

BizTalk Adapter for Marketo: Setup Guide

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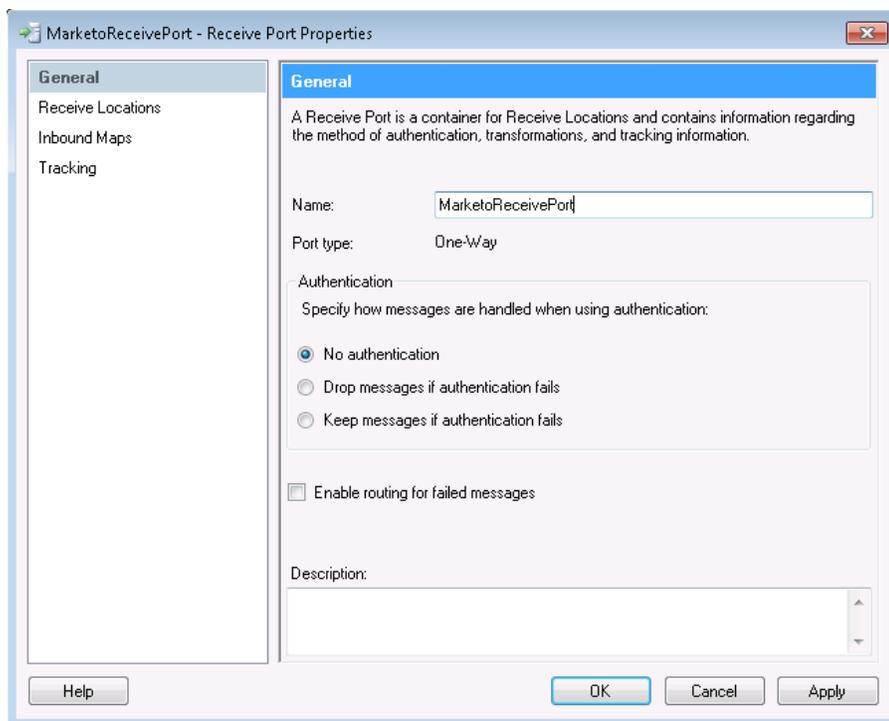
After installing the CData BizTalk Adapter for Marketo, you are ready to create and process Marketo XML messages in BizTalk. You can follow this guide to execute SQL queries to Marketo in BizTalk.

The following procedure shows how to connect to Marketo, configure a static one-way receive location, and use it to perform a simple test: retrieving data and writing it to an XML file. A receive location can execute SQL commands and create BizTalk messages that contain the results. If you want to execute updategram commands, use a send port.

Create the Receive Port

To add a receive location to your application, you first need to add a receive port. Receive ports can receive data from multiple receive locations.

