

Redpoint Interaction Version 6.2 – Release Note

1 About this Document

This document describes Redpoint Interaction (RPI) version 6.2. It contains the following sections:

- Major Features: this section describes the most significant enhancements to RPI introduced in the new release.
- Plugins: this section details new, and changes to existing, plugins included in RPI v6.2.
- Other Features: this section describes other features added in RPI v6.2.
- Deprecated Plugins: this section documents a list of plugins that will be deprecated in RPI v6.2.
- Upgrade Considerations: this section describes considerations that should be borne in mind when upgrading to RPI v6.2.

2 Major Features

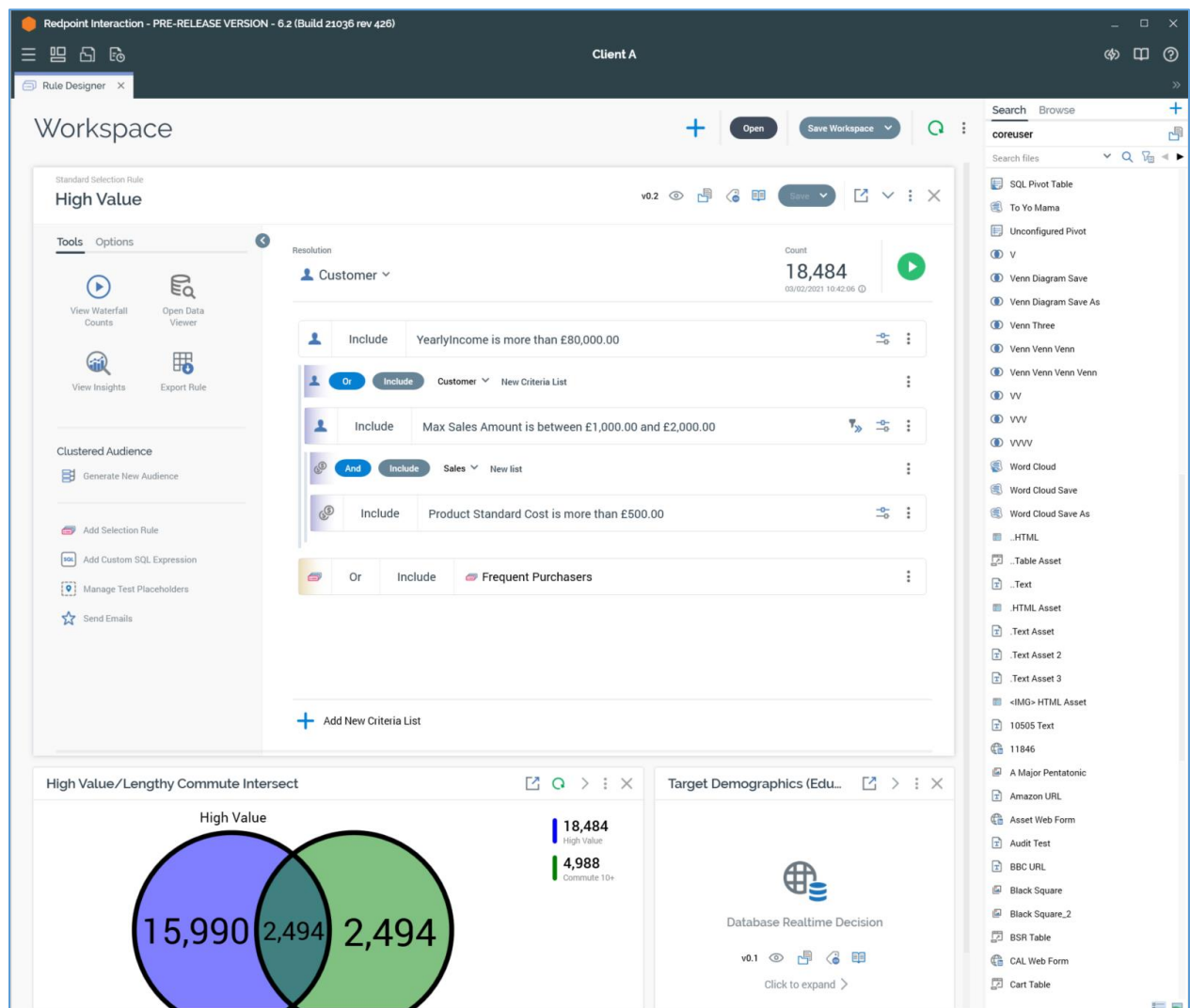
The following section documents the major enhancements that have been introduced in RPI v6.2.

