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# Integrating Oracle® Marketing Cloud (Eloqua) with Oracle Service Cloud (RightNow)

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# 1 Introduction

This chapter includes the following topics:

- [Overview of Integrating Oracle Marketing Cloud \(Eloqua\) and Oracle Service Cloud \(RightNow\)](#)
- [About Integration Cloud Service App for Eloqua](#)
- [About Oracle Eloqua Cloud Adapter](#)
- [About Oracle RightNow Cloud Adapter](#)

## Overview of Integrating Oracle Marketing Cloud (Eloqua) and Oracle Service Cloud (RightNow)

This document outlines the implementation and configuration steps that are required to integrate Oracle Marketing Cloud (Eloqua) with Oracle Service Cloud (RightNow). The integration is designed to support customers who wish to take advantage of the latest capabilities of the Eloqua application, and leverage their existing investment in RightNow. In the integration, RightNow accounts can be synchronized with Eloqua, and contacts can be bi-directionally synchronized between applications.

The integration provides the following features:

- Create or update contacts in RightNow based on contact events in Eloqua
- Create or update contacts in Eloqua based on contact creation or update in RightNow
- Create or update accounts in Eloqua based on organization creation or update in RightNow

## About Integration Cloud Service App for Eloqua

The Integration Cloud Service app for Eloqua is used on an Eloqua program or campaign canvas to send data to a pre-defined ICS flow.

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NOTE: The Integration Cloud Service app for Eloqua is required for interaction between Oracle Eloqua and Oracle ICS.

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Learn more about installing and using the Integration Cloud Service App for Eloqua [here](#).

## About Oracle Eloqua Cloud Adapter

The Oracle Eloqua Cloud Adapter enables you to create an integration between your Oracle Eloqua Cloud application, and Oracle RightNow. You configure the Oracle Eloqua Cloud Adapter as a trigger (inbound) connection (Oracle Eloqua Cloud to

Oracle Integration Cloud Service) or as an invoke (outbound) connection (Oracle Integration Cloud Service to Oracle Eloqua Cloud).

Learn more about Oracle Eloqua Cloud adapter [here](#).

## About Oracle RightNow Cloud Adapter

The Oracle RightNow Cloud Adapter enables you to create an integration between your Oracle RightNow application, and Oracle Eloqua Cloud application. You configure the Oracle RightNow Cloud Adapter as a trigger (inbound) connection (Oracle RightNow Cloud to Oracle Integration Cloud Service) or as an invoke (outbound) connection (Oracle Integration Cloud Service to Oracle RightNow Cloud).

Learn more about Oracle RightNow Cloud adapter [here](#).

## 2 Configuring Eloqua for the Integration

This chapter includes the following topics:

- [Installing and Configuring Eloqua ICS App in Eloqua](#)
- [Creating Custom Fields in Eloqua](#)

### Installing and Configuring Eloqua ICS App in Eloqua

Using the following links to install and configure the Eloqua ICS app in Eloqua.

- Install the Eloqua ICS app in Eloqua from the [Oracle Cloud Marketplace](#).
- Configure the Eloqua ICS app to connect with ICS [here](#).

### Creating Custom Fields in Eloqua

You create the following custom fields in Eloqua to enable the RightNow integration.

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NOTE: These fields should be named exactly as they appear below to avoid additional configuration.

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Contact:

- RightNow Contact Id
- RightNow Organization Id

Account

- RightNow Organization Id

*To create the custom fields*

1. In Eloqua, click the Settings icon, and then, under Tasks, click **Manage Fields & Views**.
2. Expand the Contact Fields list.
3. Click the + icon, and select **Add Contact Field**.
4. Fill in the required information using the following table:

Parameter	Value
Display Name	RightNow Contact Id
Data type	Text
Field type	Text
Default Value	No default value
Default Update Logic	Always Update

5. Select the following checkboxes:
  - Contact Field is required
  - Do not pre-populate this field with Eloqua for Sales
  - Restrict access to this field from Web Data Lookups
6. Click **Save**.
7. Repeat steps [3](#) through [6](#) to create a field with the following information:

Parameter	Value
Display Name	RightNow Organization Id
Data type	Text
Field type	Text
Default Value	No default value
Default Update Logic	Always Update

8. Click the + icon, and select **Add Account Field**.
9. Fill in the required information using the following table:

Parameter	Value
Display Name	RightNow Organization Id
Data type	Text
Field type	Text
Default Value	No default value

10. Select the following checkbox:
  - Account field is required
11. Click **Save**.



# 3

## Configuring RightNow for the Integration

This chapter includes the following topics:

- [Prerequisites for Integrating Oracle Service Cloud with Oracle Eloqua Marketing Cloud](#)

### Prerequisites for Integrating Oracle Service Cloud with Oracle Eloqua Marketing Cloud

The integration between Oracle Service Cloud and Oracle Eloqua Marketing Cloud requires that the following prerequisite tasks be completed.

