



Customer Engagement

EngageOne[®] Deliver

Versions 2.3 to 2.7.1

Enhancement Summary



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1 - EngageOne[®] Deliver

This document provides details of enhancements made between release 2.3 and 2.7. It is intended to give you an insight into the benefits of upgrading to a particular release.

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Changes in Deliver 2.7.1

Office365_OAuth2 gateway for inbound email handling – Office365_OAuth2 gateway for inbound email handling – this release provides support for email bounce and response handling through the Office 365 OAuth2 gateway. Refer to EngageOne Deliver Reference Guide – Appendix M for details.

Changes in Deliver 2.7

SparkPost API gateway for email sending – provides support for the SparkPost API email gateway used for sending emails. Refer to Reference Guide for details.

SparkPost API gateway for email bounce handling – provides support for email bounce handling through the SparkPost events APIs. Refer to Reference Guide for details.

Location tracking for URL clicks – provides support for tracking the geo-location of URL clicks within an email. It utilizes Pitney Bowes LI APIs for tracking geo-location by IP address. Refer to Reference Guide for details.

Home Page dashboard graph update – in this release the Home page dashboard bar graph has been changed to present doughnut charts for improved user experience. Date filter caching is also added to avoid frequent server hits and improve page load time

Java 11 support – This release has been tested and verified for Java 11.x with Tomcat 9.x.

Changes in Deliver 2.6

Click through tracking– provides support for URL links to enable click tracking. To support this, a URL shortening service has been added. Refer to the User and Reference guides for details

Device / OS reporting– an additional dashboard is available for reporting OS/Browser statistics for e-mail open and link clicks.

Google Analytics (GA) integration– this major feature allows for e-mail open and link click events to be pushed to the Google Analytics service. The GA open track URL is embedded in the e-mail body for e-mail opens. For link clicks, the original URL is enhanced with the necessary parameters required for the GA service. The resultant URL page (website page) will embed an equivalent JavaScript snippet for this functionality to work end to end.

URL Shortening Service – to enable click-through tracking, a URL Shortening service has been developed in this release. This service is available for independent use by any 3rd parties through API integration, irrespective of whether Deliver it is used for sending communications. With this service, a shorten URL can be obtained and embedded in the digital communication. For this to work, the Deliver shortening service must be hosted on internet accessibility.

User Experience Improvements - This release has been designed in line with Pitney Bowes Design System 4.1 for UI pages. Pages within this design paradigm offer a more pleasing look and feel. The application now provides improved navigation with the use of tabbed presentation, breadcrumbs, list pagination, etc.

Reporting APIs on Node.js Platform - with this release, new reporting APIs written on the Node.js platform are provided:

- 3rd party applications can now fetch all reporting data available in the EngageOne Deliver database and present dashboard/reports as required. Report APIs are available in two categories, Summary and Detail level. A number of simple API endpoints are provided to facilitate integration.
- The reporting APIs will run separately from the base EngageOne Deliver (Java based) application. A mirror schema can be created from the EngageOne Deliver application's production database. The APIs can be connected to the mirrored (near time replica) database in read-only mode. **Note:** these APIs cannot insert or update any database data.
- Because the APIs are run outside of base Deliver application and point to a mirrored database, there is no performance impact on the base application. You can, if required, use these APIs to run against the live production database since the connection is read-only.

SQL Server 2017 support is added and bundled Tomcat version upgrade to 8.5.33

Changes in Deliver 2.5

Database table partition support for SQL Server - This release includes support for database table partitioning for SQL Server. The primary benefit of table partitioning is to aid the maintenance of larger tables and to optimize loading and removal of large volumes of data from database tables. This support facilitates the purging of database tables, thus reducing the maintenance window and improving the availability. Additionally, in certain scenarios, this support improves query performance.

This feature has been tested on SQL Server 2014 Enterprise edition. Existing non-partition scripts for database creation are also available. This provides the ability to create normal or partitioned enabled schemas. Scripts are also provided for database maintenance from the partition perspective. Refer to the EngageOne Deliver Installation Guide for further details.