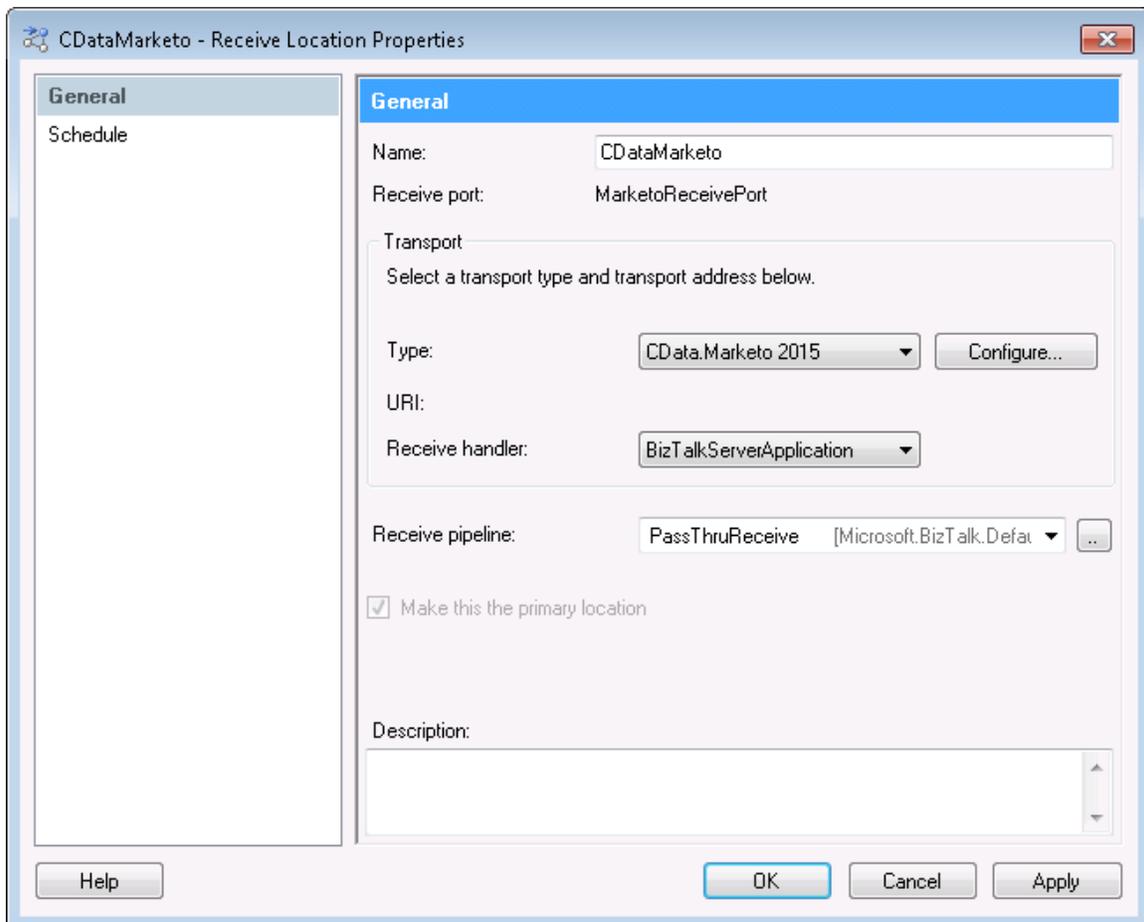
1. In your application in the BizTalk Administration Console right-click Receive Ports and click New -> Static One-Way Receive Port. The Receive Port Properties dialog is displayed.
2. In the Name menu, enter a name for the receive port.



Create the Receive Location

After you create the receive port, create the receive location and configure it to use the Marketo adapter as its transport type.

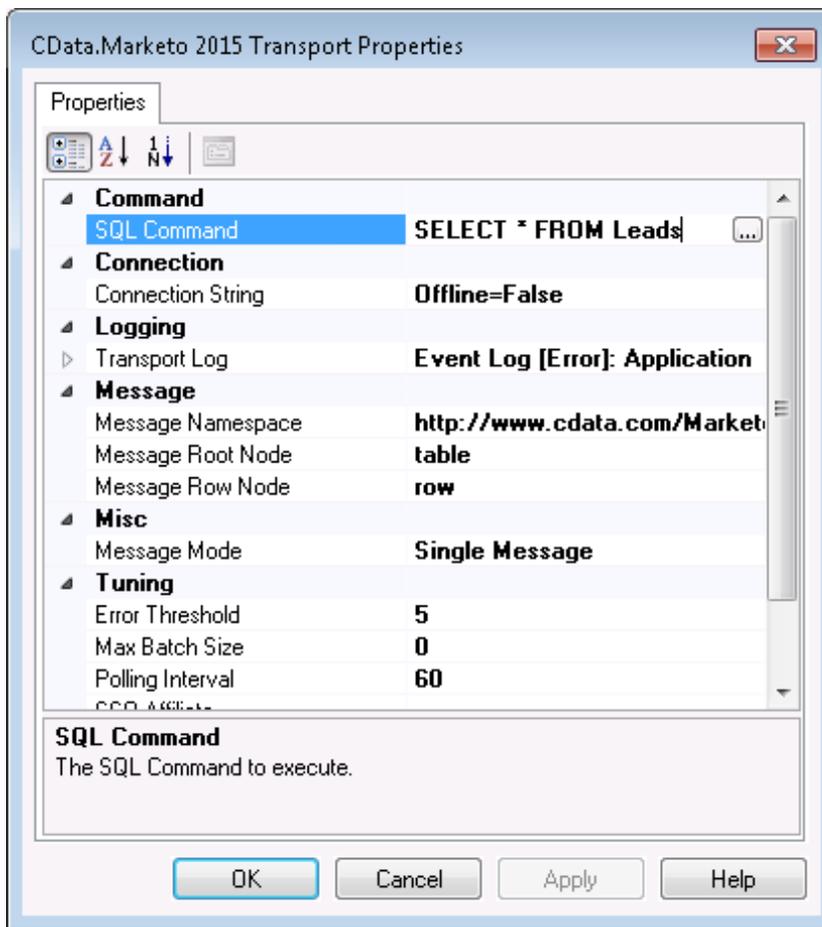
1. Right-click Receive Locations and click New -> One-Way Receive Location.
2. Select the appropriate receive port of which the new receive location will be a member. The Receive Location Properties dialog is displayed.
3. In the Name menu, enter a name for the receive location.
4. In the Receive Location properties, select CData.Marketto in the Transport Type menu.
5. In the Receive pipeline menu, select the default option, PassThruReceive.