#### Verifying Functionality to Publish Business Events

You first verify that you can publish business events.

##### *To verify functionality to publish business events*

1. Log in into the Oracle Service Cloud application as a user with administrator privileges.
2. On the Navigation pane, click Configuration, Site Configuration, and then **Configuration Settings**.
3. In the Configuration Base field select the **Site** check box.
4. In the Key field enter a wild-card string such as "EVENT%" Note that this will search for and return all strings beginning with EVENT.
5. Click **Search**.

If several configuration parameters beginning with EVENT\_ are displayed, such as, EVENT\_NOTIFICATION\_ENABLED, then the functionality to publish events is available in your version of OracleService Cloud.

#### Displaying All Data Synchronization Parameters and Enabling Data Synchronization Functionality

Use this task to enable data synchronization functionality.

##### *To enable data synchronization functionality*

1. In the search results page displayed in the previous task, verify that the following six event configuration parameters are present:
  - EVENT\_NOTIFICATION\_ENABLED
  - EVENT\_NOTIFICATION\_MAPI\_SEC\_IP\_RANGE
  - EVENT\_NOTIFICATION\_MAPI\_ICSUSER
  - EVENT\_NOTIFICATION\_MAPI\_PASSWD
  - EVENT\_NOTIFICATION\_SUBSCRIBER\_USERNAME

- `EVENT_NOTIFICATION_SUBSCRIBER_PASSWD`
2. Select **EVENT\_NOTIFICATION\_ENABLED**.  
This is a Boolean parameter. It is the global switch that controls whether or not business events from Oracle Service Cloud are published to external applications. The default value is **No**, which means that events will not be published to external applications.
  3. Set the value to **Yes** if it is not already set.
  4. Click **Save & Close**.

### Optional: Setting the IP Range for Incoming Messages

By default, the configuration parameter `EVENT_NOTIFICATION_MAPI_SEC_IP_RANGE` is null (empty). This parameter enables incoming messages to be honored only if originating from a specific IP addresses. This is an optional parameter. If left unpopulated, no IP restrictions are enforced and requests from any IP address will be honored.

If the parameter has even one value, in other words, if it is no null, only requests from the specified IP address will be accepted.

If it is necessary to limit the address or addresses from which requests should be accepted, enter the addresses as a comma-separated list.

#### *To set the IP range for incoming messages*

1. From the list of configuration parameters, click **EVENT\_NOTIFICATION\_MAPI\_SEC\_IP\_RANGE**.
2. Enter the list of IP addresses as comma-separated values.  
For example, 121.110.54.12, 135.87.76.45 and so on.
3. Click **Save & Close**.

### Setting Credentials for Incoming Requests

Two configuration parameters, `EVENT_NOTIFICATION_MAPI_USERNAME` and `EVENT_NOTIFICATION_MAPI_PASSWD` store the credentials used by the external applications when invoking RightNow web services for either subscription requests or transactional requests. As neither parameter has a default value, you must specify a value for each.

The `EVENT_NOTIFICATION_MAPI_USERNAME` configuration parameter stores the UserID that will be specified on the header of incoming request. The UserID can be any value, but it is important to ensure that a real user does not exist with the same username value. In other words, please specify a value for UserID that is currently not in use and is unlikely to be used in the future.

The `EVENT_NOTIFICATION_MAPI_PASWD` parameter stores the password associated with the UserID specified in incoming request.

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NOTE: The password is stored in an encrypted format for security purposes.

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*To set credentials for incoming requests*

1. From the list of configuration parameters, click **EVENT\_NOTIFICATION\_MAPI\_USERNAME**.
2. Specify the user name and save the changes.
3. From the list of configuration parameters, click **EVENT\_NOTIFICATION\_MAPI\_PASSWD**.
4. Specify the password and save the changes.

