system, add the path `/sap/cuan` to your paths leading to your SAP Hybris Marketing AS ABAP.

For general information about the configuration of the SAP Web Dispatcher, see section Configuring the SAP Web Dispatcher of the Installation and Configuration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *Installation and Upgrade* ▶

3.10 Updating the SAP Online Documentation

To ensure the display of the most current version of the online documentation in the upgraded version of SAP Hybris Marketing, you must do the following:

- Adjusting your SAP Web Dispatcher configuration
- Enabling context-sensitive user assistance in your AS ABAP system
- Setting up the User Assistance Plugin

Adjusting Your SAP Web Dispatcher Configuration

If you want to make context-sensitive user assistance available in the SAP Fiori launchpad, you must configure SAP Web Dispatcher.

1. Adjust the SAP Web Dispatcher profile file.
   In the `sapwebdisp_pf.txt` file, add the following parameters:
   - For the User Assistance Content Platform:
     ```
     wdisp/system_<number> = SID=<SID1>, EXTSRV=https://cp.hana.ondemand.com,
     SRCURL=/sap/dfa/help/, SRCSRV=*:*, PROXY=<your proxy>:<your proxy port>,
     STANDARD_COOKIE_FILTER=OFF
     ```

- For the script server in your production system:

```
wdisp/system_<number> = SID=<SID2>, EXTSRV=https://xray.hana.ondemand.com,
SRCURL=/resources/sap/dfa/help/, SRCSRV=*:*, PROXY=<your proxy>:<your proxy
port>, STANDARD_COOKIE_FILTER=OFF
```

> **i Note**
>
> - Make sure that the numbers following `wdisp/system_` are smaller than the numbers that you use for all your application server. The rules for the context-sensitive user assistance need to come before the rules for the application servers.
> - Make sure that the SIDs are not the same as your system IDs.

2. Activate the usage of the modification handler:
   `icm/HTTP/mod_0 = PREFIX=/, FILE=$(DIR_PROFILE)/redirect.txt`
   For more information about the profile parameter, see section of the SAP NetWeaver AS for ABAP 7.52 documentation on the SAP Help Portal page for SAP Hybris Marketing.

   https://help.sap.com/mkt-op ▶ *SAP NetWeaver Application Server for ABAP 7.52 SP01 for Foundation 1709 FPS01, Version for SAP HANA* ▶ *View All* ▶ *Function-Oriented View* ▶ *Application Server Infrastructure - ABAP* ▶ *Components of SAP NetWeaver Application Server for ABAP* ▶ *SAP Web Dispatcher* ▶ *Administration of the SAP Web Dispatcher* ▶ *SAP Web Dispatcher Parameters - Reference* ▶

3. Adjust the SAP Web Dispatcher redirect file:
   In the `redirect.txt` file, add the following parameters:

   ⟰ Code Syntax

   ```
   # User Assistance Content Platform - rewrite rule
   if %{SID} = <SID1>
   begin
   SetHeader HOST cp.hana.ondemand.com
   RegRewriteRawUrl ^/sap/dfa/help/(.*) /dps/$1
   end
   # Script Server - rewrite rule
   if %{SID} = <SID2>
   begin
   SetHeader HOST xray.hana.ondemand.com
   RegRewriteRawUrl ^/resources/sap/dfa/help/(.*) /xRayControls/
   resources/sap/dfa/help/$1
   end
   ```

   > **i Note**
   >
   > Make sure that the SIDs in the `redirect.txt` file are the same as in the `sapwebdisp_cf.txt` file.

Enabling Context-Sensitive User Assistance in Your AS ABAP System

You need to do these settings in the AS ABAP system which you use to create your system configuration setting. After you have done the settings, you save them, create a transport for them, and transport them to your productive system(s).

Proceed as follows:

1. Open transaction `SR13`.
2. Select the tab *PlainHtmlHttp*.
3. Choose *New Entry*. Enter the following values:

Name	Value to Be Entered
Variant	Enter a name for the variant (any name).
Platform	Select the platform relevant for your implementation, for example, **NONE**.
Area	Select *XML Documentation*. This will display as *XML_DOCU* in the table.
Server Name	Enter **https://help.sap.com/http.svc/ahp2/**
Path	Enter **SAP_HYBRIS_MARKETING/1802%20YMKT**
Language	Select the language you need.
Default	Select **one** entry as default per platform.

4. Repeat step 3 for each relevant platform and language.
5. Save your changes and create a transport.

3.11 Troubleshooting

Please note the following:

- HTTP Status Code 500 Errors and failure to start SAPUI5 (Web Browser) screens in SAP Hybris Marketing after the upgrade of SAP Hybris Marketing:
  Should the SAPUI5 screens of SAP Hybris Marketing fail to start (HTTP 500 Status Code), then you must apply SAP Note 1874697 (*SAPUI5 Application does not start: HTTP Status 500*).
- If you encounter the following error messages, you must check your system for SSL errors. To do so, check the trace file of the Internet Communication Manager (ICM) monitor using transaction `SMICM`:
  - *Error while displaying (sub)workset*
  - *CSRF token validation failed*
- *SAP Hybris Marketing Insight*:
  If you encounter problems with the *Margin Decomposition* application, check transaction `SU53` for authorization issues. A common issue is a missing authorization for authorization object `S_RS_AUTH`. Add missing authorizations to your copied role from the delivered `SAP_CEI_CVI` role.
- *SAP Hybris Marketing Segmentation*:
  If your attribute names in the segmentation profile are missing, ensure that the SAP HANA user `SAP<SID>` of your SAP Hybris Marketing system has `SELECT` authorization to schema `_SYS_REPO`.

4 Delta Customizing

4.1 Adjusting Customizing Tables

With the deployment of your application, some Customizing is exclusively installed in client 000 of your AS ABAP system. To ensure the full availability of all relevant Customizing in your productive client, you must follow the instructions in section of the SAP NetWeaver AS for ABAP 7.52 documentation on the SAP Help Portal page for SAP Hybris Marketing.

https://help.sap.com/mkt-op ▷ *SAP NetWeaver Application Server for ABAP 7.52 SP01 for Foundation 1709 FPS01, Version for SAP HANA* ❯ *Function-Oriented View* ❯ *Application Server ABAP* ❯ *Other Services* ❯ *Services for Administrators* ❯ *Customizing (BC-CUS)* ◗.

In particular, you ensure the availability of Customizing for the following components:

- *SAP Gateway* under *SAP NetWeaver* in the SAP Reference Implementation Guide (IMG) (transaction `SPRO`).

- *Reusable Objects and Functions for BOPF Environment* under ▷ *Cross-Application Components* ❯ *Processes and Tools for Enterprise Applications* ❯ *Reusable Objects and Functions for BOPF Environment* ◗ in the SAP Reference IMG.

- **SAP Hybris Marketing** under the same name in the SAP Reference IMG.

> **i Note**
>
> **Exception**:
>
> Do not use the *Customizing Cross-System Viewer* (transaction `SCU0`) for a comparison of Customizing activities belonging to Segmentation and Target Groups, which are all subnodes of the Customizing node ▷ *SAP Hybris Marketing* ❯ *Segmentation* ◗. For checking purposes, you can have a look at the views included in the corresponding view clusters `VC_CUAN_GSEG_SEG` and `VC_CUAN_GSEG_TG` in transaction `SCU0` but do not execute the actual comparison of the included objects.
>
> Delivered Customizing for segmentation and target groups is automatically available without any comparison. New or adapted Customizing meta data is accessible using the corresponding configuration apps. For an overview of these apps, see Replacement of Customizing Activities by UI Tiles (1709) [page 110].

> **→ Recommendation**
>
> We recommend that you first create comparison IDs for all Customizing nodes mentioned above before you execute the actual comparison in the given order.

4.2 Comparing and Synchronizing Launchpads and Catalogs

Launchpad

If you have a customized version of the launchpad, you need to synchronize it with the SAP version:

1. Open transaction `LPD_CUST` and search for the following entry:

Role	Instance
HPA	CUAN

   The last column shows you whether the launchpad is the SAP version (SAP logo icon), or a customized version (person icon).

2. If the entry is a customized version, proceed as described in section of the SAP NetWeaver AS for ABAP 7.52 documentation on the SAP Help Portal page for SAP Hybris Marketing.

   https://help.sap.com/mkt-op ▶ *SAP NetWeaver Application Server for ABAP 7.52 SP01 for Foundation 1709 FPS01, Version for SAP HANA* ❯ *View All* ❯ *Function-Oriented View* ❯ *UI Technologies in SAP NetWeaver* ❯ *Web Dynpro ABAP and Floorplan Manager* ❯ *Launchpads* ❯ *Working with Launchpads at Design Time* ❯.

Catalog and Groups

If you have a customized version of the technical catalog or groups within the SAP Fiori launchpad, you need to synchronize it with the SAP version in the SAP Fiori launchpad designer.

> **i Note**
>
> As of 1605 the launch of SAP Hybris Marketing applications is optimized for the use of the SAP Fiori launchpad (see Launching SAP Hybris Marketing Using the SAP Fiori Launchpad (1605) [page 21]). For this reason, you will encounter numerous differences between your customized version of the catalogs and groups and the version delivered by SAP.
>
> For more information, see Using the SAP Fiori Launchpad [page 64].

For more information about how to call up the SAP Fiori launchpad designer, see section of the SAP NetWeaver AS for ABAP 7.52 documentation on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *SAP NetWeaver Application Server for ABAP 7.52 SP01 for Foundation 1709 FPS01, Version for SAP HANA* ❯ *View All* ❯ *Function-Oriented View* ❯ *UI Technologies in SAP NetWeaver* ❯ *SAP Fiori Launchpad* ❯ *Administration Guide* ❯ *Initial Setup of the Launchpad* ❯ *Initial Setup of the Launchpad Designer* ❯

For information about the synchronization of catalogs, see section of the SAP NetWeaver AS for ABAP 7.52 documentation on the SAP Help Portal at:

https://help.sap.com/mkt-op *SAP NetWeaver Application Server for ABAP 7.52 SP01 for Foundation 1709 FPS01, Version for SAP HANA* *View All* *Function-Oriented View* *UI Technologies in SAP NetWeaver* *SAP Fiori Launchpad* *Administration Guide* *Setting Up Content with the Launchpad Designer* *Creating and Configuring Catalogs*

For more information about groups and tiles, see sections and of the SAP NetWeaver AS for ABAP 7.52 documentation on the SAP Help Portal at:

https://help.sap.com/mkt-op *SAP NetWeaver Application Server for ABAP 7.52 SP01 for Foundation 1709 FPS01, Version for SAP HANA* *View All* *Function-Oriented View* *UI Technologies in SAP NetWeaver* *SAP Fiori Launchpad* *Administration Guide* *Setting Up Launchpad Content*

5 General Adaptations in SAP Hybris Marketing

This section provides you with an overview of general adaptations in SAP Hybris Marketing, such as the change of standard roles and authorization objects.

5.1 Using the SAP Fiori Launchpad

> **i Note**
>
> This section is relevant only if you did not switch from the former shell to the SAP Fiori launchpad yet to access your SAP Hybris Marketing applications. If you switched already, you can skip this section.

As stated in section Launching SAP Hybris Marketing Using the SAP Fiori Launchpad (1605) [page 21], it is mandatory to launch all SAP Hybris Marketing applications using the SAP Fiori launchpad as of 1611.

> **i Note**
>
> If not yet done during a previous upgrade, you must make all applications available in the SAP Fiori launchpad.

To make all applications available in the SAP Fiori launchpad, you must replace the current SAP Fiori catalog roles by new SAP Fiori catalog roles for all applications mentioned in this upgrade guide. The following guide chapters are affected and adapted to the use of the SAP Fiori launchpad.

Refer to the listed chapters again even if you referred to them already during earlier upgrade processes – regardless from which SAP Hybris Marketing release you currently upgrade.

The following business catalog roles have been replaced.

Outdated Business Catalog Role	New Business Catalog Roles (1605)
`SAP_CEI_BCR_MARKETINGEXPERT`	`SAP_CEI_LEA_FLP` (for *Lead Management* apps) `SAP_CEI_ADT_FLP` (for *Segmentation* apps) `SAP_CEI_TG_INI_FLP` (for generic objects such as campaigns, target groups, and corporate accounts) `SAP_CEI_CPM_FLP` (for *Campaign Management* apps) `SAP_CEI_SMP_FLP` (for *Spend Management* apps) `SAP_CEI_ROF_FLP` (for *Recommendation* apps) `SAP_CEI_PBA_FLP` (for *Predictive Model Management* apps)

Outdated Business Catalog Role	New Business Catalog Roles (1605)
SAP_CEI_BCR_MARKETINGMANAGER	• SAP_CEI_PLG_FLP (for *Planning* apps) • SAP_CEI_REL_FLP (for *Release* apps)
SAP_CEI_BCR_MARKETINGADMINUSER	SAP_CEI_KUA_FLP

> **i Note**
>
> You do not need to copy the new business catalog roles.
>
> Instead, you can assign the delivered standard business catalog roles to the users of the relevant app.

Re-referring to Upgrade Guide Chapters

- **Displaying Applications of SAP Hybris Marketing Data Management on the User Interface**:
  The following sections have been adapted. Refer to these sections again and carry out the required adaptations.
  Main Change: Exchange of business catalog role
  - New Application "Import Data" (SP03) [page 126]
  - New Application "Release Campaigns" (SP05) [page 127]
  - New Application "Contacts" (1505) [page 128]
  - New Application "Customer Journey Insight" (1505) [page 128]
  - New Application "Marketing Attribute Categories" (1511) [page 129]
  - New Application "Manage Interests" (1511) [page 129]
  - New Application "Score Builder" (1602) [page 130]
  - New Application "Customer Journey Events" (1602) [page 131]
  - New Application "Application Log" (1602) [page 131]
  - New Application "Import Data for Analytics" (1511) [page 132]
  - New Application "Competitors" (1602) [page 132]
  - New Application "Audiences" (1602) [page 133]
  - New Application "Lead Dashboard" (1602) [page 152]
  - New Application "Lead Scores" (1602) [page 152]
  - New Application "Lead Stages" (1602) [page 153]
  - New Application "Integration Errors" (1602) [page 153]
- **Displaying Applications of SAP Hybris Marketing Insight on the User Interface**:
  The following sections have been adapted. Refer to these sections again and carry out the required adaptations.
  - New Application "Relationship Analysis - Presales" (SP03) [page 160]
    Change: Exchange of business catalog role
  - Accessing the Marketing Executive Dashboard from the SAP Fiori Launchpad (1605) [page 158]
    Change: Display of the marketing executive dashboard on the SAP Fiori launchpad
- **Displaying Applications of SAP Hybris Marketing Recommendation on the User Interface**:
  The following sections have been adapted. Refer to these sections again and carry out the required adaptations.

Main Change: Exchange of business catalog role

- New Application "Recommendation Scenarios" (1502 (SP06)) [page 174]
- New Application "Manage Recommendations" (1508) [page 175]
- New Application "Manage Offers" (1508) [page 175]
- New Application "Recommendation Algorithm Defaults" (1511) [page 176]
- New Application "Manage Offer Recommendations" (1511) [page 177]

- **Displaying Applications of SAP Hybris Marketing Planning on the User Interface:**
  The following sections have been adapted. Refer to these sections again and carry out the required adaptations.
  Main Change: Exchange of business catalog role

  - Accessing "Marketing Calendar" from the SAP Fiori Launchpad (1605) [page 187]

- **Displaying Applications of SAP Hybris Marketing Acquisition on the User Interface**:
  The following sections have been adapted. Refer to these sections again and carry out the required adaptations
  Main Change: Exchange of business catalog role

  - New Application "Activate Confirmations" (1508) [page 189]
  - New Application "Sender Profiles" (1508) [page 190]
  - New Application "Communication Categories and Limits" (1511) [page 191]
  - New Application "Provider Credentials" (1602) [page 192]
  - Changes to Applications in "Campaign Management" Business Group (1602) [page 195]

Adjusting the SAP Web Dispatcher Profile

If you have explicitly maintained paths from the SAP Web Dispatcher to the SAP Hybris Marketing AS ABAP system, add the path `/sap/ushell_config` to your paths leading to your SAP Hybris Marketing AS ABAP.

For general information about the configuration of the SAP Web Dispatcher, see section Configuring the SAP Web Dispatcher of the Installation and Configuration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *Installation and Upgrade* ❯

5.2 Replacement of "Home" Screen by "Quick Launch" Business Group

> i Note
>
> This section is relevant only if you did not switch from the former shell to the SAP Fiori launchpad yet to access your SAP Hybris Marketing applications. If you switched already, you can skip this section.

With 1605, the former shell is replaced by the SAP Fiori launchpad (see Using the SAP Fiori Launchpad [page 64]). With this replacement, the entry screen of the former shell, the *Home* screen, is no longer visible but

replaced by the *Quick Launch* business group in the SAP Fiori launchpad. To display this business group, your users must have the following role assigned (direct use – no copy necessary):

- `SAP_CEI_GEN_FLP`

The *Quick Launch* business group includes the following applications. Most of them have been included in the *Home* screen before:

Table 28

Application	Required Business Catalog Role (Direct Use – Copy Not Necessary)	Required Back-End Role (To be Copied)	Available When the Following License is Active
Marketing Process	• `SAP_CEI_TG_INI_FLP` (for marketing experts) • `SAP_CEI_PLG_FLP` (for marketing managers)	No particular back-end role required. Depending on an assigned back-end role, the corresponding section of the circle is active resp. inactive.	Cross component; available regardless of license
Recent Items	`SAP_CEI_TG_INI_FLP`	`SAP_CEI_MICRO_LIST`	
Search	`SAP_CEI_TG_INI_FLP`	No particular back-end role required to display the app. The returned search results depend on an assigned back-end role. For example, if `SAP_CEI_TG_INI` is assigned, the search returns corporate accounts, campaigns, and contacts.	
Active Contacts	`SAP_CEI_SCI_FLP`	`SAP_CEI_TG_INI`	
Contacts	`SAP_CEI_TG_INI_FLP`	`SAP_CEI_TG_INI`	
Active Campaigns	`SAP_CEI_TG_INI_FLP`	`SAP_CEI_MICRO_LIST`	
Campaigns	`SAP_CEI_TG_INI_FLP`	`SAP_CEI_TG_INI`	
Score Builder	`SAP_CEI_SCI_FLP`	`SAP_CEI_SIMPLE_SCORES`	SAP Hybris Marketing Data Management
Predictive Studio	`SAP_CEI_SCI_FLP`	`SAP_CEI_PBA`	
Segmentation Models	`SAP_CEI_ADT_FLP`	`SAP_CEI_ADT`	SAP Hybris Marketing Segmentation

Application	Required Business Catalog Role (Direct Use – Copy Not Necessary)	Required Back-End Role (To be Copied)	Available When the Following License is Active
Create Segmentation Model	`SAP_CEI_ADT_FLP`	`SAP_CEI_MICRO_LIST`	
Content Studio	`SAP_CEI_CPM_FLP`	`SAP_CEI_CONTENT_LIBRARY`	SAP Hybris Marketing Acquisition
Marketing Calendar	`SAP_CEI_CPM_FLP` or `SAP_CEI_SMP_FLP`	`SAP_CEI_MKT_CAL_APP` or `SAP_CEI_MKT_CAL_PLANNING`	SAP Hybris Marketing Acquisition or SAP Hybris Marketing Planning
Manage Recommendations	`SAP_CEI_ROF_FLP`	`SAP_CEI_RECO_MKT`	SAP Hybris Marketing Recommendation
Customer Journey Manager	`SAP_CEI_EAC_FLP`	n/a	Requires a separate license as it is based on SAP Hybris as as Service (YaaS)
Application Help	One of the following: • `SAP_CEI_TG_INI_FLP` • `SAP_CEI_PLG_FLP` or • `SAP_KUA_FLP` • `SAP_CEI_BCR_BUSINESSANALYST` • `SAP_CEI_BCR_MARKETINGEXECUTIVE`	`SAP_CEI_HOME`	Cross component; available regardless of license

You have to adapt the *Quick Launch* business group by removing applications in case you have not purchased the corresponding SAP Hybris Marketing license mentioned in the table above or if your business users have no access to a certain application. You adapt the business group using the SAP Fiori launchpad designer.

For information about the launchpad designer, see section of the SAP NetWeaver AS for ABAP 7.52 documentation on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *SAP NetWeaver Application Server for ABAP 7.52 SP01 for Foundation 1709 FPS01, Version for SAP HANA* ▶ *View All* ▶ *Function-Oriented View* ▶ *UI Technologies in SAP NetWeaver* ▶ *SAP Fiori Launchpad* ▶ *Administration Guide* ▶ *Initial Setup of the Launchpad* ▶

> **i Note**
>
> If you have created own tiles on the *Home* screen of the former shell, you can implement them as customer-specific tiles in the SAP Fiori launchpad.

> To do so, see section of the SAP NetWeaver AS for ABAP 7.52 documentation on the SAP Help Portal at:
>
> https://help.sap.com/mkt-op ▶ *SAP NetWeaver Application Server for ABAP 7.52 SP01 for Foundation 1709 FPS01, Version for SAP HANA* ▶ *View All* ▶ *Function-Oriented View* ▶ *UI Technologies in SAP NetWeaver* ▶ *SAP Fiori Launchpad* ▶ *Developer Guide* ▶

5.3   Adaptations of Roles and Authorizations

5.3.1 New OData Services in Single Roles

The table below gives you an overview about OData services that have been added to or removed from a particular single role. The first column provides you with the information, as of which support package/release of SAP Hybris Marketing this change is effective.

SP	Single Role	Object Name of New Service (IWSV entry)	What is service needed for?
1508	SAP_CEI_ADT	VBI_APPL_DEF_SRV VBI_GEOCODER_SRV	Segmenting by geo coordinates
		GRES_RESULT_SET_SRV	Future target group extensions (currently not in use)
1508	SAP_CEI_TG_INI	CUAN_CAMPAIGN_SUCCESS_SRV	Backend: Campaign Success
		CUAN_CAMPAIGN_BTD_SUCCSS_RPTG_SRV	Provides business data used for the *General Information* facet of a campaign from the *Campaigns* application.
		GRES_RESULT_SET_SRV	Future target group extensions (currently not in use)
1511	SAP_CEI_TG_INI	CUAN_CAMPAIGN_METRICS_SRV_01	Extension service for service CUAN_CAMPAIGN_METRICS_SRV
1602	SAP_CEI_TG_INI	PROD_RECO_SRV	Provides data for the *Commerce* facet of the *Contact* fact sheet (see New Version of Facet Commerce in Consumer Details (1602) [page 123])
		CUAN_PAID_SEARCH_SRV	To access the SAP Fiori app *Paid Search*
1608	SAP_CEI_TG_INI	CUAN_LEAD_TRANSFER_SRV	Provides data for the *Transfer Leads* app

SP	Single Role	Object Name of New Service (IWSV entry)	What is service needed for?
1709	SAP_CEI_TG_INI	CUAN_MKT_PERMISSION_KPI_SRV	Provides data used for the *Permission Marketing* facet of a contact from the *Contacts* application.
		C_MKT_ACTIVECONTACTSQ_CDS	CDS Query Active Contacts, Last Quarter
		C_MKT_SCRENGMTQ_CDS	CDS Query Contact Engagement Score
		C_MKT_CONTACTFACETDATAQ_CDS	CDS Query Data Quality
		C_MKT_MKTATTRQ_CDS	CDS Query Marketing Attributes
		C_MKT_INTERACTIONINTRSTQ_CDS	CDS Query Interactions per Interest
		C_MKT_INTERACTIONINTRST2Q_CDS	CDS Query Interactions per Interest, Last Quarter
		C_MKT_INTERACTNDIGITALASTQ_CDS	CDS Query Interactions per Digital Asset
		C_MKT_NEWANDCNVRTDCNTCTSQ_CDS	CDS Query New and Converted Contacts
		C_MKT_NEWANDCNVRTDCNTCTS2Q_CDS	CDS Query New and Converted Contacts, Last Quarter
		C_MKT_INTERACTIONCHNLAGGRQ_CDS	CDS Query Profiles per Channel based on their Interactions
		C_MKT_INTACTNCHNLAGGRGN2Q_CDS	CDS Query Profiles per Channel, Last Quarter
1508	SAP_CEI_MEM	CUAN_MARKETING_CONF_MESSAGE_SRV	Provides data for the *Manage Confirmation Messages* app
1511	SAP_CEI_MEM	CUAN_COMM_CAT_SRV	To access the SAP Fiori app *Communication Categories and Limits*
1702	SAP_CEI_MEM	CUAN_MARKETING_MSG_IMP_EXP_SRV	To import and export HTML documents
1508	SAP_CEI_B2C_RECO_R UNTIME	PROD_RECO_RUNTIME_SRV	To access the B2C Recommendation Runtime in SAP Hybris Marketing to get product recommendations
		PROD_RECO_GET_RECO_BY_SCENARIO	To get product recommendations via Remote Function Call (RFC Function PROD_RECO_GET_RECO_BY_SCENARIO)

SP	Single Role	Object Name of New Service (IWSV entry)	What is service needed for?
		`PROD_RECO_POST_IA_FOR_SCENARIO`	To post recommendation interactions for a scenario via Remote Function Call (RFC Function `PROD_RECO_POST_IA_FOR_SCENARIO`)
		`PROD_RECO_POST_INTERACTION`	To post interactions via Remote Function Call (RFC Function `PROD_RECO_POST_INTERACTION`)
1508	`SAP_CEI_KUA`	`GSEG_SEGMENTATION_SERVICE_SRV`	Back end: Segmentation
1511	`SAP_CEI_KUA`	`CUAN_ANALYTIC_FND_SRV`	To access the SAP Fiori app *Import Data for Analytics*
1602	`SAP_CEI_KUA`	`CUAN_ANALYTIC_FND_SRV` to be removed	SAP Fiori app *Import Data for Analytics* is not to be accessed by the generic business administrative user any longer but by users with role `SAP_CEI_IMPORT_ANALYTICS`
1611	`SAP_CEI_KUA`	`CUAN_ACTUAL_IMPORT_SRV`	Serves as carrying object for the required authorization objects to upload brands, custom dimensions, and actual and committed spend. Up to 1611, these authorization objects have been carried by services `CUAN_COMMON_SRV` and `CUAN_IMPORT_SRV`.
1611	`SAP_CEI_KUA`	`APL_LOG_MANAGEMENT_SRV`	To access the SAP Fiori app *Application Log* for business administrators as the application log is used in connection with the CSV data upload
1602	`SAP_CEI_C4C_INTEGR ATION`	`CUAN_BUSINESS_PARTNER_IMP_SRV`	Replication of Business Partners
1709	`SAP_CEI_C4C_INTEGR ATION`	`API_MKT_ATTRIBUTE_CATEGORY_SRV`	Service imports C4C Marketing Attributes as Marketing Attribute Categories inSAP Hybris Marketing.
		`CUAN_BUSINESS_PARTNER_IMPORT_SRV`	Service imports business partner data from SAP ERP and SAP CRM inSAP Hybris Marketing.

SP	Single Role	Object Name of New Service (IWSV entry)	What is service needed for?
		CUAN_CAMPAIGN_INTERACTION_SRV	Service provides the following data for a certain contact or corporate account: • List of all campaigns, in which the contact or corporate account belongs to the corresponding target group • List of all interactions, which have been created in the above mentioned campaigns The data above can be provided as additional information for the sales representative on the contact and corporate account fact sheets in the SAP Hybris Cloud for Customer system.
1608	SAP_CEI_SCI	CUAN_INTERACTION_INTEREST_SRV	To allow maintenance of interests and assignment of tags to interests in the *Sentiment Engagement* app
1611	SAP_CEI_SCI	APL_LOG_MANAGEMENT_SRV	To access the SAP Fiori app *Application Log* for marketing experts as the application log is used in connection with the CSV data upload, which is possible from the *Contacts* application
1702	SAP_CEI_CAMPAIGNS	C_MKT_AGGRGDCMPGNSUCCESSQ_CDS	Provides business data used for the *Success* facet of a campaign, such as a Facebook or Paid Search campaign, in the flow-based *Campaigns* application.
1709 SP01	SAP_CEI_CAMPAIGNS	C_MKT_CAMPAIGNSUCCESS3Q_CDS	CDS Query Campaign Success
		C_MKT_AGGRCMPGNSUCCFORTAGQ_CDS	CDS Query Aggregated Campaign Success for Tag Assignment
		C_MKT_AGGRGDCMPGNSUCCESSQ_CDS	CDS Query Aggregated Campaign Success
1709	SAP_CEI_SURVEYS	CUAN_SURVEY_IMPORT_SRV	Service imports survey metadata and survey responses from third-party survey tools.
1709	SAP_CEI_CFS	CUAN_MKT_PERMISSION_KPI_SRV	Provides data used for the *Permission Marketing* facet of a contact from the *Contacts* application.

SP	Single Role	Object Name of New Service (IWSV entry)	What is service needed for?
1709	SAP_CEI_LEAD_DASHB OARD	C_MKT_LEADSOPPS_BOCQ_CDS	CDS Query Leads and Opportunities for Dashboard
		C_MKT_LEADINTERESTSQ_CDS	CDS Query Lead Interests
		C_MKT_LEADOPPPRODUCTSQ_CDS	CDS Query Products of Leads and Opportunities
		C_MKT_LEADSOPPSQ_CDS	CDS Query Leads and Opportunities
		C_MKT_LEADSTAGESDAY_BOCQ_CDS	CDS Query Lead Stages per Day for Dashboard
		C_MKT_LEADSTAGESPERDAYQ_CDS	CDS Query Lead Stages per Day
1709 SP01	SAP_CEI_PROGRAM	HPA_OCL_SRV	Object Change Log

If you are using a copy of one of these roles, you need to add the services manually to your copy.

Adding an OData Service to a Role

To add an OData service to a role, carry out the following steps:

1. Go to transaction PFCG, enter the role to which you want to add the OData service, then press the *Change* pushbutton.
2. Go to the *Menu* tab.
3. From the *Transaction* pushbutton, choose the *Authorization Default* menu item.
4. Choose the following:
   o *Authorization Default*: **TADIR Service**
   o *Obj. Type*: **IWSV Gateway Business Suite Enablement - Service**
5. Enter the object name of the new IWSV service (see table above) in field *TADIR service*. Choose *Copy*.
6. Change the *Obj. Type* to **IWSG Gateway: Service Groups Metadata**.
7. To find the correct object name of the corresponding IWSG service, enter ***<First part of the IWSV service>*** and choose the value help pushbutton.
8. Choose *Copy*, then save your changes.
   The new service may have automatically added new authorization objects to the role. You therefore now need to check the authorization data.
9. Switch to the *Authorizations* tab.
10. Choose the *Change Authorization Data* pushbutton.
11. Check the authorization settings.
12. Generate the authorization profile.

Adding a Remote Function Call (RFC) Service to a Role

To add an OData service to a role, carry out the following steps:

1. Go to transaction `PFCG`, enter the role to which you want to add the OData service, then press the *Change* pushbutton.
2. Go to the *Menu* tab.
3. From the *Transaction* pushbutton, choose the *Authorizations Default* menu item.
   Choose the following:
   Authorization Default: RFC Function Module
4. In field *Function Module*, enter the object name of the new RFC service (see table above).
5. Choose *Copy*. Save your changes.

5.3.2 Authorization Changes in Single Roles

The authorization of single roles is subject to constant major or minor changes in SAP Hybris Marketing. As this guide is always based on the latest version of the single roles and their assigned authorization objects, we recommend that you adapt your copies to the latest role version.

The table below reflects the changes with every support package/release. The first column provides you with the information, as of which support package/release this change is effective. Ensure that indicated changes are reflected in your copy of the mentioned roles.

Authorization objects are usually added or removed with the adaptation of the role menu of the corresponding role (adding or removing the respective OData service, see section New OData Services in Single Roles [page 69]

Use the relevant manual procedures described below this table only if necessary to adapt your copies of the single roles to the current structure.

To find the mentioned authorization objects, call up transaction *PFCG*, enter the role, switch to the *Authorizations* tab, and choose the *Change Authorization Data* pushbutton in the *Maintain Authorization Data and Generate Profiles* section.

