

# Developer Guide

## Using web services for segments and recipients

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Version	Date	Issue
1.00	12/10/2008	GetSegments and GetContacts methods definition
1.01	06/01/2011	Security improvements: Credential parameter added in methods
1.02	09/06/2011	WSDL consolidation and disclaimer update

## 1 Disclaimer

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## 2 Working with the web service

By working with web service, you can interface any existing application with emailR. EmailR will connect to your remote application to collect information regarding available segments and related recipients.

### 2.1 Pre-requisite

To use web services, you need the following elements:

- A valid emailR account and administrator credentials
- A web server accessible by the emailR server that will publish the web service and methods.

### 2.2 Deploying the web service

You must publish a web services connected to your CRM application.

The exchange channel must be named **CRMSvc**, and is defined between the CRM and emailR to allow the 2 applications to communicate through two methods: **GetDistributionList** and **GetContactList**.

## 2.2.1 GetDistributionList

This method allows external applications to publish, and emailR to collect information related to segments (distribution lists).

**GetDistributionList** requires one string parameter: **request**. This string contains the following XML:

```
<Request>
  <Credential>
    <UID>...</UID>
  </Credential>
  <Parameters>
    <Types>SEGMENT</Types>
    <Filter>...</Filter>
  </Parameters>
</Request>
```

The **Request > Credentials > UID** value is the one configured in emailR in the profile page, “c. Test and distribution list”, “Access key”.

The **Request > Parameters > Filter** value is a parameter of your own used to filter the segments you return.

The return value of the method is a XML defined hereunder:

```
<?xml version='1' encoding='utf-8' ?>
<Segments>
  <Segment>
    <ID/>
    <Name/>
  </Segment>
  ...
</ Segments>
```

**Example :**

```
<?xml version='1' encoding='utf-8' ?>
<Segments>
  <Segment>
    <ID>4565</ID>
    <Name>My French contacts</Name>
  </ Segment>
  <Segment>
    <ID>1265</ID>
    <Name>My English contacts</Name>
  </ Segment>
</ Segments>
```

## 2.2.2 GetContactList

This method allows external applications to publish, and emailR to collect information related to contacts contained in a specified segment.

**GetContactList** requires one string parameter: **request**. This string contains the following XML:

```
<Request>
  <Credential>
    <UID>...</UID>
  </Credential>
  <Parameters>
    <SegmentID>...</SegmentID>
  </Parameters>
</Request>
```

The **Request > Credentials > UID** value is the one configured in emailR in the profile page, "c. Test and distribution list", "Access key".

The **Request > Parameters > SegmentID** value is the ID of the segments you want to retrieve the contacts for.

The return value of the method is a XML defined hereunder:

```
<?xml version='1' encoding='utf-8' ?>
<Contacts>
  <Contact>
    <...>
    ...
  </Contact>
  ...
</Contacts>
```

The child tags contained in the contact tag are the fields defined within the segment. For e.g. we can have tags like: <Email></Email><FirstName></FirstName>...

Ex :

```
<?xml version='1' encoding='utf-8' ?>
<Contacts>
  <Contact>
    <Email>john.smith@emailr.com</Email>
    <FirstName>John</FirstName>
    <LastName>Smith</LastName>
  </Contact>
  <Contact>
    <Email>ronald.charles@emailr.com</Email>
    <FirstName>Ronald</FirstName>
    <LastName>Charles</LastName>
  </Contact>
</Contacts>
```

## 3 Indexes and lexicon

### 3.1 Tags and parameters index

**CRMSvc**, 1  
**GetContacts**, 1, 2

**GetSegments**, 1  
**segmentID**, 2

### 3.2 Lexicon

#### 3.2.1 Web services

A '**Web service**' (also **Web Service**) is defined by the W3C as "a software system designed to support interoperable machine-to-machine interaction over a network". Web services are frequently just Web APIs that can be accessed over a network, such as the Internet, and executed on a remote system hosting the requested services.

