Connected Spaces
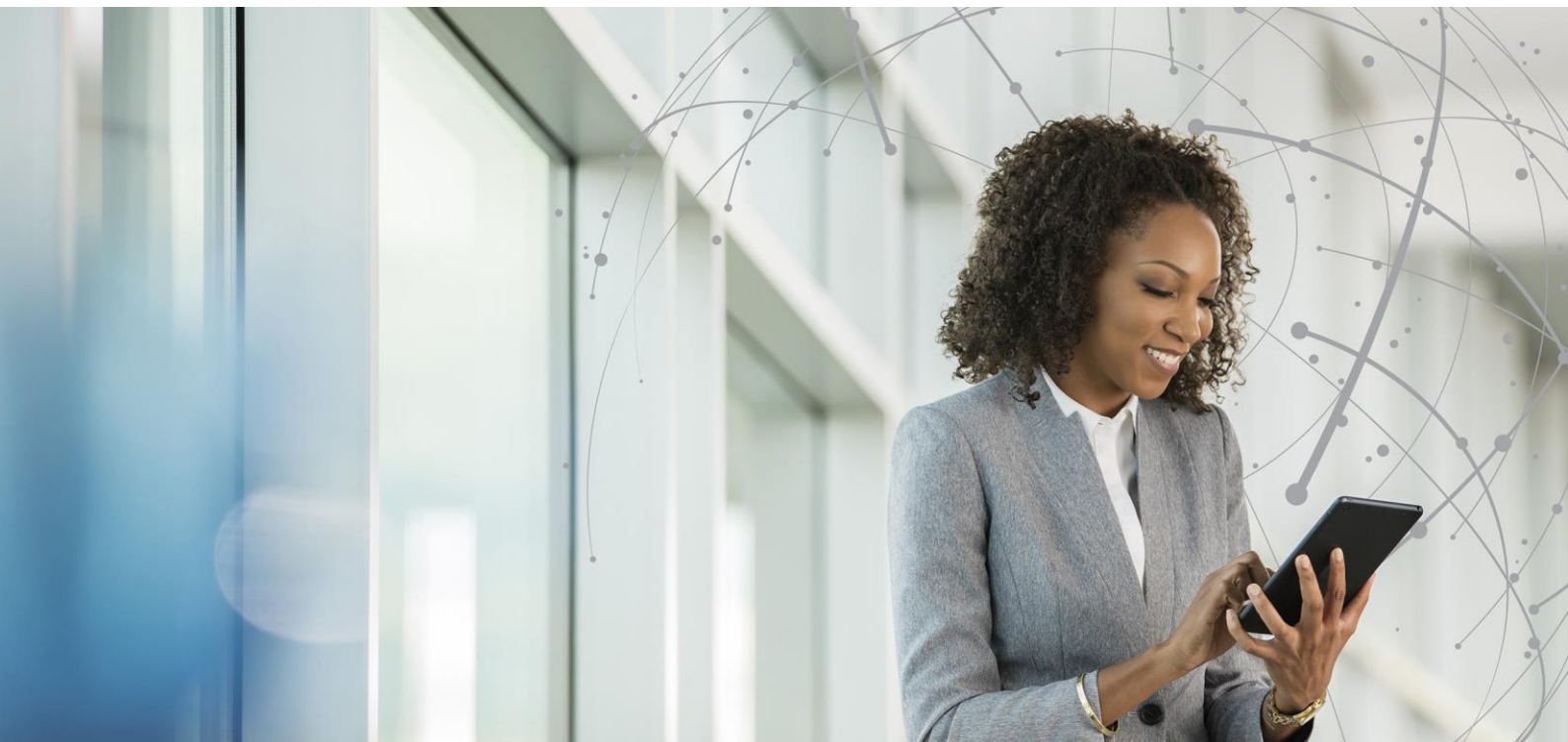## Integrations Catalogue

Release 2

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Table of Contents

Copyright Information

Document Approvals

Document approvals are handled through use of a standard Deliverable Sign-Off Form external to the document. The approval information is then noted in this section for informational purposes only.

Approved Revision	Revision Date	Approval Date	Approver Information (Name, Title, Organization)
5	2018-06-29	2018-06-29	David Keens, Product Owner, Acxiom

Revision History

When you make a change to a document, you must add an entry to this Revision History table and you must manually type the Version Date on the front cover.

Document Revision	Revision Date	Revision Author	Summary of Major Changes
1	2017-11-17	Scott Walker	Initial draft based on release 1 catalogue.
2	2018-02-01	Scott Walker	Added .
3	2018-03-08	Scott Walker	Minor corrections.
4	2018-04-05	Scott Walker	Added OM^3 with AOE.
5	2018-06-29	Scott Walker	Added Assertis with Intive.

Document Standards

The key words "MUST", "MUST NOT", "REQUIRED", "SHALL", "SHALL NOT", "SHOULD", "SHOULD NOT", "RECOMMENDED", "MAY", and "OPTIONAL" in this document are to be interpreted as described in RFC 2119. http://www.ietf.org/rfc/rfc2119.txt

JSON is defined as JavaScript Object Notation with the specification given in RFC 4627. http://www.ietf.org/rfc/rfc4627.txt

UUID is defined as Universally Unique IDentifier with the specification given in RFC 4122. http://www.ietf.org/rfc/rfc4122.txt

URI is defined as Uniform Resource Identifier with the specification given in RFC 3986. http://www.ietf.org/rfc/rfc3986.txt

Base64 defines a representation of data using a restricted range of byte values with the specification given in RFC 4648. http://www.ietf.org/rfc/rfc4648.txt

The specification for the 'tag' URI scheme is given in RFC 4151. http://www.ietf.org/rfc/rfc4151.txt

ISO 8601:2004 defines information interchange formats and data elements for the representation of dates and times. http://www.iso.org/iso/catalogue_detail?csnumber=40874

The specification for Bar Coded Boarding Passes (BCBP) is published by IATA as PSC Resolution 792. http://www.iata.org/
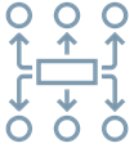
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1. Introduction

Document Scope

This "Integrations Catalogue" document summarizes the current systems integrations that are available. It is intended to be read by Connected Spaces users, clients and partners.