**Setting Credentials for Outgoing Requests**

Two configuration parameters, **EVENT\_NOTIFICATION\_SUBSCRIBER\_USERNAME** and **EVENT\_NOTIFICATION\_SUBSCRIBER\_PASSWD** store the credentials to be used by Oracle Service Cloud when sending event notifications to the Oracle Integration Cloud Service. As neither parameter has a default value, you must specify a value for each.

The **EVENT\_NOTIFICATION\_SUBSCRIBER\_USERNAME** configuration parameter stores the UserID that should be used on the event notification message sent to the Oracle Integration Cloud Service.

The **EVENT\_NOTIFICATION\_SUBSCRIBER\_PASWD** stores the password associated with the UserID specified in the config verb above.

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NOTE: The password is stored in an encrypted format for security purposes.

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*To set credentials for outgoing requests*

1. From the list of configuration parameters, click **EVENT\_NOTIFICATION\_SUBSCRIBER\_USERNAME**.
2. Specify the user name and save the changes.

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NOTE: Ensure that the credentials specified in this task are valid credentials with appropriate privileges in Integration Cloud Service. If the credentials are either invalid or have insufficient privileges, data flow from Oracle Service Cloud to Integration Cloud Service will fail.

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3. From the list of configuration parameters, click **EVENT\_NOTIFICATION\_SUBSCRIBER\_PASSWD**.
4. Specify the password and save the changes.



## 4 Importing Flows and Configuring and Testing the Connection

This chapter contains the following topics:

- [About Integration Process Flows](#)
- [Importing the ICS Integration Flows](#)
- [Configuring and Testing the Connection to the Oracle Service Cloud Instance](#)

### About Integration Process Flows

The integration supports the following five process flows:

- **Eloqua to RightNow Contacts**  
This flow exports contacts from Eloqua to RightNow. The flow performs contact create or update in RightNow based on the presence of a RightNow Contact ID on the Eloqua contact. This flow requires the Eloqua Integration Cloud Service app to be installed and configured in your Eloqua instance. It also requires RightNow ID fields to be created in the Eloqua contact.
- **RightNow to Eloqua - Contact Create**  
This flow transmits RightNow contacts to Eloqua contacts when a new contact is created in RightNow.
- **RightNow to Eloqua - Contact Update**  
This flow transmits RightNow contacts to Eloqua contacts when a new contact is created in RightNow.
- **RightNow to Eloqua - Organization Create**  
This flow transmits RightNow organizations to Eloqua accounts when a new organization is created in RightNow.
- **RightNow to Eloqua - Organization Update**  
This flow transmits RightNow organizations to Eloqua accounts when an existing organization is updated in RightNow.

### Importing the ICS Integration Flows

The first step when setting up for ICS-based integration is to import the ICS integration flows. To import the required RightNow and Eloqua integration flows you must download the ICS integration flow package to your local computer.

The required ICS integration flow package file is: **ICS\_Eloqua\_RightNow.par**.

1. Sign in to the ICS instance.
1. On the Welcome page, click the **Packages** icon.
2. On the Packages page, click the **Import Package** button.

3. On the Import Package File dialog box, click Browse and then select **ICS\_Eloqua\_RightNow.par**, then click **Import Package**.

## Configuring and Testing the Connection to the Oracle Service Cloud Instance

Use this topic to configure the connection to the Oracle Service Cloud instance.

### *To configure the connection*

1. Log in to the ICS instance.
1. On the Home page, click the **Connections** icon.
2. On the Connections page, make sure that Oracle Service Cloud appears.
3. Click the Service Cloud entry to view the Oracle Service Cloud connection detail page.
4. Click the **Configure Connectivity** button and in the Connection Properties window, enter the following values:

Property Name	Property Value
OSC Service Catalog WSDL URL	Enter the Service Catalog URL from your Oracle Service Cloud instance.  For example:  <code>http://yourcompany.rightnow.com/cgi-bin/yourcompany.cfg/services/soap?wsdl</code>

5. Click **OK**.
6. Click the **Configure Credentials** button, and in the Credentials window, enter the following values:

Property Name	Property Value
Security Policy	Username Password Token
Username	Enter the user name. Ensure that the username value specified is identical to the value specified for the config verb "EVENT_NOTIFICATION_SUBSCRIBER_USERNAME". For more information, see <a href="#">Setting Credentials for Outgoing Requests</a> .
Password	Enter the password. Ensure that the password value specified is identical to the value specified for the config verb "EVENT_NOTIFICATION_SUBSCRIBER_USERNAME". For more information, see <a href="#">Setting Credentials for Outgoing Requests</a> .
Confirm Password	Confirm the password.