Rule Designer

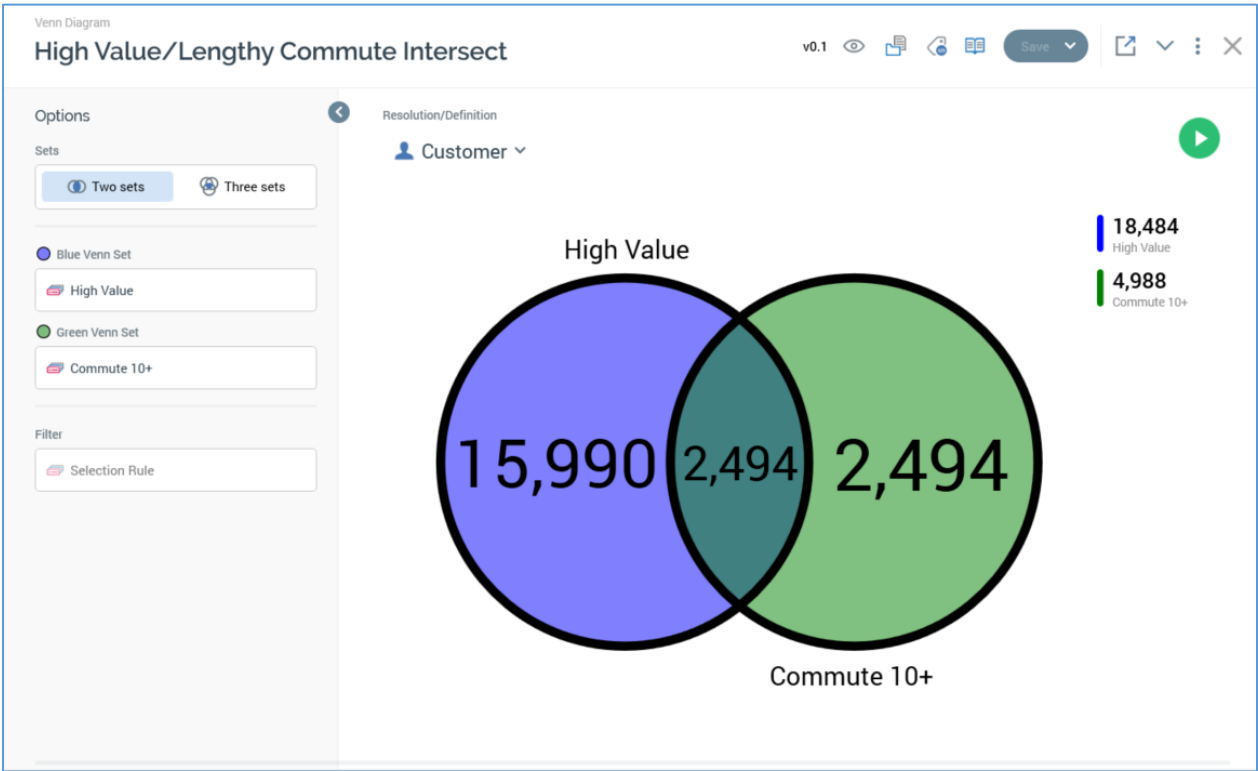
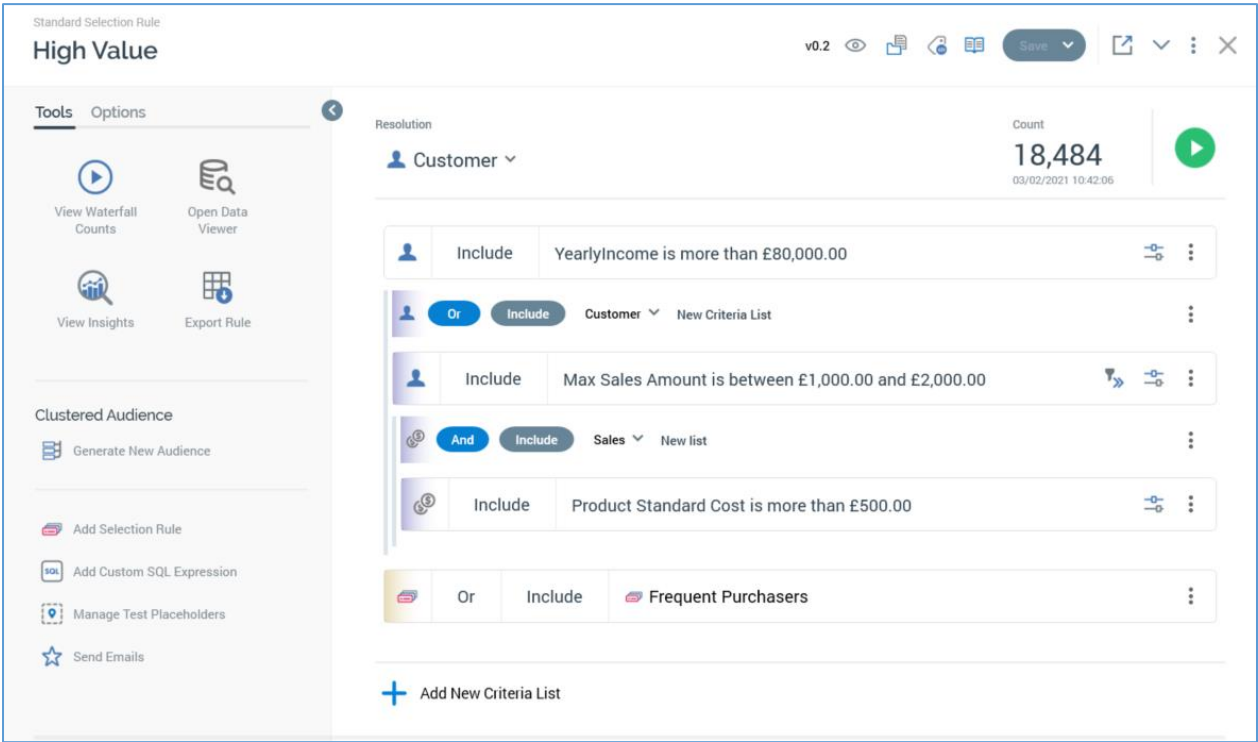
The Rule Designer has been extensively overhauled as part of the RPI v6.2 release. In addition, support for a number of new features has been added.

Redesigned Interface

The Rule Designer user experience has been comprehensively reappraised. The original, floating panel multi-document interface, within which screen real estate was inevitably compromised, has been redesigned to dramatically improve the user's interaction with selection rules, analysis panels and realtime decisions.