Configure the Adapter

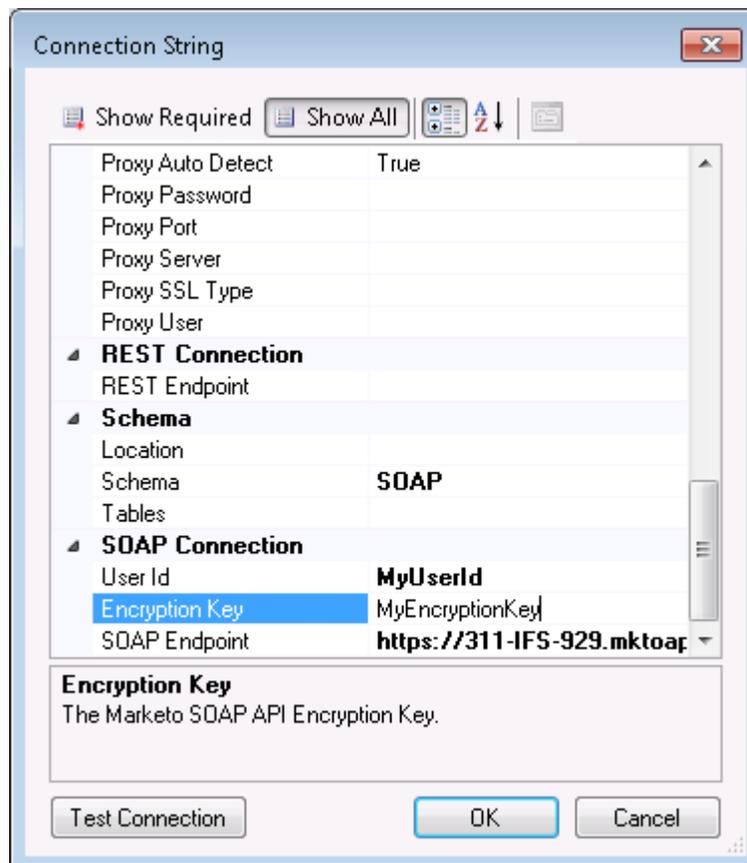
In the Transport Properties dialog, specify the command that the adapter will execute.

