

SAS® Digital Marketing 6.3 (Non-distributed Mode)

Updated April 2014

Overview

This document provides requirements for installing and running SAS Digital Marketing software. You must update your system to meet these requirements before running SAS Digital Marketing software. The version of the SAS System required for SAS Digital Marketing 6.3 is SAS 9.4.

SAS Visual Analytics Administration and Reporting (VAAR) 6.4 – Non-distributed Version

SAS Digital Marketing includes the non-distributed version of VAAR (single machine, or SMP environment) by default (see note). VAAR is required to enable the 'Reporting Workspace' in the CI Studio user interface. If VAAR is not installed, the Reporting Workspace will not be available in your system. Please reference deployment instructions for more information.

This version of VAAR is only supported on Linux and Windows X64 operating systems.

If SAS Digital Marketing is to be installed on an operating system other than supported versions of Linux or Windows x64, VAAR must be installed on another machine.

Please see the Visual Analytics 6.4 [system requirements](#) for more information.

Note: If the distributed version of VAAR is required, select the SAS Digital Marketing - Distributed Version software package.

The following major requirements are listed in this document:

- Software requirements
- Hardware requirements
- Database support
- Specific product requirements

This document may be updated periodically. For additional information and to view the latest system requirements for your system, access the Install Center site at

<http://support.sas.com/documentation/installcenter/94/index.html>.

Administrator Privileges

Administrator privileges are required to install various updates. This requirement ensures that SAS Digital Marketing 6.3 can be completely and safely installed. SAS Digital Marketing 6.3 is an application that can reside on multiple platforms.

SAS Digital Marketing is a multi-tier application consisting of client tier, middle tier, and server tier deployments.

Software Requirements

Client Tier

Client Applications

The SAS Digital Marketing client tier includes:

- SAS Digital Marketing Studio 6.3
- SAS Management Console 9.4

Web Browser

The primary end user interface is an integrated component of SAS Customer Intelligence Studio (included). SAS Customer Intelligence Studio is accessed via a supported web browser.

The following page lists the supported web browsers, which include Chrome, Firefox, and Internet Explorer:

<http://support.sas.com/resources/thirdpartysupport/v94/browsers.html>.

Some SAS web applications use Adobe Flash Player to provide interactive functionality. For support, see:

<http://support.sas.com/resources/thirdpartysupport/v94/browsers.html#flash>

Client Tier Operating System Support

Supported operating systems are as follows (contact SAS Technical Support for patch levels):

- Windows 7 32-bit
- Windows 7 64-bit
- Window 8 32-bit
- Windows 8 64-bit
- Windows 8 Enterprise-32 bit
- Windows 8 Enterprise-64 bit
- Windows 8 Professional 32-bit
- Windows 8 Professional 64-bit

Presentation Virtualization Environments

Support for presentation virtualization environments (for example, Citrix) for clients included with SAS Digital Marketing is consistent with the SAS corporate support policy, which can be found at

<http://support.sas.com/techsup/pcn/virtualization.html>.

Specific environment combinations should be reviewed by knowledgeable SAS professional services prior to deployment.

Middle Tier

Middle Tier Applications (Inside the Firewall)

The following products are included on the SAS Digital Marketing middle tier machine:

- SAS Customer Intelligence Studio 6.3, which includes SAS Digital Marketing Extensions for SAS Customer Intelligence Studio
- SAS Digital Marketing Web Studio and Web Reporting Infrastructure 6.3
- SAS Digital Marketing Server 6.3
- SAS Customer Intelligence Reporting Mid-Tier 6.3
- SAS Foundation Services 9.4

Your SAS Digital Marketing package may also include the following optional SAS products:

- SAS Marketing Operations Management Artwork Producer
(delivered with separately licensed SAS Marketing Operations Management mid-tier)
- SAS Marketing Operations Management Digital Asset Management
(delivered with separately licensed SAS Marketing Operations Management mid-tier)

***Note:** An “outside the firewall” configuration is applicable for the Tracking servlet (optional in case of reverse proxy).*

Middle Tier Operating System Support

Supported operating systems are as follows (contact SAS Technical Support for patch levels):