SP	Solution/Role	Affected Authorization Object	Affected Fields	Affected Values
	Contacts and Profiles (former Data Management)			
1508	`SAP_CEI_TG_INI` (*Target Groups, Campaigns, Contacts and Corporate Accounts*)	`S_BTCH_JOB` to be added	`JOBACTION` to be added	Select value `RELE`
			`JOBGROUP` to be added	Enter value *

SP	Solution/Role	Affected Authorization Object	Affected Fields	Affected Values
1508		`S_BTCH_NAM` to be added	`BTCUNAME` to be added	Enter value ***** or potential campaign owner user names
1511	`SAP_CEI_TG_INI` (*Target Groups, Campaigns, Contacts and Corporate Accounts*)	`HPA_OBJECT` to be adapted	`HPA_OBJ`	Enter value **GRES_RESULT_SET**
1511		`S_RS_ICUBE` to be added	Enter values according to your requirements.	
1602	`SAP_CEI_TG_INI` (*Target Groups, Campaigns, Contacts and Corporate Accounts*)	`RECO_MODEL` to be added	`ACTVT`	Select value *03 – Display*
1602		`S_OA2C_USE` to be added	`ACTVT`	Select value *16 – Execute*
			`OA2C_PROF`	Enter value **FACEBOOK**
1605	`SAP_CEI_TG_INI` (*Target Groups, Campaigns, Contacts and Corporate Accounts*)	`S_OA2C_USE` to be adapted	`OA2C_PROF`	Enter value **SAP_CUAN_ECPG_HCI**
1605		`GSEG_ADMIN` to be adapted	`ACTVT`	Deselect value *02 – Change*
1605		`HPA_OBJECT` to be adapted	`HPA_OBJ`	Remove values: • *GSEG_BUILDING_BL OCK* • *GSEG_SEGMENTATION_MODEL*
1608	`SAP_CEI_TG_INI` (*Target Groups, Campaigns, Contacts and Corporate Accounts*)	`S_WF_WI` to be added	`TASK_CLASS`	Select value *NO_CLASS – Not classified*
			`WFACTVT`	Select value *16 – Start task*

SP	Solution/Role	Affected Authorization Object	Affected Fields	Affected Values
			`WI_TYPE`	Select value *F – Workflow (Also Subworkflow)*
1608		`S_BTCH_NAM` to be re-moved		
1511	`SAP_CEI_ECOMMERCE_INTE GRATION` (*E-Commerce Integration*)	`CRA_COUNTR` to be added	`ACTVT`	Select values: • *02 – Change* • *03 – Display*
			`COUNTRY`	Enter value *****
1511	`SAP_CEI_CUAN_MK_TG_REL _APP` (*Release Target Groups*)	`HPA_OBJECT` to be adapted	`HPA_OBJ`	Enter value **GRES_RESULT_SET**
1608	`SAP_CEI_CUAN_MK_INI_RE L_APP` (*Release Campaigns*)	`HPA_ACTION` to be added	`HPA_OBJ`	Enter value **CUAN_INITIATIVE**
			`HPA_ACTION`	Enter value **RELEASE**
			`ACTVT`	Select value *16 - Execute*

SP	Solution/Role	Affected Authorization Object	Affected Fields	Affected Values
1605	SAP_CEI_SIMPLE_SCORES (*Scores*)	S_TRANSPRT to be added	TTYPE	Enter the following values: • **CUST** • **TASK**

> **i** Note
>
> With 1605, this role must only be enhanced with authorization objects S_TRANSPRT and S_TABU_NAM, if your system is configured for automatic recording of changes and transports in Customizing of SAP NetWeaver under
>
> ▌▶ *Application Server* ❯ *System Administration* ❯ *Change & Transport System* ❯ *Configure Clients* ❙ (select your client and choose the details view, section *Changes and Transports for Client-Specific Objects*)

| | | | ACTVT | Enter the following value:

• ＊ |

SP	Solution/Role	Affected Authorization Object	Affected Fields	Affected Values
1605		`S_TABU_NAM` to be added	`TABLE`	Enter the following values: • **`CUANV_SC_DS_J S`** • **`CUANV_SC_PRC`** • **`CUANV_SC_PRC_ PAR`** • **`CUANV_SC_PRC_ P_D`** • **`CUANV_SC_SCN`** • **`CUANV_SC_SCN_ ANC`** • **`CUANV_SC_SCN_ PAR`** • **`CUANV_SC_SCN_ PRC`** • **`CUANV_SC_SCN_ SCP`** • **`CUANV_SC_SCP`** • **`CUANV_SC_SCP_ ADT`** • **`CUANV_SC_UI_S CN`** • **`CUANV_SC_UI_T HRS`** • **`V_GSEG_DS`** • **`V_GSEG_OT_DS`** • **`V_GSEG_OT_DS_ AT`** • **`V_GSEG_OT_DS_ IP`** • **`V_GSEG_OT_DS_ KEY`** • **`V_GSEG_AT_PT`** • **`V_GSEG_OT_KEY`** • **`GSEG_OT_DS_AT _T`**

SP	Solution/Role	Affected Authorization Object	Affected Fields	Affected Values
			`ACTVT`	Select values: • *02 – Change* • *03 – Display*
1611	`SAP_CEI_SIMPLE_SCORES` (*Scores*)	`HPA_OBJECT` to be adapted	`HPA_OBJ`	Enter the following values: • **CUAN_PRODUCT** • **CUAN_PROD_CAT EGORY_HIERARC HY** • **CUAN_SCORE_PE RSISTENCE**
1611		`S_BTCH_ADM` to be added	`BTCADMIN`	Enter values according to your requirements.
1611		`S_BTCH_NAM`	`BTCUNAME` to be added	Enter values according to your requirements.
1605	`SAP_CEI_LEAD_SCORES` (*Lead Scores*)	`HPA_OBJECT` to be adapted	`HPA_OBJ`	• Remove value *CUAN_PRED_SCEN AR IO* • Enter value **CUAN_PREDICTI VE_ SCENARIO_GEN**
1605		`S_TRANSPRT` to be added	`TTYPE`	Enter the following values: • **CUST** • **TASK**
1608	`SAP_CEI_LEAD_SCORES` (*Lead Scores*)	Role to be set to obsolete; to be replaced by `SAP_CEI_SIMPLE_SCORES` providing the same authorizations and functionality		
1605	`SAP_CEI_LEAD_STAGES` (*Lead Stages*)	`HPA_OBJECT` to be adapted	`HPA_OBJ`	Remove the following values: • *CUAN_MARKETIN G_L EAD_STAGESET* • *CUAN_MKT_LEAD_ ST AGESET_PROFILE*

SP	Solution/Role	Affected Authorization Object	Affected Fields	Affected Values
1709	`SAP_CEI_LEAD_STAGES` (*Lead Stages*)	`GSEG_ADMIN` to be added	`GSEG_APPL`	Enter value **SAP_ADT**
			`ACTVT`	Select value *03 – Display*
1605	`SAP_CEI_LEAD_DASHBOARD` (*Lead Dashboard*)	`S_TCODE` to be added	`TCD`	Enter transaction **CUAN_LM_DASHBOAR D**
1709	`SAP_CEI_LEAD_DASHBOARD` (*Lead Dashboard*)	`S_RFC_ADM` to be added	`RFCTYPE`	Select value *G – HTTP Connection to External Server*
			`RFCDEST`	Select value *BOC*
			`ICF_VALUE`	Enter value *****
			`ACTVT`	Select value *03 – Display*
1608	`SAP_CEI_INTERACTION_IN TERESTS`	`HPA_OBJECT` to be adapted	`HPA_OBJ`	Enter value **CUAN_PROD_CATEGO RY_HIERARCHY**
			`ACTVT`	Select value *03 – Display*
			`HPA_OBJ`	Enter value **CUAN_TAG**
			`ACTVT`	Select the required values.
1608		`HPA_ACTION` to be adapted	`HPA_OBJ`	Enter value **CUAN_INTEREST**
			`HPA_ACTION`	Enter the following values: • **ADAPT_IA_DUE_ TO_PRODCAT_AS SIGN** • **ADAPT_IA_DUE_ TO_TAG_ASSIGN**
			`ACTVT`	Select the required values.

SP	Solution/Role	Affected Authorization Object	Affected Fields	Affected Values
1608	SAP_CEI_SCI (*Contacts and Profiles*)	HPA_OBJECT to be adapted	HPA_OBJ	Enter the following values: • **CUAN_INTEREST** • **CUAN_TAG**
			ACTVT	Select the required values.
1608		HPA_ACTION to be adapted	HPA_OBJ	Enter value **CUAN_INTEREST**
			ACTVT	Select value *16 – Execute*
			HPA_ACTION	Enter value **ADAPT_IA_DUE_TO_TAG_ASSIGN**
			ACTVT	Select value *16 – Execute*
1611	SAP_CEI_SCI (*Contacts and Profiles*)	S_APPL_LOG to be added	ALG_OBJECT	Enter value **CUAN_CE_IC**.
			ACTVT	Select value *03 - Display*
			ALG_SUBOBJ	Enter value **CSV_UPLOAD**.
			ACTVT	Select value *03 - Display*
1611	SAP_CEI_PROFILES (*Profiles*)	CRA_COUNTR to be added	COUNTRY	Enter value *
			ACTVT	Select value *03 - Display*
1709	SAP_CEI_MARKETING_LOCATION (*Marketing Locations*)	CRA_COUNTR to be added	COUNTRY	Select the required countries.
			ACTVT	Select value *03 - Display*
	Segmentation			

SP	Solution/Role	Affected Authorization Object	Affected Fields	Affected Values
1611	`SAP_CEI_ADT` (*Segmentation*)	`HPA_OBJECT` to be adapted	`HPA_OBJ`	Enter the following values: • **`HPA_DOCUMENT_ DATA`** • **`HPA_DOCUMENT_ STORAGE`**
			`ACTVT`	Select values: • *02 – Change* • *03 – Display*
			`HPA_OBJ`	For values *GSEG_BUILDING_BLOC K* and *GSEG_SEGMENTATION _MODEL* select activities *02 – Change* or *03 – Display* according to your requirements.
	Campaigns			
1511	`SAP_CEI_MKT_CAL_APP` (*Marketing Calendar*)	`CRA_COUNTR` to be added	`ACTVT`	Select value *03 – Display*
			`COUNTRY`	Enter value *****
1511		`HPA_RSP_AR` to be removed		
1602	`SAP_CEI_MKT_CAL_APP` (*Marketing Calendar*)	`HPA_OBJECT` to be adapted	`HPA_OBJ`	Enter the following value: • **`CUAN_INTERACT ION`**
1602		`HPA_MKT_AR` to be adapted	`HPA_OBJ`	Enter the following values: • **`CUAN_MARKETIN G_C ALENDAR`** • **`CUAN_INTERACT ION`**
1602		`CRA_COUNTR` to be adapted	`COUNTRY`	Change the value from ***** to ' ' (Blank)

SP	Solution/Role	Affected Authorization Object	Affected Fields	Affected Values
1605	`SAP_CEI_MEM` (*Activate Confirmations*)	`GSEG_BB` to be added	`GSEG_APPL`	Enter value **SAP_ADT**
1605		`GSEG_START` to be added	`GSEG_APPL`	Enter value **SAP_ADT**
1605		`HPA_MKT_AR` to be adapted	`HPA_OBJ`	Enter value **CUAN_SENDER_PROFILE**
1608	`SAP_CEI_MEM` (*Activate Confirmations*)	`HPA_ME_TMP` to be added	`HPA_ME_TMP`	Select values according to your requirements.
			`ACTVT`	Select values according to your requirements.
1611	`SAP_CEI_MEM` (*Activate Confirmations*)	`HPA_OBJECT` to be adapted	`HPA_OBJ`	Enter the following values: • **CUAN_OFFER** • **CUAN_PRODUCT**
1611		`HPA_MKT_AR` to be adapted	`HPA_OBJ`	Enter the value **CUAN_OFFER**
1611		`RECO_RTGET` to be added	`ENGINE_ID`	Select the recommendation model type IDs you want to use or full authorization (*)
			`ACTVT`	Select value *33 – Read*
1605	`SAP_CEI_C4C_INTEGRATION` (*SAP Hybris Cloud for Customer Integration*)	`HPA_OBJECT` to be removed		
1605		`CRA_COUNTR` to be removed		
1702	`SAP_CEI_CAMPAIGNS` (*Campaigns*)	`S_RS_COMP` to be added	`RSINFOCUBE`	Enter value `2CIMKT_CAMPSUCC`
			`RSZCOMPID`	Enter value `2CCMKTAGGCMPGNSUCQ`
			`RSZCOMPTP`	Select value *REP (Query)*

SP	Solution/Role	Affected Authorization Object	Affected Fields	Affected Values
			`ACTVT`	Select values: • *03 – Display* • *16 – Execute*
1702		`S_RS_COMP1` to be added	`RSZCOMPID`	Enter value `2CCMKTAGGCMPGNSUCQ`
			`RSZCOMPTP`	Select value *REP (Query)*
			`ACTVT`	Select values: • *03 – Display* • *16 – Execute*
1702		`HPA_ACTION` to be added	`HPA_OBJ`	Enter value **CUAN_INTERACTION**
			`HPA_ACTION`	Enter value **IMPORT_EXTERNAL_ INTERACTIONS**
			`ACTVT`	Select value *16 – Execute*
1709 SP01	`SAP_CEI_CAMPAIGNS` (*Campaigns*)	`HPA_MKT_AR` to be adapted	`HPA_OBJ`	Enter the following values: • **CUAN_CAMPAIGN _TEMPLATE** • **CUAN_MARKETIN G_SPEND** • **CUAN_PROGRAM** • **CUAN_TARGET_G ROUP**
1709 SP01		`CRA_IC_MA` to be added	`ACTVT`	Select value *03 – Display*

SP	Solution/Role	Affected Authorization Object	Affected Fields	Affected Values
1709 SP01		`HPA_OBJECT` to be adapted	`HPA_OBJ`	Enter the following values for activity *02 – Change* and *03 – Display* : • **CUAN_CAMPAIGN _TEMPLATE** • **CUAN_MARKETIN G_SPEND** • **CUAN_SMART_IN SIGHT**
				Enter the following values for activity *03 – Display* : • **CUAN_COMMUNIC ATION_CATEGOR Y** • **CUAN_INTERACT ION_CONTACT** • **CUAN_INTEREST** • **CUAN_PROGRAM** • **CUAN_TARGET_G ROUP** • **CUAN_VALUE_HE LPS**
1709 SP01		`HPA_ACTION` to be adapted	`HPA_OBJ`	Enter value **CUAN_INITIATIVE**
			`HPA_ACTION`	Enter value **CREATE_TG_FROM_S EG_TEMPLATE**
			`ACTVT`	Select value *16 – Execute*
	Planning			
1511	`SAP_CEI_PROGRAM` (*Marketing Programs*)	`HPA_MKT_AR` to be added	`ACTVT`	Select values: • *02 – Change* • *03 – Display*

SP	Solution/Role	Affected Authorization Object	Affected Fields	Affected Values
			`HPA_OBJ`	Enter value **CUAN_PROGRAM**
			`MKTAREA_ID` to be added	
1511		`CRA_STATUS` to be added	`ACTVT`	Select value *01 – Add or Create*
			`CRA_STA_OB`	Enter value **CUAN_INITIATIVE**
			`CRA_STATUS` (*Life Cycle Status*) to be added	Select a status from the value help or enter an asterisk (*) for all statuses
1511		`HPA_USRGRP` to be added	`ACTVT`	Select value *03 – Display*
			`CLASS` to be added	Select a class from the value help or enter an asterisk (*) for all classes
1602	`SAP_CEI_PROGRAM` (*Marketing Programs*)	`HPA_MKT_AR` to be adapted	`HPA_OBJ`	Enter value **CUAN_INITIATIVE**
1709 SP01	`SAP_CEI_PROGRAM` (*Marketing Programs*)	`S_WF_WI` to be added	`TASK_CLASS`	Select value *NO_CLASS – Not classified*
			`WFACTVT`	Select value *16 – Start task*
			`WI_TYPE`	Select value *F – Workflow (Also Subworkflow)*
1709 SP01		`HPA_MKT_AR` to be adapted	`HPA_OBJ`	Add value **CUAN_MARKETING_SPEND** for activity *02 – Change* and *03 – Display*

SP	Solution/Role	Affected Authorization Object	Affected Fields	Affected Values
			`HPA_OBJ`	Add value **CUAN_BUDGET_PLAN NING** for activity *03 – Display*
1709 SP01		`HPA_OBJECT` to be adapted	`HPA_OBJ`	Add value **CUAN_MARKETING_S PEND** for activity *02 – Change* and *03 – Display*
			`HPA_OBJ`	Add value **CUAN_BUDGET_PLAN NING** for activity *03 – Display*
1511	`SAP_CEI_MSM_SM_APP` (*Marketing Spend – Details*)	`CRA_STATUS` to be added	`ACTVT`	Select value *01 – Add or Create*
			`CRA_STA_OB`	Enter value **CUAN_INITIATIVE**
			`CRA_STATUS` to be added	Select a status from the value help or enter an asterisk (*) for all statuses
1511		`HPA_RSP_AR` to be removed		
1602	`SAP_CEI_MSM_SM_APP` (*Marketing Spend – Details*)	`S_SCD0_OBJ` to be added	`OBJECTCLAS`	Enter value **CUAN_MSM**
			`ACTVT`	Select value *08 – Display change documents*
1611	`SAP_CEI_MSM_SM_APP` (*Marketing Spend – Details*)	`S_RFC_ADM` to be added	• `ICF_VALUE` • `RECDEST` • `RFCTYPE`	Enter values according to your requirements.
			`ACTVT`	Select value *03 – Display*

SP	Solution/Role	Affected Authorization Object	Affected Fields	Affected Values
1702	`SAP_CEI_MSM_SM_APP` (*Marketing Spend – Details*)	`HPA_OBJECT` to be adapted	`HPA_OBJ`	Enter value **CUAN_MARKETING_O RCHESTRATION**
			`ACTVT`	Select value *03 – Display*
1709 SP01	`SAP_CEI_MSM_SM_APP` (*Marketing Spend – Details*)	This role has been marked as obsolete as the spend information is now located in the *Spend* tab of the campaign facet sheet in the *Campaign* app.		
1511	`SAP_CEI_MSM_QE_APP` (*Marketing Spend Quick Entry*)	`CRA_STATUS` to be added	`ACTVT`	Select value *01 – Add or Create*
			`CRA_STA_OB`	Enter value **CUAN_INITIATIVE**
			`CRA_STATUS` to be added	Select a status from the value help or enter an asterisk (*) for all statuses
1511		`CRA_SPENDS` to be added	`ACTVT`	Select value *01 – Add or Create*
			`CRA_SPENDS`	Select value *03 – Approved*
1511		`HPA_RSP_AR` to be removed		
1511	`SAP_CEI_MKT_CAL_PLANNI NG` (*Marketing Calendar in Planning*)	`CRA_COUNTR` to be added	`ACTVT`	Select value *03 – Display*
			`COUNTRY`	Enter value *****
1511		`HPA_RSP_AR` to be removed		
1602	`SAP_CEI_MKT_CAL_PLANNI NG` (*Marketing Calendar in Planning*)	`HPA_OBJECT` to be adapted	`HPA_OBJ`	Enter the following value: • **CUAN_INTERACT ION**

SP	Solution/Role	Affected Authorization Object	Affected Fields	Affected Values
1602		`HPA_MKT_AR` to be adapted	`HPA_OBJ`	Enter the following values: • **`CUAN_MARKETIN G_C ALENDAR`** • **`CUAN_INTERACT ION`**
1602		`CRA_COUNTR` to be adapted	`COUNTRY`	Change the value from *** to *' '*(Blank)
1605	`SAP_CEI_ACTUAL_INTEGRA TION` (*Actual Spend Integration*)	`HPA_OBJECT` to be removed		
1605		`HPA_MKT_AR` to be removed		
1611	`SAP_CEI_MKT_BATCH_APPR OVAL` (*Marketing Approvals for Batch User*)	`S_RFC_ADM` to be added	• `ICF_VALUE` • `RECDEST` • `RFCTYPE`	Enter values according to your requirements.
			`ACTVT`	Select value *03 – Display*
1611		`HPA_OBJECT` to be adapted	`HPA_OBJ`	• `CUAN_INITIATIV E` • `CUAN_MARKETING _SPEND`
			`ACTVT`	Add value *02 – Change* for the objects above
1611		`HPA_MKT_AR` to be adapted	`HPA_OBJ`	• `CUAN_INITIATIV E` • `CUAN_MARKETING _SPEND`
			`ACTVT`	Add value *02 – Change* for the objects above
1702	`SAP_CEI_MKT_BATCH_APPR OVAL` (*Marketing Approvals for Batch User*)	`S_START` to be adapted	`AUTHOBJNAM`	Enter value **`16800003`** with type *Workflow templates*

SP	Solution/Role	Affected Authorization Object	Affected Fields	Affected Values
1702		`HPA_ACTION` to be adapted	`HPA_OBJ`	Enter value **`CUAN_TARGET_GROUP`**
			`HPA_ACTION`	Enter value **`WF-APPROVAL`**
1702		`HPA_OBJECT` to be adapted	`HPA_OBJ`	Enter value **`CUAN_TARGET_GROUP`** for activities *02 - Change* and *03 - Display*
			`HPA_OBJ`	Remove value **`CUAN_TARGET_GROUP`** for activity *03 - Display*
1702		`HPA_MKT_AR` to be adapted	`HPA_OBJ`	Enter value **`CUAN_TARGET_GROUP`**
1709 SP01	`SAP_CEI_MKT_BATCH_APPROVAL` (*Marketing Approvals for Batch User*)	Workflow Template for Marketing Plan Approval (Object 16800005) to be added to menu		
		Workflow Template for Marketing Program Approval (Object 16800006) to be added to menu		
1709 SP01		`HPA_ACTION` to be adapted	`HPA_OBJ`	Enter the following values: • **`CUAN_MARKETING_PLAN`** • **`CUAN_PROGAM`**
1709 SP01		`HPA_MKT_AR` to be adapted	`HPA_OBJ`	Enter the following values: • **`CUAN_MARKETING_PLAN`** • **`CUAN_PROGAM`**

SP	Solution/Role	Affected Authorization Object	Affected Fields	Affected Values
1709 SP01		`HPA_OBJECT` to be adapted	`HPA_OBJ`	Enter the following values: • **CUAN_MARKETING_PLAN** • **CUAN_PROGAM** • **GRES_RESULT_SET**
1702	`SAP_CEI_AMP` (*Marketing Planning*)	`HPA_OBJECT` to be adapted	`HPA_OBJ`	Enter value **CUAN_AMP_RELATION_COLLECTION**
			`ACTVT`	Select value *03 – Display*
1702	`SAP_CEI_MKT_APPROVAL` (*Marketing Approvals*)	`HPA_OBJECT` to be added	`HPA_OBJ`	Enter the following values: • **CUAN_INITIATIVE** • **CUAN_TARGET_GROUP**
			`ACTVT`	Select value *03 – Display*
1702		`HPA_ACTION` to be added	`HPA_OBJ`	Enter the following values: • **CUAN_INITIATIVE** • **CUAN_TARGET_GROUP**
			`HPA_ACTION`	Enter the following values: • **RELEASE** • **WF-APPROVAL**
			`ACTVT`	Select value *16 – Execute*

SP	Solution/Role	Affected Authorization Object	Affected Fields	Affected Values
1702		`HPA_MKT_AR` to be added	`HPA_OBJ`	Enter the following values: • **CUAN_INITIATIVE** • **CUAN_TARGET_GROUP**
			`ACTVT`	Select value *03 – Display*
1709 SP01	`SAP_CEI_MKT_APPROVAL` (*Marketing Approvals*)	Workflow Template for Marketing Plan Approval (Object 16800005) to be added to menu		
		Workflow Template for Marketing Program Approval (Object 16800006) to be added to menu		
1709 SP01		`HPA_ACTION` to be adapted	`HPA_OBJ`	Enter the following values: • **CUAN_MARKETING_PLAN** • **CUAN_PROGAM**
1709 SP01		`HPA_MKT_AR` to be adapted	`HPA_OBJ`	Enter the following values: • **CUAN_MARKETING_PLAN** • **CUAN_PROGAM**
1709 SP01		`HPA_OBJECT` to be adapted	`HPA_OBJ`	Enter the following values: • **CUAN_MARKETING_PLAN** • **CUAN_PROGAM** • **GRES_RESULT_SET**
1702	`SAP_CEI_WORKFLOW_EDITOR` (*Manage Workflow*)	`S_WFFLXDEF` to be adapted	`APPL_COMP`	Enter value **CEC-MKT-TG**

SP	Solution/Role	Affected Authorization Object	Affected Fields	Affected Values
			`SWFFLEXSCN`	Enter value **`WS16800003`**
1709 SP01	`SAP_CEI_WORKFLOW_EDITO R` (*Manage Workflow*)	`S_WFFLXDEF` to be adapted	`APPL_COMP`	Enter the following values: • **`CEC-MKT-MPL`** • **`CEC-MKT-PGM`**
			`SWFFLEXSCN`	Enter the following values: • **`WS16800005`** • **`WS16800006`**
	Insight			
1511	`SAP_CEI_CVI` (*Insight*)	`S_RS_AUTH` to be removed		
1511	`SAP_CEI_MED` (*Marketing Executive Dashboard*)	`S_RS_AUTH` to be removed		
1605	`SAP_CEI_MED` (*Marketing Executive Dashboard*)	Transaction code `CUAN_CMO_DASHBOARD` to be added under tab *Menu*; pushbutton *Transaction* with no authorization defaults		
	Recommendation			
1511	`SAP_CEI_PBA` (*Predictive Models*)	`S_RS_AUTH` to be removed		
1608	`SAP_CEI_PBA` (*Predictive Models*)	`HPA_OBJECT` to be adapted	`HPA_OBJ`	Enter value **`CUAN_SCORE_PERSI STENCE`**
	Cross			

SP	Solution/Role	Affected Authorization Object	Affected Fields	Affected Values
1602	`SAP_CEI_KUA` (*Business Administration*)	`HPA_OBJECT` to be adapted	`HPA_OBJ`	Remove the following values: • *CUAN_ANALYSIS_TY PE* • *CUAN_ANA_FND_K PI* • *CUAN_AUDIENCE* • *CUAN_COMPETITO R* • *HPA_IMPORT_HEA DE R*
1602		`/UI2/CHIP` to be added	`/UI2/CHIP`	Enter value **X-SAP-UI2***
			`ACTVT`	Select value *06 – Delete*
1605	`SAP_CEI_KUA` (*Business Administration*)	`HPA_ACTION` to be adapted	`HPA_OBJ`	Enter value **CUAN_MARKETING_S PEND**
			`HPA_ACTION`	Enter value **IMPORT_ACTUAL**
1605		`GSEG_BB` to be set to in-active		
1605		`GSEG_START` to be adapted	`ACTVT`	• Select value *03 – Display* • Deselect value *01 – Add or Create*
1611	`SAP_CEI_KUA` (*Business Administration*)	`S_APPL_LOG` to be added	`ALG_OBJECT`	Enter value **CUAN_CE_IC**
			`ACTVT`	Select value *03 - Display*
			`ALG_SUBOBJ`	Enter value **CSV_UPLOAD**
			`ACTVT`	Select value *03 - Display*
1702	`SAP_CEI_KUA` (*Business Administration*)	`S_APPL_LOG` to be adapted	`ALG_OBJECT`	Enter value **CUAN_CE_INTERACT ION**

SP	Solution/Role	Affected Authorization Object	Affected Fields	Affected Values
			ACTVT	Select value *03 - Display*
			ALG_SUBOBJ	Enter value **IMPORT**
			ACTVT	Select value *03 - Display*
1608	SAP_CUSTOMER_ANALYTICS _ADMIN (*Access for Administrative Actions*)	HPA_ACTION to be adapted	HPA_OBJ	Enter value **CUAN_INTERACTION**
			HPA_ACTION	Enter the following values: • **MASS_DELETE_I NTERACTIONS** • **SET_DATAAGING _TO_COLD**
			ACTVT	Select value *16 – Execute*
1611	SAP_CUSTOMER_ANALYTICS _ADMIN (*Access for Administrative*)	HPA_ACTION to be adapted	HPA_OBJ	Enter value **CUAN_TARGET_GROU P**
			HPA_ACTION	Enter the following values: • **DELETE_COLD_T ARGET_GROUP** • **SET_DATAAGING _TO_COLD**
			ACTVT	Select value *16 – Execute*
1611		HPA_ACTION to be adapted	HPA_OBJ	Enter value **GSEG_SEGMENTATIO N_MODEL**
			HPA_ACTION	Enter the following values: • **DELETE_COLD_S EG_MODEL** • **SET_DATAAGING _TO_COLD**

SP	Solution/Role	Affected Authorization Object	Affected Fields	Affected Values
			`ACTVT`	Select value *16 – Execute*
1611		`HPA_ACTION` to be adapted	`HPA_OBJ`	Enter value **GSEG_BUILDING_BL OCK**
			`HPA_ACTION`	Enter the following values: • **DELETE_COLD_S EG_BUILDING_B LOCK** • **SET_DATAAGING _TO_COLD**
			`ACTVT`	Select value *16 – Execute*
1611		`HPA_OBJECT` to be adapted	`HPA_OBJ`	Enter the following values: • **HPA_DOCUMENT_ DATA** • **HPA_DOCUMENT_ STORAGE**
			`ACTVT`	Select values: • *02 – Change* • *03 – Display*
1709	`SAP_CUSTOMER_ANALYTICS _ADMIN` (*Access for Administrative*)	`HPA_ACTION` to be adapted	`HPA_OBJ`	Enter value **CUAN_INITIATIVE**
			`HPA_ACTION`	Enter value **TRANSFER_CPG_TO_ SALES**
			`ACTVT`	Select value *16 – Execute*
1709		`HPA_ACTION` to be adapted	`HPA_OBJ`	Enter value **CUAN_PRODUCT**

SP	Solution/Role	Affected Authorization Object	Affected Fields	Affected Values
			`HPA_ACTION`	Enter value **`IMPORT_PRODUCTS`**
			`ACTVT`	Select value *16 – Execute*
1709		Transaction code `CUAN_CPG_TRANSFER` to be added under tab *Menu*; pushbutton *Transaction* with no authorization defaults		
1709		`S_TCODE` to be adapted	`TCD`	Enter transaction **`CUAN_CPG_TRANSFER`**
1611	`SAP_CEI_FREETEXT_MAP` (*Map Free Texts*)	`HPA_ACTION` to be added	`HPA_OBJ`	Enter value **`HPA_FREETEXT_MAP`**
			`ACTVT`	Select value *16 – Execute*
			`HPA_ACTION`	Enter value **`MAP_FREE_TEXTS`**
			`ACTVT`	Select value *16 – Execute*
1611	`SAP_CEI_EXT_MAN_IMG` (*Manage Images*)	`CRA_COUNTR` to be added	`COUNTRY`	Enter value *****
			`ACTVT`	Select values: • *02 – Change* • *03 – Display*
1611		`HPA_OBJECT` to be added	`HPA_OBJ`	Enter the following values: • **`CUAN_IMAGE_HELPER`** • **`CUAN_INTERACTION_CONTACT`** • **`HPA_DOCUMENT_DATA`** • **`HPA_USER`**

SP	Solution/Role	Affected Authorization Object	Affected Fields	Affected Values
			ACTVT	Select values: • *02 – Change* • *03 – Display*
1709 SP01	SAP_CEI_EXT_CBO (*Custom Business Object*)	S_DEVELOP	P_GROUP	Enter value **<DUMMY>**
			OBJTYPE	Enter value **CHAR**
			OBJNAME	Enter value **RELEASE_GROUP**
			DEVCLASS	Enter value **S_BLE_OBJECT_ACCESS_CONTROL**
			ACTVT	Select value *03 – Display*
1709 SP01		S_BTCH_ADM	BTCADMIN	Enter value *****
1709 SP01		S_CTS_ADMI	CTS_ADMFCT	Enter value **TABL**
1709 SP01		S_CTS_SADM	CTS_ADMFCT	Enter value **TABL**
			DESTSYS	Enter value *****
			DOMAIN	Enter value *****
1709 SP01	SAP_CEI_EXT_CFD (*Custom Business Object*)	S_DEVELOP	P_GROUP	Enter value **DUMMY**
			OBJTYPE	Enter values: • **TABL** • **VIEW**
			OBJNAME	Enter value *****
			DEVCLASS	
			ACTVT	Select value *42 – Convert to DB*

Adding an Authorization Object

> **i Note**
>
> Usually, an authorization object is automatically added or removed when adding or removing the corresponding OData service to the menu of the relevant role (see section New OData Services in Single Roles [page 69]). The manual procedures below should be used in exceptional cases only.

1. Go to transaction PFCG and enter the name of your copy of the role that you want to change in the *Role* field. Choose the *Edit* pushbutton.
2. On the *Authorizations* tab, choose the *Change Authorization Data* pushbutton in the *Maintain Authorization Data and Generate Profiles* section.
3. On the next screen, choose the *Add manually* pushbutton.
4. Add the required authorization object and maintain the required fields according to the description in the table above.
5. Save and generate your changes.

Deactivating an Authorization Object

1. Go to transaction PFCG and enter the name of your copy of the role that you want to change in the *Role* field. Choose the *Edit* pushbutton.
2. On the *Authorizations* tab, choose the *Change Authorization Data* pushbutton in the *Maintain Authorization Data and Generate Profiles* section.
3. On the next screen, expand the node to which the authorization object to be deactivated belongs.
4. Choose the *Deactivate* pushbutton of the required authorization object.
5. Save and generate your changes.

5.3.3 New Authorization Object HPA_USRGRP (1508)

For technical reasons, the authorization object `S_USER_GRP` (Control of access to user data) has been replaced by authorization object `HPA_USRGRP` in your copies of the following roles:

SAP Standard Role	Description
SAP_CEI_CUAN_MK_INI_REL_APP	*Release Campaigns*
SAP_CEI_CUAN_MK_TG_REL_APP	*Release Target Groups*
SAP_CEI_KUA	*Business Administration*
SAP_CEI_MSM_QE_APP	*Marketing Spend Quick Entry*
SAP_CEI_MSM_SM_APP	*Marketing Spend - Details*

`SAP_CEI_PBA`	*Predictive Models*
`SAP_CEI_TG_INI`	*Target Groups, Campaigns, Contacts and Corporate Accounts*

To replace the authorization in your copies of the role, proceed as follows:

1. Go to transaction `PFCG`, enter the name of your copy of the role affected and press the *Change* pushbutton.
2. On the *Authorizations* tab, in the *Maintain Authorization Data* and *Generate Profile* section, choose the *Change Authorization Data* pushbutton.
3. Choose the pushbutton *Manually* (*Manual entry of authorization objects*).
4. Enter the authorization object `HPA_USRGRP` and confirm your entry.
5. Expand the nodes ▶ *Cross-application Authorization Objects* ❭ *HPA User Data of User Group* ❭ .
6. Press the *Change* icon next to *Activity* and select *03 (Display)*. Press the *Save* icon.
7. Now click on the *Change* icon next to *User group in user master maintenance* in the line below. Specify the user groups to which the authorizations should apply, or enter * if it is to apply to all user groups. Save your entry.
8. Save your changes and generate the profile.
9. Repeat these steps for all affected role copies.

5.3.4 Replacement of Composite Roles (1511)

With 1511, the available composite roles have been replaced by new composite roles. Some of the new roles include single roles that are introduced with 1511. For this reason, we recommend to replace your copies of the previous composite by copies of the new ones.

The table below gives an overview about former and new composite roles. For a description of copying composite roles, see section Generating Authorization Profiles for the User Interface of the Installation and Configuration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *Installation and Upgrade* ❭

Persona	Old Composite Role (up to 1508)	Composite Role Name (as of 1511)	Description
Marketing Experts	`SAP_CUSTOMER_ENG_INTELLIGENCE`	`SAP_MARKETING_EXPERT`	General access to SAP Hybris Marketing
	`SAP_AUDIENCE_DISCOVERY_TARGET`	`SAP_MARKETING_SEGMENTATION`	Access to *Segmentation*
	`SAP_CAMPAIGN_MANAGEMENT`	`SAP_MARKETING_CAMPAIGNS`	Access to *Campaigns*
	`SAP_MARKETING_SPEND_EXPERT`	`SAP_MARKETING_SPEND_MGMT_PROG`	Access to *Spend Management* and *Programs*

Persona	Old Composite Role (up to 1508)	Composite Role Name (as of 1511)	Description
	`SAP_RECOMMENDATION_EXPER T`	`SAP_MARKETING_RECOMMEND_E XPERT`	Access to *Recommendations*
	`SAP_CUSTOMER_VALUE_INTEL LIGENC`	`SAP_MARKETING_INSIGHT`	Access to *Insight*
	`SAP_SOCIAL_CONTACT_INTEL LIGENC`	`SAP_MARKETING_DATA_MANAGE MENT`	Access to *Contacts and Profiles*
Marketing Managers	`SAP_CEI_MARKETING_MANAGE R`	`SAP_MARKETING_MANAGER`	General Access to SAP Hybris Marketing
	`SAP_MARKETING_PLANNING`	`SAP_MARKETING_PLANNING`	Access to *Planning*
Marketing Executives	`SAP_MARKETING_EXECUT_DAS HBOARD`	`SAP_MARKETING_EXECUT_DASH BOARD`	General Access to SAP Hybris Marketing
Business Analysts	**New with 1511**	`SAP_MARKETING_RECOMMENDAT ION`	Access to *Recommendations*
Business Administrative User	`SAP_CUSTOMER_ENG_INT_KEY _USER`	`SAP_MARKETING_BUS_ADMIN_U SER`	Access to applications for key user and administrative tasks
Installation / Upgrade Team Members	`SAP_CEI_TECHNICAL_CONF`	`SAP_MARKETING_TECHNICAL_C ONF`	Contains all roles needed to run the technical configuration tasks of the installation and upgrade process
User Administration	`SAP_MKT_USER_HANDLING`	`SAP_MARKETING_USER_ADMIN`	Access for user administration

5.3.5 Changed Authorization for Import of Data (1602)

For security reasons, the authorization object `HPA_ACTION` (*Object Action*) is used to adapt the authorization for import of data. In transaction `PFCG`, you find this object under *Cross-application Authorization Objects* (tab *Authorizations*) of the affected standard roles mentioned in the table below.

