

Integration with SAP Hybris Marketing - Google Analytics and SAP Cloud Platform Integration

How to Set Up the Integration with Google Analytics in SAP Cloud Platform Integration



Typographic Conventions

Type Style	Description
Example	Words or characters quoted from the screen. These include field names, screen titles, pushbuttons labels, menu names, menu paths, and menu options. Textual cross-references to other documents.
Example	Emphasized words or expressions.
EXAMPLE	Technical names of system objects. These include report names, program names, transaction codes, table names, and key concepts of a programming language when they are surrounded by body text, for example, SELECT and INCLUDE.
Example	Output on the screen. This includes file and directory names and their paths, messages, names of variables and parameters, source text, and names of installation, upgrade and database tools.
Example	Exact user entry. These are words or characters that you enter in the system exactly as they appear in the documentation.
<Example>	Variable user entry. Angle brackets indicate that you replace these words and characters with appropriate entries to make entries in the system.
EXAMPLE	Keys on the keyboard, for example, F2 or ENTER .

Document History



Before you start the implementation, make sure that you have the latest version of this document that is available on <http://help.sap.com/mkt -> Integration -> Integration with SAP Hybris Marketing Cloud – Google Analytics and SAP Cloud Platform Integration>.

Version	Date	Change
1.0	2017-05-09	Initial version for SAP Hybris Marketing Cloud 1705
1.1	2017-05-18	Enhanced section 1.3.2 with security key process information

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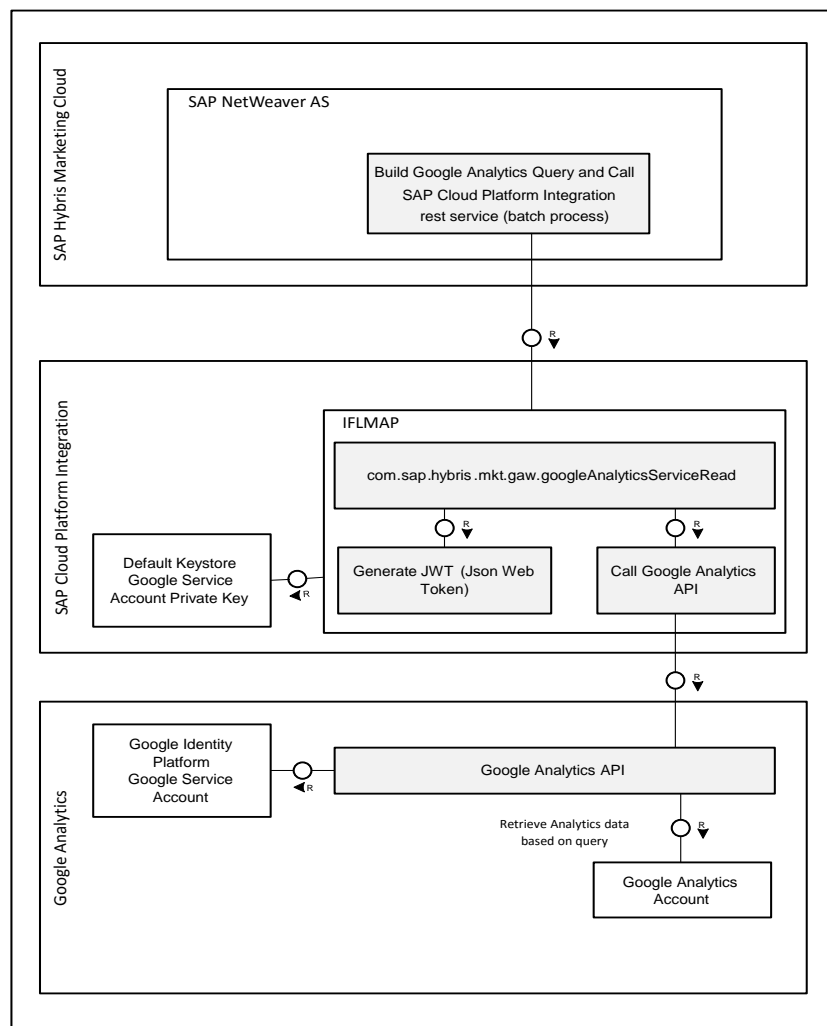
1 SAP Hybris Marketing Cloud - Google Analytics - SAP Cloud Platform Integration

1.1 Overview of System Integration

The following diagram provides an overview of the configuration of the SAP Hybris Marketing Cloud- Google Analytics integration scenario.