> **NOTE:** New standard and bespoke integrations are continually being developed by Acxiom, Adobe, and our partners. If an integration you require isn't currently listed in this catalogue please contact Acxiom as it may currently be in development.

Integration Categories

Connected Spaces features five categories of integration. Depending on specifically how a system has been integrated, it may fit one or more of these categories. The five categories of integration are summarized in the following table:

	Use case	Description	Connected Spaces API
	• Data ingestion	An open JSON over HTTPS "RESTful" web services API to ingest into Connected Spaces data about customers and their interactions from any touchpoint or operational system.	Customer Events API (CE-API)
	• Data access • Customer lookups • Data privacy compliance "Subject Access Requests"	An open JSON over HTTPS "RESTful" web services API, leveraging the Open Data Protocol (OData) standard, to provide access to query the Connected Spaces "single customer view" data model.	Customer Lookup API (uses OData)
	• Data enrichment • Enhanced individual recognition • Audience distribution • Data science and analytics	Built-in Connected Spaces integrations with Acxiom own products and partners, such as LiveRamp.	
	• Channel execution integrations • CRM system integrations	Built-in Connected Spaces integrations via Adobe Campaign with direct marketing channels (such as email, SMS, and mobile push notifications) and with CRM systems (such as Microsoft Dynamics and Salesforce).	
	• Identity assignment • Audience sharing	Built in Connected Spaces integrations with Adobe Experience Cloud "core services" providing anonymous ID assignment and audience sharing.	

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Integration Status

Integrations in this catalogue are assigned a status from the following list:

1. **Live**, where the integration is available for inclusion in a Connected Spaces deployment,
2. **Planned**, where the integration is not yet ready for deployment, and
3. **Custom**, where the integration requires some level of customisation before inclusion in a Connected Spaces deployment.

Building Your Own Integration

Implementing bespoke integrations is usually a relatively simple software development task. More information on using the Connected Spaces APIs for custom integrations can be found in the API Integration Guide. Please contact Acxiom for further guidance if you are considering a bespoke integration.

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2.Catalogue

Name	Description	Category	Provider	Status
Acxiom InfoBase Enhancement	Use' Acxiom's InfoBase® data to enrich what you know about your customers and prospects.		Acxiom	Live
Acxiom MAE	Export your Connected Spaces data to Acxiom's Marketing Analytics Environment (MAE) to solve complex measurement, modelling and other data science use cases.		Acxiom	Live
Adobe Analytics	Share target audiences from Connected Spaces to Adobe's "Analytics" product.		Adobe	Live
Adobe Audience Manager	Share target audiences from Connected Spaces to Adobe's leading data management platform (DMP), "Audience Manager".		Adobe	Live
Adobe Target	Share target audiences from Connected Spaces to Adobe's website/mobile experience personalization and testing tool, "Target".		Adobe	Live
AOE OM³	Ingest customer orders and basket contents from AOE's OM³ ecommerce platform built with Adobe Magento.		AOE	Live
APCOA Parking	Ingest customer registrations and booking activity from APCOA's parking platform.		Acxiom	Live
Arqiva WiFi	See Virgin WiFi.		Acxiom	Live
Assertis	Ingest customer data from Assertis train ticket retailing system.		Intive	Custom
Comarch Loyalty	Ingest points balances and loyalty card transactions from Comarch's loyalty platform.		Acxiom	Live
Gigya	Synchronise Connected Spaces customer profiles with SAP Gigya's Identity Management platform.		Acxiom	Planned
LiveRamp AbiliTec Recognition	Enhanced individual recognition capability using AbiliTec®. Note: US market only.		Acxiom	Live
LiveRamp Onboarding	Distribute digital audiences to over 300 advertising and marketing platforms using LiveRamp onboarding. Note: US market only.		Acxiom	Live
Microsoft Dynamics CRM	Synchronize your Connected Spaces data with Microsoft Dynamics CRM.		Adobe	Live
Oracle CRM	Synchronize your Connected Spaces data with Oracle CRM.		Adobe	Live
Salesforce Case Import	Ingest data on Salesforce Cases directly into Connected Spaces.		Acxiom	Live
Salesforce CRM	Synchronize your Connected Spaces data with Salesforce CRM.		Adobe	Live
Salesforce Lookup	Lookup existing customers from your Salesforce CRM platform.		BrightGen	Custom

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Name	Description	Category	Provider	Status
SKIDATA Parking	Ingest parking barrier activity from SKIDATA's parking platform.		Acxiom	Live
Tableau BI	Visualise your Connected Spaces data within the Tableau BI platform.		Acxiom	Live
Ticketmaster	Ingest customer registrations and booking activity from Ticketmaster's platform.		Acxiom	Planned
Travelex Currency Exchange	Ingest customer registrations and advance currency exchange booking.		Acxiom	Live
Virgin WiFi	Ingest customer registrations and wi-fi activity from Virgin WiFi's platform (formerly known as Arqiva WiFi).		Acxiom	Live

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