These standard roles contain the required authorization settings for authorization object `HPA_ACTION`, which is activity `16` (*Execute*) for the objects and actions described in the table for every role.

SAP Standard Role	Description	Settings	
		Action Name	Object Name
SAP_CEI_KUA	*Business Administration*	IMPORT_CUSTOM_DIMENSIONS	CUAN_CUSTOM_DIMENSION_01 to CUAN_CUSTOM_DIMENSION_10
		IMPORT_INTERACTION_CONTACT	CUAN_INTERACTION_CONTACT
		IMPORT_BRANDS	HPA_BRAND
SAP_CEI_ECOM MERCE_INTEGR ATION	*E-Commerce Integration*	IMPORT_EXTERNAL_INTERACTIONS	CUAN_INTERACTION
		IMPORT_INTERACTION_CONTACTS	CUAN_INTERACTION_CONTACT
		IMPORT_IC_TEAM_MEMBER	CUAN_INTERACTION_CONTACT
		IMPORT_INTERESTS	CUAN_INTEREST
		IMPORT_PRODUCTS	CUAN_PRODUCT
		IMPORT_PROD_CAT_HIERS	CUAN_PROD_CATEGORY_HIERARCHY
SAP_CEI_INTE RACTION_INTE RESTS	*Interaction Interests*	IMPORT_INTERESTS	CUAN_INTEREST
SAP_CEI_CONT ENT_PAGE_RSL T	*Landing Pages Results*	IMPORT_EXTERNAL_INTERACTIONS	CUAN_INTERACTION
		IMPORT_INTERACTION_CONTACTS	CUAN_INTERACTION_CONTACT
SAP_CEI_C4C_ INTEGRATION	*SAP Hybris Cloud for Customer Integration*	IMPORT_EXTERNAL_INTERACTIONS	CUAN_INTERACTION
		IMPORT_INTERACTION_CONTACTS	CUAN_INTERACTION_CONTACT
SAP_CUSTOMER _ANALYTICS_A DMIN	*Access for Administrative Actions*	IMPORT_EXTERNAL_INTERACTIONS	CUAN_INTERACTION
		IMPORT_INTERACTION_CONTACTS	CUAN_INTERACTION_CONTACT
		IMPORT_IC_TEAM_MEMBER	CUAN_INTERACTION_CONTACT

To ensure that the authorization object with the required settings is included in your copies of these roles, we recommend that you copy the roles once again. Proceed as follows for every role mentioned in the table above:

1. Log on to your AS ABAP system with the user for application setup (see section AS ABAP Users for Upgrade Process [page 51]) and go to transaction PFCG.
2. Enter the name of the role affected in the *Role* field and choose the *Copy* pushbutton.
   A dialog box appears.
3. Enter a self-defined name for your role and choose the *Copy all* pushbutton.
4. Choose the *Authorizations* tab, switch to *Edit* mode, and choose the *Propose Profile Name* pushbutton in the *Information About Authorization Profile* section. The system enters a profile name and a profile text.

5. To generate the authorization profile, choose the *Generate* menu option from the *Authorizations* menu or choose the *Generate* pushbutton.

6. Repeat step 1 to 5 for all affected roles.

5.3.6 New Standard Roles (1602)

With 1602, you are provided with the following new standard single roles:

- `SAP_CEI_RECENT_ITEMS`:
  This role allows you to access the items in SAP Hybris Marketing recently opened from within the SAP Fiori Launchpad.

- `SAP_CEI_KPI_TILES`:
  This role allows you to display the Key Performance Indicators (KPIs) of SAP Hybris Marketing from within the SAP Fiori Launchpad.

If you want your users to perform the described actions, copy the mentioned roles and assign them to the required users.

5.3.7 New Standard Roles (1605)

With 1605, you are provided with the following new standard single role:

- `SAP_CEI_MICRO_LIST`:

This role allows you to access micro list applications of SAP Hybris Marketing in the SAP Fiori launchpad. Micro list applications such as *Recent Items*, *Active Campaigns*, or *Create Segmentation Model* consist of small object lists.

The new role replaces the role `SAP_CEI_RECENT_ITEMS`, which has been introduced with 1602 to access recently opened items from the SAP Fiori launchpad. The new role is added to all composite roles, while `SAP_CEI_RECENT_ITEMS` is removed from all composite roles.

If you want your users access micro list applications from the SAP Fiori launchpad, copy the mentioned role and assign it to the required users.

5.3.8 Rearrangement of Applications (1608)

With 1608, in the standard delivery of the SAP Fiori launchpad some applications have been moved from certain business groups into others, and new business groups have been introduced to better reflect the marketing business process.

In the following, you find an overview of the structure changes as well as a list of business catalog roles that control the assignment of applications to business groups.

Application	Current Business Group	Former Business Group
Sentiment Engagement	*Insight*	*Data Management* (renamed to *Contacts and Profiles* in 1608)
Customer Journey Events	*Insight*	*Data Management* (renamed to *Contacts and Profiles* in 1608)
Relationship Analysis - Presales	*Customer Value Intelligence* (new business group in 1608)	*Insight*
Relationship Analysis - Sales	*Customer Value Intelligence* (new business group in 1608)	*Insight*
Stratification	*Customer Value Intelligence* (new business group in 1608)	*Insight*
Margin Decomposition	*Customer Value Intelligence* (new business group in 1608)	*Insight*
Top Cross-Selling Recommendations	*Customer Value Intelligence* (new business group in 1608)	*Insight*
Unsatisfied Customers	*Customer Value Intelligence* (new business group in 1608)	*Insight*
Customers with Critical Churn Rate	*Customer Value Intelligence* (new business group in 1608)	*Insight*
Customers with High Lifetime Value	*Customer Value Intelligence* (new business group in 1608)	*Insight*
Customers with Gross Margin Increase	*Customer Value Intelligence* (new business group in 1608)	*Insight*
Customers with Gross Margin Decrease	*Customer Value Intelligence* (new business group in 1608)	*Insight*
Customers with Pocket Margin Increase	*Customer Value Intelligence* (new business group in 1608)	*Insight*
Customers with Pocket Margin Decrease	*Customer Value Intelligence* (new business group in 1608)	*Insight*
Product Groups with Revenue Increase	*Customer Value Intelligence* (new business group in 1608)	*Insight*
Product Groups with Revenue Decrease	*Customer Value Intelligence* (new business group in 1608)	*Insight*
Products with Revenue Decrease	*Customer Value Intelligence* (new business group in 1608)	*Insight*

Application	Current Business Group	Former Business Group
Products with Revenue Increase	*Customer Value Intelligence* (new business group in 1608)	*Insight*

- The access to applications belonging to the new *Customer Value Intelligence* business group is established via the business catalog role `SAP_CEI_CVI_FLP` that existed before in the system.
- The access to applications belonging to the *Insight* business group is established via the business catalog role `SAP_CEI_ISG_FLP`, newly introduced with 1608.

If you want to reflect the new arrangement of applications in business groups, adapt the new distribution according to the roles, on which the applications are based.

5.3.9 New Standard Roles (1611)

With 1611, you are provided with the following new standard single role:

- `SAP_CEI_MPO_EXEC_PLAN_IMPORT`

This role allows you to import campaign execution plans from other systems using the public OData application programming interface (API) `CUAN_MPO_IMPORT_SRV`.

For more information, see section Import Campaign Execution Plans of the Integration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *Integration* ❯

5.3.10 New Standard Roles (1702)

With 1702, you are provided with the following new standard single role:

- `SAP_CEI_TARGET_GROUPS`

This role allows you to model an exclusive access to target groups without allowing access to contacts.

You keep using the role `SAP_CEI_TG_INI` and must not use the role `SAP_CEI_TARGET_GROUPS` if one of the following conditions applies:

- You want to allow access to target groups **and** contacts.
- You want to work with the classic *Campaigns* app and not with the flow-based *Campaigns* app (see section Setting Up Flow-Based User Interface for Application "Campaigns" (1611) [page 197]).

5.3.11 New Standard Roles (1709 SP01)

With 1709 SP01, you are provided with the following new standard single roles:

- `SAP_CEI_BATCH_PROGRAMS`:
  Up to 1709 SP01, background jobs have been controlled by users who had the role
  `SAP_CUSTOMER_ANALYTICS_ADMIN` assigned. As this role is designed not only for background job
  handling but also for additional administration purposes, the job handling authorizations have been
  tranferred to the new role `SAP_CEI_BATCH_PROGRAMS`.
  Usually, the required adaptations and assignments have been executed by the technical configuration
  during the upgrade process (see Executing the Technical Configuration [page 52]). In case of any
  problems, check if your users who control the background job handling, have the new role
  `SAP_CEI_BATCH_PROGRAMS` assigned (not a copy but the standard role itself).

- `SAP_CEI_MARKETING_PLANS`:
  This role allows marketing managers to access the *Marketing Plans* application.
  For more information, see New Application "Marketing Plans" (1709 SP01) [page 187].

- `SAP_CEI_BCR_CFS1_OP`:
  This role allows marketing experts to access the new version of the contact profile based on SAP Fiori in
  the *Contacts* application.
  For more information, see New Fiori-Based Contact Profile (1709 SP01) [page 147].

- `SAP_CEI_BCR_AGC_OP`:
  This role allows marketing experts to access the *Marketing Agencies* application.
  For more information, see New Application "Marketing Agencies" (1709 SP01) [page 139].

- `SAP_CEI_MOBILE_PUSH_CPG`:
  This role allows access to a CDS query for pushing notifications about campaign performance to mobile
  devices.

- `SAP_CEI_CONTACT_SUBSCRIPTION`:
  This role allows access to a CDS query providing information about the various subscriptions of contacts.

- `SAP_CEI_BCR_SEG1_OP`:
  This role allows access to business objects, such as template-based segmentation, segmentation models,
  segmentation building blocks, and target groups in SAP Hybris Marketing.

- `SAP_CEI_CMPGN_SUCCESS_IMPORT`:
  This role allows marketing experts to import campaign performance data into SAP Hybris Marketing.

New Roles for Public OData API Access

With 1709 SP01, you are provided with a range of API roles that allow access to the SAP Hybris Marketing
system using public OData APIs. When indicating the corresponding role using a certain OData API, you can
interact with the SAP Hybris Marketing system without being logged on to it.

For example, if you want to import or change product data in SAP Hybris Marketing from an external system
without being logged on, you can use the corresponding OData API `API_MKT_PRODUCT_SRV` and indicate role
`SAP_CEI_API_PRODUCT`.

For information about how to integrate with public OData APIs, see section Integrate with Public APIs of the
Integration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *Integration* ❯

For an overview of all available API roles, the corresponding OData APIs, and a link to the related API documentation in the Integration Guide, see the table below:

API Role	Public OData API	API Documentation
SAP_CEI_API_AGREEMENT	API_MKT_AGREEMENT_SRV	Agreements
SAP_CEI_API_CAMPAIGN	API_MKT_CAMPAIGN_SRV	Campaigns
SAP_CEI_API_CAMPAIGN_M ESSAGE	API_MKT_CAMPAIGN_MESSAGE_SRV	Campaign Message Content
SAP_CEI_API_EXPORT_DEF INITION	API_MKT_EXPORT_DEFINITION_SRV	Read Content of Export Files in Campaigns
SAP_CEI_API_INTERACTIO N	API_MKT_INTERACTION_SRV	Interactions
SAP_CEI_API_INTERACTN_ CONTACT	API_MKT_INTERACTION_CONTACT_SRV	Interaction Contacts
SAP_CEI_API_LOCATION	API_MKT_LOCATION_SRV	Marketing Location
SAP_CEI_API_OFFER	API_MKT_OFFER_SRV	Read Offers
SAP_CEI_API_PRODCAT_HI ERARCHY	API_MKT_PRODCAT_HIERARCHY_SRV	Product Hierarchies and Categories
SAP_CEI_API_PRODUCT	API_MKT_PRODUCT_SRV	Products
SAP_CEI_API_PROGRAM	API_MKT_PROGRAM_SRV	Marketing Program
SAP_CEI_API_SCORE	API_MKT_SCORE_SRV	Scores
SAP_CEI_API_TARGET_GRO UP	API_MKT_TARGET_GROUP_SRV	Target Groups

5.3.12 New Authorization Object for Marketing Area at Contacts (1709 SP01)

With 1709 SP01, you are provided with the new authorization object *Marketing Area for Interaction Contact and Interactions* (CRA_IC_MA), which – in addition to authorization object *Authorization for Country* (CRA_COUNTR) – controls the authorization for the access to contact and interaction data. Up to 1709 SP01, this access has been exclusively controlled by authorization object CRA_COUNTR. This means that as of 1709 SP01, for the access to contacts with various data the roles of your users need to be assigned both authorization objects.

For a general description of the authorization concept using marketing areas in SAP Hybris Marketing, see section Marketing Areas of the Security Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ➤ ▷ *Security* ❭

Using CRA_IC_MA

To make the access to contacts work properly for your users after the upgrade procedure to 1709 SP01, you must proceed as follows:

- Assign the new authorization object `CRA_IC_MA` to your copies of the SAP standard roles dealing with access to contacts.
- Define entries for `CRA_IC_MA`, in particular, add field *Marketing Area ID* (`MKT_AREA`) with value * and *Activity* (`ACTVT`) with value *.

Procedure

1. To identify all your copied roles dealing with access to contacts, go to transaction `RSUSRAUTH` in your SAP Hybris Marketing back-end system.
2. Restrict your search as follows:
   - In section *Selection by Authorization Values*, search for authorization object `HPA_OBJECT`.
   - In the same line, choose the *Values* button.
   - In the upcoming dialog box, enter value * for field *ACTVT* and value **CUAN_INTERACTION_CONTACT** for field *HPA_OBJ*.
   - Choose *Execute*.
   - In the second line, search for authorization object `CRA_COUNTR`.
   - In the same line, choose the *Values* button.
   - In the upcoming dialog box, enter value * for both the fields, *ACTVT* and *COUNTRY*.
   - Choose *Execute*.
3. Now, choose *Execute* at the top of the screen.
4. As a result, you receive all those roles, which need to be assigned the new authorization object `CRA_IC_MA`.
5. Choose every identified single role one by one.
6. Add authorization object `CRA_IC_MA` with value * for fields `MKT_AREA` and `ACTVT` under *Object Class for SAP Hybris Marketing* (`CRAN`) for every identified single role.

> i Note
>
> If you use the SAP standard roles directly without having copied them, you are automatically provided with the described changes. In this case, manual changes are not required.

5.4 Replacement of Customizing Activities by UI Tiles (1511)

With 1511, a few Customizing activities from Customizing for SAP Hybris Marketing (transaction `SPRO`) have been deactivated and replaced by a corresponding SAP Fiori app on the user interface. This change allows you to maintain the corresponding Customizing directly on the user interface in the productive system without accessing the back end.

The table below gives an overview of the changes.

Former Customizing Activity	Replaced by App	Required Roles
• Define Interaction Interests • Assign Interaction Interests to CRM Product Categories Path: ▌▶ *Data Management* ▶ *Interactions* ❭	*Interaction Interests* (in *Business Administration*)	• `SAP_CEI_KUA_FLP` (business catalog role) • `SAP_CEI_INTERACTION_INTERESTS` back-end role; included in composite role`SAP_MARKETING_BUS_ADMIN_USER`) • `CEI_HOME`(for personalization purposes)
Define Recommendation Scenarios Path: ▌▶ *Recommendation* ❭	*Recommendation Scenarios* (in *Recommendations*)	• `SAP_CEI_RECO_SCE` (back-end role; included in composite role`SAP_MARKETING_RECOMMEND_EXPERT`) • `SAP_CEI_HOME` (for personalization purposes) Marketing expert users require a copy of the following additional role: • `SAP_CEI_ROF_FLP` (business catalog role) Business analyst users require a copy of the following additional role: • `SAP_CEI_BCR_BUSINESSANALYST` (SAP Fiori catalog role)
Define Default Algorithm Parameter Values Path: ▌▶ *Recommendation* ❭	*Recommendation Algorithm Defaults* (in *Recommendations*)	• `SAP_CEI_BCR_BUSINESSANALYST` (business catalog role) • `SAP_CEI_RECO_ALDS` (back-end role; included in composite role `SAP_MARKETING_RECOMMENDATION`)) • `SAP_CEI_HOME` (for personalization purposes)

5.5   Replacement of Customizing Activities by UI Tiles (1602)

With 1602, a few Customizing activities from Customizing for SAP Hybris Marketing (transaction `SPRO`) have been deactivated and replaced by a corresponding SAP Fiori app on the user interface. This change allows you to maintain the corresponding Customizing directly on the user interface in the productive system without accessing the back end.

The table below gives an overview of the changes.

Former Customizing Activity	Replaced by App	Required Roles
• Define Events • Assign Interactions to Events Path: ▶ *Data Management* ▶ *Customer Journey Insight* ▶	*Customer Journey Events* (in *Business Administration*)	• `SAP_CEI_KUA_FLP` (business catalog role) • `SAP_CEI_CJI_EVENTS` (back-end role; included in composite role `SAP_MARKETING_BUS_ADMIN_USER`) • `SAP_CEI_HOME` (for personalization purposes)

5.6   Replacement of Customizing Activities by UI Tiles (1605)

With 1605, Customizing activities from Customizing for SAP Hybris Marketing (transaction `SPRO`) have been deactivated and replaced by a corresponding SAP Fiori app on the user interface. This change allows you to maintain the corresponding Customizing directly on the user interface in the productive system without accessing the back end.

The table below gives an overview of the changes.

Former Customizing Activity	Replaced by App	Required Roles
• Map Free Texts Path: ▶ *Data Management* ▶ *Interaction Contacts Map* ▶	*Map Free Texts* (in *Business Administration*)	• `SAP_CEI_KUA_FLP` (SAP Fiori catalog role) • `SAP_CEI_FREETEXT_MAP` (back-end role; included in composite role `SAP_MARKETING_BUS_ADMIN_USER`) • `SAP_CEI_HOME` (for personalization purposes)

5.7   Replacement of Customizing Activities by UI Tiles (1709)

With 1709, Customizing activities from Customizing for SAP Hybris Marketing (transaction `SPRO`) have been deactivated and replaced by a corresponding SAP Fiori app on the user interface. This change allows you to maintain the corresponding Customizing directly on the user interface without accessing the back end.

> **i Note**
>
> The Business Add-Ins (BAdI) for Segmentation and Target Groups are still accessible using transaction `SPRO`.
>
> For technical details and impact on custom development, see SAP Note 2493196 ➫.

The table below gives an overview of the changes.

Former Customizing Activity	Replaced by App	Required Roles
• Define Aliases for SAP HANA Data Sources Path: ▌ *SAP Hybris Marketing* ❯ *Segmentation* ❯	▌ *Segmentation Configuration* ❯ *Data Sources* ❯ (in *Segmentation and Campaign Configuration* business group)	
• Define Aliases for SAP HANA Value Help Data Sources Path: ▌ *SAP Hybris Marketing* ❯ *Segmentation* ❯		
• Define Segmentation Preview Types Path: ▌ *SAP Hybris Marketing* ❯ *Segmentation* ❯	▌ *Segmentation Configuration* ❯ *Preview Types* ❯ (in *Segmentation and Campaign Configuration*)	
• Define Segmentation Objects Path: ▌ *SAP Hybris Marketing* ❯ *Segmentation* ❯		• `SAP_CEI_KUA_FLP` (SAP Fiori catalog role) • `SAP_CEI_KUA` (back-end role; included in composite role `SAP_MARKETING_BUS_ADMIN _USER`)
• Define Attribute Groups for Segmentation Object Path: ▌ *SAP Hybris Marketing* ❯ *Segmentation* ❯	▌ *Segmentation Configuration* ❯ *Segmentation Objects and Attributes* ❯ (in *Segmentation and Campaign Configuration*)	
• Assign SAP HANA Data Sources to Segmentation Objects Path: ▌ *SAP Hybris Marketing* ❯ *Segmentation* ❯		
• Define Key Fields for Segmentation Object Path: ▌ *SAP Hybris Marketing* ❯ *Segmentation* ❯		

Former Customizing Activity	Replaced by App	Required Roles
• Assign Segmentation Attributes to Object Key Fields Path: ▶ *SAP Hybris Marketing* ❯ *Segmentation* ❯		
• Define Secondary Distinction Entities Path: ▶ *SAP Hybris Marketing* ❯ *Segmentation* ❯		
• Define Segmentation Profiles Path: ▶ *SAP Hybris Marketing* ❯ *Segmentation* ❯	▶ *Segmentation Configuration* ❯ *Segmentation Profiles* ❯ (in *Segmentation and Campaign Configuration*)	
• General and Performance Settings Path: ▶ *SAP Hybris Marketing* ❯ *Segmentation* ❯	▶ *Segmentation Configuration* ❯ *General and Performance Settings* ❯ (in *Segmentation and Campaign Configuration*)	
• Set Defaults for Target Groups Path: ▶ *SAP Hybris Marketing* ❯ *Segmentation* ❯ *Target Group* ❯	▶ *Target Group Configuration* ❯ *General Settings* ❯ (in *Segmentation and Campaign Configuration*)	
• Activate Advanced Status Management Path: ▶ *SAP Hybris Marketing* ❯ *Segmentation* ❯ *Target Group* ❯	The advanced status management has been replaced by workflows. For more information, see Configuring Workflow [page 210].	
• Activate Features for Target Groups per Segmentation Object Path: ▶ *SAP Hybris Marketing* ❯ *Segmentation* ❯ *Target Group* ❯	▶ *Target Group Configuration* ❯ *Settings for Individual Segmentation Objects* ❯ (in *Segmentation and Campaign Configuration*)	
• Set Default Segmentation Object per Member Type Path: ▶ *SAP Hybris Marketing* ❯ *Segmentation* ❯ *Target Group* ❯	▶ *Target Group Configuration* ❯ *Default Segmentation Objects for Individual Member Types* ❯ (in *Segmentation and Campaign Configuration*)	

Former Customizing Activity	Replaced by App	Required Roles
• Configure Member List Path: ▌▶ *SAP Hybris Marketing* ❯ *Segmentation* ❯ *Target Group* ▐	▌▶ *Target Group Configuration* ❯ *Settings for Individual Segmentation Objects* ▐ (in *Segmentation and Campaign Configuration*)	
• Assign Segmentation Object Key Field to Target Group Member Key Field Path: ▌▶ *SAP Hybris Marketing* ❯ *Segmentation* ❯ *Target Group* ▐	▌▶ *Target Group Configuration* ❯ *Mapping of Segmentation Object Keys to Member Components* ▐ (in *Segmentation and Campaign Configuration*)	

6 Configuring Data Management

This section is relevant for all SAP Hybris Marketing applications.

6.1 New Optional Functions

With one of the SAP Hybris Marketing support packages, you are provided with optional functions related to target groups, campaigns, and/or predictive models. These functions require additional activation settings that you have to make if you want to use the functions. In the following, you find a list of the optional functions with a description of the according activation settings.

6.1.1 Displaying New Facets on the User Interface

Facets are subordinate screen areas similar to tabs in the details views (or: fact sheets) of SAP Hybris Marketing objects such as corporate accounts or target groups. SAP delivers new facets with nearly every support package.

To display new facets, you must execute the steps described below only in your configuration system. All changes can be transported through your complete system landscape.

Adaptation of PFCG Role and Custom Launchpad

To display the new facet on the user interface, you must adapt your copy of the corresponding role (for details, see the overview tables below). To do so, proceed as follows:

1. Go to transaction `PFCG` and choose the *Menu* tab.
2. Copy the role menu entry ▶ *High Performance Applications* ❯ *Thing Inspectors of SAP Hybris Marketing* ❯ *<the affected application>* ❯ *<the affected facet>* ❘ to the same role menu path in your copied role. Ensure that you also copy the node details, especially the application alias.

In addition, you must adapt your custom launchpad according to the standard launchpad delivered with the latest support package, which includes the entry required for the new facet. You do this in transaction `LPD_CUST`. The launchpad for SAP Hybris Marketing consists of the role `HPA` with instance `CUAN`. You can find the new application needed in your custom version of the launchpad in the overview table below.

Apply these settings following the instructions of section of the SAP NetWeaver AS for ABAP 7.52 documentation on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *SAP NetWeaver Application Server for ABAP 7.52 SP01 for Foundation 1709 FPS01, Version for SAP HANA* ▶ *View All* ▶ *Function-Oriented View* ▶ *UI Technologies in SAP NetWeaver* ▶ *Web Dynpro ABAP and Floorplan Manager* ▶ *Launchpads* ▶ *Working with Launchpads at Design Time* ▶.

> **i Note**
>
> You find a separate section for every new facet explaining the facet's particularities later on in the document.

Overview of New Facets Available in All Applications

Support Package	Facet Name	Application	Fact Sheet	Role	Role Menu Entry	Application Name in Launchpad
SP01	*Impact Analysis*	*Campaigns*	Campaign	`SAP_CEI_TG_INI`	▶ *Campaign* ▶ *Impact Analysis* ▶	*Campaign Success Reporting*
SP02	*Notes*	*Predictive Models*	Predictive Model	`SAP_CEI_PBA`	▶ *Predictive Model* ▶ *Notes* ▶	*Predictive Model Notes*
SP02	*Interactions*	*Accounts*	• Account • Contact / Consumer	`SAP_CEI_TG_INI`	• ▶ *Account* ▶ *Interactions* ▶ • ▶ *Contact* ▶ *Interactions* ▶	• *Account: Interactions* • *Contact: Interactions*
SP03	*Snapshot Analysis*	*Target Groups*	Target Group	`SAP_CEI_TG_INI`	▶ *Target Group* ▶ *Snapshot Analysis* ▶	*Snapshot Analysis*
SP03	*Success*	*Campaigns*	Campaign	`SAP_CEI_TG_INI`	▶ *Campaign* ▶ *Success* ▶	*Campaign: Success*
SP03	*Scores*	• *Accounts* • *Contacts*	• Account • Contact / Consumer	`SAP_CEI_TG_INI`	• ▶ *Account* ▶ *Scores* ▶ • ▶ *Contact* ▶ *Scores* ▶	• *Account: Scores* • *Contact: Predictive Scores*

Support Package	Facet Name	Application	Fact Sheet	Role	Role Menu Entry	Application Name in Launchpad
SP04	*General Information*	*Campaigns*	Campaign	`SAP_CEI_TG_INI`	▶ *Campaign* ❯ *General Information* ❯	*Campaign: General Information*
SP04	*Team*	*Campaigns*	Campaign	`SAP_CEI_TG_INI`	▶ *Campaign* ❯ *Team* ❯	*Campaign: Team Member*
SP04	*Commerce* (former name: *Sales Analysis*; has been re-named with 1505)	*Contacts*	Consumer	`SAP_CEI_CVI`	▶ *Contact* ❯ *Commerce* ❯	*Contact: Sales Analysis*
SP05	*Decision Tree*	*Predictive Models*	Model Fit	`SAP_CEI_PBA`	▶ *Predictive Model Fits* ❯ *Decision Tree* ❯	*Predictive Model Fits Decision Tree*
SP05	*Team*	*Target Groups*	Target Group	`SAP_CEI_TG_INI`	▶ *Target Group* ❯ *Team* ❯	*Campaign: Team Member* (to be entered under node *Campaigns*)
						i Note This entry may already have been created for the *Team* facet in the *Campaign* fact sheet.
1502 (SP06)	*Automation*	*Campaigns*	Campaign	`SAP_CEI_TG_INI`	▶ *Campaign* ❯ *Automation* ❯	*Campaign: Automation*
1505	*Personal Data*	*Contacts*	Contact / Consumer	`SAP_CEI_TG_INI`	▶ *Contact* ❯ *Personal Data* ❯	*Contact: Personal Data*
1505	*Segmentation History*	*Target Groups*	Target Group	`SAP_CEI_TG_INI`	▶ *Target Group* ❯ *Segmentation History* ❯	*Target Group: Segmentation History*
1508	*Additional Data*	*Corporate Accounts*	Corporate Account	`SAP_CEI_TG_INI`	▶ *Corporate Account* ❯ *Additional Data* ❯	*Corporate Account: Additional Data*
1602	*Account Team*	*Contacts*	Consumer	`SAP_CEI_TG_INI`	▶ *Contact* ❯ *Account Team* ❯	*Contact: Contact Team Member*

Support Package	Facet Name	Application	Fact Sheet	Role	Role Menu Entry	Application Name in Launchpad
1602	*Commerce*	*Contacts*	Consumer	`SAP_CEI_TG_INI`	▶ *Contact* ❯ *Commerce* ❯	*Contact: Commerce*
1602	*Leads*	*Contacts*	Contact	`SAP_CEI_LEAD_STAGES`	▶ *Contact* ❯ *Leads* ❯	*Contact: Lead Stages*
1605	*Commerce*	*Corporate Accounts*	Corporate Accounts	`SAP_CEI_TG_INI`	▶ *Corporate Accounts* ❯ *Commerce* ❯	*Corporate Account : Commerce*
1608	*Overview*	*Campaigns*	Campaign	`SAP_CEI_TG_INI`	▶ *Campaign* ❯ *Overview* ❯ In addition, enter **CUAN_INI_TI_F_OVERVIEW** as application alias using pushbutton *Other Node Details*.	*Campaign Overview*
1608	*Collaboration*	*Campaigns*	Campaign	`SAP_CEI_TG_INI`	▶ *Campaign* ❯ *Collaboration* ❯ In addition, enter **CUAN_INI_TI_F_COLLABORATION** as application alias using pushbutton *Other Node Details*.	*Campaign Collaboration*
1608	*Success*	*Campaigns*	Campaign	`SAP_CEI_TG_INI`	▶ *Campaign* ❯ *Success* ❯ In addition, enter **CUAN_INI_TI_F_SUCCESS** as application alias using pushbutton *Other Node Details*.	*Campaign Success*
1709	*Permission Marketing*	*Contacts*	Contact Profile	• `SAP_CEI_TG_INI` • `SAP_CEI_CFS`	▶ *Contact* ❯ *Permission Marketing* ❯	*Contact: Permissions*

6.1.1.1 New Facet "Impact Analysis" in Campaign Details (SP01)

With SP01, you are provided with the facet *Impact Analysis* in the details view of your campaigns. This facet provides you with several sales data concerning the target group on which the campaign is based, in relation to the sales data of a control group.

You need to enhance your copy of role `SAP_CEI_TG_INI`. To do so, proceed as follows:

1. Go to transaction `PFCG` and enter your copy of role *SAP_CEI_TG_INI*.
2. On the *Role Maintenance* screen, choose the *Change* pushbutton.
3. Switch to the *Menu* tab. Choose *Authorization Default* from the menu button of the transaction pushbutton.
   A dialog box appears.
   In the *Authorization Default* field, choose *TADIR service*, in the *Obj. Type* field, choose *IWSV* In the table for TADIR services, enter `CUAN_CRM_SUCC_REPORTING_Q001`. Close the dialog box by pressing *Copy*.
4. Open the *Authorization Default* dialog box again. n the *Authorization Default* field, choose *TADIR service*, in the *Obj. Type* field, choose *IWSG*. In the table for TADIR services, enter `*CUAN_CRM_SUCC_REPORTING*` and choose the value help pushbutton. Select the entry that appears, then leave the dialog box by pressing *Copy*.

6.1.1.2 New Facet "Notes" in Predictive Models Details (SP02)

With SP02, you are provided with the new facet *Notes* in the details view of your predictive models. This new facet allows you to store detailed information about a predictive model.

For detailed steps to be executed for the display of the new facet, see section Displaying New Facets on the User Interface [page 114].

6.1.1.3 New Facet "Interactions" in Account Details and Contact/Consumer Details (SP02)

With SP02, you are provided with the new facet *Interactions* in the details view of your accounts and contacts. This new facet replaces the previous facets *Interests* and *Timeline* and combines their functions.

For detailed steps to be executed for the display of the new facet, see section Displaying New Facets on the User Interface [page 114].

> **i Note**
>
> As the new facet appears on the account fact sheet as well as on the contact fact sheet, you must ensure that role and launchpad are maintained accordingly. For details, see the overview table in section Displaying New Facets on the User Interface [page 114].

6.1.1.4 New Facet "Snapshot Analysis" in Target Groups Details (SP03)

With SP03, you are provided with the facet *Snapshot Analysis* in the details view of your target groups. This facet provides you with the option to display the members who have joined and left the target group, that is, the joiners and leavers.

For detailed steps to be executed for the display of the new facet, see section Displaying New Facets on the User Interface [page 114].

You need to enhance your copy of role SAP_CEI_TG_INI. To do so, proceed as follows:

1. Go to transaction PFCG and enter your copy of role *SAP_CEI_TG_INI*.
2. On the *Role Maintenance* screen, choose the *Change* pushbutton.
3. Switch to the *Menu* tab. Choose *Authorization Default* from the menu button of the transaction pushbutton.
   A dialog box appears.
   In the *Authorization Default* field, choose *TADIR service*, in the *Obj. Type* field, choose *IWSV* In the table for TADIR services, enter *CUAN_TG_JOINER_LEAVER_ANALYSIS*. Close the dialog box by pressing *Copy*.
4. Open the *Authorization Default* dialog box again. n the *Authorization Default* field, choose *TADIR service*, in the *Obj. Type* field, choose *IWSG*. In the table for TADIR services, enter
   CUAN_TG_JOINER_LEAVER_ANALYSIS and choose the value help pushbutton. Select the entry that appears, then leave the dialog box by pressing *Copy*.

6.1.1.5 New Facet "Success" in Campaign Details (SP03)

With SP03, you are provided with the facet *Success* in the details view of your campaigns. This facet allows you to monitor the number of relevant interaction types connected to the campaign. It also includes a main channel for the campaign.

For detailed steps to be executed for the display of the new facet, see section Displaying New Facets on the User Interface [page 114].

6.1.1.6 New Facet "Scores" in Account Details and Contact/Consumer Details (SP03)

With SP03, you are provided with the new facet *Scores* in the details view of your accounts and contacts. This facet allows you to display scores that you have defined in the *Predictive Models* application, in the fact sheet of an individual account, contact, or consumer.

For detailed steps to be executed for the display of the new facet, see section Displaying New Facets on the User Interface [page 114].

> **i Note**
>
> As the new facet appears on the account fact sheet as well as on the contact fact sheet, you must ensure that role and launchpad are maintained accordingly. For details, see the overview table in section Displaying New Facets on the User Interface [page 114].

6.1.1.7 New Facet "General Information" in Campaign Details (SP04)

With SP04, you are provided with the facet *General Information* in the details view of your campaigns. This facet allows you to get an overview about the number and type of the target group members (accounts or contacts) that build the basis for the campaign. In addition, you are provided with the option to adapt the analysis period for the impact analysis for the campaign. Per default, the analysis period corresponds to the campaign start and end date.