The Google Analytics Reporting API returns report data consisting of statistics derived from the data collected by the Google Analytics tracking code. The report data consists of dimensions and metrics. Metrics are the individual measurements of user activity and Dimensions break down metrics across some common criteria, such as country or browser.

SAP Cloud Platform Integration is used as a middleware between SAP Hybris Marketing Cloud and Google Analytics. It is responsible for authentication with OAuth 2.0 and any other API communication routing between the two systems. Therefore, to run the SAP Hybris Marketing Cloud - Google Analytics integration scenario, the following configuration is required in SAP Cloud Platform Integration and Google Analytics.



1.2 Configuring Google Analytics

This integration scenario uses OAuth 2.0 for server-to-server interactions (a "two-legged OAuth" process). You must create a service account. The SAP Cloud Platform Integration service will call the Google Analytics API on behalf of the service account.

1.2.1 Create the Service Account

Create a Google Gmail account or use an existing Google Gmail account. The following steps are described in detail in the Google documentation: <https://developers.google.com/identity/protocols/OAuth2ServiceAccount>.

1. Open the [Service accounts page](#). If prompted, select a project.
2. Click [Create service account](#).
3. In the [Create service account](#) window, type a name for the service account, and select [Furnish a private key](#). Then click [Create](#).
4. Your new public/private key pair is generated and downloaded to your machine; it serves as the only copy of this key. You are responsible for storing it securely.

For more details about service account credentials, please see [Service accounts](#) in [Google API Console](#) help file.

Create service account

Service account name [?]

Role [?] Owner

Service account ID

Furnish a new private key
Downloads a file that contains the private key. Store the file securely because this key can't be recovered if lost.

Key type

JSON
Recommended

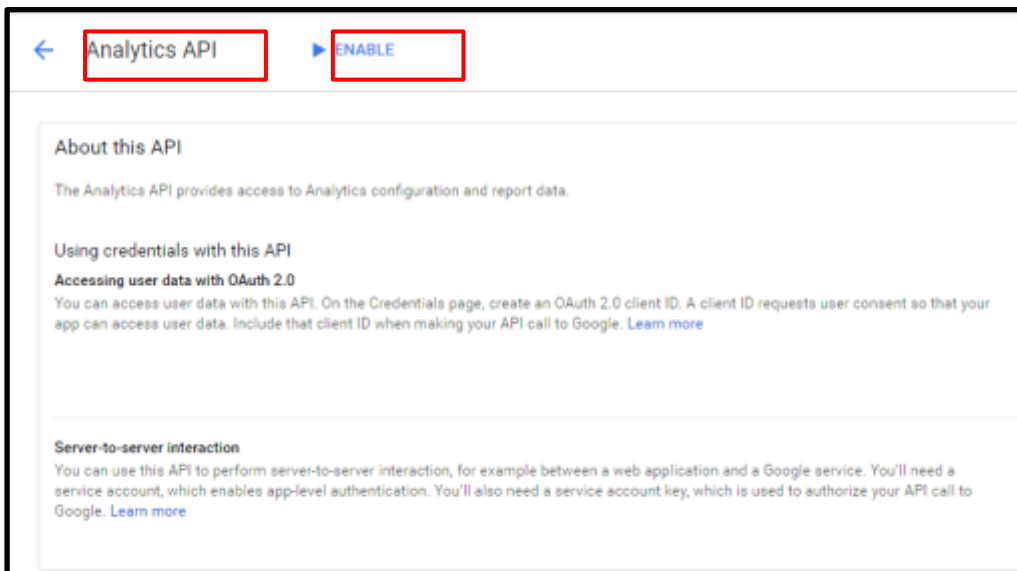
P12
For backward compatibility with code using the P12 format

Enable G Suite Domain-wide Delegation
Grants a client access to all users' data on a G Suite domain without manual authorization on their part. [Learn more](#)