Inbound SMS relay to third party applications - This release adds support for forwarding inbound SMS to third party applications through API calls. An example use case for this functionality is direct forwarding of user generated SMS messages to EngageOne Converse (chatbot) to support 2 way communication over SMS whilst making the integration easier.

This feature supports GET and POST calls. Inbound SMS received by EngageOne Deliver through its inbound profile on SMPP/HTTP protocol are available for forwarding. Refer to the EngageOne Deliver Reference Guide and User Guide for further details.

Invoking batch processing through API calls - This release enhances the batch processing feature by including support for invocation through the REST API. Previously, this invocation was available only through the Command Line Interface over the RMI protocol. For detailed information refer to EngageOne Deliver Reference guide.

Performance benchmarking & Mobile Push improvements - This release includes performance improvements for the Mobile Push functionality. Mobile Push benchmarking has also been included in the Performance White Paper shipped with this release. Inbound (Bounce/New Email/SMS) performance benchmarking statistics are also included in the Performance White Paper.

Tomcat 9/Java 9 support - This release has been tested on Tomcat 9 with Java 9. The bundled Tomcat version has also been upgraded to Tomcat 8.5.29

Changes in Deliver 2.4

Inbound Performance Improvements - This release includes significant performance improvements to inbound email processing; specifically, bounce, reply and new emails. Inbound processing can be configured to run in the newly introduced async mode (multi-threaded) or the existing sync mode.

The inbound processing mode is set via the `inbound.process.type` property found in the ***inboundAsync.properties*** file. Note that the default processing mode setting is **sync**. Refer to the `inboundAsync.properties` section in the EngageOne Digital Delivery Reference guide.

Mobile Push Notification support for iOS devices - This release enhances the capability of the Mobile Push notification features by including support for iOS devices. In the last release, the ability to send push notifications to Android devices was introduced. Failure notifications and status tracking capability is not yet available. This feature is exposed through REST APIs only; traditional DIJ file based input is not supported.

TLS version/cipher configurability - This release supports configuration of the TLS version and cipher suite (encryption algorithm) for SMTP, POP3, IMAP, SMPP and JDBC connection to MS SQL Server. This feature is configurable either through properties files or, using system properties when starting the application server. Note that this feature has been tested with Tomcat 8.5.16 on Windows Server only. For detailed information refer to Appendix H of the EngageOne Digital Delivery Reference guide

Dashboard for Mobile Push Notification - This release includes a new dashboard section for Mobile Push Notifications. Today's statistics and summary information is based on different filters (similar to Email/SMS dashboards). Failure reporting is a limited set of captured errors.

Changes in Deliver 2.3

Mobile Push Notification - the Mobile Push Notification feature is introduced in this release. This feature supports android devices only. Notifications can be sent either through the AWS SNS gateway or direct from the FCM/GCM gateway. This feature is exposed through REST APIs only; traditional DIJ file based input is not supported

Auto Notification on email failure - This feature will allow Auto SMS notifications on email delivery failures. It can be configured for email inbound profiles using a pre-configured SMS template (static message). A new privilege has been added for template management.

Custom email channel - This is an enhancement to the custom gateway interface. In the previous versions, the custom gateway can be setup for SMS channels only. In this version, you can additionally setup the custom gateway for e-mail. The custom gateway interface allows client/services to implement their own method of sending messages, for example, using third-party REST APIs etc.

System information - A diagnostic page has been added providing system information, such as environment details, CPU/RAM statistics, database information and license information. You can access this page using Settings menu.

Gateway page improvement - A new field, **Message Type** has been added on the Add Gateway page. This field will contain values: *Email*, *SMS*, and *Mobile Push Notification*. When user selects any of these, only relevant gateways are listed in Gateway Type field.

Platform support - This version will support Windows Server 2016 and SQL Server 2016. Bundled Tomcat has been upgraded to version 8.5.16.

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