Depending on the category of the campaign, the facet can also include the success value of the target interaction type of the campaign, and the scheduling dates for the periodic execution of the campaign.

For detailed steps to be executed for the display of the new facet, see section Displaying New Facets on the User Interface [page 114].

6.1.1.8 New Facet "Team" in Campaign Details (SP04)

With SP04, you are provided with the facet *Team* in the details view of your campaigns. This facet provides you with an overview of all members of your campaign team who are responsible for the campaign.

For detailed steps to be executed for the display of the new facet, see section Displaying New Facets on the User Interface [page 114].

6.1.1.9 New Facet "Commerce" in Consumer Details (SP04)

With SP04, you are provided with the new facet *Commerce* in the details view of your consumers. This facet provides you with two sections:

- **Buying History** contains numbers that reflect the purchasing behavior of the consumer.
- **Top Recommendations** provides product recommendations for products to offer.

> **i Note**
>
> - To display the content for **Buying History** SAP Hybris Marketing Insight must be active.
> - To display the content for **Top Recommendations** SAP Hybris Marketing Recommendation must be active.

For detailed steps to be executed for the display of the new facet, see section Displaying New Facets on the User Interface [page 114].

6.1.1.10 New Facet "Team" in Target Group Details (SP05)

With SP05, you are provided with the facet *Team* in the details view of your target groups. This facet provides you with an overview of all members of your target group team who are responsible for the target group.

For detailed steps to be executed for the display of the new facet, see section Displaying New Facets on the User Interface [page 114].

> **i Note**
>
> The launchpad entry for this facet is *Campaign Team Member*. It is identical with the entry for the *Team* facet in the campaign details and must be entered under the node *Campaigns* in the launchpad of SAP Hybris Marketing (see *Role* HPA with *Instance* CUAN in transaction LPD_CUST). The entry may already exist.

6.1.1.11 New Facet "Decision Tree" in Predictive Models Details (SP05)

With SP05, you are provided with the new facet *Decision Tree* in the details view of your model fit. This new facet allows you to visualize decision-tree-based model fits.

For detailed steps to be executed for the display of the new facet, see section Displaying New Facets on the User Interface [page 114].

6.1.1.12 New Facet "Automation" in Campaign Details (1502 (SP06))

With 1502 (SP06), you are provided with the facet *Automation* in the details view of your campaigns. This facet allows you to create automation versions of your campaign with triggers for various actions such as exporting target group member data or sending emails or text messages.

In addition, you can define follow-on actions that are triggered on various interactions of the targeted campaign members: For example, in an email campaign, you can define that a text message is to be sent to the campaign members in case they do not open the initial email for five days. Furthermore, you can create more than one automation version for a campaign: For example, in a newsletter campaign, you can create a separate version for every newsletter issue. You can copy the version for the previous newsletter version and change only the content.

For detailed steps to be executed for the display of the new facet, see section Displaying New Facets on the User Interface [page 114].

6.1.1.13 New Facet "Personal Data" in Contact/Consumer Details (1505)

With 1505, you are provided with the new facet *Personal Data* in the details view of your contacts and consumers. This new facet provides the user with additional person-related data such as contact information for the various communication channels along with the corresponding permission information (opt-in/opt-out).

For detailed steps to be executed for the display of the new facet, see section Displaying New Facets on the User Interface [page 114].

6.1.1.14 New Facet "Segmentation History" for Target Groups (1505)

As of 1505, target groups created in *Segmentation* can track the different snapshots of the segmentation model that they use. The *Segmentation History* facet in the target group details shows the snapshots for the related segmentation model.

For detailed steps to be executed for the display of the new facet, see section Displaying New Facets on the User Interface [page 114].

Enhancing Roles With Segmentation History for Target Groups

You need to enhance your copy of role `SAP_CEI_TG_INI`.

Proceed as follows:

1. Go to transaction `PFCG`, enter your copy of role `SAP_CEI_TG_INI` and open it in *Change* mode.
2. Switch to the *Menu* tab.
3. On the *Insert Node* button (green +), select the node option *Authorization Default*..
    A dialog box appears.
    In the *Authorization Default* field, choose *TADIR service*. In the *Obj.Type* field, choose *IWSV*. In the *TADIR service* table, enter **GSEG_SEGMENTATION_SERVICE_SRV***. Close the dialog box by pressing *Copy*
4. On the *Menu* tab, open the folder ▶ *High Performance Applications* ❯ *Thing Inspectors of SAP Hybris Marketing* ❯ *Target Group* ❯.
    Use the pushbutton *Create Folder* to create a new folder with the name (object) **Segmentation History**.
5. Switch to the *Authorizations* tab.
    Choose the *Change Authorization Data* pushbutton.
    Expand the node *Cross-application Authorization Objects*.
6. Add the authorization object `GSEG_START`, Application ID = `SAP_ADT`, with Activity `03 = Display` for the relevant segmentation profiles.
7. Save your changes and generate the profile.

6.1.1.15 New Facet "Account Team" in Consumer Details (1602)

With 1602, you are provided with the new facet *Account Team* in the details view of your consumers. This new facet provides you with an overview of all members of your account team who are responsible for the current consumer.

For detailed steps to be executed for the display of the new facet, see section Displaying New Facets on the User Interface [page 114].

6.1.1.16 New Version of Facet "Commerce" in Consumer Details (1602)

With 1602, you are provided with a new version of the *Commerce* facet in the details view of your consumers. This new version of the facet provides you with the commerce data described below.

In difference to the first version of this facet (available since SP04), the commerce data originates from interactions locally uploaded to the SAP Hybris Marketing system. In the first version of the facet, the data is replicated from a connected SAP ERP or SAP CRM system.

The new facet applies to you under the following prerequisites:

- Your SAP Hybris Marketing system does not replicate data from SAP ERP or SAP CRM.
- You want to display commerce data in your consumer fact sheets.

> **i Note**
>
> If you replicate data from a connected SAP ERP or SAP CRM system, the first version of this facet provides the corresponding data. You do not need to enable the new version.

This *Commerce* facet provides you with the following sections:

- **Browsing Favorites** contains an overview of Web pages of your Web shop that the consumer has preferentially visited.

- **Buying History** contains numbers that reflect the purchasing behavior of the consumer.

- **Top Recommendations** provides product recommendations for products to offer.

> **i Note**
>
> - To display the content for **Browsing Favorites** your system must be connected to an external service provider offering the harvesting of user clickstreams. The service provider is not part of SAP Hybris Marketing.
> - To display the content for **Buying History**, SAP Hybris Marketing Insight must be active.
> - To display the content for **Top Recommendations**, SAP Hybris Marketing Recommendation must be active.

For detailed steps to be executed for the display of the new facet, see section Displaying New Facets on the User Interface [page 114].

6.1.1.17 New Facet "Leads" in Contact Details (1602)

With 1602, you are provided with the new facet *Leads* in the details view of your contacts. This new facet provides you with information about the current lead stage and the lead details of the contact.

> i Note
>
> This facet contains data only if SAP Hybris Marketing Acquisition (see Configuring Acquisition [page 189]) is active and if you have set up the integration with SAP Hybris Cloud for Customer (see Integration of SAP Hybris Cloud for Customer [page 206]).

For detailed steps to be executed for the display of the new facet, see section Displaying New Facets on the User Interface [page 114].

6.1.1.18 New Facet "Commerce" in Corporate Account Details (1605)

With 1605, you are provided with the facet *Commerce* in the details view of your corporate accounts. This facet provides you with the following sections:

- **Top Recommendations** provides product recommendations for products to offer.
- **Buying History** contains numbers that reflect the purchasing behavior of the corporate account.

The commerce data originates from interactions locally uploaded to the SAP Hybris Marketing system.

> i Note
>
> - To display the content for **Top Recommendations**, SAP Hybris Marketing Recommendation must be active.

For detailed steps to be executed for the display of the new facet, see section Displaying New Facets on the User Interface [page 114].

6.1.1.19 New Facet "Overview" in Campaign Details (1608)

With 1608, you are provided with the new facet *Overview* in the details view of your campaigns. This new facet improves the visualization of campaign data that used to be included in the *General Information* facet in previous versions of SAP Hybris Marketing.

For detailed steps to be executed for the display of the new facet, see section Displaying New Facets on the User Interface [page 114].

> i Note
>
> If you execute the steps to display this facet, the *General Information* facet will automatically be removed from the campaign fact sheet.

6.1.1.20 New Facet "Collaboration" in Campaign Details (1608)

With 1608, you are provided with the new facet *Collaboration* in the details view of your campaigns. This new facet improves the visualization of campaign data that used to be included in the following fact sheet facets in previous versions of SAP Hybris Marketing:

- *SAP Jam*
- *Notes*
- *Team*

For detailed steps to be executed for the display of the new facet, see section Displaying New Facets on the User Interface [page 114].

> **i Note**
>
> If you execute the steps to display this facet, the facets *SAP Jam*, *Notes*, and *Team* will automatically be removed from the campaign fact sheet.

6.1.1.21 New Facet "Success" in Campaign Details (1608)

With 1608, you are provided with the new facet *Success* in the details view of your campaigns. This new facet improves the visualization of campaign data that used to be included in the *General Information* facet in previous versions of SAP Hybris Marketing.

For detailed steps to be executed for the display of the new facet, see section Displaying New Facets on the User Interface [page 114].

> **i Note**
>
> If you execute the steps to display this facet, the *General Information* facet will automatically be removed from the campaign fact sheet.

6.1.1.22 New Facet Permission Marketing in Contact Profile Details (1709)

With 1709, you are provided with the new facet *Permission Marketing* in the details view of your contact profiles. This new facet gives an overview of all permission marketing data that is available for the contact.

For more information about the *Permission Marketing* facet, see section Permission Marketing in the application help for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *Application Help* ❯ *SAP Hybris Marketing* ❯ ▶

For detailed steps to be executed for the display of the new facet, see section Displaying New Facets on the User Interface [page 114].

6.1.2 Displaying New Applications on the User Interface

6.1.2.1 New Application "Import Data" (SP03)

With SP03, you are provided with the *Import Data* application in the *Import Data* business group. This application allows you, as a marketing administrator, to upload objects such as interactions and interaction contacts manually in Comma Separated Value (CSV) file format.

To enable marketing administrators to use *Import Data*, assign your copies of the following PFCG roles to the corresponding AS ABAP users:

- `SAP_CEI_KUA_FLP` (business catalog role; no copy required - you can assign the delivered standard role)
- `SAP_CEI_KUA` (back-end role; included in composite role `SAP_MARKETING_BUS_ADMIN_USER`)
- `SAP_CEI_HOME` (for personalization purposes)

6.1.2.1.1 Changes to Application "Import Data" (1709)

As of release 1709, you may encounter problems navigating to one of the applications *Import Monitor* or *Application Log* from the *Import Data* application. In this case, please check and ensure that the following prerequisites are met:

- The `LPD_CUST` entries for the applications *Import Monitor* or *Application Log* are available. For instructions how to do this, see Displaying New Facets on the User Interface [page 114].
- The menu entries for the required roles of your *Import Data* users are available.
- Authorization for the required roles and business catalogs for the applications *Import Monitor* or *Application Log* is granted.

> **i Note**
>
> If not already entered, please add the following entry in transaction `LPD_CUST` for role `HPA`, instance `CUAN` as a subentry of the folder *Business Administration*. To do so, use the *New Application* button.

1. The following `LPD_CUST` settings are required for navigation to the *Import Monitor*:

   LPD_CUST Entries

Link Text	**Import Monitor**
Application Type	**URL**

URL	`/ui2/ushell/shells/abap/`
	`FioriLaunchpad.html?sap-ushell-`
	`config=headerless#ReplicationError-`
	`manage`

System Alias	`FIORI_SERVER`
Application Alias	`IMPORTMONITOR`
Additional Information	`EXTERNAL`

PFCG Settings: For *Import Data*, you typically have a copy of role SAP_CEI_KUA. You can compare with the default `SAP_CEI_KUA` standard role in transaction `PFCG`. In the role menu on the left, there must be a folder *High Performance Applications* that contains a subfolder *External Launch from Home Screen* with the Application Alias `CUAN_EXTERNAL`. This folder in turn must contain a folder *Import Monitor* with the Application Alias `IMPORTMONITOR`.

2. The following `LPD_CUST` settings are required for navigation to the *Application Log*:

LPD_CUST Entries

Link Text	`Application Log`
Application Type	`URL`

URL	`/ui2/ushell/shells/abap/`
	`FioriLaunchpad.html?sap-ushell-`
	`config=headerless#ApplicationLog-`
	`showDetails`

System Alias	`FIORI_SERVER`
Application Alias	`APPLOG`
Additional Information	`EXTERNAL`

PFCG Settings: For *Import Data*, you typically have a copy of role `SAP_CEI_KUA`. You can compare with the default`SAP_CEI_KUA` standard role in transaction `PFCG`. In the role menu on the left, there's must be a folder *High Performance Applications* that contains a subfolder *External Launch from Home Screen* with the Application Alias `CUAN_EXTERNAL`. This folder in turn must contain a folder *Application Log* with the Application Alias `APPLOG`.

6.1.2.2   New Application "Release Campaigns" (SP05)

As of SP05, you are provided with the application *Release Campaigns* in the *Marketing Manager – Quick Launch* business group. This application allows you, as a marketing manager, to review and release campaigns that have been prepared by you marketing expert team.

To enable marketing managers to use *Release Campaign*, assign your copies of the following PFCG roles to the corresponding AS ABAP users:

- `SAP_CEI_REL_FLP` (business catalog role; no copy required - you can assign the delivered standard role)
- `SAP_CEI_CUAN_MK_INI_REL_APP` (back-end role; included in composite role `SAP_MARKETING_MANAGER`)
- `SAP_CEI_HOME` (for personalization purposes)

> **i** Note
>
> As the *Release Campaigns* app is based on the advanced status management, you must execute the prerequisites described in section Advanced Status Management for Campaigns (SP05) [page 145].

6.1.2.3   New Application "Contacts" (1505)

With 1505, you are provided with the *Contacts* application in the *Contacts and Profiles* business group. This application provides you, as a marketing expert, with a list containing all contact fact sheets. The list serves as a starting point for displaying single contacts.

To enable marketing experts to use *Contacts*, assign your copies of the following PFCG roles to the corresponding AS ABAP users:

- `SAP_CEI_SCI_FLP` (business catalog role; no copy required - you can assign the delivered standard role)
- `SAP_CEI_SCI` (back-end role; included in composite role `SAP_MARKETING_DATA_MANAGEMENT`)
- `SAP_CEI_HOME` (for personalization purposes)

6.1.2.4   New Application "Customer Journey Insight" (1505)

With 1505, you are provided with the *Customer Journey Insight* application in the *Insight* business group. This application allows you to view customer journeys. A journey is a sequence of events performed by a customer over time through various media, such as social, Web and phone, for instance: clicked ads, opened emails, and confirmed Web searches.

To enable marketing experts to use *Customer Journey Insight*, assign your copies of the following PFCG roles to the corresponding AS ABAP users:

- `SAP_CEI_SCI_FLP` (business catalog role; no copy required - you can assign the delivered standard role)
- `SAP_CEI_TG_INI` (back-end role for creating, filtering and viewing target groups; included in composite role `SAP_MARKETING_DATA_MANAGEMENT`)
- `SAP_CEI_CJI` (back-end role for accessing *Customer Journey Insight*; included in composite role `SAP_MARKETING_DATA_MANAGEMENT`)
- `SAP_CEI_CJI_EVENTS` (back-end role for accessing `Customer Journey Events`; included in composite role `SAP_MARKETING_BUS_ADMIN_USER`)
- `SAP_CEI_HOME` (for personalization purposes)

To configure *Customer Journey Insight* for the first time, follow the instructions in section Setting up Customer Journey Insight of the Installation and Configuration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *Installation and Upgrade* ❯

6.1.2.5 New Application "Marketing Attribute Categories" (1511)

With 1511, you are provided with the *Marketing Attribute Categories* application in the *Business Administration* business group. *Marketing Attribute Categories* is a SAP Fiori app that enables business administration users to create, edit, and translate marketing attribute categories - freely-definable attribute categories that are created specifically for marketing purposes.

To enable marketing administrators to use *Marketing Attribute Categories*, assign your copies of the following PFCG roles to the corresponding AS ABAP users:

- `SAP_CEI_KUA_FLP` (business catalog role; no copy required - you can assign the delivered standard role)
- `SAP_CEI_MKT_ATTR_CATEGORIES` (back-end role; included in composite role

`SAP_MARKETING_BUS_ADMIN_USER`)

- `SAP_CEI_HOME` (for personalization purposes)

6.1.2.6 New Application "Manage Interests" (1511)

> **i Note**
>
> With 1611, the application has been renamed to *Manage Interests* from *Interaction Interests* .

With 1511, you are provided with the *Manage Interests* application in the *Business Administration* business group. *Manage Interests* allow business administration users to define interaction interests representing the content or subject of an interaction with a contact (such as a particular product in your Web site that a contact clicks).

The app replaces the former Customizing activity *Define Interaction Interests* (see Replacement of Customizing Activities by UI Tiles (1511) [page 108]).

To enable marketing administrators to use *Manage Interests*, assign your copies of the following PFCG roles to the corresponding AS ABAP users:

- `SAP_CEI_KUA_FLP` (business catalog role; no copy required - you can assign the delivered standard role)
- `SAP_CEI_INTERACTION_INTERESTS` (back-end role; included in composite role

`SAP_MARKETING_BUS_ADMIN_USER`)

- `SAP_CEI_HOME` (for personalization purposes)

Replacement of C-Tables by A-Tables

The introduction of the *Manage Interests* application required the replacement of underlying C-tables to A-tables.

If you created own SAP HANA information models on the C-tables used for interaction interests, or if you accessed the C-tables directly in the AS ABAP system to use the included data, you must replace the following tables manually:

C-Tables Valid up to 1508	A-Tables Valid as of 1511	Comment
`CUANC_CE_IOI`	`CUANC_CE_IOI`	
`CUANC_CE_CCI_ASG`	`CUANC_CE_CCI_ASG`	• If you directly accessed this table in AS ABAP, you should use, in addition, the BOPF query `PRODUCT_CAT_IOI_ASSIGNMENT` at the `PRODUCT_CATEGORY_ASSIGNMENT` node of the `CUAN_INTEREST` business object. • If you created an own SAP HANA information model on this table, you can, alternatively, **depending on the required fields**, replace SAP HANA information model `"_SYS_BIC"."sap.hana-app.cuan.contact.internal/CA_C_CRM_PROD_CAT_IOI_ASSIGN"`

The following AS ABAP interfaces to read the data have been adapted and reflect the table replacement:

- `CL_CUAN_CE_CUSTOMIZING=>GET_INTEREST_ITEMS`
- `CL_CUAN_CE_CUSTOMIZING=>GET_INTEREST_ITEM_DESC`

6.1.2.7 New Application "Score Builder" (1602)

> **i Note**
>
> With 1608, the application has been renamed to *Score Builder* from *Simple Scores* while the corresponding business group has been renamed from *Data Management* to *Contacts and Profiles*.

With 1602, you are provided with the *Score Builder* application in the *Contacts and Profiles* business group.

This application allows marketing experts to create and adapt scores using heuristic rules. These rules are manually defined and based on the SAP HANA rules framework (HRF). Typically, marketing experts use scores in *Segmentation* to rank contacts.

To enable marketing experts to use *Score Builder*, assign your copies of the following PFCG roles to the corresponding AS ABAP users:

- `SAP_CEI_SCI_FLP` (business catalog role; no copy required - you can assign the delivered standard role)
- `SAP_CEI_SIMPLE_SCORES` (back-end role; included in composite role `SAP_MARKETING_DATA_MANAGEMENT`)
- `SAP_CEI_HOME` (for personalization purposes)

> **i Note**
>
> As a prerequisite for the use of *Score Builder*, HRF must be installed and configured.
>
> For more information, see Configuring SAP HANA Rules Framework (HRF) [page 148].

6.1.2.8   New Application "Customer Journey Events" (1602)

With 1602, you are provided with the *Customer Journey Events* application in the *Business Administration* business group. *Customer Journey Events* allows business administrators to define events for customer journeys. An event can be any outcome of a customer journey, such as a buy, an abandoned shopping cart, or a conversion.

The app replaces the former Customizing activities *Define Events* and *Assign Interactions to Events* (see Replacement of Customizing Activities by UI Tiles (1602) [page 109]).

To enable marketing administrators to use *Customer Journey Events*, assign your copies of the following PFCG roles to the corresponding AS ABAP users:

- `SAP_CEI_KUA_FLP` (business catalog role; no copy required - you can assign the delivered standard role)
- `SAP_CEI_CJI_EVENTS` (back-end role; included in composite role `SAP_MARKETING_BUS_ADMIN_USER`))
- `SAP_CEI_HOME` (for personalization purposes)

6.1.2.9   New Application "Application Log" (1602)

With 1602, you are provided with the *Application Log* application in the *Business Administration* business group.

This application allows error tracking across all applications for marketing administrators.

To enable marketing administrators to use *Application Log*, assign your copies of the following PFCG roles to the corresponding AS ABAP users:

- `SAP_CEI_KUA_FLP` (business catalog role; no copy required - you can assign the delivered standard role)
- `SAP_CEI_APPL_LOG` (back-end role; included in composite role `SAP_MARKETING_BUS_ADMIN_USER`))
- `SAP_CEI_HOME` (for personalization purposes)

6.1.2.10 New Application "Import Data for Analytics" (1511)

With 1511, you are provided with the *Import Data for Analytics* application in the *Import Data* business group.

This application allows you, as a marketing administrator, to upload data for analytic purposes to SAP Hybris Marketing to be used, for example, in the *Marketing Executive Dashboard*.

Assign Users to Roles

To enable marketing administrators to upload analytic data, you have to assign their AS ABAP users to your copy of the following roles:

- `SAP_CEI_KUA_FLP` (business catalog role; no copy required - you can assign the delivered standard role)
- `SAP_CEI_IMPORT_ANALYTICS` (back-end role; included in composite role `SAP_MARKETING_BUS_ADMIN_USER`)
- `SAP_CEI_HOME` (for personalization purposes)

> **i Note**
>
> You can find example data for the available KPIs (see section Configuring SAP Analytics Cloud [page 157]) on the SAP Community Network (SCN) at: scn.sap.com/docs/DOC-65033 .

6.1.2.11 New Application "Competitors" (1602)

With 1602, you are provided with the *Competitors* application in the *Import Data* business group.

This application allows you, as a marketing administrator, to import competitor data such as the competitor's market share via CSV upload to SAP Hybris Marketing. Competitor data is used, for example, in the *Marketing Executive Dashboard* in *Insight*.

Assign Users to Roles

To enable administrators in marketing to upload competitor data, you have to assign their AS ABAP users to your copy of the following roles:

- `SAP_CEI_KUA_FLP` (business catalog role; no copy required - you can assign the delivered standard role)
- `SAP_CEI_COMPETITORS`(back-end role; included in composite role `SAP_MARKETING_BUS_ADMIN_USER`
- `SAP_CEI_HOME` (for personalization purposes)

6.1.2.12 New Application "Audiences" (1602)

With 1602, you are provided with the *Audiences* application in the *Import Data* business group.

This application allows you, as a marketing administrator, to import audience data such as a group or a segment of customers via CSV upload to SAP Hybris Marketing. Audience data is used, for example, in the *Marketing Executive Dashboard* in *Insight*.

Assign Users to Roles

To enable administrators in marketing to upload audience data, you have to assign their AS ABAP users to your copy of the following roles:

- `SAP_CEI_KUA_FLP` (business catalog role; no copy required - you can assign the delivered standard role)
- `SAP_CEI_AUDIENCES` (back-end role; included in composite role `SAP_MARKETING_BUS_ADMIN_USER`)
- `SAP_CEI_HOME` (for personalization purposes)

6.1.2.13 New Application "Map Free Texts" (1605)

With 1605, you are provided with the *Map Free Texts* application in the *Business Administration* business group.

During the import of interaction contacts from a non-SAP system, it is not always possible to map free texts automatically to the standard keys used by SAP. This application allows marketing administrators to map these free texts to SAP keys

The app replaces the former Customizing activity *Map Free Texts* (see Replacement of Customizing Activities by UI Tiles (1605) [page 110]).

To enable marketing administrators to use *Map Free Texts*, assign your copies of the following PFCG roles to the corresponding AS ABAP users:

- `SAP_CEI_KUA_FLP` (business catalog role; no copy required - you can assign the delivered standard role)
- `SAP_CEI_FREETEXT_MAP` (back-end role; included in composite role `SAP_MARKETING_BUS_ADMIN_USER`)
- `SAP_CEI_HOME` (for personalization purposes)

6.1.2.14 New Application "Marketing Insight for Sales" (1605)

With 1605, you are provided with the *Marketing Insight for Sales* application in the new *Sales – Marketing Information* business group.

This application provides you, as a sales representative, with an overview of the touch points of your accounts and prospects with related activities of the marketing department. You are provided with a list of marketing campaigns that are relevant for you along with the related campaign details.

To enable sales representatives to use *Marketing Insight for Sales*, you have to assign their AS ABAP users to your copy of the following roles:

- `SAP_CEI_BCR_SALES_REP_MKT_INF` (business catalog role; no copy required - you can assign the delivered standard role)
- `SAP_CEI_ACC_CPG_INSIGHT` (back-end role; included in composite role `SAP_SALES_REP_MKT_INFO`)
- `SAP_CEI_HOME` (for personalization purposes)

6.1.2.15 New Application "Profiles" (1608)

With 1608, you are provided with the *Profiles* application in the *Contacts and Profiles* business group.

To enable marketing experts to use *Profiles*, assign your copies of the following PFCG roles to the corresponding AS ABAP users:

- `SAP_CEI_SCI_FLP` (business catalog role; no copy required - you can assign the delivered standard role)
- `SAP_CEI_PROFILES` (back-end role; included in composite role `SAP_MARKETING_DATA_MANAGEMENT`)
- `SAP_CEI_HOME` (for personalization purposes)

6.1.2.16 New Application "Custom Fields and Logic" (1608)

With 1608, you are provided with the *Custom Fields and Logic* application in the *Extensibility and Adaptability* business group.

With this app, marketing administrators can create own fields and enhancement implementations to customize applications and their UIs, reports, email templates, and form templates.

To enable marketing administrators to use *Custom Fields and Logic*, assign your copies of the following PFCG roles to the corresponding AS ABAP users:

- `SAP_CEI_KUA_FLP` (business catalog role; no copy required - you can assign the delivered standard role)
- `SAP_CEI_EXT_CFD` (back-end role; included in composite role `SAP_MARKETING_BUS_ADMIN_USER`)
- `SAP_CEI_HOME` (for personalization purposes)

6.1.2.17 New Application "Configure Software Packages" (1608)

With 1608, you are provided with the *Configure Software Packages* application in the *Extensibility and Adaptation* business group.

With this app, marketing administrators can configure software packages for transporting extension items.

To enable marketing administrators to use *Configure Software Packages*, assign your copies of the following PFCG roles to the corresponding AS ABAP users:

- `SAP_CEI_KUA_FLP` (business catalog role; no copy required - you can assign the delivered standard role)
- `SAP_CEI_EXT_SPK` (back-end role; included in composite role `SAP_MARKETING_BUS_ADMIN_USER`)
- `SAP_CEI_HOME` (for personalization purposes)

6.1.2.18 New Application "Register Extension for Transport" (1608)

With 1608, you are provided with the *Register Extension for Transport* application in the *Extensibility and Adaptation* business group.

With this app, marketing administrators can register extensions for transport.

To enable marketing administrators to use *Register Extension for Transport*, assign your copies of the following PFCG roles to the corresponding AS ABAP users:

- `SAP_CEI_KUA_FLP` (business catalog role; no copy required - you can assign the delivered standard role)
- `SAP_CEI_EXT_ATO` (back-end role; included in composite role `SAP_MARKETING_BUS_ADMIN_USER`)
- `SAP_CEI_HOME` (for personalization purposes)

6.1.2.19 New Application "Manage Images" (1608)

With 1608, you are provided with the *Manage Images* application in the *Extensibility and Adaptation* business group.

With this app, marketing administrators can upload and maintain images in SAP Hybris Marketing applications.

To enable marketing administrators to use *Manage Images*, assign your copies of the following PFCG roles to the corresponding AS ABAP users:

- `SAP_CEI_KUA_FLP` (business catalog role; no copy required - you can assign the delivered standard role)
- `SAP_CEI_EXT_MAN_IMG` (back-end role; included in composite role SAP_MARKETING_BUS_ADMIN_USER)
- `SAP_CEI_HOME` (for personalization purposes)

6.1.2.20 New Application "Dimension Relationships" (1608)

With 1608, you are provided with the *Dimension Relationships* application in the *Business Administration* business group.

To enable marketing administrators to use *Dimension Relationships*, assign your copies of the following PFCG roles to the corresponding AS ABAP users:

- `SAP_CEI_KUA_FLP` (business catalog role; no copy required - you can assign the delivered standard role)
- `SAP_CEI_RELATIONSHIPS` (back-end role; included in composite role `SAP_MARKETING_BUS_ADMIN_USER`)
- `SAP_CEI_HOME` (for personalization purposes)

6.1.2.21 New Application "Marketing Locations" (1611)

With 1611, you are provided with the *Marketing Locations* application in the *Contacts and Profiles* business group. *Marketing Locations* allows marketing experts to maintain information about marketing locations. You can store information such as location name, location address, coordinates, phone number, web address, email and location picture.

To initially enable the use of *Marketing Locations* proceed as described in section Marketing Locations of the Installation and Configuration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *Installation and Upgrade* ❯

To authorize users for *Marketing Locations*, assign your copies of the following PFCG roles to the corresponding AS ABAP users:

- `SAP_CEI_SCI_FLP` (business catalog role)
- `SAP_CEI_MARKETING_LOCATION` (for accessing Marketing Locations; included in composite role `SAP_MARKETING_DATA_MANAGEMENT`)

6.1.2.22 New Application "Add Custom Fields To Segmentation" (1611)

With 1611, you are provided with the *Add Custom Fields To Segmentation* application in the *Extensibility and Adaptability* business group.

With this app, marketing administrators can assign own fields that they have created in the *Custom Fields and Logic* app, to the segmentation. For more information, see New Application "Custom Fields and Logic" (1608) [page 134].

To enable marketing administrators to use *Add Custom Fields To Segmentation*, assign your copies of the following PFCG roles to the corresponding AS ABAP users:

- `SAP_CEI_KUA_FLP` (business catalog role; no copy required - you can assign the delivered standard role)
- `SAP_CEI_EXT_CFD_SEG` (back-end role; included in composite role `SAP_MARKETING_BUS_ADMIN_USER`)
- `SAP_CEI_HOME` (for personalization purposes)

6.1.2.23 New Application "Brands" (1709)

With 1709, you are provided with *Brands* application in the *Import Data* business group.

This application allows you, as a marketing administrator, to add and edit brands, and import brand data from a comma-separated value (CSV) file.

To enable marketing administrators to use *Brands*, assign your copies of the following `PFCG` roles to the corresponding AS ABAP users:

- `SAP_CEI_BRANDS` (back-end role; included in composite role `SAP_MARKETING_BUS_ADMIN_USER`)
- `SAP_CEI_KUA_FLP` (business catalog role; no copy required - you can assign the delivered standard role)

For more information, see section Brands in the application help for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *Application Help* ▶ *SAP Hybris Marketing* ▶

6.1.2.24 New Application "Products - Use and Resonance" (1709)

With 1709, you are provided with the *Products - Use and Resonance* app in the *Marketing Data* business group.

This application allows you, as a marketing expert, to create coupons and then assign them to an offer. The offer can then be sent to customers, for example, in marketing emails.

To enable marketing experts to use *Products - Use and Resonance*, assign your copies of the following `PFCG` roles to the corresponding AS ABAP users:

- `SAP_CEI_PRODUCTS` (back-end role; included in composite role `SAP_MARKETING_DATA_MANAGEMENT`)
- `SAP_CEI_PRD_FLP` (business catalog role; no copy required - you can assign the delivered standard rolee)

For more information, see section Products - Use and Resonance in the application help for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *Application Help* ▶ *SAP Hybris Marketing* ▶

6.1.2.25 New Application "Inspect Contact" (1709)

With 1709, you are provided with *Inspect Contact* application in the *Data Stewardship* business group.

This application allows you, as a marketing administrator, to receive insight, for example, into which data stored in a contact's best record has been derived from which origin. Origins can be, for example, your SAP ERP system, social networks, or an email address.

To enable marketing administrators to use *Inspect Contact*, assign your copies of the following `PFCG` roles to the corresponding AS ABAP users:

- `SAP_CEI_CONTACT_INSPECTOR` (back-end role; included in composite role `SAP_MARKETING_BUS_ADMIN_USER`)
- `SAP_CEI_KUA_FLP` (business catalog role; no copy required - you can assign the delivered standard role)

For more information, see subsection *Inspect a Contact* in section Contacts in the application help for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *Application Help* ▶ *SAP Hybris Marketing* ▶

6.1.2.26 New Application "Create Custom Business Objects" (1709)

With 1709, you are provided with *Create Custom Business Objects* application in the *Extensibility and Adaptability* business group.

This application allows you, as a marketing administrator, to create your own business objects for use in database tables or as the basis for custom applications.

To enable marketing administrators to use *Create Custom Business Objects*, assign your copies of the following `PFCG` roles to the corresponding AS ABAP users:

- `SAP_CEI_EXT_CBO` (back-end role; included in composite role `SAP_MARKETING_BUS_ADMIN_USER`)
- `SAP_CEI_KUA_FLP` (business catalog role; no copy required - you can assign the delivered standard role)

For more information, see section of the SAP NetWeaver AS for ABAP 7.52 documentation on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *SAP NetWeaver Application Server for ABAP 7.52 SP01 for Foundation 1709 FPS01, Version for SAP HANA* ▶ *View All* ▶ *Function-Oriented View* ▶ *General Functions for Key Users* ▶ *SAP Fiori Applications* ▶ *Extensibility* ▶

6.1.2.27 New Application "Add Custom Business Object to Segmentation" (1709)

With 1709, you are provided with *Add Custom Business Object to Segmentation* application in the *Extensibility and Adaptability* business group.

This application allows you, as a marketing administrator, to assign a root node of a custom business object containing information related to an interaction contact to segmentation.

To enable marketing administrators to use *Add Custom Business Object to Segmentation*, assign your copies of the following `PFCG` roles to the corresponding AS ABAP users:

- `SAP_CEI_EXT_CBO_SEG` (back-end role; included in composite role `SAP_MARKETING_BUS_ADMIN_USER`)

- `SAP_CEI_KUA_FLP` (business catalog role; no copy required - you can assign the delivered standard role)

For more information, see section Custom Business Object in Segmentation of the Extensibility Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▷ *Development* ❯

6.1.2.28 New Application "Analyze Contact Origin Data" (1709 SP01)

With 1709 SP01, you are provided with *Analyze Contact Origin Data* application in the *Data Stewardship* business group.

This application provides you, as a marketing administrator,with a comprehensive overview of the total number of contacts in the system, including the origins, origin IDs, and the data load timestamps. The app can serve to give you confidence in the data load process for marketing data and enables you to validate assumptions made about the data at a high level.