CANCEL **CREATE**

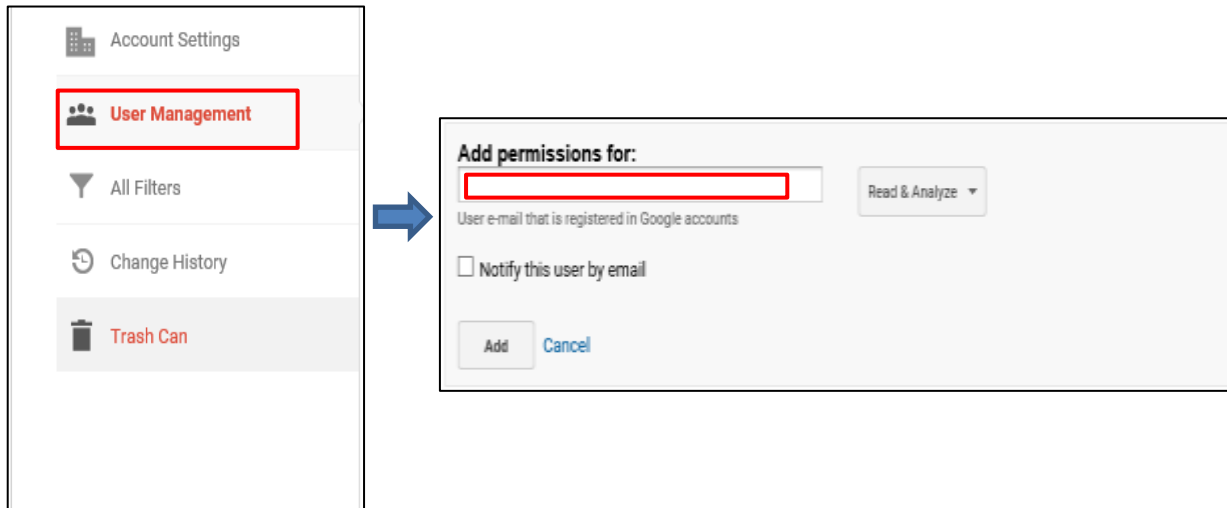
1.2.2 Assign a Scope to the Service Account

1. Logon to [Google API Console](#) with your Gmail Account.
2. From the project list, select your project.
3. Select [Library](#) from the console left side menu.
4. Select [Google Analytics Reporting API](#). If you need help finding the API, use the search field.
5. Click [Enable](#).
6. Repeat the above steps for [Analytics API](#).



1.2.3 Grant Access to Google Analytics Account

1. Logon to your [Google Analytics account](#).
2. Select the [Admin](#) tab from the top menu.
3. Click [User Management](#) in the account column (Left side panel).
4. Add permission for your service account.
5. Enter the service account email. The email is in the Service Account private key file



```
{
  "type": "service_account",
  "project_id": "██████████",
  "private_key_id": "██████████",
  "private_key": "-----BEGIN PRIVATE KEY-----
████████████████████████████████████████████████████████████████████████████████
-----END PRIVATE KEY-----\n",
  "client_email": "██████████@██████████.iam.gserviceaccount.com",
  "client_id": "██████████24",
  "auth_uri": "https://accounts.google.com/o/oauth2/auth",
  "token_uri": "https://accounts.google.com/o/oauth2/token",
  "auth_provider_x509_cert_url": "https://www.googleapis.com/oauth2/v1/certs",
  "client_x509_cert_url": "████████████████████████████████████████████████████████████████████████████████"
}
```


1.3 Configuring SAP HANA Platform Integration

Prerequisites

You must have an SAP HANA Cloud Integration Tenant and account. For more information, see

<https://uacp.hana.ondemand.com/http.svc/rc/PRODUCTION/93810d568bee49c6b3d7b5065a30b0ff/1/en-US/frameset.html?60359ca5fa9545149d279494320b6a5a.html>

<http://go.sap.com/solution/cloud.html>

1.3.1 Install the SAP Hybris Marketing Cloud - Google Analytics Package

1. From your SAP HANA Cloud Integration Tenant go to your Discover page.
2. Click on **Show All** on top right of central panel.
3. Click on the filter icon on the top right of the central panel and select **SAP Hybris Marketing Cloud** from the **Product** section.
4. From the **SAP Hybris Marketing – Google Analytics Integration** tile, click on **Copy to Workspace**.
5. Go to your **Design** section.
6. From the left panel select the **SAP Hybris Marketing – Google Analytics Integration**.
7. From the central panel click on the **Actions** icon and select **Deploy**.

