Concept - Silverpop integration

SILVERPOP-1 - Jira project doesn't exist or you don't have permission to view it.

- started as email marketing company
- evolved to marketing database
- stores what customers do on the web
- good salesforce integration
    - gather new contacts
    - put leads in channels
- can still send newsletter
- but can timely deliver message to multiple channels
- integration with omniture
- gather behaviour data in near real time
    - most distinct feature
- complex suite of APIs

- reporting data
- trigger messages
- REST API
  - to feed data from other systems in real time
- integration w/ cms
  - EPI server cms
    - going directly to the backend database
  - do some real time personalisation based on marketing data
  - IBM interact
    - too heavy
    - not integrated w/ silverpop
- competitors
  - ermarsys?
  - oracle
  - adobe
  - salesforce exact target
- epi-pop **integration**
  - forms shown in cms, but fields are from pop and submit results to pop too ✅
    - can also create fields directly from CMS ❌
    - **EXTERNAL FORMS**
  - login for customers ✅
    - **LIKE WE DID FOR SUGAR**
  - etracking (track pages for logged in users) ✅ ❓ validate
    - **LIKE WE DID FOR SUGAR**
  - personalize pages based on user info in pop ✅
    - **LIKE WE DID FOR SUGAR**
  - publish pages to silverpoop as mailing templates ✅
    - **LIKE NEWSLETTER**
- what do we need
  - access to demo/test instance
  - documentation for APIs
  - perhaps list of rest calls utilised by EPI integration
- integration w/ sugar
  - bi-direct sync of accounts, leads and contacts
  - lead alerts
- universal behaviours
  - used for real time bidirectional communication w/ other systems
- recomendation
  - **build forms in magnolia and submit them to pop** ❌
  - they have web-xml API (puke)
  - async batch upload support over FTP
  - use webxml
  - purchase info is in "relational tables"
  - can trigger e-mailing via api too
- **use cases:**
  - **forms**
  - **personalization - traits from silver pop in magnolia**
  - **self registration & author login**
  - **push of pages as e-mail templates (optional)**
  - **push into mobile (optional)**