7. Click **OK**.
8. Click the **Test** icon at the top right corner of the ICS Connection Configuration page.

9. When the status meter shows 100% Complete, click **Save**.







## 5 Activating and Testing the Flows

This chapter details the steps for configuring and working with the integration flows in Eloqua and RightNow. It contains the following topics:

### Process of Testing the Contact Flow

Use this process, in the order the steps are presented, to test your connection using the Contact flow. This process has the following tasks:

- [Creating a Test Program in Eloqua](#)
- [Pushing a New Contact from Eloqua to RightNow](#)
- [Pushing a Modified Contact from Eloqua to RightNow](#)

### Creating a Test Program in Eloqua

This task is part of [Process of Testing the Contact Flow](#).

*To create a test program in Eloqua*

1. Navigate to Orchestration, and select **Programs** to create a test program in Eloqua.
2. Select **Create a Contact Program**, and then choose the **Blank Contact Program** template.
3. Click the thin header bar with the small arrows above the list of step icons on the left side of the canvas to expand the list.
4. Add a **Listener** step to the canvas.
5. Click **Program Steps** to expand the list of available steps.
6. This will show the Oracle ICS for Eloqua app in the list of available actions. Add this app to the canvas as well.
7. Add the **Oracle ICS for Eloqua** app.
8. Add two wait steps to the canvas.
9. Connect the listener step to the ICS app step.
10. Connect the ICS app step to one of the wait steps.
11. Double click on each wait step to configure each to have a wait period of 1 hour.
12. Double click the ICS app step to configure the following:
  - A. Select the **Eloqua to RightNow - Contacts integration** flow. Note that this flow will only be available if the flow has been activated in ICS, and click **Save**, and then close the window.
  - B. Select the checkbox **Automatically route contacts with errors from the cloud app**.
  - C. Choose the second wait step as the target step to send contacts with errors to.
  - D. Save the canvas, and then activate it.

## Pushing a New Contact from Eloqua to RightNow

This task is part of [Process of Testing the Contact Flow](#).

### *To push a new contact from Eloqua to RightNow*

1. Create a contact in Eloqua to use for testing.
2. Add the contact to a segment, and then save the segment.
3. With the segment open, click the Segment menu, and select **Send to Program**.
4. Open the program activated in [Creating a Test Program in Eloqua](#), and note the contact flowing through the program.
5. Once the flow is complete (this may take up to 60 seconds) the contact moves to the wait step connected to the ICS app step if it was executed successfully. If any errors occurred, the contact will move to the error step.
6. Verify the following for a successful flow:
  - There is a RightNow Contact Id value on the contact in Eloqua.
  - The contact appears in RightNow with proper data based on the field mapping.

## Pushing a Modified Contact from Eloqua to RightNow

This task is part of [Process of Testing the Contact Flow](#).

### *To push a modified contact from Eloqua to RightNow*

1. Modify the contact you created in [Creating a Test Program in Eloqua](#).
2. Open the segment you created in [Pushing a New Contact from Eloqua to RightNow](#).
3. Monitor the canvas to check when the contact has completed.
4. Once complete, verify the contact has been modified in RightNow.  
You can also monitor the flow in ICS.

## 6 Appendix. Field Mapping

This appendix shows the out of the box field mappings available with the Eloqua and RightNow integration. It includes the following topics:

- [RightNow to Eloqua Contact to Contact Create](#)
- [RightNow to Eloqua Contact to Contact Update](#)
- [RightNow to Eloqua Organization to Account Create](#)
- [RightNow to Eloqua Organization to Account Update](#)
- [Eloqua to RightNow Contact to Contact Create](#)
- [Eloqua to RightNow Contact to Contact Update](#)

### RightNow to Eloqua Contact to Contact Create

The following table shows the out of box field mappings for the Contact to Contact Create operation.