A rule or panel can now be displayed in expanded mode, in which full details are displayed:



Database Realtime Decision

Target Demographics (Education or Occupation)

v0.1      Save   

Based On ⓘ

Realtime cache offer  RTC Offer

Any At least one of the decision criteria below must be met  + Add New Criterion

English Education equals 'Bachelors' or 'High School' 

Set Criterion using String Comparison

Compares the attribute to a string value

Operator Value

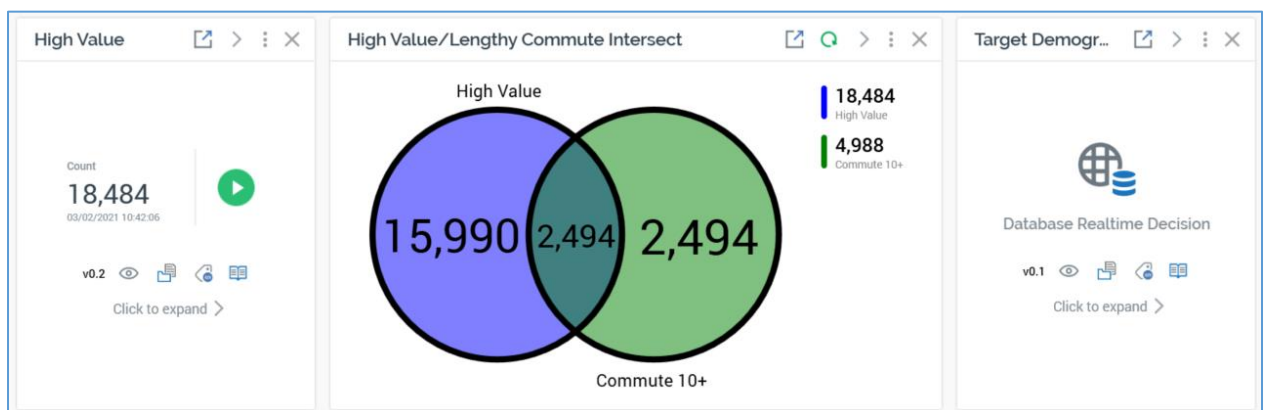
Equals  Bachelors, High School

Done

English Occupation equals 'Management' or 'Professional' 

+ Add New Criteria List

...or collapsed mode, in which a more limited set of properties are visible:



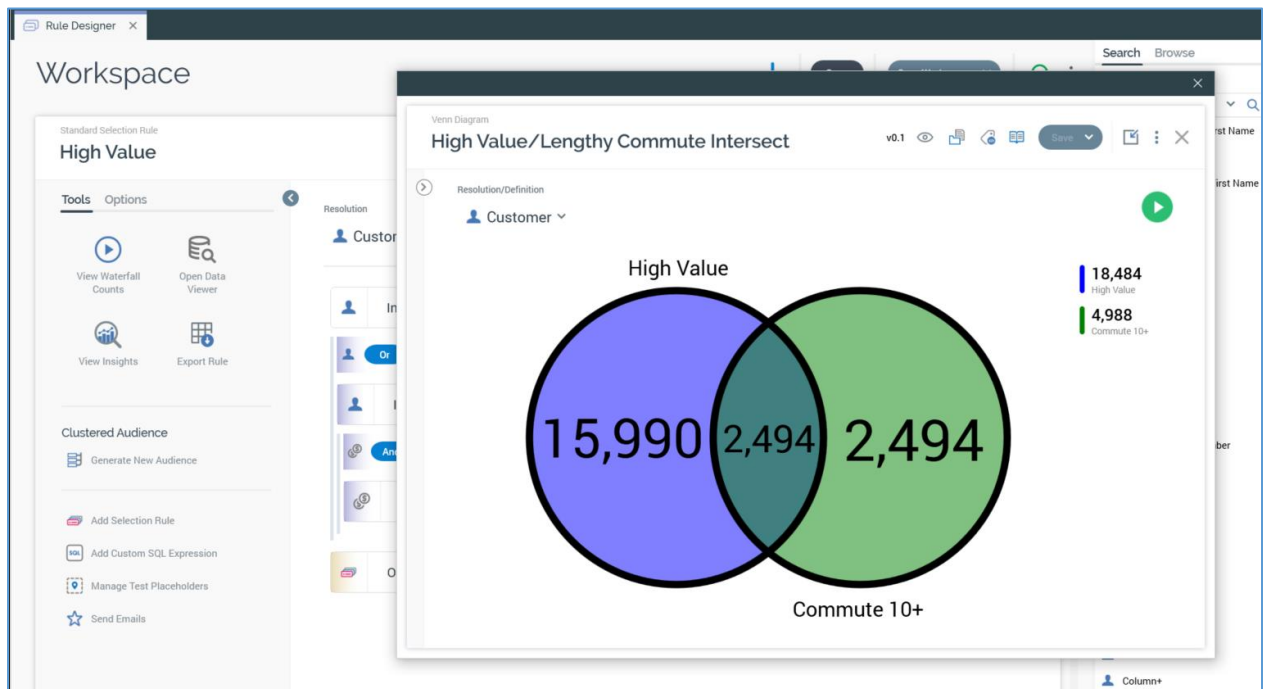
Note that, irrespective of the mode in which displayed, the Rule Designer continues to support the concurrent display of multiple rules or panels, which can be re-ordered in a manner akin to widgets within a dashboard.

All functionality available in the RPI v6.1 Rule Designer continues to be supported in v6.2.