- AIX, Release 7.1
- HP-UX 11i version 3 (11.31), update 5 and higher
- Red Hat Enterprise Linux 6, update 1 (64-bit version) on the x64 chip family
- Solaris 10 Update 9 for SPARC architecture
- Solaris 11 and higher for SPARC
- Solaris 10 x64 (x64-86)
- SUSE Linux Enterprise Server 11 SP 1
- Windows Server 2008 64-bit with Service Pack 2 or higher
- Windows Server 2008 R2 64-bit
- Windows Server 2012 64-bit

Middle Tier Java Application Server Support

The relevant Java Software Developer Kit’s (JDK) and the latest information and special instructions can be found on the Third Party Support Web site:

<http://support.sas.com/resources/thirdpartysupport/v94/jdks.html>

Product Requirements

The middle tier of the SAS 9.4 Intelligence Platform includes a SAS Web Application Server and a SAS Web Server for use as an HTTP server. See the following web site for more information:

<http://support.sas.com/resources/thirdpartysupport/v94/appservers/index.html>.

The SAS Web Application Server is a lightweight server that provides enterprise-class features for running SAS web applications. See the following web site for more information:

<http://support.sas.com/resources/thirdpartysupport/v94/appservers/index.html>.

Server Tier

Server Tier Applications

SAS 9.4 servers run on the server tier to provide metadata, data, and compute services. The following applications are required on the server tier:

- SAS Management Console 9.4
- SAS/ACCESS
- SAS/GRAPH
- SAS/SHARE
- SAS Foundation 9.4, which includes
 - SAS Integration Technologies
 - SAS Metadata Repository

Notes:

- *SAS Metadata Server can go on the same machine as the main server, or on a separate machine.*
- *SAS Digital Marketing includes one SAS/ACCESS Engine of choice. When included with SAS Marketing Automation, no additional SAS Digital Marketing SAS/ACCESS Engine will be included — just the SAS/ACCESS Engines included with SAS Marketing Automation.*
- *The relevant Java Software Developer Kits (JDKs) and the latest information and special instructions can be found on the Third-Party Support web site:*
<http://support.sas.com/resources/thirdpartysupport/v94/jdks.html>.

Server Tier Operating System Support

The supported operating systems for SDM Server are as follows (contact SAS Technical Support for patch levels):

- AIX, Release 7.1
- HP-UX 11i version 3 (11.31), update 5 and higher
- Red Hat Enterprise Linux 6, update 1 (64-bit version) on the x64 chip family
- Solaris 10 Update 9 for SPARC architecture
- Solaris 11 and higher for SPARC
- Solaris 10 x64 (x64-86)
- SUSE Linux Enterprise Server 11 SP 1
- Windows Server 2008 64-bit with Service Pack 2 or higher
- Windows Server 2008 R2 64-bit
- Windows Server 2012 64-bit

SAS Metadata Server 9.4

SAS Metadata Server Operating System Support

Please reference specific OS support via the BI Server system requirements available at

<http://support.sas.com/documentation/installcenter/en/ikbisrvofrsr/66644/HTML/default/index.html>.

Notes:

- If your configuration deploys the Metadata Server on the same computer as the Server Tier, the supported operating systems are the same as those listed above under “Server Tier Operating System Support.”
- VARS supports Windows 64-bit and RedHat Linux 6.1 only for its Metadata Server and is not supported with any other operating systems.

For specifics on patch levels, contact SAS Technical Support.

Hardware Requirements

Client Application Machine: Minimum Recommended

- Modern Intel or AMD processor running at 2.33 GHz or faster
- **Memory:**
 - 1 GB above your current environment (for both Adobe Flash and SAS CI Studio)
 - 128 MB graphical memory
- **Disk Space:**

SAS Digital Marketing Studio 6.3 requires a minimum install space of approximately 800 MB.

***Note:** The SAS Digital Marketing Studio is a thick client that is useful for server configuration, broadcast management, and complex broadcast editing options. A marketer can use SAS Customer Intelligence Studio, which is a web-based client that provides a user interface for creating, modifying, scheduling, and executing e-mail and SMS broadcasts.*

Middle Tier Machine: Minimum Recommended

Memory

The minimum recommended memory for the middle tier is 8 GB per core. Memory requirements for optimal performance may vary based on the requirements of other web applications running, number of total and concurrent users accessing the SAS Digital Marketing applications, and the amount of content accessed by the user.

Disk Space

- SAS Customer Intelligence Studio 6.3: 300 MB above your current environment.
- SAS Digital Marketing Web Studio and Web Reporting Infrastructure 6.3: 250 MB above your current environment.
- BESS (SDM Tracking servlets): 200 MB above your current environment.
- SAS Customer Intelligence Reporting Mid-Tier 6.3: 250 MB above your current environment.

SAS Application Tier: Minimum Recommended

For memory and disk space requirements, please see SAS 9.4 system requirements located at <http://support.sas.com/resources/sysreq/index.html>, under the relevant operating system.

Database Support

SAS Digital Marketing 6.3 can connect to various databases. The following list contains the versions of databases with which SAS Digital Marketing 6.3 is compatible:

- IBM DB2/UDB Version 10.1 and 10.5
- IBM Netezza Version 6.0, 6.1, and 7.0
- Oracle 11g, 11.2, 12.1
- Microsoft SQL Server Version 2008, 2008 R2, and 2012 Enterprise Edition—Only through SAS/ACCESS Interface to OLE DB, not ODBC
Note: The OLE DB SAS/ACCESS Engine runs only in a Windows environment. Therefore, support for SQL Server is limited to the Windows platform.
- Microsoft SQL Server Version 2008, 2008 R2, and 2012 Standard Edition—Only through SAS/ACCESS Interface to OLE DB, not ODBC
Note: The OLE DB SAS/ACCESS Engine runs only in a Windows environment. Therefore, support for SQL Server is limited to the Windows platform.
- MySQL 5.1.51 (minimum)
- SAS Datasets Version 9.4 Maintenance 2
Note: If you deploy SAS Datasets, SAS Share is also required to enable concurrent updates to response records.
- Teradata 12.0, 13.0, 13.1, 14.0 and 14.1

Notes:

- Mixing of databases will not perform to an acceptable level and is not recommended.
- You should not hold SAS Digital Marketing Response and Opt-Out tables as SAS Datasets in order to avoid possible concurrent update issues. It is advisable to use another supported database, or if necessary, SAS/SHARE. See SAS Note 47241 available at <http://support.sas.com/kb/47/241.html> for more information.

Specific Product Requirements

SAS Digital Marketing requires a Mail Transfer Agent (MTA) Server. A Mail Transfer Agent is a mail server program. MTAs interact with each other generally through the Internet. Your customer needs to satisfy this requirement directly from a third-party vendor of choice. Some MTA vendors include Port25's [PowerMTA](#) or code-crafter's [Ability Mail Server](#).

***Note:** Most high performance Mail Transfer Agents (MTAs), such as PowerMTA, automatically implement domain throttling. For high volume implementations that require domain throttling, such as a daily e-mail transmission rate that exceeds a few hundred thousand, throttling at the MTA level will be required. It is also advisable to use MTAs when the organization needs to send e-mail campaigns that contain offers of short duration; for example, when e-mail recipients need to respond quickly to offers that are valid for one day.*

In addition to a third-party MTA, an SMS/MMS gateway is needed in order to send out SMS/MMS broadcasts. Suggested gateways are [Clickatell](#), [NowSMS](#), and service providers like [Velti](#). It is the customer's responsibility to satisfy this requirement if they are interested in sending out SMS/MMS broadcasts. Contact the third-party vendor of choice for pricing.

You must also provide a fully configured e-mail server. JavaMail supports Simple Mail Transfer Protocol (SMTP), Post Office Protocol (POP), and Internet Message Access Protocol (IMAP) communication methods to an MTA.

***Note:** IMAP support for the JavaMail application programming interface (API) is experimental in this version of SAS Digital Marketing and that extended functionality, such as sub-folder processing, is not supported. Documentation is not available for this e-mail protocol.*

References

SAS Install Center: <http://support.sas.com/documentation/installcenter/>.

Third-Party Software Requirements:

<http://support.sas.com/resources/thirdpartysupport/v94/jdks.html>.

SAS Marketing Operations Management Version 6.0 Release 14 Update 2 is an optional product to use along with SAS Digital Marketing 6.3. Please contact your SAS sales enablement team or SAS services delivery team to get the latest system requirements for SAS Marketing Operations Management.

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