- Unique match field: Email Address.
- Response field: Not applicable.

Table 1. Contact to Contact (Create)

Right Now		Eloqua	
Field Label Name	Internal Name and Type	Field Label Name	Internal Name and Type
Street (max length is 240)	Street (Type: String)	Address 1	C_Address1 (Type: String)
Street (max length is 240)	Street (Type: String)	Address 2	C_Address2 (Type: String)
Street (max length is 240)	Street (Type: String)	Address 3	C_Address3 (Type: String)
Office Phone (This is a child object of the PhoneList object, where Office Phone ID is 0 and has a max length	PhoneList. Number (Type: String)	Business Phone	C_BusPhone (Type: String)

Right Now		Eloqua	
Field Label Name	Internal Name and Type	Field Label Name	Internal Name and Type
of 40)			
City (max length is 80)	City (Type: String)	City	C_City (Type: String)
Organization (This is a child object of the Name object and has a max length of 255)	Organization. Name (Type: String)	Company	C_Company (Type: String)
Country (This is a child object of the Name object and has a max length of 255)	Country. Name (Type: String)	Country	C_Country (Type: String)
Email (This is a child object of the EmailList object, where the Primary Email ID value is 0 and the max length is 80)	EmailList. Address (Type: String)	Email Address	C_EmailAddresses (Type: String)
First Name (max length is 80)	Name. First (Type: String)	First Name	C_FirstName (Type: String)
Last Name (max length is 80)	Name.Last (Type: String)	Last Name	C_LastName (Type: String)
Mobile Phone (This is the child object of the PhoneList object where the Mobile Phone ID is 1 and the max length is 40)	PhoneList. Number (Type: String)	Mobile Phone	C_MobilePhone (Type: String)
State/Prov (This is a child object of the Name object with a max length of 255)	StateOr Province (Type: String)	State or Province	C_State_Prov (Type: String)
Title (max length is 80)	Title (Type: String)	Title	C_Title (Type: String)

Right Now		Eloqua	
Field Label Name	Internal Name and Type	Field Label Name	Internal Name and Type
Postal Code (max length is 10)	PostalCode (Type: String)	Zip or Postal Code	C_Zip_Postal (Type: String)
RightNow Contact ID	ID (Type: Long)	RightNow Contact ID  Note: This is a custom field and must be created in the designed system.	(Type: String)
RightNow Organization ID	ID (Type: Long)	RightNow Organization ID  Note: This is a custom field and must be created in the designed system.	(Type: String)

## RightNow to Eloqua Contact to Contact Update

The following table shows the out of box field mappings for the Contact to Contact Update operation.

- Unique match field: Email Address.
- Response field: Not applicable.

Table 2. Contact to Contact (Update)

Right Now		Eloqua	
Field Label Name	Internal Name	Field Label Name	Internal Name
Street (max length is 240)	Street (Type: String)	Address 1	C_Address1 (Type: String)
Street (max length is 240)	Street (Type: String)	Address 2	C_Address2 (Type: String)
Street (max length is 240)	Street (Type: String)	Address 3	C_Address3 (Type: String)
Office Phone (This is a child	PhoneList.	Business Phone	C_BusPhone

Right Now		Eloqua	
Field Label Name	Internal Name	Field Label Name	Internal Name
object of the PhoneList object, where Office Phone ID is 0 and has a max length of 40)	Number (Type: String)		(Type: String)
City (max length is 80)	City (Type: String)	City	C_City (Type: String)
Organization (This is a child object of the Name object and has a max length of 255)	Organization. Name (Type: String)	Company	C_Company (Type: String)
Country (This is a child object of the Name object and has a max length of 255)	Country. Name (Type: String)	Country	C_Country (Type: String)
Email (This is a child object of the EmailList object, where the Primary Email ID value is 0 and the max length is 80)	EmailList. Address (Type: String)	Email Address	C_EmailAddress (Type: String)
First Name (max length is 80)	Name. First (Type: String)	First Name	C_FirstName (Type: String)
Last Name (max length is 80)	Name.Last (Type: String)	Last Name	C_LastName (Type: String)
Mobile Phone (This is the child object of the PhoneList object where the Mobile Phone ID is 1 and the max length is 40)	PhoneList. Number (Type: String)	Mobile Phone	C_MobilePhone (Type: String)
State/Prov (This is a child object of the Name object with a max length of 255)	StateOr Province (Type: String)	State or Province	C_State_Prov (Type: String)
Title (max length is 80)	Title (Type: String)	Title	C_Title (Type: String)