User story reference: 11156, 12901, 12902, 12903, 12904, 12905

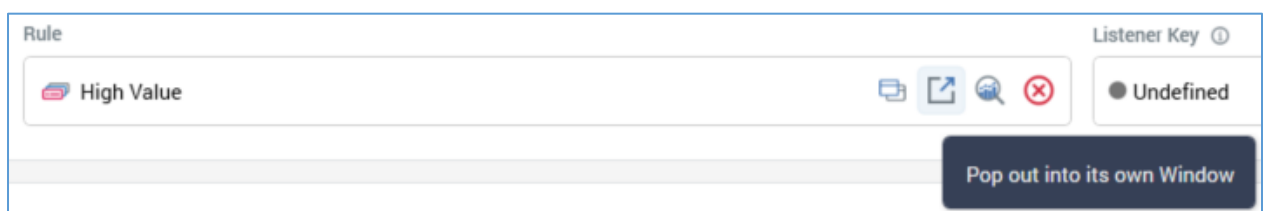
Pop Out/Snap Back

It is now possible to pop a rule or panel out from the Rule Designer to facilitate its display in an independent, modeless Window:



Having snapped out a rule or panel, it is then possible to snap it back into the Rule Designer. Multiple rules can be snapped out at the same time.

This feature has also been introduced at rule or panel file properties. For example, at a Rule Smart Asset:



User story reference: 8051

Rule Designer-Refresh All

A new Refresh All button facilitates the concurrent refresh of all rules and/or panels, which support such, within the current Rule Designer instance.

User story reference: 8947

Waterfall Window at Standard Selection Rules

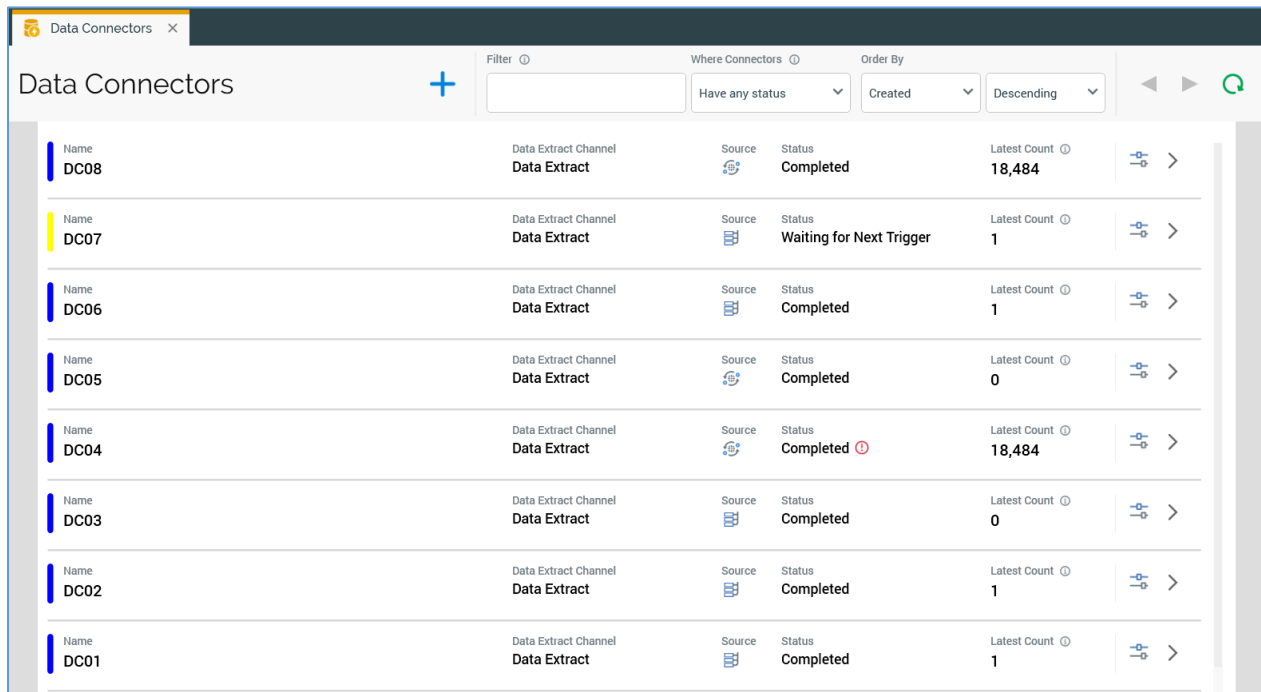
Support has been extended at standard selection rules for the displaying of waterfall counts in a separate Window (as per basic selection rules).

User story reference: 11068

Data Connectors

Data Connectors are a brand new feature in RPI v6.2. A data connector allows you to transfer data, on a repeating basis, to a third party. Data connectors provide a simpler way to effect data integration without the unnecessary overhead inherent in performing this task using an interaction.

A new Data Connectors interface has been added:



The screenshot shows the 'Data Connectors' interface. At the top, there's a header with a '+', a filter input, and dropdowns for 'Where Connectors' (set to 'Have any status'), 'Order By' (set to 'Created'), and 'Descending'. Below this is a table listing connectors DC01 through DC08. Each row includes columns for Name, Data Extract Channel, Source, Status, Latest Count, and expandable details.