#### 3.3 Web Service definition

Here is the sample WSDL of the required web service:

```
<?xml version="1.0" encoding="utf-8" ?>
<wsdl:definitions xmlns:soap="http://schemas.xmlsoap.org/wsdl/soap/"
  xmlns:tm="http://microsoft.com/wsdl/mime/textMatching/"
  xmlns:soapenc="http://schemas.xmlsoap.org/soap/encoding/"
  xmlns:mime="http://schemas.xmlsoap.org/wsdl/mime/" xmlns:tns="http://yourOwnNameSpace.com"
  xmlns:s="http://www.w3.org/2001/XMLSchema"
  xmlns:soap12="http://schemas.xmlsoap.org/wsdl/soap12/"
  xmlns:http="http://schemas.xmlsoap.org/wsdl/http/"
  targetNamespace="http://yourOwnNameSpace.com" xmlns:wsdl="http://schemas.xmlsoap.org/wsdl/">
<wsdl:types>
```

```

<s:schema elementFormDefault="qualified" targetNamespace="http://yourOwnNameSpace.com">
<s:element name="GetDistributionList">
  <s:complexType />
</s:element>
<s:element name="GetDistributionListResponse">
  <s:complexType>
    <s:sequence>
      <s:element minOccurs="0" maxOccurs="1" name="GetDistributionListResult" type="s:string"
    />
    </s:sequence>
  </s:complexType>
</s:element>
<s:element name="GetContactList">
  <s:complexType>
    <s:sequence>
      <s:element minOccurs="0" maxOccurs="1" name="segmentID" type="s:string" />
    </s:sequence>
  </s:complexType>
</s:element>
<s:element name="GetContactListResponse">
  <s:complexType>
    <s:sequence>
      <s:element minOccurs="0" maxOccurs="1" name="GetContactListResult" type="s:string" />
    </s:sequence>
  </s:complexType>
</s:element>
</s:schema>
</wsdl:types>
<wsdl:message name="GetDistributionListSoapIn">
  <wsdl:part name="parameters" element="tns:GetDistributionList" />
</wsdl:message>
<wsdl:message name="GetDistributionListSoapOut">
  <wsdl:part name="parameters" element="tns:GetDistributionListResponse" />
</wsdl:message>
<wsdl:message name="GetContactListSoapIn">
  <wsdl:part name="parameters" element="tns:GetContactList" />
</wsdl:message>
<wsdl:message name="GetContactListSoapOut">
  <wsdl:part name="parameters" element="tns:GetContactListResponse" />
</wsdl:message>
<wsdl:portType name="CRMSvcSoap">
  <wsdl:operation name="GetDistributionList">
    <wsdl:input message="tns:GetDistributionListSoapIn" />
    <wsdl:output message="tns:GetDistributionListSoapOut" />
  </wsdl:operation>
  <wsdl:operation name="GetContactList">
    <wsdl:input message="tns:GetContactListSoapIn" />
    <wsdl:output message="tns:GetContactListSoapOut" />
  </wsdl:operation>
</wsdl:portType>
<wsdl:binding name="CRMSvcSoap" type="tns:CRMSvcSoap">
  <soap:binding transport="http://schemas.xmlsoap.org/soap/http" />
  <wsdl:operation name="GetDistributionList">
    <soap:operation soapAction="http://yourOwnNameSpace.com/GetDistributionList" style="
document " />
    <wsdl:input>
      <soap:body use="literal" />
    </wsdl:input>
    <wsdl:output>
      <soap:body use="literal" />
    </wsdl:output>
  </wsdl:operation>
  <wsdl:operation name="GetContactList">
    <soap:operation soapAction="http://yourOwnNameSpace.com/GetContactList" style="document" />
    <wsdl:input>
      <soap:body use="literal" />
    </wsdl:input>
    <wsdl:output>
  
```

```

        <soap:body use="literal" />
    </wsdl:output>
</wsdl:operation>
</wsdl:binding>
<wsdl:binding name="CRMSvcSoap12" type="tns:CRMSvcSoap">
    <soap12:binding transport="http://schemas.xmlsoap.org/soap/http" />
    <wsdl:operation name="GetDistributionList">
        <soap12:operation soapAction="http://yourOwnNameSpace.com/GetDistributionList"
style="document" />
        <wsdl:input>
            <soap12:body use="literal" />
        </wsdl:input>
        <wsdl:output>
            <soap12:body use="literal" />
        </wsdl:output>
    </wsdl:operation>
    <wsdl:operation name="GetContactList">
        <soap12:operation soapAction="http://yourOwnNameSpace.com/GetContactList" style="document"
/>
        <wsdl:input>
            <soap12:body use="literal" />
        </wsdl:input>
        <wsdl:output>
            <soap12:body use="literal" />
        </wsdl:output>
    </wsdl:operation>
</wsdl:binding>
<wsdl:service name="CRMSvc">
    <wsdl:port name="CRMSvcSoap" binding="tns:CRMSvcSoap">
        <soap:address location="http://yourWebServiceLocation/CRMSvc.asmx" />
    </wsdl:port>
    <wsdl:port name="CRMSvcSoap12" binding="tns:CRMSvcSoap12">
        <soap12:address location="http://yourWebServiceLocation/CRMSvc.asmx" />
    </wsdl:port>
</wsdl:service>
</wsdl:definitions>

```