1. In the receive location properties, click Configure. The Transport Properties dialog for the adapter is displayed.
2. In the SQL Command property, enter the command. This example uses `SELECT * FROM Leads`



Configure the Connection String

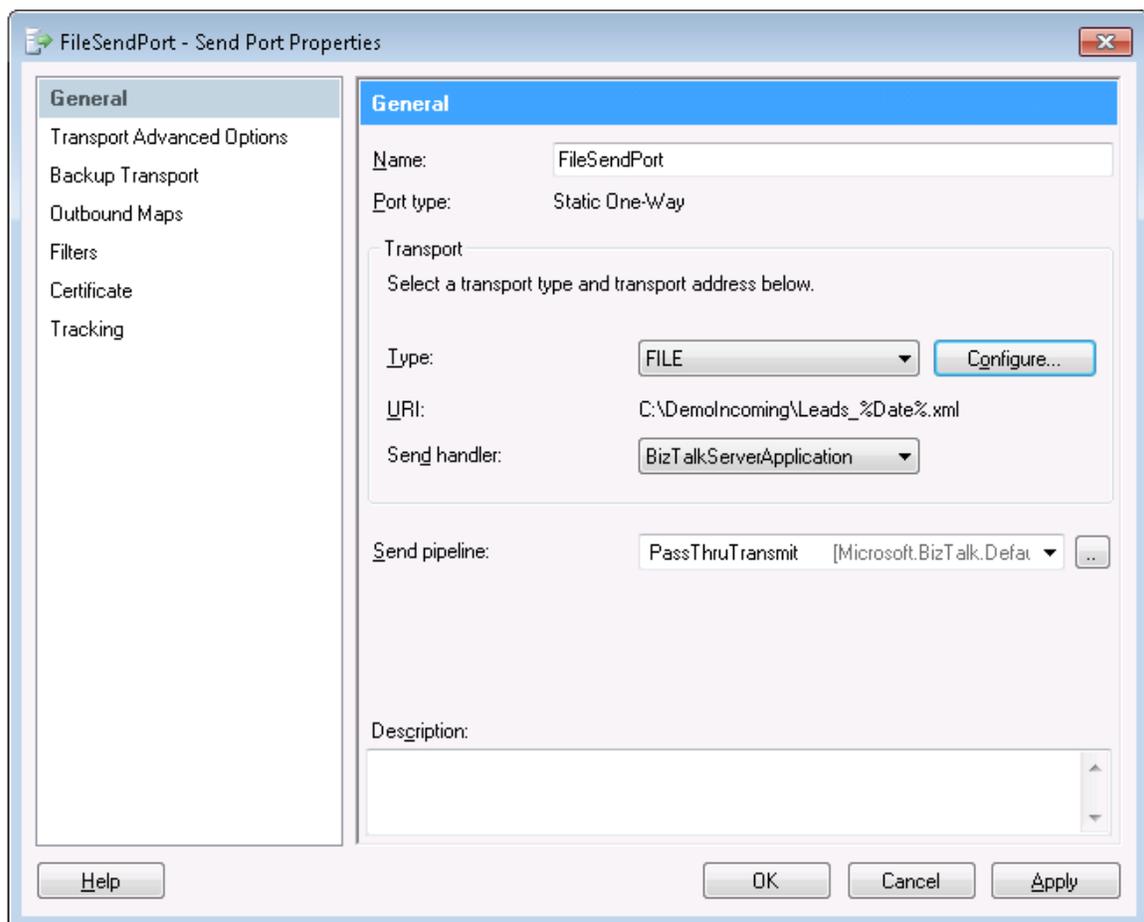
1. Set credentials and other connection properties in the Connection String Options dialog.
2. Click the button in the Connection String property.
3. Click the box in the Connection String property. The Connection String Options dialog is displayed.
4. Enter connection properties. You can find a guide on how to obtain the connection values specific to your Marketo account in the adapter help documentation.
5. Click Test Connection to verify the connection values and test connectivity.



Use a Send Port to Write Data to an XML File

The Static One-Way Receive Location is now ready for use with a send port: A send port must be associated with the BizTalk message that is created by the receive location. To write data to a file, create a file send port.