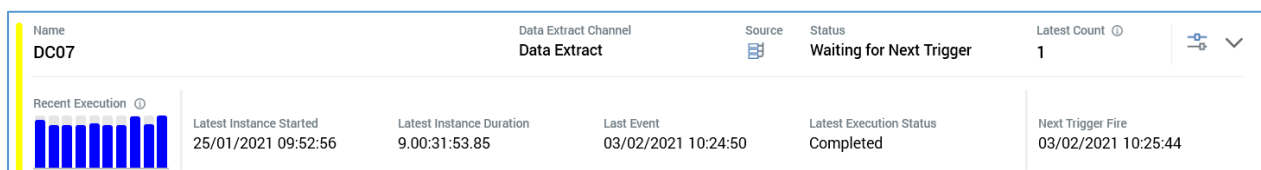
Name	Data Extract Channel	Source	Status	Latest Count	
DC08	Data Extract Channel	Data Extract	Completed	18,484	>
DC07	Data Extract Channel	Data Extract	Waiting for Next Trigger	1	>
DC06	Data Extract Channel	Data Extract	Completed	1	>
DC05	Data Extract Channel	Data Extract	Completed	0	>
DC04	Data Extract Channel	Data Extract	Completed	18,484	>
DC03	Data Extract Channel	Data Extract	Completed	0	>
DC02	Data Extract Channel	Data Extract	Completed	1	>
DC01	Data Extract Channel	Data Extract	Completed	1	>

Initially, three types of Data Connector are supported:

- Data Extract: facilitates the regular export of data to a file from RPI.
- Realtime Cache: facilitates the regular transfer of RPI data to visitor profiles within the RPI realtime cache.
- Salesforce CRM: facilitates the regular transfer of data from RPI to the provider.

Support for other channels will be added in subsequent releases.

Within the Data Connectors interface, you can expand a connector to view its details:



The screenshot shows the expanded details for connector DC07. It includes a 'Recent Execution' bar chart, and a table with execution metrics.

Recent Execution	Latest Instance Started	Latest Instance Duration	Last Event	Latest Execution Status	Next Trigger Fire
	25/01/2021 09:52:56	9:00:31:53.85	03/02/2021 10:24:50	Completed	03/02/2021 10:25:44

You can also manage an existing connector in the overlay provided (a variation of which is also used when creating a connector):


Manage Data Connector

 Valid

Delete Connector

DC07

Save

Run Now

Deactivate

Results

Data Extract Channel

Data Extract

Status

Waiting for Next Trigger

Latest Count

1

Latest Workflow Instance

Started

25/01/2021 09:52:56

Duration

9 days, 34 minutes and 53 seconds

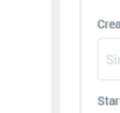
Last Event

03/02/2021 10:27:50

Status

Completed

Recent Execution



Next Trigger Fire Times

03/02/2021 10:28:44

03/02/2021 10:29:44

03/02/2021 10:30:44

03/02/2021 10:31:44

03/02/2021 10:32:44

Data Connector File Details

Modified

25/01/2021 09:52:51

Modified by

coreuser

Created

25/01/2021 09:52:51

Created by

coreuser

Data Source

Schedule

Channel Configuration

Trigger

Create

Single workflow instance

Start At

25/01/2021 09:52

And

never end

Recurrence

Daily

Weekly

Monthly

Manual

Once every

Every

Day(s)

At

Duration

From

To

0

:

1

minute(s)

00 : 00

23 : 59

If firing missed, trigger will fire as soon as able to. Thereafter

Commence hourly schedule based on new most recent firing time

Time Zone

(UTC+00:00) Dublin, Edinburgh, Lisbon, London

Constraints

No constraints have been defined

Close

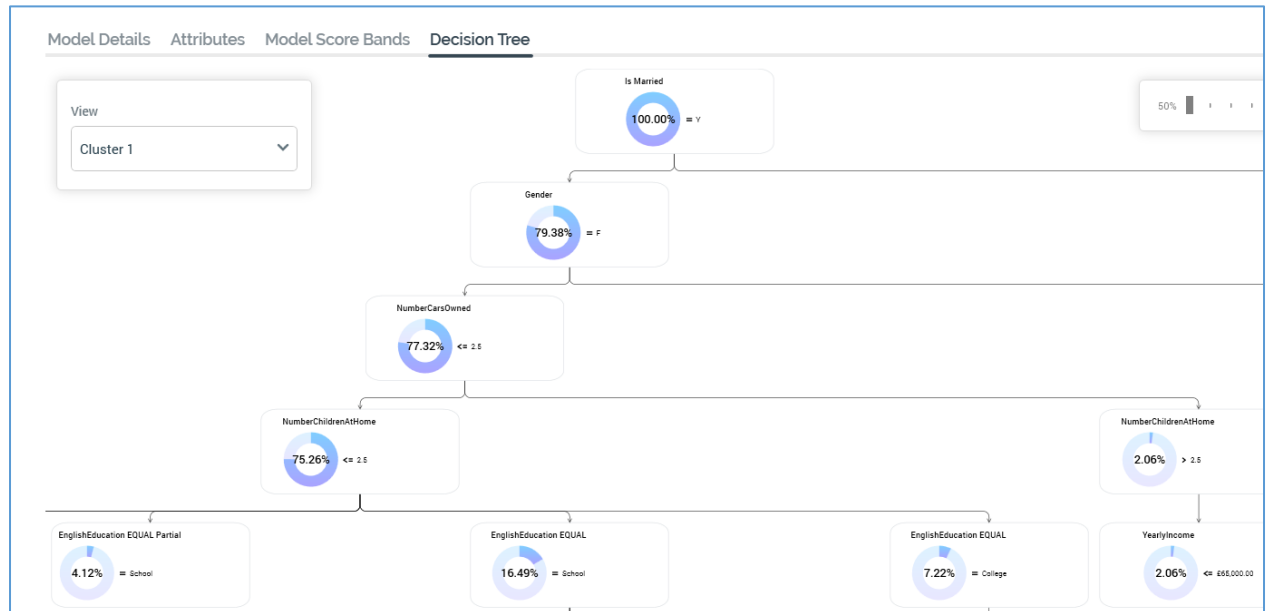
User story reference: 12193, 12194

Model Project Enhancements

The following changes have been made in the context of Model Projects:

Decision Tree

Clustering models built using the standard selection rule's Clustered Audience feature now provide access to a read-only Decision Tree:

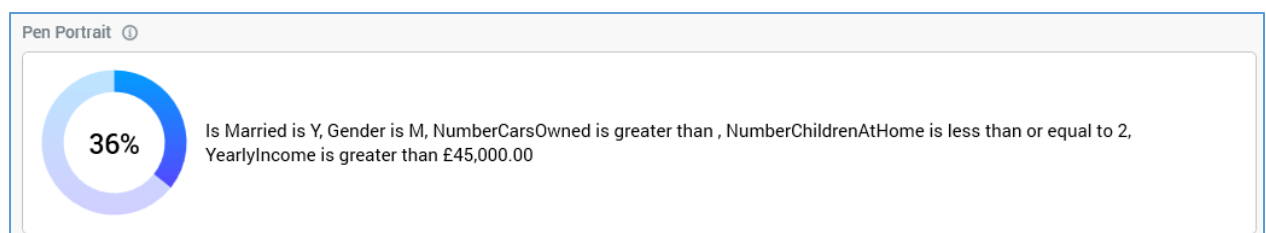


The tree provides visibility of a cluster's constitution, in terms of the proportion of records therein that share specific attribute values.

User story reference: 12543

Pen Portraits

When viewing Audience Insights in respect of a clustered audience, and having selected an output segment at the same, a new Pen Portrait section, displayed within the Insights Window, provides a verbal description of the segment's constitution:



User story reference: 11039

Upgrade to New API Aesthetic

The look-and-feel of the Model Project Designer has been upgraded to match the new RPI aesthetic:

Everyone 27 Clusters

Valid

Model Details

Attributes

Model Score Bands

Decision Tree

Model

Everyone 27 Clusters

Type

Clustering

Version

1

Best Fit Score

0.823196

Author

coreuser

Created

21/01/2021 10:38:13

Output Field

Cluster

Field Name	Attribute
Gender	Gender
EnglishEducation	English Education
EnglishOccupation	English Occupation
Is_Married_928	Is Married
NumberCarsOwned	NumberCarsOwned
NumberChildrenAtHome	NumberChildrenAtHome
YearlyIncome	YearlyIncome

Model Details

Attributes

Model Score Bands

Decision Tree

Discrete Band

Band Name

Cluster 1

Discrete Band Values

0

Discrete Band

Band Name

Cluster 2

Discrete Band Values

1

3 Plugins

Email Service Providers (ESPs)

The following changes have been made in the context of RPI's ESP connectors:

New ESPs

Support has been added for two new ESPs in RPI v6.2:

- LuxSci (user story reference 8491).
- Cordial (user story reference 12185).

Salesforce Marketing Cloud (SFMC) Enhancements

The following changes have been made in the context of RPI's SFMC ESP plugin:

- The ability to persist SFMC email send definitions in a specified subfolder at the provider has been added (user story reference 11222).
- PGP and GPG encryption when exporting data to SFMC has been added (user story reference 12111).
- RPI's usage of SFMC SendLog functionality has been reappraised (user story reference 12265).

SendGrid Enhancements

The following changes have been made in the context of RPI's SendGrid ESP plugin:

- Mail merge file generation performance has been optimized using a concurrency queue approach (user story reference 12831).
- The ability to authenticate a SendGrid channel, leveraging the v2 API, using API Keys has been added (user story reference 12418).
- An option to specify that older event files be processed first has been exposed at the SendGrid channel configuration interface (user story reference 12860).
- A new channel configuration option will facilitate specification that SendGrid email offer execution will fail in the event of no mail merge files being generated (user story reference 13144).
- The ability to configure a secondary password header value as been added to the channel configuration interface (user story reference 12667).
- The batch uploading of email events to SendGrid is now logged (user story reference 11976).

- The option to retain SendGrid JSON files generated during channel execution has been added at the channel configuration interface (user story reference 12018).
- Performance will be optimized by downloading SendGrid event files hosted in AWS S3 in parallel (user story reference 12862).

Cheetah Digital Enhancements

The following changes have been made in the context of RPI's Cheetah Digital ESP plugin:

- Automatic mapping of attributes when configuring a channel will be introduced. Note that this will also apply at the provider's SMS channel (user story reference 11546).
- Fields within a channel's data field mapping will be identifiable as mandatory, and validation issues will be raised at email test send and interaction execution in the absence of provision of the same (user story reference 10422).
- Changes will be made to the channel's Max Send Batch Size property (user story reference 12048).

Acoustic

The IBM Marketing Cloud ESP plugin has been updated to reflect the provider's name change to 'Acoustic'

User story reference: 12040

Database Providers

SQL Server

Support has been added for the following in the context of RPI's SQL Server plugin:

- Use of ColumnStore indexes at RPI-generated temporary tables (user story reference 11851).
- Use of Identity Columns when generating unique temporary table IDs (user story reference 11852).
- Use of SELECT INTO as an alternative approach to using UPDATE FROM queries at audience temporary tables (user story reference 11853).