To enable marketing administrators to use *Analyze Contact Origin Data*, assign your copies of the following `PFCG` roles to the corresponding AS ABAP users:

- `SAP_CEI_EXT_CBO_SEG` (back-end role; included in composite role `SAP_MARKETING_BUS_ADMIN_USER`)
- `SAP_CEI_KUA_FLP` (business catalog role; no copy required - you can assign the delivered standard role)

For more information, see section Contact's Best Record of the application help for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▷ *Application Help* ❯

6.1.2.29 New Application "Marketing Agencies" (1709 SP01)

With 1709 SP01, you are provided with *Marketing Agencies* application in the *Marketing Data* business group.

This application allows you, as a marketing expert,to maintain information about agencies, that are dedicated to creating, planning, and handling advertising and other forms of marketing activities for its clients. You can store information such as agency name, agency address, phone number, Web address, email address, and agency picture.

To enable marketing experts to use *Marketing Agencies*, assign your copies of the following `PFCG` role to the corresponding AS ABAP users:

- `SAP_CEI_BCR_AGC_OP` (back-end role; included in composite role `SAP_MARKETING_SPEND_MGMT_PROG`)

For more information, see section Marketing Agencies of the application help for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▷ *Application Help* ❯

6.1.2.30 New Application "Profile Streaming" (1709 SP01)

With 1709 SP01, you are provided with *Profile Streaming* application in the *Contacts and Profiles* business group.

This application provides you, as a marketing expert, with an interactive cross-channel view of contact interactions over time.

To enable marketing experts to use *Profile Streaming*, assign your copies of the following PFCG roles to the corresponding AS ABAP users:

- SAP_CEI_EXT_CBO_SEG (back-end role; included in composite role SAP_MARKETING_BUS_ADMIN_USER)
- SAP_CEI_KUA_FLP (business catalog role; no copy required - you can assign the delivered standard role)

6.1.2.31 New Application "Analytics and Report Gallery" (1709 SP01)

With 1709 SP01, you are provided with the *Analytics and Report Gallery* application in the *Quick Launch* (for marketing experts) business groups.

This application allows you, as marketing expert, to access analytics and reporting content using a central overview page. The overview page shows the analytical apps, analytics stories, and operational reports you are authorized for.

To enable marketing experts to use *Analytics and Report Gallery*, assign your copies of the following PFCG roles to the corresponding AS ABAP users:

- SAP_CEI_EXT_CBO_SEG (back-end role; included in composite role SAP_MARKETING_BUS_ADMIN_USER)
- SAP_CEI_KUA_FLP (business catalog role; no copy required - you can assign the delivered standard role)

For more information, see section Analytics and Report Gallery of the application help for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *Application Help* ❯

6.1.2.32 New Application "Analytics and Report Gallery - List" (1709 SP01)

With 1709 SP01, you are provided with the *Analytics and Report Gallery - List* application in the *Extensibility and Adaptability* (for analytics specialists) and the *Quick Launch* (for marketing experts) business groups. The application is only available through the app catalog, you can add them to one of your business groups by selecting ▶ *Personalization* ❯ *App Catalog* ❯.

This application allows you, as an analytics specialist or marketing expert, to access analytics and reporting content in a list view.

To enable your users to use *Analytics and Report Gallery - List*, assign your copies of the following `PFCG` roles to the corresponding AS ABAP users:

- `SAP_CEI_EXT_CBO_SEG` (back-end role; included in composite role `SAP_MARKETING_BUS_ADMIN_USER`)
- `SAP_CEI_KUA_FLP` (business catalog role; no copy required - you can assign the delivered standard role)

For more information, see section Analytics and Report Gallery of the application help for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *Application Help* ❯

6.1.3 Adaptation of Filters in the Focus Section of "Profile Dashboard" (SP02)

With SP02, you are provided with the option to add or remove filters in the *Focus* section of the *Profile Dashboard* application. Using these additional filter options, you can adapt the displayed contact information.

As a prerequisite, you must specify the filter criteria in Customizing of SAP Hybris Marketing (transaction `CEI_IMG`) under: ▶ *Contact and Profiles* ❯ *Profile Dashboard* ❯ *Define Settings for Profile Dashboard Filters* ❯.

6.1.4 Availability of Interests Derived From Posts in Profile Dashboard (former Contact Engagement) (SP02)

With SP02, you are provided with the display of interests that are derived from posts that contacts have created in the social media you evaluate. If SAP Hybris Marketing Segmentation is active, these interests are available there.

As a prerequisite, you must have set up Sentiment Engagement. For details, see section Sentiment Engagement (Optional) of the Installation and Configuration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *Installation and Upgrade* ❯

6.1.5 Web Shop Personalization Based on Customer Segments (SP03)

With SP03, you are provided with the option to integrate SAP Hybris Marketing with release 5.3 of the *Hybris Commerce Suite* to personalize your Web shop based on customer segments. You do this by defining tactical customer segments in SAP Hybris Marketing Segmentation, for which a personalized shopping experience is then available in *Hybris Commerce*.

The Web shop designer who works in the Hybris design environment calls up a list of initiatives resulting from the customer segments defined in SAP Hybris Marketing. The designer implements the personalization for the Web shop, which can range from layout and featured products to promotional pricing, for example.

This feature is enabled via the OData service `CUAN_COMMON_SRV`: The Hybris content management system (*Hybris CMS Cockpit*) calls the SAP Hybris Marketing system during design time via this service to search for customer segments and, therefore, campaigns that are available for assignment to customer segment rules.

During runtime, that is, when a user logs on to the *Hybris commerce* platform, the *Hybris commerce* system calls the SAP Hybris Marketing system via the OData service to establish which campaign and, therefore, to which customer segment the login user is assigned. With this information, the corresponding customer segment rules as defined in *Hybris CMS Cockpit* are derived and the web shop is personalized accordingly.

The integration setup of the *Hybris Commerce Suite* with SAP Hybris Marketing is not part of the SAP Hybris Marketing delivery. You can implement the setup on a project basis.

For more information, see the Hybris documentation at: https://wiki.hybris.com/display/downloads/Download

6.1.5.1 New Role for Web Shop Personalization (SP04)

A web shop designer working in the *Hybris Commerce Suite* can call into SAP Hybris Marketing in order to find out which campaigns a specific user is assigned to.

To make sure this information in SAP Hybris Marketing is accessed using the appropriate authorization level, we suggest that you carry out the following steps:

1. Copy the single role `SAP_CEI_ECOMMERCE_INTEGRATION` using transaction `PFCG`.
2. Assign the new copied role to the technical user specified for accessing SAP Hybris Marketing from the *Hybris Commerce Suite*.

6.1.6 SAP Jam Integration with Campaigns (SP03)

If you want to integrate campaigns with SAP Jam, you need to carry out the following steps:

- Set up the connection with SAP Jam:
  - For a description of how to connect SAP Jam with AS ABAP systems, see section of the SAP NetWeaver AS for ABAP 7.52 documentation on the SAP Help Portal at:
    https://help.sap.com/mkt-op ▶ *SAP NetWeaver Application Server for ABAP 7.52 SP01 for Foundation 1709 FPS01, Version for SAP HANA* ❯ *View All* ❯ *Function-Oriented View* ❯ *UI Technologies in SAP NetWeaver* ❯ *Social Media Integration* ❯ *Information for Administrators* ❯
  - You find the relevant steps in the SAP NetWeaver implementation guide (IMG) (transaction `SPRO`) under ▶ *SAP NetWeaver* ❯ *UI Technologies* ❯ *SAP Jam Integration* ❯.
- Carry out the customizing steps specified under ▶ *SAP Hybris Marketing* ❯ *General Settings* ❯ *Integration* ❯ *Define Settings for Integration of SAP Jam* ❯.

6.1.7 Integration of Target Groups into SAP CRM for High Volume CRM Campaign Execution (SP03)

With SP03, you are provided with the option to use target groups that are created in SAP Hybris Marketing Segmentation by segmentation in the High Volume CRM Campaign Execution of SAP CRM.

You need to carry out the following steps only in your configuration system. All changes can be transported through your complete system landscape.

To use this new option, you must implement SAP Note 1961959 in your SAP CRM system.

6.1.8 Scoring Including SAP Predictive Analytics (SP03)

> **i Note**
>
> Please note that *SAP InfiniteInsight* is now known as *SAP Predictive Analytics*.

With SP03, you are provided with *SAP Predictive Analytics* based scoring that you can use, for example, in SAP Hybris Marketing Segmentation, or in the *Corporate Accounts* fact sheet. *SAP Predictive Analytics* allows for an automated training of predictive models in the *Predictive Models* application, which reduces the effort of the business analyst, and provides best results.

To enable the usage of *SAP Predictive Analytics* as an implementation method, you must set up the SAP Predictive Analytics host and the data connection with SAP Hybris Marketing. The integration setup of *SAP Predictive Analytics* with SAP Hybris Marketing is not part of the SAP Hybris Marketing delivery. You can implement the setup on a project basis. For the details of the setup, see the integration guide, which you can download from the SAP Community Network (SCN) at:https://scn.sap.com/docs/DOC-57370.

6.1.9 Creating Interaction Contacts (SP04)

> **i Note**
>
> If you are already using *Profile Dashboard*, you can skip this section.

Interaction contacts are used in the following business groups or applications:

- **Segmentation** - you can, for example, segment according to contact persons for accounts, business partners or consumers;
- **Corporate Account (Fact Sheet)** - you can display the relevant contacts for an account;
- **SAP ERP and/or SAP CRM as data source**
  The tables for contact data were already replicated to SAP Hybris Marketing during technical configuration. You now need to execute the initial load of contact information by running the report `CUAN_IC_MASTERDATA_EXTR_FULL`. For more information about the report, see its documentation.
- **CSV Upload**
  Contact data can be uploaded as a `Comma Separated Values` file in the *Import Data* business group, application *Import Data*. The role `SAP_CEI_KUA` needs to be set up for this.

- **External Data Source**
  For details, see section Import Contacts with Marketing Permissions from an External Source System of the Integration guide on the SAP Help Portal at:

  https://help.sap.com/mkt-op ▶ *Integration* ❯
- **Sentiment Engagement** - you can filter posts by contacts, as well as display the contact details of the authors of posts;

In order to use interaction contacts based on data from an SAP ERP and/or SAP CRM system, proceed as follows:

- If you are using interactions for the first time:
  1. Run ABAP Report `CUAN_IC_MASTERDATA_EXTR_FULL` **once** for the initial load.
  2. Run ABAP Report `CUAN_IC_MASTERDATA_EXTR_DELT` as a **regular** background job to keep your system updated with interaction contacts.
     If you are using this report to create interactions from posts, you should set the frequency so that it matches the frequency in which tables `SOCIALDATA` and `SOCIALUSERINFO` are filled. Otherwise we recommended that you schedule this report to run at least every hour.

The following sources are supported:

- SAP CRM B2B contacts, B2C consumers, and marketing prospects
- SAP ERP B2B contacts and B2C consumers

> i Note
>
> See the report documentation for details.

6.1.10 SAP Jam Integration with Post Groups (SP04)

You can now align with colleagues on social media posts, discuss and decide on follow-up activities, and bring social media analysts and domain experts together.

This feature allows you to do the following:

- Analyze social media posts in the Sentiment Engagement application.
- Find and bundle posts relevant for collaborative follow-up processes.
- Create an SAP Jam group and push posts from a post group to that group.
- Invite colleagues to the SAP Jam group for collaboration.

If you want to integrate post groups with SAP Jam, you need to carry out the following steps:

- Set up the connection with SAP Jam
  - For a description of how to connect SAP Jam with AS ABAP systems, see section of the SAP NetWeaver AS for ABAP 7.52 documentation on the SAP Help Portal at:

    https://help.sap.com/mkt-op ▶ *SAP NetWeaver Application Server for ABAP 7.52 SP01 for Foundation 1709 FPS01, Version for SAP HANA* ❯ *View All* ❯ *Function-Oriented View* ❯ *UI Technologies in SAP NetWeaver* ❯ *Social Media Integration* ❯ *Information for Administrators* ❯
  - You find the relevant steps in the SAP NetWeaver implementation guide (IMG) (transaction `SPRO`) under ▶ *SAP NetWeaver* ❯ *UI Technologies* ❯ *SAP Jam Integration* ❯.

- Carry out the customizing steps specified under ▐▶ *SAP Hybris Marketing* 〉 *General Settings* 〉 *Integration* 〉 *Define Settings for Integration of SAP Jam* 〉.

- In addition, carry out the customizing steps specified under ▐▶ *SAP Hybris Marketing* 〉 *Contacts and Profiles* 〉 *Sentiment Engagement* 〉.

6.1.11 Advanced Status Management for Campaigns (SP05)

With SP05, you are provided with a simple approval process for campaigns.

The advanced status management includes the campaign status *To be Released*: A user can set campaigns from status *In Preparation* to *To be Released*, and, subsequently, another user can either approve the release by changing the status to *Released*, or reject the release by changing the status back to *In Preparation*. In this case, all users who have the authorization to set the statuses Released or *In Preparation* can edit the campaign again.

As a prerequisite to use the advanced status management, you must execute the following steps:

- Activate the advance status management in Customizing of SAP Hybris Marketing (transaction `SPRO`) under ▐▶ *Campaigns* 〉 *Campaign* 〉 *Activate Advanced Status Management* 〉.
- Enhance the authorization of your copy of standard role `SAP_CEI_TG_INI`. To do so, proceed as follows:

  1. Log on to your AS ABAP system with the user for application setup (see section AS ABAP Users for Upgrade Process [page 51]).
  2. Go to transaction `PFCG`.
  3. Enter the name of your copy of role `SAP_CEI_TG_INI` in the *Role* field and choose the *Change* pushbutton.
  4. On the *Authorizations* tab, choose the *Change Authorization Data* pushbutton in the *Maintain Authorization Data and Generate Profiles* section.
  5. Expand the *Object Class for Customer Engagement Intelligence* node. Drill down to ▐▶ *Authorization for Status* 〉 *Authorization for Status* 〉 by expanding the corresponding nodes.
  6. Open the edit mode for *Object Name*. On the appearing dialog box, enter `CUAN_INITIATIVE` in the *From* field and save your entry.
  7. Save the role and regenerate the profile for authorizations.

6.1.12 Scoring Including SAP BusinessObjects Predictive Analytics - Improved Installation Setup With APL (1502 (SP06))

If you are upgrading to SP06, are already using or want to start using SAP InfiniteInsight, **and** have installed minimum SAP HANA 1.0 SPS09, we recommend that you use the *SAP Automated Predictive Library (APL)*. This provides you with a more convenient installation setup compared to the installation on a project basis (available as of SP03).

For details on how to install the APL, see the SAP HANA Automated Predictive Library Reference Guide on the SAP Help Portal at:

https://help.sap.com/viewer/p/apl ▐▶ Development ▶

6.1.13 New Inbound Data Flow for Social Posts (1511)

With 1511, social posts can be imported as any other interaction as long as they have an interaction type assigned that is selected for the text analysis in Customizing for SAP Hybris Marketing under ▐▶ Contacts and Profiles ❯ Interactions ❯ Define Interaction Types ▶ .

Social posts are mainly used in the context of Sentiment Engagement, which is an application within the Contacts and Profiles business group.

> **i Note**
>
> If you have imported social posts before 1511, no manual steps are required as the system automatically ensures the required conversion with the upgrade to 1511.
>
> If you import social posts for the first time, ensure that the below mentioned steps (Customizing maintained and batch job scheduled, see section Retrieving Social Posts below) are executed.

The standard import interface for interactions in SAP Hybris Marketing is the public OData API for Interactions (`API_MKT_INTERACTION_SRV`).

Other options are the following:

- Upload using a CSV file containing interaction data via application Import Data.
- Upload via Compound OData service
- Upload via Web service
- Upload via RFC function module

For more information, see section Integration Services in the Integration Guide on the SAP Help Portal at:

https://help.sap.com/mkt-op ▐▶ Integration ▶

Retrieving Social Posts

- First inbound marketing permissions are checked according to the settings in Customizing for SAP Hybris Marketing under ▐▶ Contacts and Profles ❯ Interaction Contacts ❯ Marketing Permissions ❯ Define Marketing Permission Check ▶ .
  As a result incoming posts are stored as interactions, stored as anonymous interactions without reference to a contact, or are discarded.
- Next, the SAP HANA Text Analysis evaluates the interaction content data (the actual text of the post) of those interactions that are assigned to an interaction type, for which the text analysis is selected in Customizing (see above).

As a result, the interaction is updated with a sentiment, and recognized entities are attached as tags to the interaction according to the corresponding settings in Customizing for SAP Hybris Marketing under

▶ *Contacts and Profiles* ❯ *Interactions* ❯ *Define Interaction Tag Types* ❯ .

> **i** Note
>
> The results of the text analysis are taken over to the interactions asynchronously.
>
> For the takeover you have to run the `CUAN_IC_MASTERDATA_EXTR_DELT` ABAP report with variant `SAP&IA_TA` as a regular background job. If you are using this report, you must set its frequency to match the frequency with which the interactions are loaded. Otherwise, we recommended that you schedule this report to run at least every five minutes.

Importing Social Posts

The import is realized using one of the following data upload interfaces:

- OData service `CUAN_IMPORT`
- Web service `CUANPOSTINTERACTIONS`
- RFC function module `CUAN_CE_INTERACTIONS_POST`
- CSV upload for interactions via *Import Data* application

By using the standard approach:

- You can reduce the complexity of inbound interactions by harmonizing import options; thereby, reducing Customizing effort.
- You can avoid the redundant persistency of posts, which in turn reduces memory consumption on SAP HANA.
- You can use the existing marketing permissions functionality as the only place to maintain consent for all SAP Hybris Marketing processes. You will then not need to use *Social Intelligence Consent Management* for social posts.

6.1.14 New Fiori-Based Contact Profile (1709 SP01)

With 1709 SP01, you are provided with a new version of the contact profile based on SAP Fiori in the *Contacts* application in business group *Contacts and Profiles*.

The new read-only Contact Profile offers an enhanced user experience, as well as improved extensibility functions. Some of the new features include:

- Improved look and feel
- New *Overview* and *Origin Data* tabs
- You can now use the UI adaptation at runtime (RTA) feature to change the custom fields in the *Additional Data* section to suit your needs.

For more information, see section Contact Profiles in the application help for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op 🔗 ▶ *Application Help* ❯ *SAP Hybris Marketing* ❯ *SAP Hybris Marketing Applications* ❯ *Contacts and Profiles* ❯

> **i Note**
>
> Both versions of the contact profile are available. However, future developments for the contact profile are available only for the new Fiori-based contact profile.

To enable the users of the contact profile to use the new contact profile, assign your copy of the new `PFCG` role `SAP_CEI_BCR_CFS1_OP` to your users.

6.1.15 New API OData Service "Agreements" (API_MKT_AGREEMENT_SRV) (1709 SP01)

With 1709 SP01, you are provided with the API OData Service *Agreements* (`API_MKT_AGREEMENT_SRV`), which allows you to load customer agreements (including terms) into SAP Hybris Marketing. An agreement can be any kind of customer contract that comprises specific services. This API includes the option to update agreements from different source systems.

To use the *Agreements* API for the first time, follow the instructions in section Setting Up the Use of Agreements of the Installation and Configuration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *Installation and Upgrade* ❯

6.2 Configuring SAP HANA Rules Framework (HRF)

The settings described in this section are only relevant if you use or plan to use SAP HANA rules framework (HRF) within SAP Hybris Marketing.

HRF allows you to manage and automate business decisions based on rules and rule services.

Within SAP Hybris Marketing, HRF is used for the following options:

- **Scoring Based on SAP HANA Rules Framework in SAP Hybris Marketing Data Management**:
  HRF helps you to manage your heuristic scoring models. For more information, see section Scoring Based on SAP HANA Rules Framework (HRF) in the Installation and Configuration Guide for SAP Hybris Marketing on the SAP Help Portal at:

  https://help.sap.com/mkt-op ▶ *Installation and Upgrade* ❯
- **Rule-based Tasks in SAP Hybris Marketing Recommendation**:
  - HRF is used in the *Manage Recommendations* app, for example, to re-rank and filter rules (see section New Application "Manage Recommendations" (1508) [page 175]).

- HRF is used in the *Manage Offer Recommendations* app, to include rule-based offer recommendations from *SAP Promotion Management for Retail* (see section New Application "Manage Offer Recommendations" (1511) [page 177]).
  Rules that were created in that app, can be used in the OData service CUAN_OFFER_DISCOVERY_SRV to display the best offers to customers (see section New Application "Manage Offers" (1508) [page 175]).
- **Creating and Adapting Scores in Lead Management and SAP Hybris Marketing Data Management**:
  - HRF is used in the *Score Builder* app (former *Simple Scores* and *Lead Scores* apps) (see sections New Application "Lead Scores" (1602) [page 152] and New Application "Score Builder" (1602) [page 130]).

6.2.1 First Time Configuration of SAP HANA Rules Framework (HRF)

If you want to integrate the SAP HANA rules framework for the first time, follow the instructions in section Scenario "HANA Rules Framework" of the Installation and Configuration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *Installation and Upgrade* ❯

6.2.2 Upgrade Configuration of SAP HANA Rules Framework (HRF)

If you already use the SAP HANA rules framework (HRF) and are upgrading to the most recent support package of SAP Hybris Marketing, you must execute scenario tile *HANA Rules Framework* of the technical configuration cockpit in order to receive updates to content and to the HRF vocabulary. As a prerequisite, you must install the most recent software component version of HRF.

For the installation of the latest HRF version and the execution of the *HANA Rules Framework* scenario, proceed as follows:

1. Follow the instructions in sections Downloading the Software and Deploying the SAP HANA Rules Framework Software Component of the SAP HANA Rules Framework on XS Classic - Installation & Upgrade Guide on the SAP Help Portal at:

   https://help.sap.com/hrf10 **Select version** *1.0 SP 11 on XSC* **in the "Version" field** ▶ *Installation and Upgrade* ❯ *SAP HANA Rules Framework on XS Classic - Installation & Upgrade Guide* ❯

   > **i Note**
   >
   > You can skip the chapters *Setting up a Technical User* and *Configuring SAP HANA Rules Framework* as the related steps are executed automatically by the *HANA Rules Framework* scenario.

2. Log on to the ABAP system with the user for application setup that you have created during the installation process (for more information, see section AS ABAP Users for Upgrade Process [page 51]).
3. Enter transaction CUAN_TECHNICAL_CONF, accept the prefilled SAP Web Dispatcher settings (or provide the settings used for the initial setup of SAP Hybris Marketing), and choose *Execute*. Confirm the following dialog.

4. The technical configuration cockpit opens in a browser window. Click the scenario tile *HANA Rules Framework* and run the scenario. The required parameters are already provided.

6.3   Configuring Customer Journey Insight

The settings described in this section are only relevant if you use or plan to use *Customer Journey Insight* within SAP Hybris Marketing Data Management.

With *Customer Journey Insight*, you can view customer journeys. A journey is a sequence of interactions performed by a customer over time using various channels, such as social, Web and phone, for example, clicked ads, opened emails, and confirmed Web searches. Marketing managers can explore journeys that lead to a certain event performed by a customer, such as a buy, an abandoned shopping cart, or a conversion.

> **i Note**
>
> If you want to use *Customer Journey Insight* for the first time, follow the instructions in section Setting up Customer Journey Insight of the Installation and Configuration Guide for SAP Hybris Marketing on the SAP Help Portal at:
>
> https://help.sap.com/mkt-op ▶ *Installation and Upgrade* ▶

6.3.1 Replacement of Customizing by UI Tiles for Customer Journey (1602)

As of 1602 the former Customizing activities for *Customer Journey Insight* (*Define Events* and *Assign Interactions to Events*) have been replaced with the SAP Fiori app *Customer Journey Events* (see Replacement of Customizing Activities by UI Tiles (1602) [page 109]). The first time you start *Customer Journey Insight*, it will migrate the existing Customizing to the new *Customer Journey Events* app. If existing Customizing is not found, default events will be created in *Customer Journey Events* the first time you start *Customer Journey Insight*.

To use Customer Journey Events for the first time, follow the instructions in section Setting up Customer Journey Events of the Installation and Configuration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *Installation and Upgrade* ▶

6.3.2 Changes in Customer Journey Insight (1709 SP01)

As of 1709 SP01, Customer Journey Insight supports filtering by Marketing Area. Since not all interactions that are part of a journey have a marketing area defined, consider the Marketing Area authorization of the user as follows:

User Authorization by Marketing Area

You can only see journeys generated from interactions from the marketing areas that you are authorized for. To include interactions in your customer journeys that do not have a marketing area assigned to them, ensure that your user role is also assigned to a blank marketing area. A blank marketing area is represented by a space in between single quotation marks (' '). For more information, see: Interactions.

6.4   Configuring Commerce Integration

6.4.1 Generating Interactions from the Tracking of Unknown Web Site Visitors (1508)

As of 1508, you can use the results of the visitors tracking in Hybris Commerce Suite webshops as interactions in SAP Hybris Marketing. Based on the clicks of visitors, the *Business Event Extension* of the webshop generates a set of events, and sends it to the *SAP Event Stream Processor* (ESP). From the ESP, the events are converted to SAP Hybris Marketing interactions

To find out how to set up the required components, see the document Web Tracking on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *Integration* > *View All* > *SAP Hybris Marketing Web Tracking* ▶

6.5   Configuring Lead Management (1602)

With 1602, you are provided with the new business group *Lead Management* in SAP Hybris Marketing.

Lead Management integrates the business process between marketing and direct or indirect sales channels, to drive higher-value opportunities through improved demand creation, execution, and opportunity management. It comprises all measures a company takes to convert potential buyers and interested persons to real buyers.

> **i** Note
>
> *Lead Management* is based on the integration of SAP Hybris Marketing with SAP Hybris Cloud for Customer. For the use of *Lead Management*, ensure that the integration with SAP Hybris Cloud for Customer is set up and configured (see Integration of SAP Hybris Cloud for Customer [page 206]).

In the following, you find a description of the included applications along with the corresponding roles.

To finalize the configuration for *Lead Management*, follow the instructions in section Update for Creating Marketing Leads in a SAP Hybris Cloud for Customer System (1602) [page 208]

6.5.1 New Application "Lead Dashboard" (1602)

With 1602, you are provided with the *Lead Dashboard* application in the *Lead Management* business group.

This application enables marketing experts to review the success of the lead management process, and provides them with a comprehensive overview of Key Performance Indicator (KPI) attainment and lead management performance benchmarks. The KPIs are available for the *SAP Analytics Cloud* with the standard delivery.

To enable marketing experts to use the *Lead Dashboard*, assign your copies of the following PFCG roles to the corresponding AS ABAP users:

- `SAP_CEI_LDB_FLP` (business catalog role; no copy required - you can assign the delivered standard role)
- `SAP_CEI_LEAD_DASHBOARD` (back-end role; included in composite role `SAP_MARKETING_INSIGHT`)
- `SAP_CEI_HOME` (for personalization purposes)

> ### i Note
>
> To display the content of the *Lead Dashboard* SAP Hybris Marketing Insight must be active and *SAP Analytics Cloud* must be installed and configured.
>
> For more information, see Configuring SAP Analytics Cloud [page 157].

6.5.2 New Application "Lead Scores" (1602)

With 1602, you are provided with the *Lead Scores* application within the *Lead Management* business group.

This application enables marketing experts to create and adapt lead scores using heuristic rules. These rules are manually defined and based on the SAP HANA rules framework (HRF). The goal of lead scoring is to measure and indicate the readiness of a lead with regards to handover to sales.

To enable marketing experts to use *Lead Scores*, assign your copies of the following PFCG roles to the corresponding AS ABAP users:

- `SAP_CEI_LEA_FLP` (business catalog role; no copy required - you can assign the delivered standard role)
- `SAP_CEI_LEAD_SCORES` (back-end role; included in composite role `SAP_MARKETING_DATA_MANAGEMENT`)
- `SAP_CEI_HOME` (for personalization purposes)

> ### i Note
>
> As a prerequisite for the use of *Lead Scores* HRF must be installed and configured.
>
> For more information, see Configuring SAP HANA Rules Framework (HRF) [page 148].

6.5.2.1 Changes to Application "Lead Scores" (1608)

With 1608, the *Lead Scores* application has been merged into the *Score Builder* application (former *Simple Scores*).

With this merge, the former back-end role `SAP_CEI_LEAD_SCORES` has become obsolete. In addition, the *Score Builder* app has been added to the `SAP_CEI_LEA_FLP` business catalog role.

If you have used *Lead Scores* before, use the *Score Builder* app (former *Simple Scores*) instead, which is based on back-end role `SAP_CEI_SIMPLE_SCORES`.

For more information, see New Application "Score Builder" (1602) [page 130].

6.5.3 New Application "Lead Stages" (1602)

With 1602, you are provided with the *Lead Stages* application within the *Lead Management* business group.

This application enables marketing experts to classify contacts concerning their lead readiness, and build a structure for all contacts available.

To enable marketing experts to use *Lead Stages*, assign your copies of the following PFCG roles to the corresponding AS ABAP users:

- `SAP_CEI_LEA_FLP` (business catalog role; no copy required - you can assign the delivered standard role)
- `SAP_CEI_LEAD_STAGES` (back-end role; included in composite role `SAP_MARKETING_DATA_MANAGEMENT`)
- `SAP_CEI_HOME` (for personalization purposes)

6.5.4 New Application "Integration Errors" (1602)

With 1602, you are provided with the *Integration Errors* application within the *Business Administration* business group.

This application enables marketing administrators to handle integration errors that are caused by the import of erroneous business partner or business document data from SAP Hybris Cloud for Customer to SAP Hybris Marketing.

The data transfer from SAP Hybris Cloud for Customer to SAP Hybris Marketing is done via *SAP Cloud Platform Integration*, or *SAP Process Integration* (PI). In both cases, the data import into SAP Hybris Marketing is done by OData services. Within *Integration Errors*, the SAP Hybris Marketing system generates a list of OData service notifications that indicate the occurrence of an error.

To enable marketing administrators to use *Integration Errors*, assign your copies of the following PFCG roles to the corresponding AS ABAP users:

- `SAP_CEI_KUA_FLP` (business catalog role; no copy required - you can assign the delivered standard role)
- `SAP_CEI_LEAD_REPL_ADMIN` (back-end role; included in composite role `SAP_MARKETING_BUS_ADMIN_USER`)

- `SAP_CEI_HOME` (for personalization purposes)

6.5.5 New Application "Transfer Leads" (1608)

With 1608, you are provided with the *Transfer Leads* application in the *Lead Management* business group. Marketing experts can trigger the creation of leads in SAP Hybris Cloud for Customer by a lead transfer.

To enable marketing experts to use *Transfer Leads*, assign your copies of the following PFCG roles to the corresponding AS ABAP users:

- `SAP_CEI_LEA_FLP` (business catalog role; no copy required - you can assign the delivered standard role)
- `SAP_CEI_TG_INI` (back-end role; included in composite role `SAP_MARKETING_DATA_MANAGEMENT`)
- `SAP_CEI_HOME` (for personalization purposes)

In addition, you must enhance your copy of role `SAP_CEI_TG_INI` with the new OData service `CUAN_LEAD_TRANSFER_SRV`. To do so, see section New OData Services in Single Roles [page 69].

6.6 Deprecation of Cross-Application Component for Social Intelligence (1608)

As SAP discontinues further developments on the cross-application component of Social Intelligence, SAP Hybris Marketing will not make use of the social data inbound tables such as `SOCIALDATA` and `SOCIALUSER` and related Customizing any longer **as of 1608**.

If you still use the tables for the inbound data flow of the Sentiment Engagement application, we recommend to switch to the interaction contact and interaction inbound import options as described in New Inbound Data Flow for Social Posts (1511) [page 146].

6.7 Configuring Digital Accounts

The settings described in this section are only relevant if you use or plan to use the *Digital Accounts* application within the *Contacts and Profiles* business group.

6.7.1 Configuring Digital Accounts (1608)

With the *Digital Accounts* application, marketing experts can view and analyze the followers of social media accounts of their companies.

> **i Note**
>
> With 1608, the only social network supported by *Digital Accounts* is WeChat.

> **i Note**
>
> If you want to use *Digital Accounts* for the first time, follow the instructions in section Setting up Application "Digital Accounts" of the Installation and Configuration Guide for SAP Hybris Marketing on the SAP Help Portal at:
>
> https://help.sap.com/mkt-op ▶ *Installation and Upgrade* ❯

6.7.2 Configuring Digital Accounts (1611)

If you have set up and configured *Digital Accounts* in 1608, re-execute the technical configuration of the China localization as follows:

1. Call up transaction `STC01` and run task list `CUAN_LOCALIZATION_CN`.
2. Select the *Tech. Customizing System* checkbox, and enter your Customizing request number.
3. Enter your Baidu account key.
4. Run the task list.

Analysis of WeChat Campaigns Carried Out via Shake Nearby (1611)

To enable the new feature *Analysis of WeChat Campaigns Carried Out via Shake Nearby* execute the technical configuration of the China localization as described above.

For more information about the new feature, see section Analyzing WeChat Campaigns Carried Out Through Shake Nearby of the application help for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *Application Help* ❯ *SAP Hybris Marketing* ❯.

6.7.3 Configuring Digital Accounts (1709 SP01)

With 1709 SP01, you can configure LINE@ accounts of the instant communications service LINE in the *Digital Accounts* app. Once you have completed all required configuration steps, you can synchronize followers of your LINE@ accounts as well as follower interactions to SAP Hybris Marketing.

For the concrete steps to be executed to integrate LINE, see section LINE Integration in the Integration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *Integration* ❯

6.8 Migration of Interaction Data (1702)

With 1702, you are provided with a new status field (IA_STATUS) for interactions, which replaces the former field `SOURCE_OBJECT_STATUS_CODE` of table `CUAND_CE_IA_RT`.

New interaction datasets will obtain this `IA_STATUS` automatically. For existing interaction data, a migration is required to ensure data integrity and to avoid errors. You can migrate existing data by executing transaction `LM_STATUS_MIGRATION`, which fills the new status.

You can either execute the report, on which the transaction is based using a set of default rules, or you can define your own rules.

For more information about the report parameters, see the report documentation.

Procedure

1. Assign your copy of the PFCG role `SAP_CUSTOMER_ANALYTICS_ADMIN` to the corresponding ABAP user. Note that you need the authorization object `HPA_ADMIN` with activity (`ACTVT`) *16 - Execute*.
2. Go to transaction `LM_STATUS_MIGRATION`.
3. If you want to use the default mapping displayed in the table on the report screen, you do not need to set any parameters.
4. Execute the report.
5. If you don't want to use the default rules, proceed as follows:
   1. Select the *Define Own Rule* radio button.
   2. Enter the required interaction type, source status, and target status.
   3. Execute the report separately for each of your custom rules.
6. If you want to combine default mapping and own rules, proceed as follows:
   1. Execute the report with the default rules.
   2. Re-enter the transaction and select the *Overwrite Status* option.
   3. Enter your own rule and re-execute the report.
   4. Repeat the previous step *3* for every custom rule you want to apply.