Right Now		Eloqua	
Field Label Name	Internal Name	Field Label Name	Internal Name
Postal Code (max length is 10)	PostalCode (Type: String)	Zip or Postal Code	C_Zip_Postal (Type: String)
RightNow Contact ID	ID (Type: Long)	RightNow Contact ID Note: This is a custom field and must be created in the designed system.	(Type: String)
RightNow Organization ID	ID (Type: Long)	RightNow Organization ID Note: This is a custom field and must be created in the designed system.	(Type: String)

## RightNow to Eloqua Organization to Account Create

The following table shows the out of box field mappings for the Organization to Account Create operation.

- Unique match field: Service Cloud Organization ID.
- Response field: Not applicable.

---

NOTE: Service Cloud has two types of addresses: Billing and Shipping. The AddressTypeList object contains both addresses. The Billing Address field is mapped out of the box, and its AddressType ID is 1

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Table 3. Organization to Account (Create)

RightNow		Eloqua	
Field Label Name	Internal Name	Field Label Name	Internal Name
Street (max length is 240)	Street (Type: String)	Address 1	M_Address1 (Type: String)
Street (max length is 240)	Street (Type: String)	Address 2	M_Address2 (Type: String)
Street (max length is 240)	Street	Address 3	M_Address3

RightNow		Eloqua	
Field Label Name	Internal Name	Field Label Name	Internal Name
	(Type: String)		(Type: String)
City (max length is 80)	City (Type: String)	City	M_City (Type: String)
Organization Name (This is a child object of the Name object and has a max length of 80)	Organization. Name (Type: String)	Company Name	M_Company Name (Type: String)
Country (This is a child object of the Name object and has a max length of 255)	Country. Name (Type: String)	Country	M_Country (Type: String)
Number of Employees (Not shown in the Standard Workspace view. It can be added into the custom Workspace Organization view. )	NumberOf Employees (Type:Integer)	Employees	M_Employees1 (Type: Number)
State/Prov (This is a child object of the Name object with a max length of 255)	StateOr Province. Name (Type: String)	State or Province	M_State_Prov (Type: String)
Postal Code (max length is 10)	PostalCode (Type: String)	Zip or Postal Code	M_Zip_Postal (Type: String)
RightNow Organization ID	ID (Type: Long)	RightNow Organization ID  Note: This is a custom field and must be created in the designed system.	(Type: String)

## RightNow to Eloqua Organization to Account Update

The following table shows the out of box field mappings for the Organization to Account Update operation.

- Unique match field: Service Cloud Organization ID.



- Response field: Not applicable.

Table 4. Organization to Account (Update)

RightNow		Eloqua	
Field Label Name	Internal Name	Field Label Name	Internal Name
Street (max length is 240)	Street (Type: String)	Address 1	M_Address1 (Type: String)
Street (max length is 240)	Street (Type: String)	Address 2	M_Address2 (Type: String)
Street (max length is 240)	Street (Type: String)	Address 3	M_Address3 (Type: String)
City (max length is 80)	City (Type: String)	City	M_City (Type: String)
Organization Name (This is a child object of the Name object and has a max length of 80)	Organization. Name (Type: String)	Company Name	M_Company Name (Type: String)
Country (This is a child object of the Name object and has a max length of 255)	Country. Name (Type: String)	Country	M_Country (Type: String)
Number of Employees (Not shown in the Standard Workspace view. It can be added into the custom Workspace Organization view. )	NumberOf Employees (Type: Integer)	Employees	M_Employee s1 (Type: String)
State/Prov (This is a child object of the Name object with a max length of 255)	StateOr Province. Name (Type: String)	State or Province	M_State_Pro v (Type: Number)
Postal Code (max length is 10)	PostalCode (Type: String)	Zip or Postal Code	M_Zip_Postal (Type: String)
RightNow Organization ID	ID	RightNow Organization ID	(Type: String)

RightNow		Eloqua	
Field Label Name	Internal Name	Field Label Name	Internal Name
	(Type: Long)	Note: This is a custom field and must be created in the designed system.	