Azure SQL Database

Support has been added for the following in the context of RPI's Azure SQL Database plugin:

- Addition of a new system configuration setting to control whether query execution can be retried in the event of the occurrence of an 'Invalid object name' database error (user story reference 12347).

Azure Synapse Analytics

Support has been added for the following in the context of RPI's Azure Synapse Analytics plugin:

- Use of ColumnStore indexes at RPI-generated temporary tables (user story reference 11854).

AWS Redshift

Support has been added for the following in the context of RPI's AWS Redshift plugin:

- Application of the DISTSTYLE option at RPI-generated temporary tables (user story reference 12747).

CosmosDB

Support has been added for the following in the context of RPI's CosmosDB plugin:

- Support for partition keys at RPI-generated collections (user story reference 9628).

SMS Provider

Twilio SMS

Support has been added for the following in the context of RPI's Twilio SMS plugin:

- Utilization of the Twilio SMS Bulk Export and Message Resource API when retrieving message history (user story reference 12390).
- Specification of a time window for the retrieval of message/subscription history (user story reference 12392).

Social Provider

Facebook Enhancements

Support has been added for the following in the context of RPI's Facebook plugin:

- Offline channel configuration (user story reference 12201).
- Compatibility with v9.0 of the Facebook API (user story reference 12698).

Web Adapter

Support has been added for a new URL shortener web adapter:

- Rebrandly (user story reference 11186).

Queue Provider

Support has been added for a new queue provider:

- Kafka (user story reference 1281).

Survey Provider

Alchemer

The SurveyGizmo plugin has been updated to reflect the change of the provider's name to 'Alchemer'.

User story reference: 12297.

Realtime Cache Providers

SQL Server

Support has been added for a new SQL Server realtime cache provider.

User story reference: 12085

MongoDB Cache

Support has been added for new ssl, ReplicaSet and ConnectionString parameters at RPI's MongoDB realtime cache provider.

User story reference: 12064

4 RPI Realtime Enhancements

The following enhancements to RPI Realtime functionality have been added in v6.2:

- The use of system variables to dynamically specify RPI Realtime log file names (user story reference 12523).
- Provision of a new RPI Realtime Agent Status endpoint (user story reference 12520).
- Exposure of a new RPI Realtime endpoint that facilitates the batching of a number of events in a single call (user story reference 12849).
- The ability to delete a parameter from an RPI Realtime visitor profile (user story reference 12516).
- Hierarchical context path support (user story reference 12429).
- Support for the in-process hosting of the RPI Realtime Agent (user story reference 12426).
- When invocation of an RPI Realtime decision endpoint includes calls to multiple cached attribute lists, support for the calling thereof to be performed in parallel (user story reference 12508).
- On invocation of an RPI Realtime decision endpoint, the ability for the decision result to be returned prior to the visitor's cached profile being updated (user story reference 12509).
- Exposure of an RPI Realtime endpoint that facilitates the deletion of a visitor's cache profile record (user story reference 13083).
- Support for the persistence of collections of values within visitor profile parameters (user story reference 12428).
- Support for aggregate custom criteria at realtime decisions. These facilitate the building of decision criteria that perform aggregate functions on visitor profile parameters containing collections of values - for example, satisfy criterion when value 'x' is more frequent than 'y' in a given collection (user story reference 8850).
- Addition of a new Web Device data warehouse table (user story reference 3418).
- Performance improvements at the Web Events Importer system task (user story reference 12108).

Performance improvements at the Web Cache Data Importer system task (user story reference 12109).

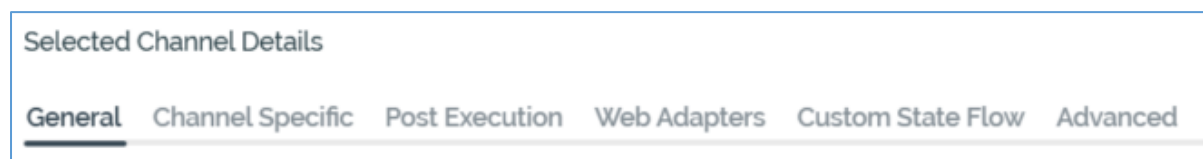
5 Other New Features

The following features are also introduced in RPI v6.2:

Channel Enhancements

The following enhancements to channel functionality have been added in v6.2:

- Support for PGP encryption at Data Extract channels (user story reference 447).
- The ability to specify header and/or authentication details at a channel's post execution service call (user story reference 10644).
- The reorganization of the Channels configuration interface through the introduction of a tabset:



User story reference: 12198

Interaction Designer Enhancements

The following enhancements to Interaction Designer functionality have been added in v6.2:

- Introduction of Undo/Redo functionality (user story reference 230).
- PGP encryption support at the Export activity (user story reference 681).
- Support for the receipt of transactional data at Queue Listeners, sourced from a visitor profile in accordance with the selected realtime queue profile, for use in e.g. table assets (user story reference 12427).
- Exposure of a Time Zone property at scheduled triggers and wait for event activities (user story reference 4263).

Offer Designer Enhancement

When embedded files are used in an email offer's Subject Line property, they are now listed at the Embedded Items dialog.

User story reference: 10643

Attribute Enhancement

When building an aggregation attribute, it is now possible to select the same Aggregation and Target Table.