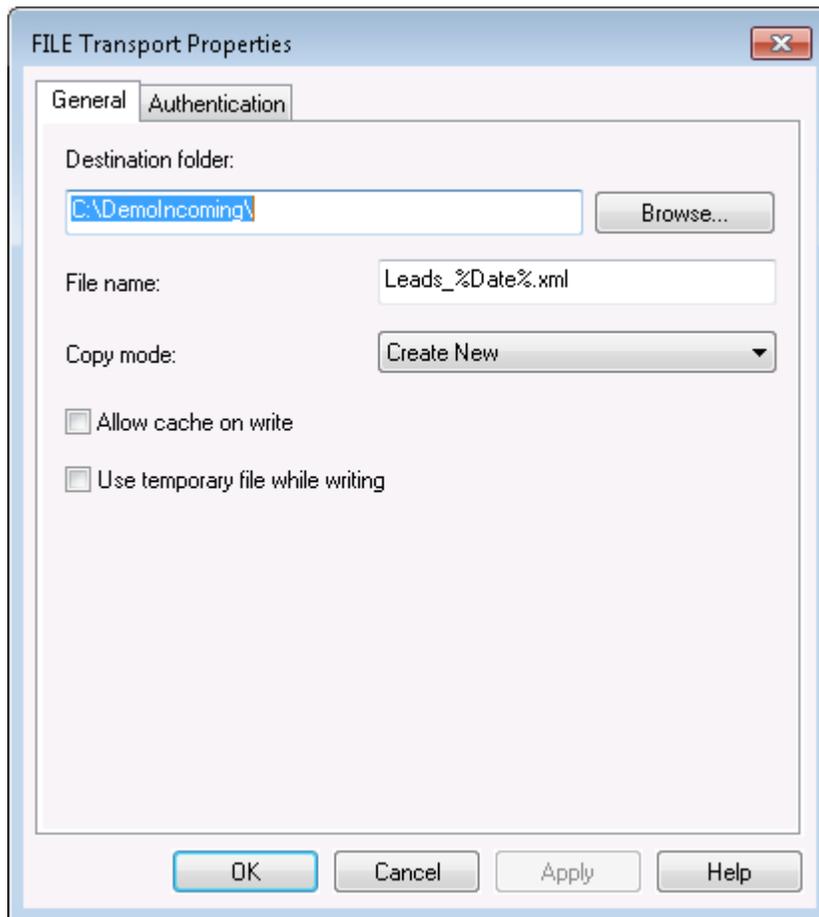
1. In the BizTalk Administration console, right-click Send Ports -> New -> Static One-Way Send Port.
2. Enter a name for the send port at the top of the configuration window and select FILE from the Type menu.



3. Configure a destination folder; this will be the location where the files are created on disk.

4. For the file name, a macro can be used to easily identify what day the file was created. By default, *%MessageId%.xml* is used. However, this is not a very user-friendly name, as it is a randomly generated BizTalk Id. To produce a file in the format *Leads_YYYY-MM-dd.xml*, enter *Leads_%Date%.xml*.

Note: For additional information regarding macros, visit the BizTalk Configuration section in the help documentation.