## Eloqua to RightNow Contact to Contact Create

The following table lists out of box field mappings for the Eloqua to RightNowContact to Contact Create operation.

- Unique match field: Not applicable.
- Response field: RightNow Contact ID.

Table 5. Contact to Contact (Create)

Eloqua		RightNow	
Field Label Name	Internal Name and Type	Field Label Name	Internal Name
Address 1	C_Address1 (Type: String)	Street (max length is 240)	Street (Type: String)
Address 2	C_Address2 (Type: String)	Street (max length is 240)	Street (Type: String)
Address 3	C_Address3 (Type: String)	Street (max length is 240)	Street (Type: String)
Business Phone	C_BusPhone (Type: String)	Office Phone (This is a child object of the PhoneList object, where Office Phone ID is 0 and has a max length of 40)	PhoneList. Number (Type: String)
City	C_City (Type: String)	City (max length is 80)	City (Type: String)

Eloqua		RightNow	
Field Label Name	Internal Name and Type	Field Label Name	Internal Name
Country	C_Country (Type: String)	Country (This is a child object of the Name object and has a max length of 255)	Country. Name (Type: String)
Email Address	C_EmailAddress (Type: Email Address)	Email (This is a child object of the EmailList object, where the Primary Email ID value is 0 and the max length is 80)	EmailList. Number (Type: String)
First Name	C_FirstName (Type: String)	First Name (max length is 80)	Name. First (Type: String)
Last Name	C_LastName (Type: String)	Last Name (max length is 80)	Name.Last (Type: String)
Mobile Phone	C_MobilePhone (Type: String)	Mobile Phone (This is the child object of the PhoneList object where the Mobile Phone ID is 1 and the max length is 40)	PhoneList. Number (Type: String)
State or Province	C_State_Prov (Type: String)	State/Prov (This is a child object of the Name object with a max length of 255)	StateOr Province (Type: String)
Title	C_Title (Type: String)	Title (max length is 80)	Title (Type: String)
Zip or Postal Code	C_Zip_Postal (Type: String)	Postal Code (max length is 10)	PostalCode (Type: String)

## Eloqua to RightNow Contact to Contact Update

The following table lists out of box field mappings for the Eloqua to RightNow Contact to Contact Update operation. The unique match field is **Include RightNow Contact ID**.

- Unique match field: RightNow Contact ID.
- Response field: Not applicable.

Table 6. Contact to Contact (Update)

Eloqua		RightNow	
Field Label Name	Internal Name and Type	Field Label Name	Internal Name
Address 1	C_Address1 (Type: String)	Street (max length is 240)	Street (Type: String)
Address 2	C_Address2 (Type: String)	Street (max length is 240)	Street (Type: String)
Address 3	C_Address3 (Type: String)	Street (max length is 240)	Street (Type: String)
Business Phone	C_BusPhone (Type: String)	Office Phone (This is a child object of the PhoneList object, where Office Phone ID is 0 and has a max length of 40)	PhoneList. Number (Type: String)
City	C_City (Type: String)	City (max length is 80)	City (Type: String)
RightNowOrganization Id	Custom object (Type: Integer)	Organization Id	Organization .Id (Type: String)
Country	C_Country (Type: String)	Country (This is a child object of the Name object and has a max length of 255)	Country. Name (Type: String)
Email Address	C_EmailAddress	Email (This is a child	EmailList.

Eloqua		RightNow	
Field Label Name	Internal Name and Type	Field Label Name	Internal Name
	(Type: String)	object of the EmailList object, where the Primary Email ID value is 0 and the max length is 80)	Address (Type: String)
First Name	C_FirstName (Type: String)	First Name (max length is 80)	Name. First (Type: String)
Last Name	C_LastName (Type: String)	Last Name (max length is 80)	Name.Last (Type: String)
Mobile Phone	C_MobilePhone (Type: String)	Mobile Phone (This is the child object of the PhoneList object where the Mobile Phone ID is 1 and the max length is 40)	PhoneList. Number (Type: String)
State or Province	C_State_Prov (Type: String)	State/Prov (This is a child object of the Name object with a max length of 255)	StateOr Province (Type: String)
Title	C_Title (Type: String)	Title (max length is 80)	Title (Type: String)
Zip or Postal Code	C_Zip_Postal (Type: String)	Postal Code (max length is 10)	PostalCode (Type: String)