How To Send External Store / Order Feeds to Commerce Cloud Einstein

salesforce

Purpose

Based on the feedback of many Commerce Cloud Einstein Clients like you, we understand you may have a need to send order data to the PI engine from outside the Commerce Cloud digital environment. Two possible drivers for this need are:

- For Store Orders: You have a large brick & mortar store presence and would like Commerce Cloud Einstein to utilize that transaction data
- For Pre-Commerce Cloud Order History: You are new to the Commerce Cloud Digital platform and want to leverage transactional data from your legacy source.

File Metadata

To accommodate this need in a standard way, you may send external store / order feed via SSH File Transfer Protocol (SFTP). The files sent, must meet the following specifications to be incorporated into the Einstein engine automatically.

File Characteristics	Value
File Name Format	Non_DW_YYYYMMDD.order.tsv.gz
Frequency	For Store Orders: Daily For Pre-Commerce Cloud Order History: One-Time
Incremental or Full Replace	For Store Orders: Incremental For Pre-Commerce Cloud Order History: Full
File Character Set (i.e., ASCII, EBCDIC, UTF-8)	ASCII
File Type (Fixed or Delimited)	Delimited
Field Delimiter (Comma, Tab, Semicolon)	Tab
Header Record (Number of Header Records)	1
End of Record Character (CR, CRNL etc.)	Carriage Return\New Line
Text Encase Character (i.e. Double Quote)	No
Control File (Yes or No)	No
Unique Record Identifier(s)	TRANSACTION_KEY, PRODUCT_KEY

File Contents

Field Number	Field Name	Data Type	Max Length	Required?	Comments
1	TRANSACTION_KEY	String		Yes	For Store orders, this can be Store ID + Trans Date + Register + Trans Num
2	TRANSACTION_DATE	Datetime	8	Yes	YYYYMMDD
3	CUSTOMER_KEY	String		No	See Footnote 1
4	CUSTOMER_EMAIL	String		Yes	See Footnote 1
5	BUYER_EMAIL	String		Yes	See Footnote 1
6	PRODUCT_KEY	String		Yes	SKU-level product identifier See Footnote 2
7	MASTER_PRODUCT_ KEY	String		Yes	If the line-item is a simple product or item, this is a copy of field #6 IF the line-item is a variant product of a variant master, this should be the PRODUCT_KEY of the master product See Footnote 2
8	NET_SALES_UNITS	Number		No	
9	NET_SALES_AMT	Number		No	
10	GROSS_SALES_AMT	Number		No	
11	RETURN_FLAG	String	1	No	0-1 binary flag

Footnote 1: At least one of the 3 fields above (CUSTOMER_KEY, CUSTOMER_EMAIL or BUYER_EMAIL) must be populated. Please exclude anonymous transactions from the feed.

Footnote 2: The PRODUCT_KEY and MASTER_PRODUCT_KEY must match the keys in the Commerce Cloud catalog.

Steps to Successful SFTP

Step 1: Have a developer create file to spec

- Have your IT/developer Team build the order file to specifications provided on the previous 2 pages
  - Save file as .txt, rename file from .txt to .tsv, in terminal enter 'gzip ' Non_DW_YYYYMMDD.order.tsv path, select enter and N to overwrite original (For MacOS users)
- Once complete, share sample file with Support and request SFTP login credentials in your deployment request
- Support will follow up confirming file built to specification or what changes need to be made. SFTP login credentials will also be emailed directly to the case creator once your einstein deployment is complete.

Step 2: Log into your Commerce Cloud Einstein SFTP directory

- Share with your IT Team the SFTP login credentials previously provided by Support.
- Client IT Team uses FTP application (For this example: FileZilla) and create a new site with Protocol: SFTP - SSH File Transfer Protocol
- Host depends on the region name selection made in Production Business Manager > Administration > Operations > Predictive Intelligence Configuration > [Site Name]
  - If Region Name: Americas
    - Then FileZilla Host: sftp.cquotient.com
  - If Region Name: EU
    - Then FileZilla Host: sftp.eu.cquotient.com
  - If Region Name: APAC
    - Then FileZilla Host: sftp.apac.cquotient.com
- Log in using username and password provided by Support
- Select 'Connect'
- OR connect in the command line using: [username]@sftp.[region selection above].cquotient.com

Step 3: Successfully post file/s

- Please post your historical order or store order feed files to the /incoming directory using the file metadata rules on page 3
- Reach out in existing support ticket to confirm feeds have been received by the Einstein engine
- Make adjustments if needed