You now have your **SAP Hybris Marketing Google Analytics Integration** package installed on your SAP Cloud Platform Integration tenant.

Configure your 'SAP Hybris Marketing Google Analytics Integration' Package Artifacts

IFLOW **Read Google Analytics Data** configuration:

In the **PARAMETERS** section enter the following information:

client_id Enter your Service Account private key **client_id**.

client_email Enter your Service Account private key **client_email**.

client_id and **client_email** They are specified in the Service Account private key file.

```

{
  "type": "service_account",
  "project_id": "██████████",
  "private_key_id": "██████████",
  "private_key": "-----BEGIN PRIVATE KEY-----
████████████████████████████████████████████████████████████████████████████████
-----END PRIVATE KEY-----\n",
  "client_email": "██████████@██████████.iam.gcp",
  "client_id": "██████████24",
  "auth_uri": "https://accounts.google.com/o/oauth2/auth",
  "token_uri": "https://accounts.google.com/o/oauth2/token",
  "auth_provider_x509_cert_url": "https://www.googleapis.com/oauth2/v1/certs",
  "client_x509_cert_url": "██████████"
}

```

1.3.2 Import your Service Account Private Key in your SAP Cloud Platform Integration Tenant Default Keystore (system.jks)

1.3.2.1 Prepare the Private Key / Certificates

You need an enriched text editor like Notepad++.

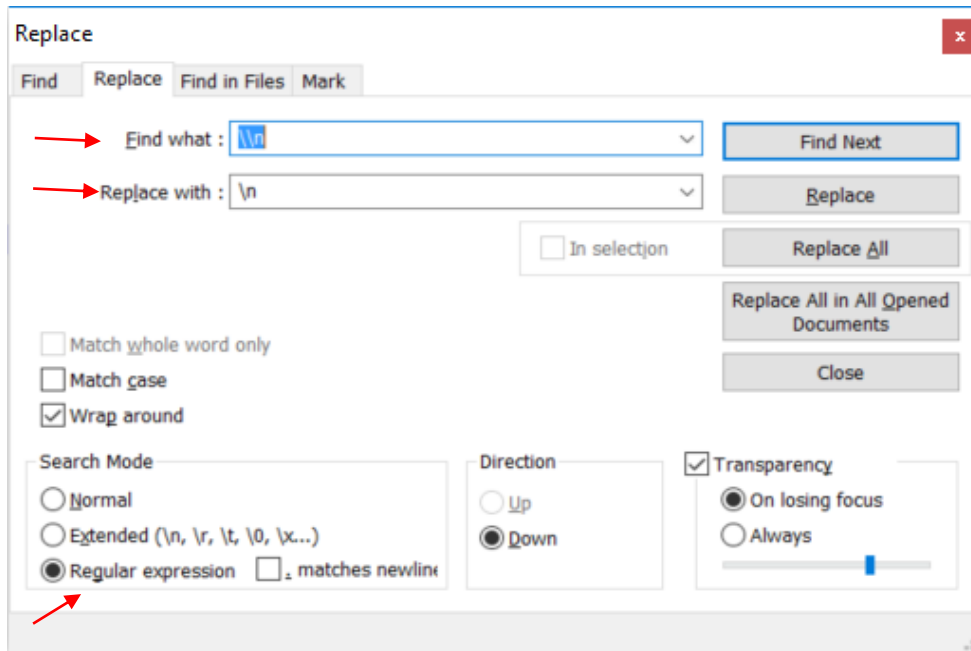
1. Open your Service Account private key file.
2. Copy the private key section and paste it in Notepad++. Section starts from "-----BEGIN PRIVATE KEY-----" to "-----END PRIVATE KEY-----".

```

"private_key": "-----BEGIN PRIVATE KEY----- From
nMIIEvAIBADANBgkqhkiG9w0BAQEFAASCCKYwggStAgEAAoIBAQQDZ4QeI9twLc9Po\nVDb3Hw6I1DRcaqdT8n3WZ4XHGDQVSDCwuwLayBQYPRC
-----END PRIVATE KEY-----\n", To

