



CELUM connect to SAP Marketing Cloud

Installation- and Configuration Guide

VERSION: 1
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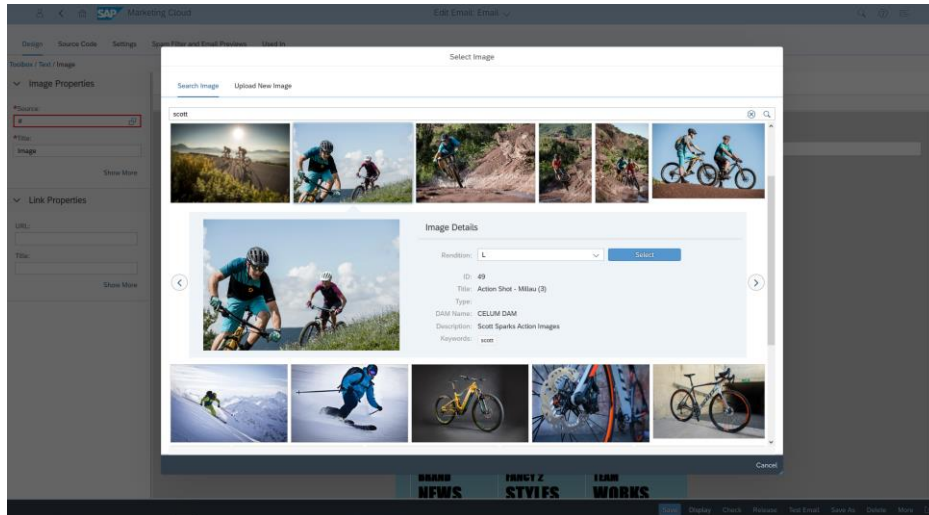
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1. Introduction

This document describes the installation and configuration of the **CELUM connect to SAP Marketing Cloud** integration. More specific it provides seamlessly CELUM organized content in the Content Studio of SAP. It features fulltext search, CDN enablement, content rendition management and much more.



Content Studio asset selection

The integration itself exists of two parts: a custom REST-Endpoint in CELUM and an integration Flow (iFlow) in SAP. This document will explain the necessary steps in CELUM.

2. Related documents

The guideline of the iFlow setup can be found in the [SAP help portal – Integrate SAP Marketing Cloud with DAM/CMS systems](#).

3. Installation- & Configuration Guide

3.1. Prerequisites & System Requirements

The integration will need on CELUM ContentHub 5.13.x end :

1. CELUM Toolkit 2.3
2. CELUM SDK 1.3.0.1 extension
3. Public URLs (via Advanced Exporter, YouTube.connect, etc.)
4. SAP Marketing Cloud extension

License Information:

Be aware that you might need to purchase an additional license before using this integration in a productive environment. Contact your regional CELUM Sales & Marketing Manager for further information.

On SAP side, you will need to deploy in your dedicated SAP Marketing Cloud instance the „CELUM ContentHub integration with SAP Marketing Cloud“ iFlow (see link above).

3.2. Installation

1. Shutdown your CELUM appserver and deploy the REST endpoint extension „SAP-marketing-cloud.jar“ in the directory `/home/appserver/lib`
2. Restart your CELUM appserver
3. Publish/Export assets to a public source (via Advanced Exporter, YouTube.connect, etc.) to get a Public URL
4. Deploy the *CELUM ContentHub integration with SAP Marketing Cloud iFlow* in your dedicated SAP Cloud Platform Integration tenant (SCPI). More info in the link above (chapter 2 – Related Documents).

3.3. Configuration

1. Set the following properties in the custom.properties file in `/home/appserver/conf`

```
## Your Asset Scope for the SMC
com.celum.extension.hybris-marketing-cloud.searchNodeIds=

## The SMC communication User defined in the Communication Arrangement
com.celum.extension.hybris-marketing-cloud.communication.username=

## The SMC communication password defined in the Communicatoin Arrangement
com.celum.extension.hybris-marketing-cloud.communication.password=

## The informationField which will be shown in SMC (e.g. description text)
com.celum.extension.hybris-marketing-cloud.description.informationFieldId=

## The publicURL provider (e.g. celum-extension-exporter)
com.celum.extension.hybris-marketing-cloud.publicUrl.provider=

## The pubicURL instance defined in the exporter configuration (e.g. expHybrisMarketingExportation)
com.celum.extension.hybris-marketing-cloud.publicUrl.instance=
```

2. Set the following properties in the deployed iFlow in SCPI

The screenshot shows the SCPI configuration interface for the 'CELUM SAP Marketing Cloud connect' iFlow. The 'Externalized Parameters' tab is selected, displaying a table of parameters:

Parameter Name	Value
DAM_ACCESS_QUERY	
DAM_ACCESS_URL	https://[redacted].celum.net/hybris/marketing/
DAM_CREDENTIAL	celum dam
DAM_RESULTLIST_XPATH	/assetList/assets
DAM_SEARCH_QUERY	keyword_query=\${header:keyword_query}
DAM_SEARCH_URL	https://[redacted].celum.net/hybris/marketing/search
I_FLOW_ENDPOINT	/DAM/Celum

SCPI Externalized Parameters configuration

3.4. Known Issues

1. **Wrong display of renditions in the Content Studio selection panel**
The selection dialogue in the Content Studio shows at the moment two equal renditions, although only one rendition/format exists in CELUM. The iFlow duplicates the rendition at the moment.