7 Configuring Insight

The settings described in this section are only relevant if you want to run SAP Hybris Marketing Insight.

7.1 Configuring SAP Analytics Cloud

The following applications within SAP Hybris Marketing are based on *SAP Analytics Cloud*:

- *Lead Dashboard*, an application within the business group *Lead Management*.

  > **i Note**
  >
  > *Lead Management* is available only if you have set up the integration with SAP Hybris Cloud for Customer (see Integration of SAP Hybris Cloud for Customer [page 206]).

- *Marketing Executive Dashboard*, an application available in two flavors, the tiles *Executive Dashboard Lanes* and *Executive Dashboard Tiles*, within the business group *Marketing Executive*.
  The *Marketing Executive Dashboard* contains key performance indicators (KPI), which allow marketing executives to review the success of marketing investments, and gain an overview of KPI attainment and marketing performance benchmarks.
  You are provided with a range of KPIs for the *Marketing Executive Dashboard*. For an overview of the available KPIs, see Marketing Executive Dashboard and subsequent chapters.

  > **i Note**
  >
  > - The KPIs are delivered as templates. You might need to adjust them to better meet your business requirements.
  > - The KPIs, and the descriptions of the measures and dimensions are only available in English.

7.1.1 Configuration of SAP Analytics Cloud

First Time Configuration

If you want to use *SAP Analytics Cloud* for the first time, follow the instructions in section Configuring SAP Analytics Cloud of the Installation and Configuration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *Installation and Upgrade* ❭

7.1.2 Creation of SAP Hybris Marketing Business Users (1508)

With 1508, you are provided with the option to create business users in SAP Hybris Marketing using the *Business User* application located within the *Business Administration* business group. In the context of *SAP Analytics Cloud*, this app is used to administrate users for marketing executives.

For information how to set up and use the application *Business User*, see section Setup for SAP Hybris Marketing Business Users in the Installation and Configuration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *Installation and Upgrade* ❯

In the installation guide, also see section Creation of SAP Hybris Marketing Business Users.

7.1.3 Accessing the Marketing Executive Dashboard from the SAP Fiori Launchpad (1605)

To enable marketing executives to use *Marketing Executive Dashboard* from within the SAP Fiori launchpad, assign your copies of the following PFCG roles to the corresponding AS ABAP users:

- `SAP_CEI_BCR_MARKETINGEXECUTIVE` (business catalog role; no copy required - you can assign the delivered standard role)
- `SAP_CEI_MED` (back-end role; included in composite role `SAP_MARKETING_EXECUT_DASHBOARD`)

7.2 Importing Data from External Source to "Margin Decomposition"

With the Web service `CUAN_ANALYTIC_FND` (to be accessed in your AS ABAP system under transaction `SEGW`), you can import analytical data from any external source into the *Margin Decomposition* application of SAP Hybris Marketing Insight.

In particular, you can import the amount and the document currency of the invoicing account for each of the following decomposition groups in *Margin Decomposition*:

- Gross Revenue
- Invoice Discounts
- Accrued Discounts
- CoGS
- Direct Costs
- Invoice Surcharges

The data can also be provided on the granularity of decomposition subgroups, for example, to show reporting results for different types of invoice discounts.

> **i Note**
>
> You can also use the Web service to integrate *Controlling* data from SAP ERP (`CO-PA`).

In addition, the data records are to be provided together with values (for IDs and codes) for characteristics/dimensions such as the following:

- Customer Group
- Industry Code
- Sales Organization
- Country
- Region of Country
- Distribution Channel
- Division
- Sales Group
- Sales Office
- Sales District
- Product
- Product Group
- Product Category

> **i Note**
>
> The needed master data or Customizing information for the dimensions values must be already part of SAP Hybris Marketing by means of a connected SAP ERP system.

For information about all required steps to set up the data import by Web service, see the section Import Analytical Data Using a Web Service in the Integration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *Integration* ❯

7.3 New Optional Functions in Insight

In SAP Hybris Marketing Insight, you are provided with optional functions delivered with one of the SAP Hybris Marketing support packages. These functions require additional activation settings that you have to make if you want to use the functions. In the following, you find a list of the optional functions with a description of the according activation settings.

7.3.1 New Application "Relationship Analysis - Presales" (SP03)

With SP03, you are provided with the *Relationship Analysis – Presales* application in the *Customer Value Intelligence* business group. This application allows you, as a marketing expert, to analyze your customer relationships based on SAP CRM presales data, such as leads, or opportunities.

To enable marketing experts to use *Relationship Analysis – Presales*, assign your copies of the following PFCG roles to the corresponding AS ABAP users:

- `SAP_CEI_CVI_FLP` (business catalog role; no copy required – you can assign the delivered standard role)
- `SAP_CEI_CVI` (back-end role; included in composite role `SAP_MARKETING_INSIGHT`)
- `SAP_CEI_HOME` (for personalization purposes)

> **i Note**
>
> As a prerequisite for the use of *Relationship Analysis – Presales* SAP Hybris Marketing Insight must be active.

7.3.2 New Application "Behavior Insight" (1605)

With 1605, you are provided with the *Behavior Insight* application in the *Insight* business group.

This application allows you, as a marketing expert, to analyze your customers' behavior (B2B) by mapping two selected key performance indicators (KPIs) against each other. The KPIs are all based on customer interactions, such as *No. of Web Visits* and *Days since Last Interaction*. By analyzing the two types of transactional data for a large amount of customers, you can identify behavior patterns, detect outliers and identify dependencies in customer activities. With these insights, you can then create specific target groups for tailored follow-up activities.

To enable marketing experts to use *Behavior Insight*, you have to assign their AS ABAP users to your copy of the following roles:

- `SAP_CEI_CVI_FLP` (business catalog role; no copy required - you can assign the delivered standard role)
- `SAP_CEI_BEHAVIOUR_INSIGHT` (back-end role; included in composite role `SAP_MARKETING_INSIGHT`)
- `SAP_CEI_HOME` (for personalization purposes)

8 Configuring Segmentation

The settings described in this section are only relevant if you run SAP Hybris Marketing Segmentation.

8.1 New Optional Functions in Segmentation

In SAP Hybris Marketing Segmentation, you are provided with optional functions delivered with one of the SAP Hybris Marketing support packages. These functions require additional activation settings that you have to make if you want to use the functions. In the following, you find a list of the optional functions with a description of the according activation settings.

8.1.1 Deleting Existing Segmentation Models (SP02)

With SP02, it is possible to delete existing segmentation models if you no longer need them.

As a prerequisite, you have to adapt the corresponding authorization object `GSEG_START` in your copy of the standard role `SAP_CEI_ADT`.

1. Go to transaction `PFCG` and enter the name of your copy of role `SAP_CEI_ADT` in the *Role* field. Choose the *Edit* pushbutton.
2. On the *Authorizations* tab, choose the *Change Authorization Data* pushbutton in the *Maintain Authorization Data and Generate Profiles* section.
3. On the next screen, expand the authorization tree, and adapt the authorization object as follows:
   - `GSEG_APPL` (Application ID): **SAP_ADT**
   - `GSEG_PROF` (the IDs of your segmentation profiles that correspond to the segmentation models for which you want to set up delete authorization)
   - `ACTVT` (Activity): *06 (Delete)*
4. Save your role.

8.1.2 Maintaining Segmentation Building Blocks (SP04)

In order to display the *Segmentation Building Blocks* facet on the user interface, you have to adopt your copy of the corresponding role `SAP_CEI_ADT` as follows:

1. Go to transaction `PFCG` and choose the *Menu* tab.
2. Copy the role menu path ▶ *High Performance Applications* ❭ *SAP Hybris Marketing* ❭ *Segmentation* ❭ *Building Blocks* ❭ to the same role menu path in your copy of the role.

> **i Note**
>
> Make sure that you also copy the node details, especially the application alias.

In addition, you must adapt your custom launchpad (if applicable) according to the standard launchpad delivered with SP04, which includes the entry required for the new facet. The launchpad for SAP Hybris Marketing consists of the role `HPA` with instance `CUAN`. The new applications needed in your custom version of the launchpad are *Building Blocks* and *Segmentation Building Block*.

Apply these settings following the instructions in section of the SAP NetWeaver AS for ABAP 7.52 documentation on the SAP Help Portal at:

https://help.sap.com/mkt-op ▷ *SAP NetWeaver Application Server for ABAP 7.52 SP01 for Foundation 1709 FPS01, Version for SAP HANA* ❯ *View All* ❯ *Function-Oriented View* ❯ *UI Technologies in SAP NetWeaver* ❯ *Web Dynpro ABAP and Floorplan Manager* ❯ *Launchpads* ❯ *Working with Launchpads at Design Time* ◀.

As of SP04, the system checks whether a user that calls up the Building Block Builder in order to maintain published segmentation building blocks has sufficient authorization to do so.

In order to include these checks in your system, you need to carry out the following steps

1. Go to transaction `PFCG` and enter the name of your copy of role `SAP_CEI_ADT` in the *Role* field. Choose the *Edit* pushbutton.
2. On the *Authorizations* tab, choose the *Change Authorization Data* pushbutton in the *Maintain Authorization Data and Generate Profiles* section.
3. On the next screen, expand the authorization tree.
4. Open node *Objects of High Performance Applications* (`HPA_OBJECT`), and add name `GSEG_BUILDING_BLOCK`.
5. Optional: If you want users with this role to be able to **publish** building blocks and to **maintain published building blocks** (as well as their own private ones), open node *SEG Building Block Auth: Application ID, Object Type* (`GSEG_BB`), and choose one or more of the following activities:
   - `01 Create` (in this context, create public building blocks (transforming a private building block into a public one) via the action *Save and Publish*)
   - `02 Change`
   - `03 Display`
   - `06 Delete`
6. Save and generate the role.

8.1.3 Segmentation Personalization Administration Mode (1502 (SP06))

In the segmentation application, each user has their own personalization dataset. In order to allow an administrator to maintain personalization settings in administration mode, you have to enhance the authorization settings of your copy of role `SAP_CUSTOMER_ANALYTICS_ADMIN` as follows:

1. Log on to your AS ABAP system with the user for application setup (see AS ABAP Users for Upgrade Process [page 51]).
2. Go to transaction `PFCG`.

3. In field *Role*, enter the name of your copy of role `SAP_CUSTOMER_ANALYTICS_ADMIN` and choose the *Change* pushbutton.
4. On the *Authorizations* tab, in the *Maintain Authorization Data and Generate Profiles* section, choose the *Change Authorization Data* pushbutton.
   A screen appears.
5. Choose the *+ Manually* pushbutton, enter the authorization object `S_WDR_P13N`, then press the *Enter (Green Tick)* pushbutton.
6. Now, maintain the field *Object Name* for authorization object `S_WDR_P13N`: In field *From*, enter `0D926F5E3391568542778DD5FFFEF*`.
7. Save your entry and press the *Generate* pushbutton.

8.1.4 Geospatial Segmentation (1505)

This function allows viewing the distribution of geolocations on a map (for example, the distribution of customers in a region) and creating new segments based on areas defined on a map (radius or polygon).

- If you use the standard segmentation profile *All Consumers (SCI)*, this function is automatically available for the *Geolocation* attribute.
- If you want to use this function with one of your own custom segmentation profiles, you need to ensure that your attribute universe provides the necessary geolocation information. For details, see section Setting up the Geospatial Segmentation and Map Preview of the Extensibility Guide for SAP Hybris Marketing on the SAP Help Portal at:

   https://help.sap.com/mkt-op🖐️ ▶ *Development* ⟩

Access to Map Provider

To use geospatial segmentation, you need both map visualization and geo-coding services.

The default configuration will use *here.com* for map visualization and OpenStreetMap for geo-coding.

> **i Note**
>
> SAP only provides the interfaces and configuration options which allow you to connect the map visualization and geocoding services. The content of the configuration is in your responsibility, both from a licensing perspective and from a functional perspective.

You can change the configuration for the geo-coding service under Customizing (transaction `SPRO`): ▶ *SAP Reference IMG* ⟩ *SAP NetWeaver* ⟩ *UI Technologies* ⟩ *SAP Visual Business* ⟩ *Maintain Application Definition* ⟩. The relevant application name is `GSEG_GEOSPATIAL`.

If you keep the default configuration, you need to check the following points:

- **Map Visualization**
  The user's browser will need access to the internet domain *here.com*. The domain provides the map data that is used in the geospatial segmentation option. Check, whether the users in question have access to this domain and consider the implications of communicating with servers outside your firewall.

For more information, see section Communication Destinations of the Security Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op 🔗 ▶ Security ▶

- **Geo-Coding Services**

  The application server will need access to the internet domain *nominatim.openstreetmap.org*. For more information on how this can be achieved, see section of the SAP Visual Business application help on the SAP Help Portal at:

  http://help.sap.com/visualbusiness21 ▶ *Application Help* ▶ *<Choose your language>* ▶ *Setting up SAP Visual Business* ▶ *Configuring SAP Visual Business* ▶

  For more information, such as changing the default configuration of geo-coding, see the SAP Visual Business Installation and Configuration Guide on the SAP Help Portal at:

  http://help.sap.com/visualbusiness21 🔗 ▶ *Installation and Upgrade* ▶.

8.1.5 New Application "Segmentation Configuration" (1605)

With 1605, you are provided with the *Segmentation Configuration* application in the *Segmentation and Campaign Configuration* business group.

This application allows you, as a marketing administrator, to adapt the most frequently used settings for existing segmentation profiles and attributes.

To enable marketing administrators to use *Segmentation Configuration*, you have to assign their AS ABAP users to your copy of the following roles:

- `SAP_CEI_KUA_FLP` (business catalog role; no copy required - you can assign the delivered standard role)
- `SAP_CEI_KUA` (back-end role; included in composite role `SAP_MARKETING_BUS_ADMIN_USER`)
- `SAP_CEI_HOME` (for personalization purposes)

Activation of ICF Service CUAN_GSEG_CUST

The use of this application requires the manual activation of the ICF service `CUAN_GSEG_CUST`. To activate the service, proceed as follows:

1. Enter transaction `SICF`, enter the service `CUAN_GSEG_CUST` in the *Service Name* field, and choose *Execute*.
2. Activate the ICF service in one of the following ways:
   - Choose the menu option *Activate* in menu *Service/Host*
   - Put your cursor on the service name in the ICF tree and choose *Activate Service* from the context menu.

8.1.6 Assign Image to Segmentation Building Block (1611)

As of 1611, an image can be assigned to a segmentation building block in the segmentation building block builder. To allow a user to assign an image, enhance the authorization settings of your copy of the standard role `SAP_CEI_ADT` as follows:

1. Log on to your AS ABAP system with the user for application setup (for more information, see AS ABAP Users for Upgrade Process [page 51]).
2. Start transaction `PFCG`.
3. In the field *Role*, enter the name of your copy of standard role `SAP_CEI_ADT`. Click *Change*.
4. Choose tab *Authorizations*. In the *Maintain Authorization Data and Generate Profiles* section, click *Change Authorization Data*.
5. Select the root node of the authorization hierarchy, and expand the authorization tree.
6. Open node *Objects of High Performance Applications* (`HPA_OBJECT`). Add the object names **HPA_DOCUMENT_STORAGE**, and **HPA_DOCUMENT_DATA**.
7. Add the activities **Change (02)** and **Display (03)**.
8. Save your entry, and click *Generate*.
9. Repeat steps 2 to 8 for your copy of the standard role `SAP_CUSTOMER_ANALYTICS_ADMIN`.

8.1.7 New Application "Template-Based Segmentation" (1611)

With 1611, you are provided with the *Template-Based Segmentation* application in the *Segmentation* business group.

This application allows you, as a marketing expert, to use predefined templates that provide you with a collection of segments to simplify the segmentation process. The content of each template is defined in a building block.

To enable marketing experts to use *Template-Based Segmentation*, you have to assign their AS ABAP users to your copy of the following roles:

- `SAP_CEI_ADT_FLP` (business catalog role; no copy required - you can assign the delivered standard role)
- `SAP_CEI_ADT` (back-end role; included in composite role `SAP_MARKETING_SEGMENTATION`)
- `SAP_CEI_HOME` (for personalization purposes)

8.1.8 New Application "Target Groups - Quick Launch" (1611)

With 1611, you are provided with the *Target Groups - Quick Launch* application in the *Segmentation* business group.

This application serves as an alternative to the *Target Groups* application to display a list of target groups.

To enable marketing experts to use *Target Groups - Quick Launch*, you have to assign their AS ABAP users to your copy of the following roles:

- `SAP_CEI_TG_INI_FLP` (business catalog role; no copy required - you can assign the delivered standard role)
- `SAP_CEI_TG_INI` (back-end role; included, for example, in composite role `SAP_MARKETING_SEGMENTATION`)
- `SAP_CEI_HOME` (for personalization purposes)

8.1.9 China-Specific Segmentation Profile

The settings described in this section are only relevant if you use or plan to use the China-specific segmentation profile *All China Consumers (B2C)*.

8.1.9.1 Enabling China-Specific Segmentation Profile (1608)

To enable the use of the China-specific segmentation profile *All China Consumers (B2C)* (`SAP_CE_LOC_CN`), configure the china localization as described in section Setting Up the Integration with Baidu Maps for Geospatial Segmentation of the Integration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *Integration* ⟩

For more information about the use of the *All China Consumers (B2C)* segmentation profile, see sections Using Geospatial Segmentation with Baidu Maps and Attributes Related to Followers of Digital Accounts of the application help for SAP Hybris Marketing at:

https://help.sap.com/mkt-op ▶ *Application Help* ▶ *SAP Hybris Marketing* ▶ *SAP Hybris Marketing Applications* ▶ *Segmentation* ▶ *Segmentation* ⟩

8.1.9.2 Enabling China-Specific Segmentation Profile (1611)

If you use the China-specific segmentation profile *All China Consumers (B2C)* (`SAP_CE_LOC_CN`) since 1608, re-execute the technical configuration of the China localization as follows:

1. Call up transaction `STC01` and run task list `CUAN_LOCALIZATION_CN`.
2. Select the *Tech. Customizing System* checkbox, and enter your Customizing request number.
3. Enter your Baidu account key.
4. Run the task list.

8.1.10 New Application "Target Group Configuration" (1709)

With 1709, you are provided with the *Target Group Configuration* application in the *Segmentation and Campaign Configuration* business group.

This application allows you, as a marketing administrator, to adapt the most frequently used settings for existing target groups. These settings have previously been made in Customizing for SAP Hybris Marketing (transaction `SPRO`).

To enable marketing administrators to use *Target Group Configuration*, you have to assign their AS ABAP users to your copy of the following roles:

- `SAP_CEI_KUA` (back-end role; included in composite role `SAP_MARKETING_BUS_ADMIN_USER`)
- `SAP_CEI_KUA_FLP` (business catalog role; no copy required - you can assign the delivered standard role)

For more information, see Replacement of Customizing Activities by UI Tiles (1709) [page 110] as well as section Target Group Configuration in the application help for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▌▶ *Application Help* ❯ *SAP Hybris Marketing* ❯

8.2 Segmentation Data Source Changes (1502)

Carry out the following steps only if you have defined your own segmentation objects and assigned one of the following two data sources:

Data Source Alias	Data Location
`SAP_CONTACT_INTERACTIONS`	`sap.hana-app.cuan.contact/ CA_C_CONTACT_INTERACTIONS`
`SAP_CE_CONTACT_IA_ERP_CUSTOMER`	`sap.hana-app.cuan.contact/ CA_C_CONTACT_IA_ERP_CUSTOMER`

To avoid problems when segmenting an attribute that uses these data sources, proceed as follows:

1. Call up the definition of segmentation objects under ▌▶ *SAP Hybris Marketing* ❯ *Segmentation* ❯ *Define Segmentation Objects* ❯.
2. Select your segmentation objects that use the above-mentioned data sources and select the pushbutton *Sync all data source attributes*.
3. On the *Synchronize meta data of data source* confirmation popup, select the pushbutton *Yes*.
4. Save your changes.

> **i Note**
>
> Standard SAP segmentation objects are not affected and do not need to by synchronized.

8.3 Segmentation Object Key Field Changes (1508)

This section is only relevant if you have defined your own segmentation objects and you have segmentation object key fields that have a relation to a business object.

It is now possible and recommended to assign an appropriate business object to a segmentation object key field.

These are frequently used assignments:

Segmentation Object Key refers to	Business Object
ERP Customer	`CUAN_CUSTOMER`
Business Partner	`CUAN_CUSTOMER`
Interaction Contact	`CUAN_INTERACTION_CONTACT`
Interaction	`CUAN_INTERACTION`

 i Note

 To help you find suitable assignments for your segmentation objects, we recommend that you look at what business objects the standard SAP segmentation objects are assigned to.

To assign a segmentation object key field to a business object, proceed as follows:

1. In Customizing for SAP Hybris Marketing, call up the definition of segmentation object keys under ▶ *Segmentation* ❯ *Define Segmentation Object Key Fields* ▶ .
2. Find the segmentation object key field to which you want to assign a suitable business object.
3. In column *Business Object*, enter the relevant business object.
4. Save your changes.

8.4   Assigning Segmentation Objects to Target Groups (1511)

Up to 1508, campaigns were restricted to work with target groups of member type *03* (*Contact*) only. As of 1511, campaigns can work with target groups of any member type, as long as one key of the target group member is referencing a contact (for example, the business object `CUAN_INTERACTION_CONTACT`).

To ensure that target groups reference a contact, they get a segmentation object assigned as of 1511.

To fill the segmentation object for all existing target groups (field `OT_ID` in table `CUAN_D_TG_ROOT`), proceed as follows:

- Double-check whether all relevant segmentation object key fields are assigned to a business object (see section Segmentation Object Key Field Changes (1508) [page 168]).
- If you use a custom segmentation object and create target groups also outside of *Segmentation*, ensure the following:
  1. Go to transaction `SM30` and enter view `V_CUANC_TG_MT_OT`.
  2. For every member type which is relevant for your use case, maintain your custom segmentation object.
  3. For member types not maintained in the view, the system derives the segmentation objects from table `CUANS_TG_MT_OT`.
- Go to transaction `SA38` and run report `CUAN_TG_SET_OT_ID_COMP_NAME` to fill the `OT_ID` for all existing target groups, so that they are recognized by the campaign.

8.5   Activate Features for Target Groups per Segmentation Object (1602)

As of 1602, the following new features can be activated for target groups based on their assigned segmentation objects (see section Assigning Segmentation Objects to Target Groups (1511) [page 169]) under ▐▶ *SAP Hybris Marketing* ❯ *Segmentation* ❯ *Target Groups* ❯ *Activate Features for Target Groups per Segmentation Object* ❯:

- *Activate Live Target Group* (for more information about this feature, see the documentation of data element `CUAN_TG_V_TRA_ACT`)
- *Activate Configurable Member List* (for more information about this feature, see the documentation of data element `CUAN_TG_V_ML_ACT`)

The *Live Target Group* feature is automatically activated for all standard SAP segmentation objects after the upgrade. Besides static vs. dynamic target groups it establishes a third option for target group control. If required, activate the feature as well for your relevant customer-defined segmentation objects.

The *Configurable Member List* feature remains inactive for all segmentation objects even after the upgrade. If required, activate the feature for the relevant segmentation objects to establish a more flexible target group member list at reduced extensibility effort.

> → Recommendation
>
> For the *Configurable Member List* feature, we recommend to configure the member list attributes per segmentation object in Customizing under ▐▶ *SAP Hybris Marketing* ❯ *Segmentation* ❯ *Target Group* ❯

Configure Member List ⟩. SAP provides example configurations for all standard SAP segmentation objects. However, this configuration is important for all customer-defined segmentation objects with the new feature activated.

i Note

With 1709, the Customizing mentioned in this chapter is not to be adapted anymore using transaction SPRO but in the corresponding app on the front end.

For more information, see section Replacement of Customizing Activities by UI Tiles (1709) [page 110].

8.6 SAP Hybris Marketing Integration with SAP Consumer Insight 365 (1602)

i Note

To use this integration, you must have licensed and set up SAP Hybris Marketing Segmentation (see Configuring Segmentation [page 161]).

If you productively use SAP Hybris Marketing as well as *SAP Consumer Insight 365* you have the option to take advantage of the integration of these products. By using the location planning or catchment features of *SAP Consumer Insight 365*, the integration provides you with the automatic creation of a segmentation model in *Segmentation*.

For more information about the implementation of the integration, see the corresponding guide on SAP Service Marketplace at:

https://help.sap.com/mkt-op ▶ *Integration* ⟩ *View All* ⟩ *Integrating SAP Hybris Marketing 1709 SP01 with Consumer Insight 365* ⟩

(https://help.sap.com/doc/487628cbf6cc486d9c89c876d7bf945f/1708%20YMKT/en-US/IntegConsIns365_1708.pdf)

8.7 Change in Authorization Check for Segmentation Models and Segmentation Building Blocks (1611)

As of 1611, the system checks authorization object HPA_OBJECT (with activities *02*, *Change*, and *03*, *Display*) when a user works with segmentation models and segmentation building blocks. As result, you need to enhance the authorization settings of your copy of the standard role SAP_CEI_ADT to allow users to work with segmentation objects and segmentation building blocks:

1. Log on to your AS ABAP system with the user for application setup (for more information, see AS ABAP Users for Upgrade Process [page 51]).

2. Start transaction `PFCG`.

3. In the field *Role*, enter the name of your copy of standard role `SAP_CEI_ADT`. Click *Change*.

4. Choose tab *Authorizations*. In the *Maintain Authorization Data and Generate Profiles* section, click *Change Authorization Data*.

5. Select the root node of the authorization hierarchy, and expand the authorization tree.

6. Open node *Objects of High Performance Applications* (`HPA_OBJECT`).

7. In the section *ACTVT*, add the activities **02** or **03** according to your requirements for objects *GSEG_BUILDING_BLOCK* and *GSEG_SEGMENTATION_MODEL*.

8. Save your entry, and click *Generate*.

8.8   Change in Authorization Check for Data Aging (1611)

As of 1611, the additional authorization object `HPA_ACTION` is checked for data aging activities: When setting segmentation models, segmentation building blocks, or target groups to cold, and when deleting segmentation models, segmentation building blocks, or target groups that are set to cold (see also Authorization Changes in Single Roles [page 74]). To allow an administrator to carry out data aging for target groups, enhance the authorization settings of your copy of standard role `SAP_CUSTOMER_ANALYTICS_ADMIN` as follows:

1. Log on to your AS ABAP system with the user for application setup (for more information, see AS ABAP Users for Upgrade Process [page 51]).

2. Start transaction `PFCG`.

3. In the field *Role*, enter the name of your copy of standard role `SAP_CUSTOMER_ANALYTICS_ADMIN`. Click *Change*.

4. Choose tab *Authorizations*. In the *Maintain Authorization Data and Generate Profiles* section, click *Change Authorization Data*.

5. Select the root node of the authorization hierarchy, and expand the authorization tree.

6. Open node *Object Action* (`HPA_ACTION`), and proceed as follows:
   - In section *HPA_OBJ*, add the object names **GSEG_SEGMENTATION_MODEL**, **GSEG_BUILDING_BLOCK**, and **CUAN_TARGET_GROUP**.
   - In section *HPA_ACTION*, add the action names **SET_DATAAGING_TO_COLD**, **DELETE_COLD_SEG_MODEL**, **DELETE_COLD_SEG_BUILDING_BLOCK**, and **DELETE_COLD_TARGET_GROUP**.

7. In section *ACTVT*, add activity **16**.

8. Save your entry, and click *Generate*.

8.9 Check Adapted Customizing for Mapping of Key Relations in Segmentation (1702)

With 1702, the Customizing for the mapping of key relations in segmentation is improved (see transaction SPRO under ▐▶ *SAP Hybris Marketing* ❭ *Segmentation* ❭ *Target Groups* ❭ *Assign Segmentation Object Key Field to Target Group Member Key Field* ◀▌).

With this adaptation, the mapping of segmentation object key to target group member key is optimized by the introduction of the segmentation object as a new parameter. This adapted mapping avoids possible ambiguous and undefined system states as it migrates the existing data in a heuristic way as smart as possible.

If you have changed this Customizing, you must nonetheless check the migrated data in the mapping table for correctness and completeness to avoid errors.

If you never changed any settings in this Customizing, you can skip this step.

> **i** Note
>
> With 1709, the Customizing mentioned in this chapter is not to be adapted anymore using transaction SPRO but in the corresponding app on the front end.
>
> For more information, see section Replacement of Customizing Activities by UI Tiles (1709) [page 110].

8.10 Check Authorization Mapping for Configurable Member Lists (1709 SP01)

In the *Target Group Configuration* app, you need to check the authorization mapping for attributes used in customer-defined segmentation objects. This is only applicable if the *Configurable Member List* option has been activated.

You need to execute the authorization mapping check only if the following prerequisites apply in addition:

- You have created your own segmentation objects, business objects, or data sources.
- In the segmentation object, the names of target attributes from the authorization object field and the characteristic from the data source differ.

For information about the execution of the authorization mapping, see section *Authorization Mapping* in chapter Configure Member List in the application help for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▐▶ *Application Help* ❭ *SAP Hybris Marketing* ❭ *SAP Hybris Marketing Applications* ❭ *Segmentation* ❭ *Target Groups* ❭ *Target Group Configuration* ❭ *Settings for Individual Segmentation Objects* ◀▌

9 Configuring Recommendation

The settings described in this section are only relevant if you want to run SAP Hybris Marketing Recommendation.

With *Recommendation*, you can build different product recommendation model types from various sources (such as SAP ERP, SAP Hybris Marketing Data Management, as well as external data sources such as social media) to provide a recommendation. This recommendation can be consumed by various applications such as a Web shop or an interaction center.

In addition, *Recommendation* includes the Offer Management applications *Manage Offers* and *Manage Offer Recommendations*.

For more information about performance and load balance, see SAP Note 2264072.

9.1 Technical Configuration of Recommendation

If you upgrade *Recommendation*, or are installing it for the first time, execute the *Recommendation* scenario in the technical configuration cockpit.

> **i Note**
>
> Carry out the following process on all of the systems (for example, development, quality, and production) within your landscape. There is no impact to existing customizing.

Executing the Technical Configuration

To execute the technical configuration, do the following:

1. Log on to the AS ABAP system with the user for application setup that you have created during the installation process (for more information, see the AS ABAP Users for Upgrade Process [page 51] section).
2. Go to transaction `CUAN_TECHNICAL_CONF`, choose the *Recommendation* scenario tile, and execute it. For an explanation of the provided parameters, see the Scenario "Recommendation" section of the Installation and Configuration Guide for SAP Hybris Marketing.

9.2 Enhancements to PROD_RECO_RUNTIME_SRV OData Service (1602)

With 1602 the public OData service `PROD_RECO_RUNTIME_SRV` was enhanced. When using the OData API to consume recommendations, you can now benefit from improved analytics, for example, interactions and conversion rates.

For more information about the OData API, see section Consuming Recommendation Models Using OData of the Integration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *Integration* ❭

> i Note
>
> As of 1602, the Representational State Transfer service (RESTful service) `SAP/CUAN/CUAN_RECOMEND` is no longer supported.

9.3 New Optional Functions in Recommendation

In SAP Hybris Marketing Recommendation, you are provided with optional functions delivered with one of the SAP Hybris Marketing support packages. These functions require additional activation settings that you have to make if you want to use the functions. In the following, you find a list of the optional functions with a description of the according activation settings.

9.3.1 New Application "Recommendation Scenarios" (1502 (SP06))

With 1502, you are provided with the *Recommendation Scenarios* application in the *Recommendation* business group (for marketing experts) and the *Recommendation Modelling* business group (for business analysts).

Recommendation scenarios enable host systems to use the `PROD_RECO_RUNTIME_SRV` OData service to post interactions (for example, click through data) to an SAP HANA database.

To enable marketing experts to use *Recommendation Scenarios*, assign your copies of the following PFCG roles to the corresponding AS ABAP users:

- `SAP_CEI_ROF_FLP` (business catalog role; no copy required - you can assign the delivered standard role)
- `SAP_CEI_RECO_SCE` (back-end role; included in composite role `SAP_MARKETING_RECOMMEND_EXPERT`)
- `SAP_CEI_HOME` (for personalization purposes)

To enable business analysts to use *Recommendation Scenarios*, assign your copies of the following PFCG roles to the corresponding AS ABAP users:

- `SAP_CEI_BCR_BUSINESSANALYST` (business catalog role; no copy required - you can assign the delivered standard role)

- `SAP_CEI_RECO_SCE` (back-end role; included in composite role `SAP_MARKETING_RECOMMENDATION`)
- `SAP_CEI_HOME` (for personalization purposes)

9.3.2 New Application "Manage Recommendations" (1508)

With 1508, you are provided with the *Manage Recommendations* application in the *Recommendation* business group.

This application enables marketing experts to do the following:

- Browse, edit, and evaluate effectiveness of recommendation scenarios
- Create, copy, edit, delete, preview, activate, and deactivate models

To enable marketing experts to use *Manage Recommendations*, assign your copies of the following PFCG roles to the corresponding AS ABAP users:

- `SAP_CEI_ROF_FLP` (business catalog role; no copy required - you can assign the delivered standard role)
- `SAP_CEI_RECO_MKT` (back-end role; included in composite role `SAP_MARKETING_RECOMMEND_EXPERT`)
- `SAP_CEI_HOME` (for personalization purposes)

9.3.3 New Application "Manage Offers" (1508)

With 1508, you are provided with the *Manage Offers* application in the *Recommendation* business group.

This application allows you, as a marketing expert, to create and release offers, as well as to put offers on hold. During creation, you define a validity period and define the offer content. This can be both a picture and a text.

To enable marketing experts to use *Manage Offers*, assign your copies of the following `PFCG` roles to the corresponding AS ABAP users:

- `SAP_CEI_ROF_FLP` (business catalog role; no copy required - you can assign the delivered standard role)
- `SAP_CEI_OFFER_APP` (back-end role; included in composite role `SAP_MARKETING_RECOMMEND_EXPERT`)
- `SAP_CEI_HOME` (for personalization purposes)

To display suitable offers to customers, the public OData service `CUAN_OFFER_DISCOVERY_SRV` can be used to make offers available in a Web shop, for example in the *SAP Hybris Commerce* Web shop. For more information about the OData API, see section Discover Offers of the Integration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ⟩ *Integration* ⟩ *Integration Guide* ⟩ *Integration Services* ⟩

To configure *Manage Offers* for the first time, follow the instructions in section Setting up Application "Manage Offers" of the Installation and Configuration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ⟩ *Installation and Upgrade* ⟩

9.3.4 Using Rule-Based Tasks (1508)

With 1508, a new kind of task is introduced. In the *Manage Recommendations* app, it is now possible to create rule-based tasks that allow to re-rank a result from a previous step. For these rule-based tasks, SAP HANA rules framework must be installed. To do so, follow the steps described in the section Configuring SAP HANA Rules Framework (HRF) [page 148].