```

3. Replace "\\n" by "\n" using regular expression.



4. Save the file using the following naming convention (<client_id>_PrivateKey).
5. Example: 112952269487196941492_PrivateKey.txt.
6. Open your Service Account private key file.
7. Copy the URL for "client_x509_cert_url" and Paste in the browser. You will get the certificates related to your service accounts.
8. For each certificate related to your service accounts, repeat step from 2 to 4. When saving the file (step 4), use the following naming conventions: (<client_id>_Certificate).
9. Example: 112952269487196941492_Certificate1.txt
10. 112952269487196941492_Certificate2.txt

1.3.2.2 Instructions on How to import the Private Key in SAP Cloud Platform Integration KeyStore

You must raise a request to SAP cloud support to trigger the import of the of the private key and certificates (saved in 1.3.2.1) into the key store of your tenant as Key Pair.

Please download the guide [Globalization scenario for private key sharing - intended for Customer.pdf](#) that outlines the steps you should perform to share the private key file to the SAP cloud support. The guide is attached as document to the HCI SAP Hybris Marketing Cloud - Google Analytics Package.

1.3.3 Set up your Connection Between SAP Hybris Marketing Cloud and SAP HANA Platform Integration Tenant

There is one service used in the Google Analytics integration. For this service a Web Service Logistical Port configuration must be made in SAP Hybris Marketing Cloud so that it can invoke the services on your SAP HANA Platform Integration Tenant.

1.3.3.1 Setting up the Communication System

Before you can set up your Communication Arrangement, you must set up the communication system that points to the SAP Cloud Platform Integration tenant in use. To set up the communication system, follow these steps:

1. Log on to your SAP Hybris Marketing Cloud system with a user that has administrator authorizations.
2. From the SAP Fiori Launchpad choose the [Communication Systems](#) app.
3. Choose [New](#).
4. Set [System ID](#) to CUAN_GA_ENRICH_IA and enter [system name](#) for your communication system.
5. Choose [Create](#).
6. In the [Communication System Draft](#) screen, fill in the following:
 1. Under [Technical Data](#), enter the Host Name: <your SAP Cloud Platform Integration tenant base URL>.
 2. Under [User for Outbound Communication](#): choose the plus (+) sign and type in:
 1. [Authentication Method](#): User Name and Password
 2. [User Name](#): <your SAP Cloud Platform Integration tenant admin user>
 3. [Password](#): <your SAP Cloud Platform Integration tenant admin user password>
 4. Choose [Create](#)

Save your changes and exit the app.

1.3.3.2 Setting up the Communication Arrangement

Once you have set up the communication system that points to the SAP Cloud Platform Integration tenant, you must set up the communication arrangement. There is one outbound service used in the Google Analytics integration. Follow these steps to set up the communication arrangement:

1. Log on to your SAP HANA Marketing Cloud system with a user that has administrator authorizations.
2. From the SAP Fiori Launchpad, choose the [Communication Arrangements](#) app.
3. Create a new communication arrangement.
4. Choose the scenario [SAP_COM_0079](#) (Marketing - Google Analytics Integration).

5. Enter an arrangement name.
6. Choose [Create](#).
7. In the [Communication Arrangement](#) screen, fill out the following:
 1. Choose the communication system that you created previously.
 2. Choose the SAP Cloud Platform Integration user that you assigned to the communication system.
 3. Under [Outbound Services](#) fill in the services as follows:
 - Service Status: Active
Path: [/http/com.sap.hybris.mkt.gaw.googleAnalyticsServiceRead](#)
Port: 443
8. Save your changes and exit the app.

1.4 Terms of Use

Google API calls are restricted to what is delivered as part of the SAP Google Analytics - SAP Cloud Platform Integration. For any additional custom extensions or calls to Google AdWords, the customer should request its own API key and advise SAP.

www.sap.com/contactsap

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Material Number:

