

CHAPTER

1

Database Considerations

<i>Campaign Management Component Databases</i>	1
<i>Database Designs</i>	1
<i>Multiple Databases</i>	2
<i>Campaign Management Component Tables Overview</i>	2
<i>Control Tables</i>	3
<i>Holding Tables</i>	5
<i>Translation Tables</i>	5
<i>Data Tables</i>	5
<i>Table Names and Synonyms</i>	5
<i>Indexes</i>	5
<i>Quick Tables</i>	5

Campaign Management Component Databases

The Campaign Management component can be used and is supported with most common SQL relational database management systems (RDBMSs) including Oracle and DB2. Multiple users at separate client workstations can use the Campaign Management component and simultaneously share the same data.

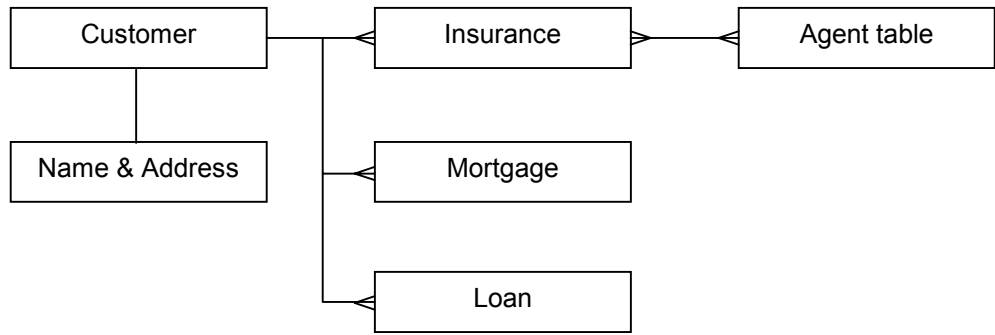
It is recommended that all the tables relating to the Campaign Management component are installed in a separate database. These tables are described later in this chapter.

Sufficient space must be allocated for:

- Marketing database tables (including quick tables).
- Control tables.
- Selection rule definitions.
- Selection rule results (holding tables).
- Report formats.
- Banding and re-coding definitions.
- SAS.

Database Designs

The Campaign Management component supports complex database designs that need not be hierarchical. A typical database may look like this:



The relationship between the tables in your database can be:

- One to one.
- < One to many.
- >———— Many to one.
- >————< Many to many.

Multiple Databases

The Campaign Management component supports multiple databases on the same database server, provided that the chosen relational database management system and ODBC driver support this facility.

The databases may be organised as separate schemas with different owners, or as distinct databases, each with a unique name.

Campaign Management Component Tables Overview

This chapter briefly explains the tables used by the Campaign Management component. These are:

- Control tables.
- Holding tables.
- Translation tables.
- Data tables.
- The Campaign Management component also uses the view ISMSHEMA. This is an SQL view that lists tables to which the currently logged on user has access. For more information, see *The View ISMSHEMA* on page 55.
- Detailed information about the tables in your Campaign Management component database is contained in *Chapter 5: Campaign Management Component Tables*.

Control Tables

Control tables are used in the Campaign Management component to direct the way underlying data is processed. These tables are generated at the time of the initial Campaign Management component installation and are stored in the same database as the data tables. All control table names begin with the characters ISM.

Control tables can be modified by any of the Campaign Management component product family.



You are **not** recommended to make changes to these tables using database utilities.

The following table summarises the contents of the control tables. For further information about the information stored in each control table, see *Chapter 5: Campaign Management Component Tables*.

Table Name	Table Contents
ISMCAMPAIGN	Stores details of campaigns.
ISMCAMP COMM	Stores details of communications associated with a campaign.
ISMCAMP COMMCH	Holds the contact history for all clients contacted by a communication.
ISMCMSEED	Contains details of individuals within the customer organisation who are used as controls for campaign activity.
ISMCODES	Stores status codes to define the types of contact or response added to the contact history and response tables.
ISMCOMPANIONS	Holds information about external applications (EXEs) that can be run from a menu in the Campaign Management component or as a scheduled task.
ISMCONFIG	Contains parameters for database specific settings. Also enables certain optional Campaign Management component functions.
ISMDBINF	Contains database information - includes description, date created, table size.
ISMDBSTR	Contains database structure information - includes record names, relationship between tables, join fields, number of rows in each table.
ISMDEFINITION	Stores definitions that are created when performing campaigns, cell splits, prioritisations, selection rules, exports, etc.
ISMDIRECTMAIL	Contains all possible direct mail code values.
IMSDOWNTIME	Contains all possible direct mail code values.
ISMEXPORTCTRL	Contains export requests for export to server tasks.

Table Name	Table Contents
ISMFLDCT	Contains information about field values - one row for each field within each table. Includes information on field names, business names, field type, width, precision, and whether or not field values (picklists) are to be created.
ISMFLDDS	Holds field descriptions entered via Campaign Management Component Maintenance. Accessed from the <i>Define Selection Groups</i> screen using the menu option <i>View Field Descriptions</i> .
ISMFLDVL	Contains picklist values for selected fields within the database.
ISMGROUP	Contains summary information for all selection groups created by selection rules, cell splits, etc.
ISMMASTR	Contains descriptions for picklist codes.
ISMREMINDERS	Holds information about the status of scheduled tasks.
ISMRESPONSES	Holds response information for campaign communications. For details of the format of the ISMRESPONSES import file, see page 5.37.
ISM RPRTS	Contains report definitions created by users.
ISMSASMODEL	Contains registered SAS generated models created by a SAS user. One row for each model stored.
ISM TASKSCHED	Holds information about all the tasks that have been scheduled by users.
ISMTRnnn	Holds details of banded and re-coded fields.
ISMTRANS	Contains user-defined banding and re-coding definitions.
ISMUSERINFO	Holds information about user permissions to control use of Campaign Management component functions, such as export, scheduling, campaign authorisation, etc.
ISMVERSN	Contains the version and refresh number of the latest data refresh run. Used by data refresh to trigger cache refresh at startup. Also used for update-dependent tasks.

Holding Tables

Holding tables are tables generated by the Campaign Management component application. When a user performs a query against the database (a selection rule), the results of the selection rule are stored in a holding table on the database server. Holding tables are also created by cell splits, prioritisations and by importing groups.

The contents of the holding table created by a selection rule vary according to whether the user chooses to create a static or a dynamic list.

See *Chapter 5: Campaign Management Component Tables* for further details of the contents of holding tables.

Translation Tables

Each time a user creates a banded or re-coded field within the Campaign Management component, a translation table is created. For example, a user may band the values in an *Age* field into 10 year age bands, or re-code the contents of an *Area* field so that they can be grouped into particular sales territories. Each table is owned by the user who created it.

By default, translation table names begin with HLDTR. However, HLD may be replaced with a different prefix, as specified in the ISMCONFIG setting `HoldingTablePrefix`.

See *Chapter 5: Campaign Management Component Tables* for details of the format of translation tables.

Data Tables

Campaign Management component data tables must be populated before the Campaign Management component can be fully installed and used.

Table Names and Synonyms

Table names, synonym names, role names, and so on, follow the naming conventions used within your organisation. The Campaign Management component allows access to many tables of the same name but by different owners. If you are using public synonyms or have two tables of the same name in different schemas, the Campaign Management component will ask you to select the required schema as it starts up.

Indexes

The Campaign Management component expects certain indexes to be present on the data tables. Create a unique index for the primary key field, and create non-unique indexes on the foreign keys. Index other fields as required.

Quick Tables

Quick tables are subsets of the main database table. They are used to provide a fast response for users developing and refining selection rules. The Campaign Management component applies a selection rule to the quick tables, and provides the user with a

prediction of the result they can expect when applying the same selection rule to the full database.

Quick tables are often based on a 1 in 10 sample of the main table (usually *Customer*) and must be created before the Campaign Management component load process is performed. The main table and each subsidiary table will usually have an associated quick table. In some circumstances you may want to use the main table for all processing, in which case a quick table would not be needed. For example, a lookup table of descriptive information or interest rates would not require a quick table. The subsidiary quick tables must contain all the rows that relate to the main quick table. This is shown in the following table:

Customer Table	Customer Quick Table	Product Table	Product Quick Table
Customer1	Customer1	Customer1, ProdA Customer1, ProdB	Customer1, ProdA Customer1, ProdB
Customer2	Customer11	Customer2, ProdA Customer2, ProxD	Customer11, ProdA Customer11, ProxC
Customer3	Customer21	Customer3, ProdB	Customer21, ProdA
			<i>...and so on...</i>
Customer100	Customer91	Customer100, ProdA	Customer91, ProxC