Additionally, ensure the following:

- SAP HANA rules framework activation plug-in is activated
- SAP HANA user `XS_RFC_USER_CEI` has all package privileges on the package `system-local.prodreco.hrf`. For details, see section of the SAP HANA Developer Guide on the SAP Help Portal at:

    http://help.sap.com/hana_platform **Select the required version in the "Version" field** ⫸ *Development* ⫸ *SAP HANA Developer Guide (How to build applications using the SAP HANA studio, including modeling data, writing procedures, and building application logic in SAP HANA Extended Application Services (SAP HANA XS))* ⫸ *Setting Up Your Application* ⫸ *Maintaining Repository Packages* ⫸ *Assign Repository Package Privileges* ⫸

9.3.5 New Application "Recommendation Algorithm Defaults" (1511)

With 1511, you are provided with the *Recommendation Algorithm Defaults* application in the *Recommendation Modelling* business group.

This application allows you, as a business analyst, to define the parameters and data source pre-filter values that algorithms contain when they are initially added to models.

The application replaces the former Customizing activity *Define Default Algorithm Parameter Values* (see section Replacement of Customizing Activities by UI Tiles (1511) [page 108]).

To enable business analysts to use *Recommendation Algorithm Defaults*, assign your copies of the following PFCG roles to the corresponding AS ABAP users:

- `SAP_CEI_BCR_BUSINESSANALYST` (business catalog role; no copy required - you can assign the delivered standard role)
- `SAP_CEI_RECO_ALDS` (back-end role, included in composite role `SAP_MARKETING_RECOMMENDATION`)
- `SAP_CEI_HOME` (for personalization purposes)

9.3.6 Enhancements in Application "Manage Offers" (1511)

Enhanced OData Service "CUAN_OFFER_DISCOVERY_SRV"

With 1511 the public OData service `CUAN_OFFER_DISCOVERY_SRV` was enhanced. When using the OData API to find the best offers, you can now also access rules to identify the best offers for a customer.

For more information about the OData API, see section Discover Offers of the Integration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op 🔗 ▶️ *Integration* ❯ *Integration Guide* ❯ *Integration Services* ❯

If you want to manage rule-based offer recommendations within SAP Hybris Marketing, you must follow the instructions in section Using Rule-Based Tasks (1508) [page 176], as rule-based offer recommendations are based on the SAP HANA rules framework.

New OData Service "API CUAN_OFFER_IMPORT_SRV"

In addition, you are provided with the public OData service `API CUAN_OFFER_IMPORT_SRV` to import offers from any third-party system to your SAP Hybris Marketing system. To enable the API, follow the instructions in subsection *Enabling the OData API for Offer Import* of section Setting up Application "Manage Offers" of the Installation and Configuration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶️ *Installation and Upgrade* ❯

9.3.7 New Application "Manage Offer Recommendations" (1511)

With 1511, you are provided with the *Manage Offer Recommendations* application in the *Recommendation* business group.

This application allows you to include rule-based offer recommendations from *SAP Promotion Management for Retail*.

To configure *Manage Offer Recommendations* for the first time, proceed as follows:

- As the app is based on the SAP HANA rules framework (HRF), follow the instructions in section Using Rule-Based Tasks (1508) [page 176].
- In addition, to enable the connection to the *SAP Promotion Management for Retail*, you must execute scenario *Recommendation* in the technical configuration cockpit (see section Executing the Technical Configuration [page 52]).
- For user assignment instructions, see section Setting up Application "Manage Offer Recommendations" of the Installation and Configuration Guide for SAP Hybris Marketing on the SAP Help Portal at:
  https://help.sap.com/mkt-op ▶️ *Installation and Upgrade* ❯

9.3.8 Changes at Rule-Based Tasks (1602)

With 1602, the SAP HANA user for rule-based tasks has been exchanged and adapted to ensure full access to *Recommendation* functionality. In particular, you must ensure the following:

- You use the SAP HANA user `SAP_COM_2002_<SAP SID>_<Client>` with all package privileges on the package system `system-local.prodreco.hrf`.

SAP HANA user `XS_RFC_USER_CEI` is not used any longer.

- If you run the recommendation scenario *SAP Rule-Based Product Recommendations*, make sure that SAP HANA user `SAP_COM_2002_<SAP SID>_<Client>` has object privilege *SELECT* and *EXECUTE* on data base schemas `SAP_CUAN_APPL` and on physical data base schema of authoring schema `SAP_CUAN_ERP`.
- If you run one of the recommendation scenarios *SAP Rule-Based Product Recommendations* or *SAP Rule-Based PMR Offer Recommendations*, make sure that SAP HANA user `SAP_COM_2002_<SAP SID>_<Client>` has object privilege *SELECT* and *EXECUTE* on data base schemas `SAP_CUAN_APPL`, on physical data base schema of authoring schema `SAP_CUAN_ERP`, and on physical data base schema of authoring schema `SAP_CUAN_CAR`.

9.3.9 New Application "Manage Coupons" (1709)

With 1709, you are provided with the *Manage Coupons* app in the *Recommendation* business group.

This application allows you, as a marketing expert, to create coupons and then assign them to an offer. The offer can then be sent to customers, for example, in marketing emails.

To enable marketing experts to use *Manage Coupons*, assign your copies of the following `PFCG` roles to the corresponding AS ABAP users:

- `SAP_CEI_ROF_FLP` (business catalog role; no copy required - you can assign the delivered standard rolee)
- `SAP_CEI_COUPONS` (back-end role; included in composite role `SAP_MARKETING_RECOMMEND_EXPERT`)

To import the corresponding interactions of type `OFFER_REDEMPTION`, the public OData API `CUAN_IMPORT_SRV` can be used. For more information about the OData API, see section Compound Import Service in the Integration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *Integration* ❭

To configure *Manage Coupons* for the first time, follow the instructions in section Setting up Application "Manage Coupons" of the Installation and Configuration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *Installation and Upgrade* ❭

10 Configuring Planning

> **i Note**
>
> If you want to install one of the applications belonging to SAP Hybris Marketing Planning for the first time, follow the instructions in section Configuring Planning of the Installation and Configuration Guide for SAP Hybris Marketing on the SAP Help Portal at:
>
> https://help.sap.com/mkt-op ▌▶ *Installation and Upgrade* ▌
>
> The following apps belong to *Planning*:
>
> * *Budget Plans*
> * *Quick Campaign Spend*
> * *Programs*
> * *Marketing Calendar*
> * *Spend* tab in a campaign of the *Campaigns* app (also known as *Detailed Campaign Spend)*
> * *Marketing Plans*

10.1 Setting Up "Budget Plans"

10.1.1 Setting Up New Features for "Budget Plans" (1511)

Setting Up Custom Dimensions

> **i Note**
>
> Custom dimensions are defined in Customizing. They are no longer generated.

If you use custom dimensions, you proceed as follows:

1. Define the custom dimensions in Customizing for SAP Hybris Marketing under ▌▶ *Planning* ❯ *Budget Planning* ❯ *Define Custom Dimensions* ▌. You can define a maximum of 10 custom dimensions. The technical object name for each dimension is `CUAN_CUSTOM_DIMENSION_` (SAP technical ID of custom dimension from 01 to 10). The mapping from the dimension ID and the technical ID is done automatically. For example, you have defined a custom dimension with the ID *MyDimension*. It will be mapped to the technical ID `CUAN_CUSTOM_DIMENSION_01`.
2. Assign the custom dimensions to the planning model dimensions in Customizing for SAP Hybris Marketing under ▌▶ *Planning* ❯ *Budget Planning* ❯ *Define Planning Model* ▌.
3. Upload the custom dimension values in the system from a CSV file using the *Import Data* application under the *Import Data* business group.

To access the *Import Data* application, the user must have the following role assigned:

  ○ SAP_MARKETING_BUS_ADMIN_USER

Setting Up Authorization for Upload of Custom Dimensions

To upload custom dimension values, the user must have the following authorization object assignments:

Authorization Object	Object Name (HPA_OBJ)	Activity (ACTVT)
HPA_OBJECT	CUAN_CUSTOM_DIMENSION (SAP technical ID of custom dimension from 01 to 10)	02 for change

Authorization Object	Object Name (HPA_OBJ)	Action Name (HPA_ACTION)	Activity (ACTVT)
HPA_ACTION	CUAN_CUSTOM_DIMENSION (SAP technical ID of custom dimension from 01 to 10)	IMPORT_CUSTOM_DIMENSION	16 for execute

Uploading Values for Brands

If your planning models include brand information, you need to upload brands into the system. You upload brand data from a comma-separated value (CSV) file using the *Import Data* application under the *Import Data* business group..

For more information, see section Import Data (CSV) in the Integration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ⚓ |▶ *Integration* ❯ *Integration Guide* ❯ *Integration Services* ❯

To access the *Import Data* application, the user must have the following role assigned:

  ● SAP_MARKETING_BUS_ADMIN_USER

To upload brands, the user must have the following authorization object assignments:

Authorization Object	Object Name (HPA_OBJ)	Activity (ACTVT)
HPA_OBJECT	HPA_BRAND	**02** (Change)

Authorization Object	Object Name (HPA_OBJ)	Action Name (HPA_ACTION)	Activity (ACTVT)
HPA_ACTION	HPA_BRAND	IMPORT_BRANDS	**16** (Execute)

> **i Note**
>
> For more information about all authorization objects mentioned in the sections above, see section Roles and Authorizations of the Security Guide for SAP Hybris Marketing on the SAP Help Portal at:
>
> https://help.sap.com/mkt-op ▌▶ *Security* ❯

Allocating Budget for the Plans

You can now allocate budget for a plan in the *Budget Plans* application.

> **i Note**
>
> It is no longer possible to upload historical data from an external system.

10.1.2 Setting Up New Features for "Budget Plans" (1602)

Enabling Multiple Planning Models and Planning for Media Types

With 1602, you can define more than one planning model and assign multiple models to different marketing areas and validity periods. You can also plan your marketing budgets for different media types. You do this in Customizing for SAP Hybris Marketing under ▌▶ *Planning* ❯ *Budget Planning* ❯ *Define Planning Models* ❯. You define media types in Customizing under ▌▶ *General Settings* ❯ *Define Media Types* ❯.

Up to 1602, only one planning model could be used for all marketing areas and validity periods. For example, you have one marketing area *Global* and planning model `PLNGMODEL1` in Customizing with the following dimensions:

Level	Dimension ID
1	BRAND
2	MARKET
3	COUNTRY
4	REGION

All plans created in budget planning are using this planning model, for example:

- Brand 1 2015 (Marketing area *Global*)
- Brand 2 2015 (Marketing area *Global*)
- Brand 3 2015 (Marketing area *Global*)

If you want to use different planning models starting in 2017, you must set the Customizing accordingly taking into account that you have already created plans for the following planning model:

Planning Model	Planning Model Description
PLNGMODEL1	*Planning Model for ABC Inc.*

The *Assign Marketing Areas* view is empty; the plan is valid for all marketing areas and validity periods.

To enable new planning models for 2017, proceed as follows:

1. Select PLNGMODEL1.
2. Choose *Assign Marketing Areas*.
3. Enter an asterisk (*) for the marketing area ID (while the asterisk means **all** marketing areas), and set the validity until 2016:

Marketing Area ID	Marketing Area Description	Valid From	Valid To
*		2015	2016
*		2017	2018

4. Choose *Define Planning Models* and create a new planning model. If you want to plan for different media types, select *Use Media Type*.
5. To define the dimensions for this planning model, choose *Assign Dimensions*.
6. Select your new planning model and choose *Assign Marketing Areas*.
7. Enter the marketing areas that use this new planning model and the validity. You can enter an asterisk (*) so that the planning model will be used by all marketing areas or will be valid for all years.

10.2   Setting Up "Programs"

10.2.1 Setting Up New Features for "Programs" (1511)

Setting up Authorization for "Programs" Application

The authorization for the *Programs* application has been enhanced to allow the assignment of funding. You must adapt the corresponding authorization objects assigned to your copy of standard role `SAP_CEI_PROGRAM` as follows:

1. Assign start authorization to users as follows:

Authorization Object	Object Name (HPA_OBJ)	Activity (ACTVT)
`HPA_OBJECT`	`CUAN_PROGRAM`	02 for change
		03 for display

2. Assign instance authorization to users as follows:

Authorization Object	Object Name (HPA_OBJ)	Marketing Area ID (MKTAREA_ID)	Activity (ACTVT)
`HPA_MKT_AR`	`CUAN_PROGRAM`	One of the marketing area IDs defined in Customizing for SAP Hybris Marketing under ▶ *General Settings* 〉 *Define Marketing Areas* 〉	02 for change

3. Assign authorization for funding assignments to users as follows:

Authorization Object	Object Name (HPA_OBJ)	Area of Responsibility (RSPAREA_ID)	Activity (ACTVT)
`HPA_RSP_AR`	`CUAN_BUDGET_PLANNING`	Area of responsibility ID as defined in Customizing for SAP Hybris Marketing under ▶ *Planning* 〉 *Budget Planning* 〉 *Define Areas of Responsibility* 〉	02 for change
			03 for display

10.2.2 Setting Up New Features for "Programs" (1709 SP01)

With 1709 SP01, you can change the status of programs. If workflow for programs is not enabled, you can change the status of a program. If workflow for programs is enabled, you can submit a program for approval.

To enable the use of statuses, you must carry out the following Customing activities in Customizing for SAP Hybris Marketing (transaction `SPRO`) of your AS ABAP system:

- ▶ *SAP Hybris Marketing* ❯ *Planning* ❯ *General Settings* ❯ *Define Labels for Statuses in Programs* ❯
- ▶ *SAP Hybris Marketing* ❯ *Planning* ❯ *General Settings* ❯ *Define Labels for Status Buttons in Programs* ❯

As a prerequisite, you must ensure that the Customizing mentioned above is available in the productive client of your AS ABAP system. The availability of Customizing should usually be ensured by the adjustment of Customizing tables during delta Customizing, see section Adjusting Customizing Tables [page 61].

10.3 Setting Up Spend Management

Setting Up New Features for Spend Management in SAP Hybris Marketing 1505

If you use *Spend Management* and you have created roles based on the standard roles `SAP_CEI_MSM_SM_APP` or `SAP_CEI_MSM_QE_APP`, you have to adapt these roles.

In 1505, the authorization object `CRA_SPENDS` has been replaced by authorization object `HPA_ACTION`.

You have to do the following configuration in your roles if you want to grant a user the rights to approve spend:

- Authorization Object: `HPA_ACTION`
- Action Name (`HPA_ACTION`): `APPROVE_SPEND`
- Object Name (`HPA_OBJ`): `CUAN_MARKETING_SPEND`
- Activity: *Execute*

Setting Up New Features for Spend Management in SAP Hybris Marketing 1508

Uploading Actual and Committed Spends from an External System

If you do not have an integration with SAP ERP, you can upload actual and committed spend data from an external system. Proceed as follows:

1. Assign authorization objects to users as follows:

Authorization Object	Object Name (HPA_OBJ)	Activity (ACTVT)
HPA_OBJECT	CUAN_MARKETING_SPEND	02 (Change)
HPA_OBJECT	CUAN_INITIATIVE	03 (Display)

Authorization Object	Object Name (HPA_OBJ)	Action Name (HPA_ACTION)	Activity (ACTVT)
HPA_ACTION	CUAN_MARKETING_SPEND	IMPORT_ACTUAL	16 (Execute)

2. Go to transaction SE38 and execute the CUAN_MSM_UPLOAD_ACTUAL program.

Changes to Role SAP_CEI_MSM_QE_APP (1508)

As of release 1508, the standard role has been changed. You need to carry out the following steps:

1. Go to transaction PFCG and enter the name of your copy of roles SAP_CEI_MSM_SM_APP or SAP_CEI_MSM_QE_APP in the *Role* field. Choose the *Edit* pushbutton.
2. On the *Authorizations* tab, choose the *Change Authorization Data* pushbutton in the *Maintain Authorization Data and Generate Profiles* section.
3. On the next screen, choose the *Add manually* pushbutton.
4. Add the authorization objects HPA_USRGRP and HPA_ACTION; and remove the authorization objects S_USER_GRP and CRA_STATUS.
5. Do the following configuration in your roles if you want to grant a user the rights to approve spend:
   - Authorization Object: HPA_ACTION
   - Action Name (HPA_ACTION): APPROVE_SPEND
   - Object Name (HPA_OBJ): CUAN_MARKETING_SPEND
6. Then adapt the added objects to your needs and save your changes.

Setting Up New Features for Spend Management in SAP Hybris Marketing 1602

Uploading Actual and Committed Spends from an External System

With 1602, if you do not have an integration with SAP ERP, you can upload actual and committed spend data from an external system using the CUAN_ACTUAL_IMPORT_SRV OData service, in addition to executing the report CUAN_MSM_UPLOAD_ACTUAL in transaction SE38.

For detailed information about how to use the OData service for the upload of actual spend, see section Import Actual and Committed Spend in the Integration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *Integration* ❯

To upload actual and committed spend data from an external system, the user must be assigned the following authorization objects:

Authorization Object	Object Name (HPA_OBJ)	Activity (ACTVT)
HPA_OBJECT	CUAN_MARKETING_SPEND	**02** (Change)
HPA_OBJECT	CUAN_INITIATIVE	**03** (Display)

Authorization Object	Object Name (HPA_OBJ)	Action Name (HPA_ACTION)	Activity (ACTVT)
HPA_ACTION	CUAN_MARKETING_SPEN D	IMPORT_ACTUAL	**16** (Execute)

For more information, see the Security Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *Security* ▶

The report as well as the OData service log either a success or an error message. The log is displayed once the report is executed. You can also find all log messages using the transaction *Analyse Application Log* (SLG1) transaction, entering the parameters CUAN_IMPORT as an object and CUAN_ACTUAL_IMPORT as a subobject.

Setting Up New Features for Spend Management in SAP Hybris Marketing 1605

Uploading Actual and Committed Spends from an External System

With 1605, if you do not have an integration with SAP ERP, you can upload actual and committed spend data from an external system using a CSV file in the *Import Data* application within the *Import Data* business group. This is an additional option to use the report CUAN_MSM_UPLOAD_ACTUAL or the OData service CUAN_ACTUAL_IMPORT_SRV.

To access the *Import Data* application, the user must be assigned a copy of the role SAP_MARKETING_BUS_ADMIN_USER (see).

10.4 Setting Up "Marketing Calendar"

Marketing Calendar is an application for marketing managers and experts to get an overview of all marketing related activities in selected time ranges in their areas of responsibility. The focus lies on aggregated KPIs and how they are influenced by marketing activities in the corresponding time context.

In addition, a calendar service for subscription is provided that can be used with native calendar applications on mobile devices that support that ICS format. The calendar events contain detailed information on the corresponding marketing activities including important KPIs.

For more information, see section .

If you want to set up the marketing calendar for the first time, proceed as follows:

Follow the instructions in section Setting up "Marketing Calendar" of the Installation and Configuration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ Installation and Upgrade ❯

10.4.1 Changes in Configuration of Calendar Service for Subscription (1511)

You can use the *Subscribe to Campaign Calendar* function to transfer campaigns to your calendar program. This works with all calendar programs (such as Microsoft Outlook) that support ICS format. If you select this function, a mail opens in your email program containing a link which you can copy and use once in your calendar program. The campaigns are then transferred to your calendar.

Up to 1508, the URL was: `https://<host>:<port>/sap/bc/cuan_mktcal_ics/mcal.ics?sap-client=<client>`. However, this URL will be deleted in a future release and will no longer work.

As of 1511, the URL is `https://<host>:<port>/sap/cuan/cuan_mktcal_ics/mcal.ics?sap-client=<client>`. If you are still using the old URL in your calendar program, you must replace it with the new URL.

10.4.2 Accessing "Marketing Calendar" from the SAP Fiori Launchpad (1605)

To enable marketing managers/experts to use *Marketing Calendar* from within the SAP Fiori launchpad, assign your copies of the following `PFCG` roles to their AS ABAP users:

- One of the following business catalog roles (no copy required – you can assign the delivered standard role):
  - ○ For managers: `SAP_CEI_PLG_FLP`
  - ○ For experts: `SAP_CEI_SMP_FLP`
- `SAP_CEI_MKT_CAL_APP` (back-end role; included in composite role `SAP_MARKETING_MANAGER` for managers and in composite role `SAP_MARKETING_SPEND_MGMT_PROG` for experts)
- `SAP_CEI_HOME` (for personalization purposes)

10.5 Setting Up "Marketing Plans"

10.5.1 New Application "Marketing Plans" (1709 SP01)

With 1709 SP01, you are provided with the *Marketing Plans* application in the *Planning* business group.

This application allows you, as a marketing manager or marketing expert, to group marketing objects, such as programs and campaigns, into marketing plans for a marketing area and calendar year. The application provides visibility on budget and spend for marketing activities.

To enable marketing managers and marketing experts to use *Marketing Plans*, assign your copies of the following `PFCG` roles to the corresponding AS ABAP users:

- `SAP_CEI_MARKETING_PLANS` (back-end role; included in composite roles `SAP_MARKETING_MANAGER` and `SAP_MARKETING_EXPERT`)
- `SAP_CEI_PLG_FLP` (business catalog role; no copy required - you can assign the delivered standard role)

To configure *Marketing Plans* for the first time, follow the instructions in section Setting up "Marketing Plans" of the Installation and Configuration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▌▶ *Installation and Upgrade* ❭

For general information about marketing plans, see section Marketing Plans in the application help for SAP Hybris Marketing on SAP Help Portal at:

https://help.sap.com/mkt-op ▌▶ *Application Help* ❭ *SAP Hybris Marketing* ❭ *SAP Hybris Marketing Applications* ❭ *Planning* ❭

11 Configuring Acquisition

The settings described in this section are only relevant if you use the *Campaign Management* applications of SAP Hybris Marketing.

Campaign Management supports marketing experts in the following:

- Defining and editing marketing email, text message, or Facebook campaigns
- Defining placeholders for highly personalized emails or text messages
- Providing marketing content
- Creating and changing existing email or text message templates
- Browsing through existing templates
- Importing externally defined templates for marketing emails or text messages
- Provide landing pages

11.1 Setting Up New Features for Acquisition

11.1.1 Import Amazon SES SSL Certificates in the Trust Store

If you use Amazon as email provider for sending out your email campaigns, and you have not yet imported the corresponding SSL certificates, or if you upgrade from a release below 1505 to release 1505 (SP07) or higher, proceed as follows to import certificates:

1. Download SSL certificates for your `AMAZON SES` target host (you can download the SSL certificate by opening the target host URL in your internet browser and downloading the SSL certificate)
2. Import the certificate into the PSE as described in section of the SAP NetWeaver AS for ABAP 7.52 documentation on the SAP Help Portal at:

   https://help.sap.com/mkt-op ▶ *SAP NetWeaver Application Server for ABAP 7.52 SP01 for Foundation 1709 FPS01, Version for SAP HANA* ▶ *View All* ▶ *Function-Oriented View* ▶ *Security* ▶ *Network and Transport Layer Security* ▶ *Transport Layer Security on the AS ABAP* ▶ *Configuring SAP NetWeaver AS for ABAP to Support SSL* ▶ *Creating the Anonymous SSL Client PSE* ▶
3. Set SSL to *Active* for RFC destinations `AMAZONMAIL`, `AMAZONBOUNCE`.
4. Select the certificate list to which you uploaded the certificates.
5. Test the `AMAZONMAIL` RFC destination. If you receive an HTTP response code `404`, then the setup is correct.

11.1.2 New Application "Activate Confirmations" (1508)

With 1508, you are provided with the *Activate Confirmations* application within the *Campaign Management* business group.

This application enables marketing experts to create and activate confirmations to make them available in the double opt-in or opt-out process. After you have activated the confirmation message, the system is able to send confirmation emails once a customer has subscribed to or unsubscribed from a newsletter or marketing emails.

To enable marketing experts to use *Activate Confirmations*, assign your copies of the following PFCG roles to the corresponding AS ABAP users:

- `SAP_CEI_CPM_FLP` (business catalog role; no copy required - you can assign the delivered standard role)
- `SAP_CEI_MEM` (back-end role; included in composite role `SAP_MARKETING_CAMPAIGNS`)
- `SAP_CEI_HOME` (for personalization purposes)

In addition, refer to the corresponding entries in the following section and carry out the related adaptations:

- New OData Services in Single Roles [page 69]

11.1.3 New Application "Sender Profiles" (1508)

With 1508, you are provided with the *Sender Profiles* application within the *Segmentation and Campaign Configuration* business group.

This application enables marketing administrators to maintain sender profiles on the user interface for the channels *Email* and *Text Message*. Using these settings marketing administrators can ensure that their marketing experts are able to execute campaigns for different channels in different markets.

To enable marketing administrators to use *Sender Profiles*, assign your copies of the following PFCG roles to the corresponding AS ABAP users:

- `SAP_CEI_KUA_FLP` (business catalog role; no copy required - you can assign the delivered standard role)
- `SAP_CEI_CPG_SENDER_PROFILES` (back-end role; included in composite role `SAP_MARKETING_BUS_ADMIN_USER`
- `SAP_CEI_HOME` (for personalization purposes)

11.1.4 Integration with Digital Asset Management Systems (1508)

As of 1508, the integration of digital asset management systems is supported.

Digital asset management (DAM) systems provide catalogs of digital images, videos, documents, music etc. Digital assets can be searched easily by keywords. With the integration of DAM systems you can directly access images for use in static image links in a campaign content. SAP delivers standard settings for the following DAM systems:

- Hybris Product Content Management
- SAP Hybris Digital Asset Management by OpenText

To activate the integration of digital asset management systems, carry out the steps described in the section Setting up the Integration of Digital Asset Management Systems of the Integration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ Integration ⬛

11.1.5 New Application "Communication Categories and Limits" (1511)

With 1511, you are provided with the *Communication Categories and Limits* application within the *Segmentation and Campaign Configuration* business group.

This application enables marketing administrators to define settings for managing newsletter subscriptions and controlling communication to contacts using communication limits.

To enable marketing administrators to use *Communication Categories and Limits*, assign your copies of the following PFCG roles to the corresponding AS ABAP users:

- `SAP_CEI_KUA_FLP` (business catalog role; no copy required - you can assign the delivered standard role)
- `SAP_CEI_COMM_CATEG_LIMITS` (back-end role; included in composite role `SAP_MARKETING_BUS_ADMIN_USER`
- `SAP_CEI_HOME` (for personalization purposes)

11.1.6 Adapt Segmentation Models for Newsletter Scenario (1511)

Up to 1508, a newsletter topic has been represented by a campaign of category *Newsletter*. As of 1511, the newsletter topic is represented by a communication category. Subscriptions to a newsletter topic are realized with a relation to a communication category.

In segmentation, the subscribers of a newsletter topic can be selected by usage of segmentation profile `SAP_CE_NEWSL_SUBS`, which uses the segmentation object `SAP_CE_NEWSLETTER_SUBSCRIPTION`. This segmentation object uses the data source `SAP_CE_MKT_PERM`. The segmentation object and the segmentation profile along with their usage as filters in segmentation models are migrated automatically to the new communication category if the data source `SAP_CE_MKT_PERM` is used.

If you have created your own segmentation data source (with own SAP HANA information models) for selection of the newsletter subscribers, you must adapt your segmentation object using your own data source. To do so, proceed as follows:

- In Customizing for SAP Hybris Marketing (transaction `SPRO`), access the Customizing activity *Assign SAP HANA Data Sources to Segmentation Objects* under *Segmentation*.
- Choose the *Attributes* pusbutton of segmentation object `SAP_CE_NEWSLETTER_SUBSCRIPTION`.
- For the attribute `COMM_CAT_ID`, select *Visible as Attribute*.
- For the attribute `INITIATIVE_ID` de-select *Visible as Attribute*.

In addition, for all your segmentation models using your own segmentation profile (including your own data source) for the selection of newsletter subscribers:

- Replace the segment with the filter `INITIATIVE_ID` by a segment filtering on the attribute `COMM_CAT_ID`.

> **i Note**
>
> With 1709, the Customizing mentioned in this chapter is not to be adapted anymore using transaction `SPRO` but in the corresponding app on the front end.
>
> For more information, see section Replacement of Customizing Activities by UI Tiles (1709) [page 110].

11.1.7 Forward Response Data for Implementation of Landing Pages (1602)

With 1602, you are provided with the option to prefill contact data elements on the landing page. To support the prefill of contact data, you must adapt the Web server implementation so that it passes the response data from the SAP Hybris Marketing system to the landing page (web client) that initiated the request.

In addition, this implementation adaptation is required to ensure the navigation to the follow-up page.

For more information, see subsection *Prefill Contact Data* of section Implementing the Result Service in the Integration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *Integration* ▶

11.1.8 New Application "Provider Credentials" (1602)

With 1602, you are provided with the *Provider Credentials* application in the *Segmentation and Campaign Configuration* business group.

This application allows marketing administrators to change the provider credentials for the HTTP connection to your email or text message provider.

> **i Note**
>
> Using this app, you can only change existing HTTP connections delivered by SAP but not create any connections. The HTTP connections have been initially created during the first-time installation of SAP Hybris Marketing if *Campaign Management* has been selected (scenario *Campaign Management* in the technical configuration cockpit).
>
> As an alternative, you can create and change HTTP connections at any time in your SAP Hybris Marketing backend system (transaction `SM59`).

To enable marketing administrators to use *Provider Credentials*, assign your copies of the following PFCG roles to the corresponding AS ABAP users:

- `SAP_CEI_KUA_FLP` (business catalog role; no copy required - you can assign the delivered standard role)

- `SAP_CEI_PROVIDER_CREDENTIALS` (back-end role; included in composite role
  `SAP_MARKETING_BUS_ADMIN_USER`)
- `SAP_CEI_HOME` (for personalization purposes)

11.1.9 Setting Up Paid Search Integration

The settings described in this section are only relevant if you use or plan to use paid search campaigns.

11.1.9.1 Setting Up New Features for Paid Search Integration (1602)

As of 1602, the integration with paid search campaigns is supported.

With paid search, you can now integrate campaigns and track the success of those campaigns run by paid search providers, such as Google directly in SAP Hybris Marketing. Paid search campaigns are also known as pay per click (PPC) campaigns, or simply, search campaigns.

To set up the integration with paid search for the first time including the data upload for paid search KPIs, follow the instructions in section Setting up Integration with AdWords Campaigns (Optional) of the Installation and Configuration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▌▶ *Installation and Upgrade* ❯

11.1.9.2 Setting Up New Features for Paid Search Integration (1608)

As of 1608, paid search integrates with target groups. You can now assign a target group to a Google AdWords paid search campaign and it will be uploaded as a Google customer email list.

To enable this new function, carry out the following steps in Customizing for SAP Hybris Marketing (transaction `SPRO`):

- Under ▌▶ *Campaigns* ❯ *Campaign* ❯ *Define Campaign Categories and Actions* ❯ *Define Campaign Actions* ❯ view, ensure that the following entries are available:

Action ID	Action Name	Action Button Text	Button Tooltip	Class/Interface
`PS_CUSTOM_AUDIENC` `E`	Create Paid Search Custom Audience	Create Paid Search Custom Audience	Create Paid Search Custom Audience	`CL_CUAN_MO_TG_TRA` `NSFER_PS`

- Under ▌▶ *Campaigns* ❯ *Campaign* ❯ *Define Campaign Categories and Actions* ❯ *Assign Actions to Categories* ❯ *Category ID: PS* ❯, ensure that the following entries are available:

Action ID	Action Name	Action Button Text	Button Tooltip	Class/Interface
PS_CUSTOM_AUDIENC E	Create Paid Search Custom Audience			

In addition, you must configure the following two additional Web services using SOAMANAGER:

- *AdGroupCriterionServiceInterface*
- *AdwordsUserListServiceInterface*

For information on setting up SOAMANAGER services for paid search, see section Configure the Services in the Google AdWords Integration of the following guide at:

https://help.sap.com/mkt-op ▶ *Integration* ❯ *Integrating SAP Hybris Marketing with Google AdWords via SAP Cloud Platform Integration* ❯

11.1.9.3 Setting Up New Features for Paid Search Integration (1702)

As of 1702, paid search is available as part of the flow-based *Campaigns* app. You can also continue creating paid search campaigns with the classic *Campaigns* app. If you wish to continue using the classic *Campaigns* app, no further changes are required.

To use paid search with the flow-based *Campaigns* app, carry out the following steps in Customizing for SAP Hybris Marketing (transaction SPRO):

- Under ▶ *Campaigns* ❯ *Campaign* ❯ *Define Campaign Categories and Actions* ❯ *Define Campaign Categories* ❯ view, ensure that the following entries are available:

Category ID	Category Name	Category Tooltip	Is Active	Perm. Hndlg	Process Type
PGS	AdWords Search	Google AdWords campaigns for advertising on Google search (Search Network only)	Yes	Ignore Marketing Permission	Paid Search

- Under ▶ *Campaigns* ❯ *Campaign* ❯ *Define Campaign Categories and Actions* ❯ *Assign Actions to Categories* ❯ *Category ID: PGS* ❯, ensure that the following entry is available:

Action ID	Action Name	Action Button Text	Button Tooltip	Class/Interface
PS_CUSTOM_AUDIENC	Create Paid Search Custom Audience			

In addition, you should delete or deactivate the existing campaign category ID *PS* that was used in the classic *Campaigns* app with paid search once you closed any campaigns created with this campaign category. Once the campaign category ID PGS is active, you can start using it for paid search campaigns going forward.

If you have used paid search with Bing or Yahoo campaigns, you can continue doing so using the external campaigns functionality. You can either enable the delivered campaign categories *PBA (Bing Ads)* and *PYA (Yahoo Ads)*, or create your own, with *Process Type*: *Externally Executed*.

For more information on external campaigns, see the document External Campaign Execution in SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *Integration* ❯ *View All* ❯

11.1.9.4 Changes in Paid Search Integration (1709)

As of 1709, paid search is part of the flow-based *Campaigns* app using the campaign category ID *PGS*.

If you have existing campaigns using the old campaign category *PS*, you must deal with them in the following way:

- If you have an existing campaign with category *PS* and the status is *In Preparation*, please discard it and set up a new campaign with category *PGS* to replace it.
- If you have an existing campaign with category *PS*, the status is *Released*, and you still want to monitor KPIs or keep updating associated target groups or customer email lists, leave the status at *Released*.
- If you have an existing campaign with category *PS*, the status is *Released*, and you don't need to monitor KPIs or keep updating the associated target group or customer email lists anymore, set the status to *Stopped*.

11.1.10 Changes to Applications in "Campaign Management" Business Group (1602)

With 1602, you are provided with the *Content Studio* application in the *Campaign Management* business group. This application includes the content of the following former applications, which have been replaced with 1602:

- *Content Library*
- *Template Library*
- *Landing Pages*

To enable marketing experts to use *Content Studio*, assign your copies of the following PFCG roles to the corresponding AS ABAP users:

- `SAP_CEI_CPM_FLP` (business catalog role; no copy required - you can assign the delivered standard role)
- `SAP_CEI_CONTENT_LIBRARY` (back-end role; included in composite role `SAP_MARKETING_CAMPAIGNS`))
- `SAP_CEI_HOME` (for personalization purposes)

11.1.11 Setting Up External Campaign Integration (Optional) (1608)

In 1608, you can create campaigns on generic external systems, which are implementing the interfaces for external campaigns. Alternatively, you can use a middleware like SAP HANA Cloud Integration (HCI) to map the SAP Hybris Marketing interfaces to the interfaces of the external system (such as Twitter).