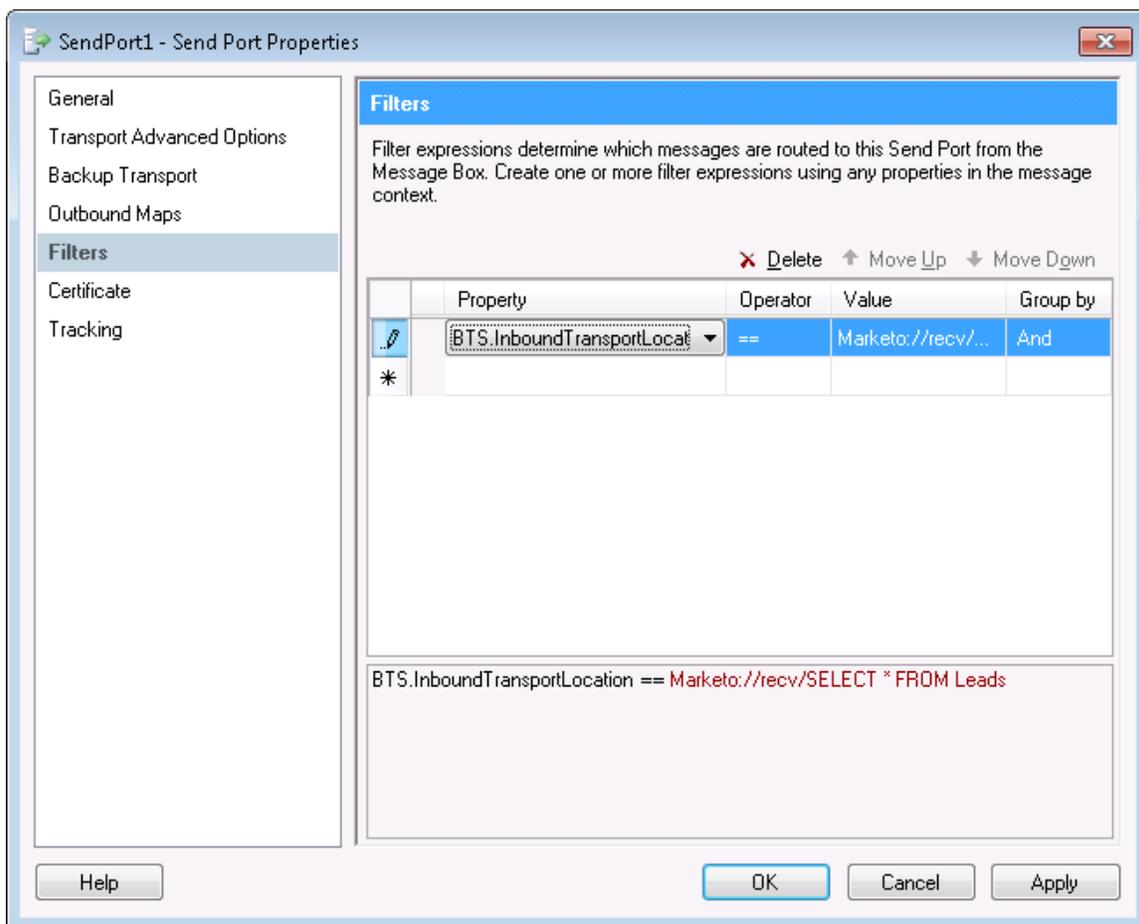


5. Click OK. The URI field should now contain a value.
6. Click Filters in the left-hand side of the configuration screen for the send port.

7. Set the following properties:

- **Property:** Select "BTS.InboundTransportLocation" from the menu.
- **Operator:** Select "==" from the menu.
- **Value:** Enter the URI of the receive location. The URI is shown in the receive location properties.

You can now use the send port to write files that have been sent from the receive location.



Enlist and Enable the Locations and Ports

The final step is to enlist the send port and enable the receive location: Right-click the send port and click Enlist. Then right-click the receive location and click Enable.

Note: Enable the receive location last: This makes sure the file gets picked up for writing by the send port.

Troubleshooting

To check if errors are occurring, expand “Event Viewer (Local)” in the navigation tree in the Administration Console. Expand Windows Logs and click Applications.

The log will include error messages for all applications on the system, so it is important to check that the source of the error message is “CData BizTalk Marketo Receive Adapter”. Details of the error message should provide insight into why the error is occurring.

Next Steps

You can find more guides to working with Marketo data in BizTalk in the CData knowledge base (KB) and help documentation. Free trials and free support are available.

Download the Adapter

To get started working with live Marketo data, download a free trial.

<http://www.cdata.com/drivers/marketo/download/>

Driver Technology Documentation

The adapter help documentation includes resources to help you connect to Marketo, configure the adapter in send ports and receive locations, and example schemas.

<http://cdn.cdata.com/help/DKA/bt/>

Integration Tool Support

The CData knowledge base includes guides to generate and use schemas.

<http://www.cdata.com/kb/?tab=prod&id=marketo&tech=biztalk>

How to Contact CData Support

If you do not find a guide for your application in the knowledge base or have questions during your trial, use the support form. <http://www.cdata.com/support/submit.aspx>

For more information on CData support packages, see the Support Options page.

<http://www.cdata.com/support/>