User story reference: 10671, 12601

Smart Asset Designer Enhancements

The following enhancements to Smart Asset Designer functionality have been added in v6.2:

- The ability to personalize inline smart asset content by adding attributes within the same (user story reference 11448).
- A new Prevent Repeat Sends For publish option, used when invoking queue listener functionality via a smart asset content listener key, which prevents repeat sends to the same recipient over a specified period of time (user story reference 11905).

Data Project Designer Enhancement

The ability to specify a prefix to be used at tables into which the data is to be imported has been added.

User story reference: 9141

File System Enhancement

When exporting and importing RPI files, the files in question will be zipped and unzipped as required.

User story reference: 12080

Publish History Enhancement

The Publish History dialog, accessed from the Landing Page and Smart Asset Designers, has been redesigned to match the new RPI aesthetic.

Smart Asset Publish History

Unpublish

✓

Status

Published

Name

RTD Testbed Smart Asset

Version

0.18

Published Date

03/02/2021 14:05:05

Published By

coreuser

Published Name

RTD Testbed Smart Asset

Published URL

--

Method

Cache

Instance ID

1746

Latest Published Instance

Previous Published Instances

Unpublish

Published	Name	Version	Published Date	Published By	Published Name	Published URL	Method	Unpublish
✕	RTD Testbed Smart Ass...	0.18	14/01/2021 13:26:39	coreuser	RTD Testbed Smart Ass...		Cache	
✕	RTD Testbed Smart Ass...	0.17	14/01/2021 13:26:29	coreuser	RTD Testbed Smart Ass...		Cache	
✕	RTD Testbed Smart Ass...	0.16	14/01/2021 13:25:40	coreuser	RTD Testbed Smart Ass...		Cache	
✕	RTD Testbed Smart Ass...	0.15	14/01/2021 13:16:01	coreuser	RTD Testbed Smart Ass...		Cache	
✕	RTD Testbed Smart Ass...	0.14	13/01/2021 11:03:27	coreuser	RTD Testbed Smart Ass...		Cache	
✕	RTD Testbed Smart Ass...	0.14	12/01/2021 10:20:37	coreuser	RTD Testbed Smart Ass...		Cache	

User story reference: 11658

Catalog Enhancements

The following enhancements to Catalog functionality have been added in v6.2:

- The ordering of tables by schema and table name (user story reference 8221).
- The ability to optionally specify a table description (user story reference 207).

Audience Snapshot Enhancement

The ability to persist metadata at an audience snapshot has been added.

User story reference: 10634

Data Process Projects Enhancement

The ability to clone a data process project has been added.

User story reference: 10653

File Template Enhancement

A Create New File from Template option at Interaction, Audience and Offer Template files has been added at the File System Dialog and Folder Search component.

User story reference: 8950

Functional Permission Enhancement

A new File Download functional permission, which limits access to downloading files from the Interaction Results window, has been added.

User story reference: 9913

Audit Enhancement

Changes to a system task's active status or schedule are now audited.

User story reference: 11954

Preferences Enhancements

The following enhancements to Preferences functionality have been added in v6.2:

- A new option to control whether data is to be loaded automatically on Data Viewer invocation (user story reference 7202).
- A new Data Project Execution alert (user story reference 10419).
- Application of the new RPI aesthetic at the Preferences interface (user story reference 12532).

User Details & Preferences

[User Details](#)[Options](#)[Alerts](#)[Followed Files](#)[Change Details](#)[Change Password](#)

Toolbox Files

☒ Only display files relevant to the current context
☐ Always display all files regardless of the current context

File System Dialog

☒ Save the last folder regardless of file type
☐ Save the last folder per file type (where applicable)

Button Display

☐ Always display buttons on all file choosers
☒ Only display certain buttons on hover

Training Aids

☒ Show training aids where applicable
☐ Don't show any training aids

Selection Rules

☒ Refresh Data Viewer results automatically on invocation

Session Tabs

☐ Re-open tabs on sign in

Toolbox Position

☒ Right hand side of designers
☐ Left hand side of designers

Designer Canvas Colors

Background

Use Default

Foreground

Use Default

Foreground (Accent)

Use Default

Scheduler Rules

Scheduler Rules, which can be used to control the allocation of work to cluster nodes, are supported in RPI v6.2. Note that this functionality is only available through updating an entry in the operational database, and is exposed at the RPI or Server Workbench user interface.

User story reference: 11630

Operations Enhancements

The following enhancements to Operations functionality have been added in v6.2:

- The revisiting of the application of filters to limit records displayed at operational interfaces (user story reference 7466, 12659).
- Housekeeping of SFMC Send Definitions (user story reference 11221).

Migration Scripts

Migration scripts, which facilitate the copying of RPI clients across clusters, have been provided in RPI v6.2.

User story reference: 9347

6 Deprecated Plugins

Support for the following plugins will be withdrawn in RPI v6.2:

- Email
 - Dyn
 - Mailgun
- SMS
 - Salesforce
 - Msgme (inbound)
- Social
 - Foursquare
 - Tumblr
- Data Onboarding
 - Zipline
- Database
 - Amazon DynamoDB
- Miscellaneous
 - Handwriting.io

User story reference: 10511

7 Upgrade Considerations

The following should be borne in mind when upgrading to RPI v6.2:

- Upgrades to RPI v6.2 are only supported from RPI v6.0 onwards (user story reference 12191).
- The Machine Learning option is no longer supported at Goal Smart Assets. Support for determination of goal realization using Redpoint Automated Machine Learning will be added in a future release (work item reference 13280).
- Training Aids are disabled by default at a new RPI installation, through system configuration setting Default EnableTrainingAids being set to False at new installs (work item reference 13239).