The interfaces in SAP Hybris Marketing allow to create campaigns on external systems, track the success of that campaign from the external system, and transfer target groups to the external system.

To set up the external campaign integration for the first time, see the document External Campaign Execution in SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ Integration ▶ View All ▶

11.1.12 Adapt Customizing Settings for Various Campaign Actions (1611)

With 1611, various campaign actions in Customizing for SAP Hybris Marketing under ▶ Campaigns ▶ Campaign ▶ Define Campaign Categories and Actions ▶ have been refactored. With this refactoring, these actions have new action parameters and can be used all over campaign automation, in particular in follow-up triggers such as Email Opened.

To use the refactored campaign actions after upgrade to 1611, you must replace the existing implementing classes of the actions by new classes in Customizing as follows:

1. Log on to the ABAP system with the user for application setup that you have created during the installation process (for more information, see section AS ABAP Users for Upgrade Process [page 51]).
2. Go to transation SPRO and select ▶ SAP Reference IMG ▶ SAP Hybris Marketing ▶.
3. Select ▶ Campaigns ▶ Campaign ▶ Define Campaign Categories and Actions ▶.
4. Under the Define Campaign Actions node, replace the existing implementing class manually by the new class mentioned in the table below for the following actions:

Action ID	Action Name	Old Class/Interface	New Class/Interface
CRM_ACTIVITY	Create CRM Activity	CL_CUAN_EXEC_BADI_CRM _1O_BT	CL_CUAN_MKT_EXEC_CRM_ ACT
CRM_CALL_LIST	Create CRM Call List	CL_CUAN_EXEC_BADI_CRM _1O_BT	CL_CUAN_MKT_EXEC_CRM_ CALL_LIST
CRM_LEAD	Create CRM Lead	CL_CUAN_EXEC_BADI_CRM _1O_BT	CL_CUAN_MKT_EXEC_CRM_ LEAD

Action ID	Action Name	Old Class/Interface	New Class/Interface
CRM_OPPORTUNITY	*Create CRM Opportunity*	CL_CUAN_EXEC_BADI_CRM_1O_BT	CL_CUAN_MKT_EXEC_CRM_OPP
CRM_TASK	*Create CRM Task*	CL_CUAN_EXEC_BADI_CRM_1O_BT	CL_CUAN_MKT_EXEC_CRM_TASK
EXPORT	*Create Export File*	CL_HPA_EXPORT_FILE	CL_CUAN_MKT_EXEC_EXPORT

⚠ Caution

Please note that it is not possible to call existing BAdI implementations anymore with the new class CL_CUAN_MKT_EXEC_EXPORT for the action EXPORT (*Create Export File*).

11.1.13 Setting Up Flow-Based User Interface for Application "Campaigns" (1611)

With 1611, you are provided with a flow-based user interface for the *Campaigns* application in the *Campaign Management* business group.

To enable marketing experts to use the flow-based user interface, assign your copies of the following PFCG roles to the corresponding AS ABAP users:

- SAP_CEI_CPM_FLP (business catalog role)

  > i Note
  >
  > You must add the newly introduced business catalog SAP_CEC_BC_MKT_CPM1_OP in your copy of role SAP_CEI_CPM_FLP. You can either continue to use the catalog SAP_CEC_BC_MKT_CPM_OP for the classic campaign, or use the new one instead. It is also possible to use both in parallel.

- SAP_CEI_CAMPAIGNS (back-end role; included in composite role SAP_MARKETING_CAMPAIGNS)

In addition, you must add the following business catalog in the following role:

- In business catalog role SAP_CEI_TG_INI_FLP, you must add the newly introduced business catalog SAP_CEC_BC_MKT_CBO1_OP. You can either continue to use the catalog SAP_CEC_BC_MKT_CBO_OP for the classic campaign, or use the new one instead. It is also possible to use both in parallel.

> i Note
>
> The classic campaign user interface is the standard user interface. The features of the flow-based campaign user interface slightly differ.

11.1.13.1 Changes to User Interface for Application "Campaigns" (1709)

With 1709, the classic campaign user interface of the *Campaigns* application in the *Campaign Management* business group has been deprecated and is not any longer supported.

If you still use the classic campaign user interface, switch to the use of the flow-based campaign user interface by following the steps described in section Setting Up Flow-Based User Interface for Application "Campaigns" (1611) [page 197].

> i Note
>
> You can still use the catalog SAP_CEC_BC_MKT_CPM_OP to access the *Campaigns* app with the **classic** campaign user interface **in read-only mode**.

11.1.14 Exchange Segmentation Objects for Personalization of Campaign Content (1611)

With 1611, the following segmentation objects to personalize campaign content such as email or text message for trigger-based campaigns (for example, shopping cart abandoned) have become obsolete:

- SAP_INTERACTION_TOPPRODUCT_CK (*Interaction Top Product - Contact*)
- SAP_INTERACTION_TOPPRODUCT_IK (*Interaction Top Product – Interaction*)

The segmentation objects have been replaced by the segmentation object SAP_CE_INTERACTIONS (*All Interactions*), which has been introduced as a new standard segmentation object delivered by SAP with 1611 (see Customizing for SAP Hybris Marketing (transaction SPRO) under ▶ *Segmentation* ▶ *Define Segmentation Objects* ▶.

If you have used these segmentation objects for personalization purposes in your campaign content in the *Content Studio* application on the user interface, exchange them by *All Interactions* for unreleased content.

> i Note
>
> SAP_INTERACTION_TOPPRODUCT_CK and SAP_INTERACTION_TOPPRODUCT_IK are still available but will be removed together with the underlying SAP HANA information model with 1709.

> i Note
>
> With 1709, the Customizing mentioned in this chapter is not to be adapted anymore using transaction SPRO but in the corresponding app on the front end.
>
> For more information, see section Replacement of Customizing Activities by UI Tiles (1709) [page 110].

11.1.15 WeChat-Specific Campaign Categories and Actions

The settings described in this section are only relevant if you use or plan to use WeChat-specific campaign categories and actions.

11.1.15.1 Enabling WeChat-Specific Campaign Categories and Actions (1608)

To enable the use of WeChat-specific campaign categories and actions, configure the WeChat integration as described in section Configuring WeChat Integration of the Installation and Configuration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▐▶ *Installation and Upgrade* ❯

For more information about WeChat campaigns, see section WeChat Campaigns in the application help for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▐▶ *Application Help* ❯ *SAP Hybris Marketing* ❯ *SAP Hybris Marketing Applications* ❯ *Campaigns* ❯ *Campaigns Channels* ❯

11.1.15.2 Enabling WeChat-Specific Campaign Categories and Actions (1611)

If you use WeChat-specific campaign categories and actions since 1608, re-execute the technical configuration of the China localization as follows:

1. Call up transaction STC01 and run task list CUAN_LOCALIZATION_CN.
2. Select the *Tech. Customizing System* checkbox, and enter your Customizing request number.
3. Enter your Baidu account key.
4. Run the task list.

For information about the new feature *Analysis of WeChat Campaigns Carried Out via Shake Nearby*, see Configuring Digital Accounts (1611) [page 155].

11.1.15.3 Using Generic Campaign Categories for WeChat Campaigns (1709)

As of 1709, you can create WeChat campaigns with the generic campaign categories *Automated Campaign* and *Trigger-Based Campaign*. The campaign actions *Send Broadcast Message* and *Send Direct Message* have been made available with these categories.

However, you can also choose to continue using the WeChat-specific campaign categories after the upgrade.

11.1.16 Enable Display of Content in Preview of Content Studio (1702)

With 1702, you are provided with a preview section for the various content types in the *Content Studio* application such as emails or landing pages. The previews are included in an alternative view of the content object list.

You can include images such as graphics or photographs in your content objects. If these images are stored on a server (a digital asset management (DAM) system or any other Web server that provides images) that is different from your SAP Hybris Marketing AS ABAP server, you must ensure that the server is enabled for Cross-Origin Resource Sharing (CORS). CORS is a specification that enables truly open access across domain-boundaries. It ensures that your images are displayed within the preview.

Many DAM systems provide dedicated system settings for the CORS enablement.

To set up your Web server accordingly, follow the description under http://enable-cors.org/ ➹ .

11.1.17 Creating Interactions from CRM Business Transactions (1709)

This section is relevant only if you replicate SAP CRM data to your SAP Hybris Marketing system.

With 1709, you can create interactions in SAP Hybris Marketing from replicated CRM business transactions and include these interactions in the *Campaign* factsheet to analyze the campaign success.

To do so, you use the report `CUAN_IA_EXTR_FROM_CRM` available in transaction *Full Extraction of CRM data as Interactions* (`CUAN_CRM_IA_UPD`) of your SAP Hybris Marketing back-end system.

You must run the report manually or schedule it.

For detailed information, see section Creating Interactions in SAP Hybris Marketing from Business Transactions in CRM of the document *Integrating SAP Hybris Marketing with SAP CRM* on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *Integration* ❯ *View All* ❯

11.1.18 New Application "Campaign Execution Whitelist" (1709)

With 1709, you are provided with *Campaign Execution Whitelist* application in the *Segmentation and Campaign Configuration* business group.

This application allows you, as a marketing administrator, to restrict outbound communication by centrally entering the allowed email addresses and phone numbers that can be used during the execution of your campaigns. This is especially helpful during the initial system setup where you don't want to bother your customers with test emails or text messages.

To enable marketing administrators to use *Campaign Execution Whitelist*, assign your copies of the following `PFCG` roles to the corresponding AS ABAP users:

- `SAP_CEI_CPG_EXE_WHITELIST` (back-end role; included in composite role `SAP_MARKETING_BUS_ADMIN_USER`)
- `SAP_CEI_KUA_FLP` (business catalog role; no copy required - you can assign the delivered standard role)

11.1.19 New Application "Suppression Rules" (1709)

With 1709, you are provided with *Suppression Rules* application in the *Segmentation and Campaign Configuration* business group.

This application allows you, as a marketing administrator, to control whether and how often contacts are interacted with. You can set up rules that are checked every time a campaign is executed.

To enable marketing administrators to use *Suppression Rules*, assign your copies of the following `PFCG` roles to the corresponding AS ABAP users:

- `SAP_CEI_SUPPRESSION_RULES` (back-end role; included in composite role `SAP_MARKETING_BUS_ADMIN_USER`)
- `SAP_CEI_KUA_FLP` (business catalog role; no copy required - you can assign the delivered standard role)

For more information, see section Suppression Rules in the application help for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▌▶ *Application Help* ❯ *SAP Hybris Marketing* ❯

11.1.20 Performance Improvements in Custom Campaign Actions (1709 SP01)

This section is relevant only if you have implemented own action classes for the campaign automation (see Adding Own Actions for Campaign Automation in the Extensibility Guide).

With 1709 SP01, the processing of multi-language content has been improved. As a result, the methods `GET_PERS_DATA` and `GET_PERS_DATA_LANGU` in class `CL_CUAN_MKT_EXEC_CONTENT_ACTN` have been replaced by the new method `GET_PERS_DATA_LANGU_ALL`.

> **i** Note
>
> The replaced methods still exist but the coding is inactive.

To take advantage of this improvement, check the coding in your own action implementation classes and adapt it accordingly.

> **→ Tip**
>
> If you use the method `GET_PERS_DATA_FOR_TG_MEMBERS` (defined in superclass
> `CL_CUAN_MKT_EXEC_CONTENT_ACTN`) within your own action implementation (for example, in interface
> method `PROCESS`), there is no adaption required as the new method is included in
> `GET_PERS_DATA_FOR_TG_MEMBERS`.

11.1.21 Change Target Endpoint in OAuth Client Configuration (1709 SP01)

This section is relevant only if you use Facebook or external campaigns with the SAP Fiori-based user interface of the *Campaigns* application (see Social Campaigns Using Facebook and Instagram in the Integration guide and Configuring External Campaign Execution in the *External Campaign Execution in SAP Hybris Marketing* guide).

With 1709 SP01, you are provided with the option to accelerate the SAP Fiori-based user interface of the *Campaigns* app while using Facebook or external campaigns. If these conditions apply for your setup, we recommend to change the target endpoint in the OAuth client configuration.

To enable the new target endpoint, proceed as follows:

1. Go to transaction `oa2c_config` in your SAP Hybris Marketing back-end system.
2. If you work with Facebook campaigns, select service provider type *FACEBOOK* and change the entry in field *Target Endpoint* (section ▷ *Details* ▷ *Access Settings* ▷) to `/sap/bc/ui5_ui5/ui2/ushell/shells/abap/FioriLaunchpad.html#Initiative-manageCampaignFlow&/TargetEndPoint`.
3. If you work with external campaigns, repeat step 2 for service provider type *HANA_CLOUD_PLATFORM*.
4. Save your entries.

11.1.22 Setting up Display of Campaign Emails in a Browser (1709 SP01)

With 1709 SP01, you have the option to allow the recipients of your email campaigns to be able to display their received emails in their mail clients and also in a browser.

For a detailed description of the corresponding setup, see section Setting up Display of Campaign Emails in a Browser in the Installation and Configuration guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▷ *Installation and Upgrade* ▷

11.1.23 Setting Up Alibaba Cloud DirectMail Service (1709 SP01)

With 1709 SP01, you can use Alibaba Cloud DirectMail Service as an email provider in your campaigns to send emails to your customers.

For the concrete steps to be executed during the setup, see section Setting Up Alibaba Cloud DirectMail Service in the Integration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▎▶ *Integration* ❯

11.1.24 Setting Up Alibaba Cloud Short Message Service (1709 SP01)

With 1709 SP01, you can use Alibaba Cloud Short Message Service in your campaigns to send text messages to your customers.

For the concrete steps to be executed during the setup, see section Setting Up Alibaba Cloud Short Message Service in the Integration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▎▶ *Integration* ❯

11.1.25 Creating LINE Campaigns (1709 SP01)

With 1709 SP01, you can create and carry out campaigns for LINE@ accounts through SAP Hybris Marketing. LINE is an instant communication service.

For detailed information about the integration of LINE, see section LINE Integration in the Integration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▎▶ *Integration* ❯

11.2 Setting Up Mobile Service for Email (1602)

With 1602, you are provided with the usage of SAP Mobile Service for Email is an additional or alternative option to the Amazon service for sending out emails in a campaign.

To set up SAP Mobile Service for the first time, follow the instructions in section Setting Up Service Provider for Emails and Text Messages of the Installation and Configuration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▎▶ *Installation and Upgrade* ❯

In addition, you must re-execute the *Campaign Management* scenario in the technical configuration cockpit (see section Executing the Technical Configuration [page 52]).

When executing the scenario, make the following parameter settings:

1. ○ Select checkbox *Enable Mobile Service Integration* under *SAP Mobile Services for Sending Email Messages* in the *Parameters* section.
   ○ Enter the user, password, and path prefix that you received from SAP Mobile Service on the parameter screen.
   ○ Make sure to have a valid Customizing request.

By executing the scenario, the system creates a new HTTP connection and activates the required additional BC sets. All other scenario tasks are ignored if already performed at an earlier stage.

> **i Note**
>
> The scenario only creates missing HTTP connections. It is not possible to change existing HTTP connections with the help of the scenario.

11.3 Setting Up Landing Pages

The settings described in this section are only relevant if you use or plan to use the *Landing Pages* application, which is part of the *Content Studio* application in the *Campaign Management* business group (see Changes to Applications in "Campaign Management" Business Group (1602) [page 195]). This app allows you to design landing pages to collect interaction contact and marketing permission data.

> **i Note**
>
> To use new features for landing pages which are delivered with new SAP Hybris Marketing releases, you must always update the according JavaScript and CSS files on your Web server. You can load the new versions of the files using the download functionality available in the *Content Studio* application. Make sure to adapt the new JavaScript file according to your former changes.

11.3.1 New Application "Landing Pages" (1511)

With 1511, you are provided with the *Landing Pages* application. This app allows you to design landing pages to collect interaction contact and marketing permission data.

If you want to use the app for the first time, follow the instructions in section Setting up Landing Pages in the Integration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *Integration* ▶

11.3.2 Adapt Landing Pages to Enable Value Help (1602)

With 1602, you are provided with a value help for most input fields that you use on your landing pages (see New Application "Landing Pages" (1511) [page 204]). The value help prevents your users from making entries that cannot be processed as it ensures an unobstructed mapping of the user entries with your back-end attributes.

The value help is available out of the box for all **new** landing pages that you create with 1602.

If you already use landing pages that are created with 1511, you have to adapt these landing pages as described below to make the value help available .

> ⚠ Caution
>
> We highly recommend that you take your landing page offline while adapting it to avoid possible data inconsistencies.

1. Open your landing page on the user interface using the *Landing Pages* quick filter tile under ▶ *Campaigns* ▶ *Content Studio* ▶.
2. Choose the *Edit* pushbutton, and select an existing input field.
3. If a value help is provided for this input field, the contact attribute for this field contains the term *Obsolete*. You find the current contact attribute field under ▶ *Input Element* ▶ *Data Mapping* ▶ *Contact Attribute* ▶.
4. If the current contact attribute contains the term *Obsolete*, replace the attribute by selecting the attribute with the very same name without the term *Obsolete* (for example, replace the attribute *Title (Obsolete)* by the attribute *Title*).
5. Repeat step 1 to step 4 for every input field used within the landing page.
6. Save your entries.
7. Repeat step 1 to step 5 for each of your productive landing pages.
8. Upload your adapted landing pages to your Web server again.

> i Note
>
> If you use a landing page in more than one language, you must repeat the steps above for every language version of the page as the value help is language-dependent.

11.3.3 Setting up Simple Publication of Landing Pages (1709)

With 1709, the publication of landing pages is made easier for you by using the following features:

- Configure one or more destinations (RFC Destination).
- Call a custom service on each destination to upload files and get URL in return.
- New Publish button on UI when a destination has been configured.
- Specify destination and file name.
- Display the URL of the published landing page.
- Customize with two related Business Add-Ins (BAdIs).

For a detailed description of how to implement the new features, see section Set Up Landing Page Publication in the Integration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ Integration ❯

11.4   Integration of SAP Hybris Cloud for Customer

The settings described in this section are only relevant if you integrate or plan to integrate SAP Hybris Marketing with SAP Hybris Cloud for Customer.

In SAP Hybris Marketing, you can create marketing leads in a SAP Hybris Cloud for Customer system directly from within a campaign of your SAP Hybris Marketing system. For example, you can trigger call qualifications in SAP Hybris Cloud for Customer from within SAP Hybris Marketing.

11.4.1 Prerequisites

As the integration of SAP Hybris Cloud for Customer is based on an integration system, you must ensure that this integration system is set up and configured before you execute the technical configuration.

Ensure the execution of all manual steps described in subsection *Setting Up Integration with SAP Hybris Cloud for Customer* of section *Scenario "Lead Management with Cloud for Customer Integration"* of the Installation and Configuration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ Installation and Upgrade ❯

In addition, to update the SAP Hybris Cloud for Customer integration, you must execute scenario tile *Lead Management with Cloud for Customer Integration* of the technical configuration cockpit. To do so, proceed as follows:

1. Log on to the ABAP system with the user for application setup that you have created during the installation process (for more information, see section AS ABAP Users for Upgrade Process [page 51]).
2. Enter transaction `CUAN_TECHNICAL_CONF`, accept the prefilled SAP Web Dispatcher settings (or provide the settings used for the initial setup of SAP Hybris Marketing), and choose *Execute*. Confirm the following dialog.
3. The technical configuration cockpit opens in a browser window. Click the scenario tile *Lead Management with Cloud for Customer Integration* and run the scenario. The required parameters are already provided.

11.4.2 Creating Marketing Leads in a SAP Hybris Cloud for Customer System (SP02)

With SP02, you can create marketing leads in a SAP Hybris Cloud for Customer system directly from within a campaign of your SAP Hybris Marketing system. For this reason, you are provided with a new standard action for campaigns.

To activate this function, you must assign the new standard action `MARKETLEAD` to a campaign category in Customizing of SAP Hybris Marketing (transaction `CEI_IMG`) under ▶ *Campaigns* > *Campaign* > *Define Campaign Categories and Actions* ▶.

You assign the action `MARKETLEAD` to the required category as follows:

1. Select the required category to which you want to assign the action `MARKETLEAD` in the *Define Campaign Categories* view.
2. Choose the *Assign Actions to Categories* view.
3. Choose *New Entries*.
4. Choose the action `MARKETLEAD` from the value help of the *Action ID* field and confirm your entry.
5. Enter any required text in the *Action Button Tooltip* and *Button Tooltip* fields if you want to override the action button text and button tooltip that is specified directly at the action. This override is valid in the context of this category/action relationship only.

As a result, the new action is available for new campaigns of this category.

In addition, you must carry out a few configuration steps in the SAP Hybris Cloud for Customer system as well as in the SAP Hybris Marketing system such as configuring the system connection or setting up the required web service. For a detailed description about these steps, see the corresponding documents on the SAP Help Portal at:

- Integrating SAP Hybris Cloud for Customer with SAP Hybris Marketing using SAP Cloud Platform Integration
  (https://help.sap.com/mkt-op ▶ *Integration* > *View All* > *Integrating SAP Hybris Marketing with SAP Hybris Cloud for Customer Using SAP Cloud Platform Integration* ▶)
- Integrating SAP Hybris Cloud for Customer with SAP Hybris Marketing using SAP Process Integration
  (https://help.sap.com/mkt-op ▶ *Integration* > *View All* > *Integrating SAP Hybris Marketing with SAP Hybris Cloud for Customer Using SAP PI* ▶)

11.4.3 Call Center Integration in Campaign Automation (1508)

As of 1508, you are provided with the following options to trigger the execution of telephone campaigns in SAP Hybris Cloud for Customer or in an external call center, such as *SAP Contact Center*:

- You can trigger SAP Hybris Cloud for Customer call qualifications to the SAP Hybris Cloud for Customer system directly from a campaign in your SAP Hybris Marketing system. A new standard action for campaigns is available to do so. These call qualifications are handled as marketing leads in SAP Hybris Cloud for Customer.
- You can export call center requests to *SAP Contact Center* or another external call center directly from a campaign in your SAP Hybris Marketing system. A new standard action for campaigns has been provided for this.

To activate one of these functions for the first time, follow the instructions in section Setting Up Call Center Integration (Optional) of the Installation and Configuration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *Installation and Upgrade* ▶

11.4.3.1 Update for Call Center Integration in Campaign Automation (1709 SP01)

With 1709 SP01, the execution of telephone campaigns in *SAP Contact Center* or another external call center is not supported any longer. Call center requests cannot be exported to *SAP Contact Center* or any other external call center from a campaign in SAP Hybris Marketing anymore. The corresponding standard action has been removed.

> **i Note**
>
> The trigger of SAP Hybris Cloud for Customer call center qualifications to the SAP Hybris Cloud for Customer system directly from a campaign in your SAP Hybris Marketing system remains unaffected.

11.4.4 Update for Creating Marketing Leads in a SAP Hybris Cloud for Customer System (1511)

With 1511, the standard action MARKETLEAD for the creation of marketing leads in a SAP Hybris Cloud for Customer system is replaced by the standard action LEAD.

In running campaigns (for example, campaigns which have been created and activated before 1511), the action MARKETLEAD is still supported. For new campaigns, you must use the new action LEAD. For this reason, you must assign the action LEAD to the campaign categories, which you use for the creation of SAP Hybris Cloud for Customer leads.

To do so, proceed as follows:

1. Go to transation *SPRO* and select ▶ *SAP Reference IMG* ❯ *SAP Hybris Marketing* ❯.
2. Select ▶ *Campaigns* ❯ *Campaign* ❯ *Define Campaign Categories and Actions* ❯.
3. Select the required category to which you want to assign the action LEAD in the *Define Campaign Categories* view.
4. Choose the *Assign Actions to Categories* view.
5. Choose *New Entries*.
6. Choose the action LEAD from the value help of the *Action ID* field and confirm your entry.

As a result, the new action is available for new campaigns of this category.

11.4.5 Update for Creating Marketing Leads in a SAP Hybris Cloud for Customer System (1602)

With 1602, you are provided with new features for the integration with SAP Hybris Cloud for Customer such as the *Lead Management* business group. To enable these new features, you must re-execute the *Lead Management with Cloud for Customer Integration* scenario in the technical configuration cockpit (see section).

To do so, follow the instructions described in section Prerequisites [page 206].

11.5   Setting Up "Marketing Calendar"

If you have not already carried out this step as a part of *Configuring Planning*, configure the marketing calendar as described in section Setting Up "Marketing Calendar" [page 186].

12 Configuring Workflow

With 1608, you are provided with two manager-related applications that improve the approval process for marketing campaigns by a workflow-based approach:

- *Marketing Approvals*
- *Manage Workflows*

Both applications are located in the *Marketing Manager - Quick Launch* business group.

To configure the applications for the first time, follow the instructions in section Configuring Workflow of the Installation and Configuration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▷ *Installation and Upgrade* ❭

> **i** Note
>
> The new applications replace the *Release Campaigns* application that used to be located in the *Marketing Manager - Quick Launch* business group. *Release Campaigns* is still available in the technical catalog. You can move it back to the business group using the key user personalization of the SAP Fiori launchpad if required.

13 Integration with Extended Marketing Applications (YaaS Extensions)

13.1 New YaaS Application "Profile Graph"(1608)

With 1608, you are provided with the *Profile Graph* application in the *Contacts and Profiles* business group. This application allows you to launch the *Graph Explorer* to view the customer profile information within the Hybris profile.

> **i** Note
>
> The application requires a separate license as it is based on SAP Hybris as as Service (YaaS).

To integrate the application with SAP Hybris Marketing for the first time, follow the instructions in section Setting up YaaS Application "Profile Graph" of the Installation and Configuration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *Installation and Upgrade* ❯

13.2 New YaaS Application "Loyalty" (1608)

With 1608, you are provided with the *Loyalty* application in the *Loyalty Management* business group. This application allows you to create your own cloud-based loyalty program in minutes and gain valuable consumer insights.

> **i** Note
>
> The application requires a separate license as it is based on SAP Hybris as as Service (YaaS).

To integrate the application with SAP Hybris Marketing for the first time, follow the instructions in section Setting Up YaaS Application "Loyalty" of the Installation and Configuration Guide for SAP Hybris Marketing on the SAP Help Portal at:

https://help.sap.com/mkt-op ▶ *Installation and Upgrade* ❯

14 SAP Notes for Installation and Upgrade

If there is additional information to the upgrade process as described in this guide, you find the new information in the following SAP Note or SAP Notes.

Make sure that you have the current version of each SAP Note, which you can find on the SAP Service Marketplace at http://support.sap.com/notes .

SAP Note Number	Title	Description
Release Information Note 1885803	Release Information Note for SAP Hybris Marketing	Additional information for installing or upgrading SAP Hybris Marketing

Final Implementation of SAP Notes

The Release Information Note (RIN) is the central note containing general installation/upgrade information on SAP Hybris Marketing.

Make sure that you have implemented all notes that are listed in the RIN. For more information about the sequence of the note implementation, see Implementing SAP Notes Listed in Release Information Note [page 48].

15 Appendix

15.1 Replicated Tables in SAP Hybris Marketing

If you replicate data from SAP ERP and/or SAP CRM into SAP Hybris Marketing, the following tables are replicated via SAP Landscape Transformation Replication Server:

SAP ERP Tables

(A - M)	(N - TCURV)	(TCURX - TVKO)	(TVKOT - W)
ADCP	NDBSMATG16	TCURX	TVKOT
ADR2	PA0105	TKA01	TVLS
ADR3	PRPS	TKEB	TVLST
ADR6	T000	TKEBB	TVM1
ADRC	T001	TKEBC	TVM1T
ADRP	T001W	TKEBT	TVM2
ADRU	T005	TKEF	TVM2T
BKPF	T005N	TKEFE	TVM3
BSEG	T005S	TKUKL	TVM3T
BUT000	T005T	TKUKT	TVM4
BUT021_FS	T005U	TPFK	TVM4T
BUT050	T006	TPFKT	TVM5
BUT051	T006A	TPTMT	TVM5T
BUT100	T009	TSAB	TVMS
COBK	T016	TSABT	TVTW
COEP	T016T	TSAD12	TVTWT
COOI	T023	TSAD12T	TVV1
CRMKUNNR	T023T	TSAD2	TVV1T
CRMPARNR	T077D	TSAD2T	TVV2
CVI_CUST_LINK	T077X	TSAD3	TVV2T
DD02L	T134M	TSAD3T	TVV3
DD02T	T151	TSAD4	TVV3T
DD04T	T151T	TSADV	TVV4

(A - M)	(N - TCURV)	(TCURX - TVKO)	(TVKOT - W)
DD07L	T171	TSADVT	TVV4T
DD07T	T171T	TSPA	TVV5
FPLA	T179	TSPAT	TVV5T
HRP1001	T179T	TTZZ	VAKGU
HRP1222	T685	TTZZT	VBAK
HRT1222	T685T	TVAG	VBAP
KNA1	TB003	TVAGT	VBEP
KNB1	TB910	TVAK	VBFA
KNVK	TB911	TVAKT	VBKA
KNVP	TB912	TVBUR	VBKD
KNVV	TB913	TVBVK	VBKPA
KONV	TBRC	TVFKT	VBRK
LIKP	TBRCT	TVFS	VBRP
LIPS	TCURC	TVFST	VBUK
MAKT	TCURF	TVGRT	VBUP
MARA	TCURN	TVKBT	VEDA
MARC	TCURR	TVKBZ	WRF_BRANDS
MARD	TCURT	TVKGR	
MBEW	TCURV	TVKO	

SAP CRM Tables

(A - CRMC_CANCREASON)	(CRMC_CANCREASONT - CRMC_PH)	(CRMC_PR - CRMM)	(D - T)
ADCP	CRMC_CANCREASONT	CRMC_PROC_TYPE	DD02L
ADR2	CRMC_CHM_PROG_T	CRMC_PROC_TYPE_T	DD02T
ADR3	CRMC_CHM_STATU_T	CRMC_SOURCE	DD07L
ADR6	CRMC_CHM_TYPE_T	CRMC_SOURCE_T	DD07T
ADRC	CRMC_CON_PHASE_T	CRMD_BRELVONAE	HRP1000
ADRP	CRMC_CUSTGRP1	CRMD_CHM_CLASS	HRP1001
AUSP	CRMC_CUSTGRP2	CRMD_DHR_ACTIV	HRP1222
BUT000	CRMC_CUSTGRP3	CRMD_DHR_HEADOPP	HRT1222
BUT020	CRMC_CUSTGRP4	CRMD_DHR_HSLSCON	QPCT
BUT021_FS	CRMC_CUSTGRP5	CRMD_DHR_HSLSORD	QPGT
BUT050	CRMC_CYCLE_T	CRMD_DHR_HSLSQUO	SCPRIO
BUT051	CRMC_DISTCHAN	CRMD_DHR_ISLSCON	SCPRIOT
BUT052	CRMC_DISTCHAN_T	CRMD_DHR_ISLSORD	T000
BUT100	CRMC_DIVISION	CRMD_DHR_ISLSQUO	T001
CABN	CRMC_DIVISION_T	CRMD_DHR_ITEMOPP	T002
CABNT	CRMC_ERMS_CAT_CA	CRMD_DHR_LEAD	T002T
CAWN	CRMC_ERMS_CAT_CD	CRMD_IM_ML_HEAD	T005
CAWNT	CRMC_INDUSTRY	CRMD_IM_ML_ITEM	T005T
CGPL_HIERARCHY	CRMC_INDUSTRY_T	CRMD_MKTCA_CT_IN	T005U
CGPL_PRIO	CRMC_LEAD_QL	CRMD_MKTHV_MC	T006
CGPL_PRIOTX	CRMC_LEAD_QL_T	CRMD_MKTHV_MC_TC	T006A
CGPL_PROJECT	CRMC_LEAD_TYPE	CRMD_MKTPL_TGGRP	T009
CGPL_TASK	CRMC_LEAD_TYPE_T	CRMD_MKTPL_TODO	TB002
CGPL_TEXT	CRMC_MKP_CHAN	CRMD_MKTTG_TG_EA	TB003
COMC_PR_TYPE_T	CRMC_MKTPL_AUTHG	CRMD_MKTTG_TG_H	TB003T
COMM_CATEGORY	CRMC_MKTPL_AUTHT	CRMD_MKTTG_TG_I	TB004
COMM_CATEGORYT	CRMC_MKTPL_CHAN	CRMD_MKTTG_TG_I0	TB004T
COMM_HIERARCHY	CRMC_MKTPL_CHANT	CRMD_MKTTG_TG_I1	TB024
COMM_HIERARCHYT	CRMC_MKTPL_CTYPE	CRMD_MKTTG_TG_I2	TB027T
COMM_IL_PRDBP	CRMC_MKTPL_CTYPT	CRMD_MKTTG_TG_I3	TB028T
COMM_PR_FRG_ROD	CRMC_MKTPL_OBJTT	CRMD_MKTTG_TG_I4	TB038A

(A - CRMC_CANCREASON)	(CRMC_CANCREASONT - CRMC_PH)	(CRMC_PR - CRMM)	(D - T)
COMM_PRODUCT	CRMC_MKTPL_OBJTV	CRMD_MKTTG_TG_I5	TB910
COMM_PRPRDCATR	CRMC_MKTPL_TACTS	CRMD_ORDER_INDEX	TB911
COMM_PRSHTEXT	CRMC_MKTPL_TACTT	CRMD_ORDERADM_H	TB912
CRM_JEST	CRMC_MKTPL_TDCAT	CRMD_ORDERADM_I	TB913
CRM_MKTPL_ATTR	CRMC_MKTPL_TODO	CRMD_PRICING_I	TCURC
CRM_MKTPL_OBJTXT	CRMC_MKTPL_TODOT	CRMM_BUT_CONTNO	TCURF
CRM_MKTPL_OBJTYP	CRMC_MKTTG_OT_H	CRMM_BUT_CUSTNO	TCURN
CRM_STACOM_ATTR	CRMC_OPPIMPOR	CRMM_BUT_FRG0041	TCURR
CRM_STACOM_TEXT	CRMC_OPPIMPOR_T	CRMM_BUT_FRG0080	TCURT
CRMC_ACT_CAT_ASS	CRMC_OPPT_TYPE	CRMM_BUT_FRG0100	TCURV
CRMC_ACT_CAT_T	CRMC_OPPT_TYPE_T	CRMM_BUT_LNK0011	TCURX
CRMC_ACT_CATEGOR	CRMC_PARTNER_FCT	CRMM_BUT_MKTPERM	TJ02T
CRMC_BUPA_CBBL	CRMC_PARTNER_FT	CRMM_BUT_SET0010	TJ30
CRMC_BUPA_CDBL	CRMC_PARTY	CRMM_TERRITORY	TJ30T
CRMC_BUPA_COBL	CRMC_PARTY_T	CRMM_TERRITORY_T	TSAD3
CRMC_CANCREASON	CRMC_PHASE_T	CRMM_TERRITORY_V	TSAD3T

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