



# Magento connector

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**PRODUCT MANUAL**

# 1 Foreword

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## 3 Feature context

### 3.1 What is Magento about?

[Magento](#) empowers thousands of retailers and brands with the eCommerce platforms and flexible cloud solutions to rapidly innovate and grow. The Selligent Marketing Cloud Magento connector allows our Magento-using customers to integrate their eCommerce data well in their marketing messaging to be able to send more nuanced and better targeted messages to their end users.

### 3.2 How it works

The Magento connector supports polling-based two-way data sync. It connects to the client's Magento setup and polls the entities configured for the sync using the standard Magento v2 REST API. On detecting an update, it retrieves the updated data and imports it into one or more lists in SMC. If the data sync is set up to be two-way then any updates in the SMC list(s) are also synced back to the Magento entity.

We presently do not have the capability to sync deleted records.

The connector currently supports syncing with the following Magento entities:

- customers
- categories
- category.attributes
- creditmemos
- invoices
- products
- product.attributes
- orders
- order.items
- shipments
- transactions

## 4 Activation and configuration

### 4.1 Prerequisites

The connector uses Magento **REST API** for data synchronization and the main prerequisite is to have the REST API endpoints accessible to the connector. The Magento setup hence needs to open

incoming/outgoing access for the port on which Magento REST API is hosted. Both Magento Open Source and Magento Commerce distributions are bundled with REST API support by default.

The connector supports **Magento v2 and above** for Magento Open Source (aka Magento Community) and Magento Commerce (aka Magento Enterprise).

You will also need the following information ready:

**Magento URL** – This is the base URL of the Magento server and is used by the connector to construct the REST API endpoint URL. This base URL can be derived from the Magento Admin UI URL by removing the “/admin” suffix from it. For instance:

Typical Magento Admin UI URL: `https://<magento.server.hostname>/admin`

Base URL to be specified while creating connector instance: `https://<magento.server.hostname>`

where `<magento.server.hostname>` is the host name of the server on which Magento is running. In some cases, Magento may be running on a non-standard port (such as 8443) in which case the port will also be a part of the URL (example base URL for Magento running on port 8443:

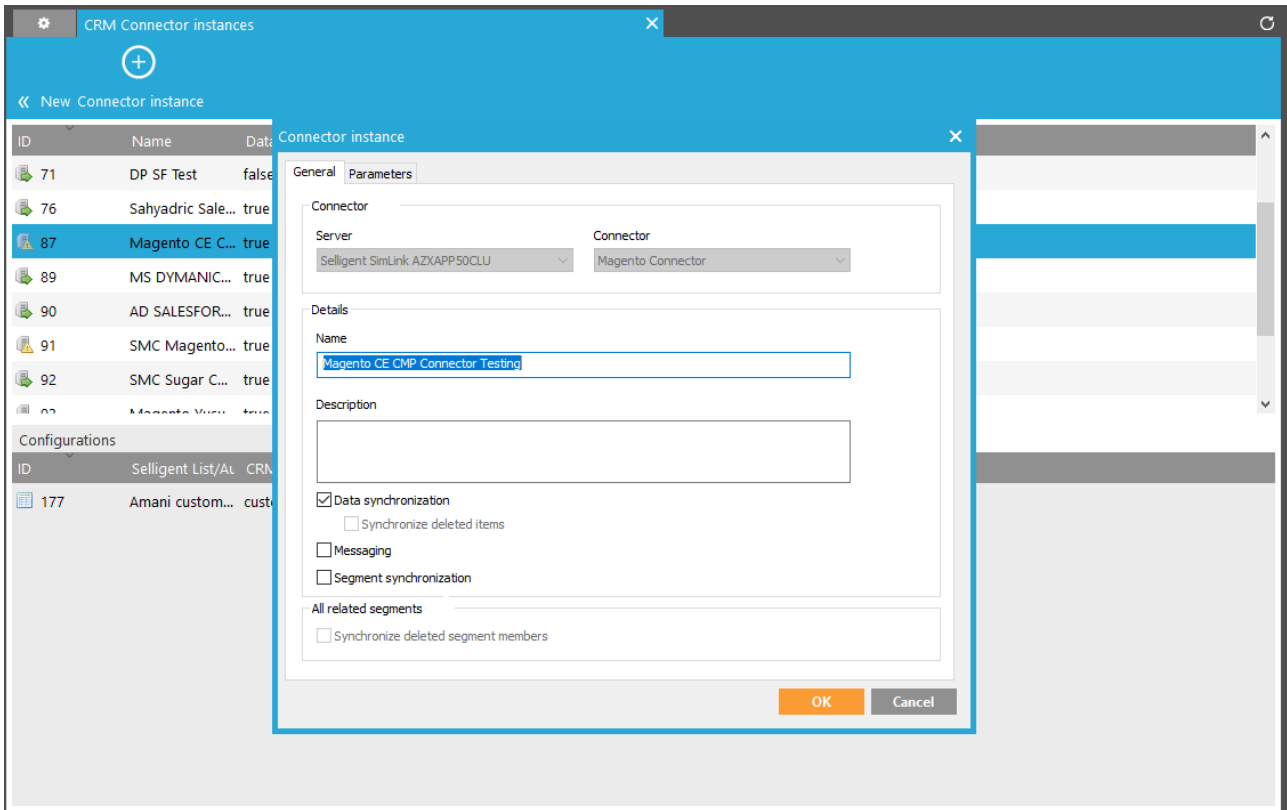
`https:// <magento.server.hostname>:8443)`

**Magento Admin Username and Password** – This is the username and password of a Magento account with admin privileges. An admin account is required to have access to the customer’s entity in Magento. This is the same username/password that is used for that account to login into the Magento Admin UI.

## 4.2 Set up the connector

### 4.2.1 Campaign

1. Go to Configuration / Connectors / Connector instances.
2. Click **New Connector instance** and fill out the following properties:



On the **General** tab:

- **Server** — This is the name of the server on which the Selligent connector is installed. Select one from the drop-down list. Only servers on which the connector is installed are listed.
- **Connector** — Select Magento as connector type.
- **Name and Description** — Provide a name and description for this connector.

On the **Parameters** tab:

- **URL** — The URL of your Magento instance.
- **User** — The Magento user name. This user should have admin user rights.
- **Password** — The Magento password.

3. At this point, only bi-directional data synchronisation is possible between Magento and Selligent. Flag the **data synchronization** option to activate this. All other options are de-activated as they're not supported.

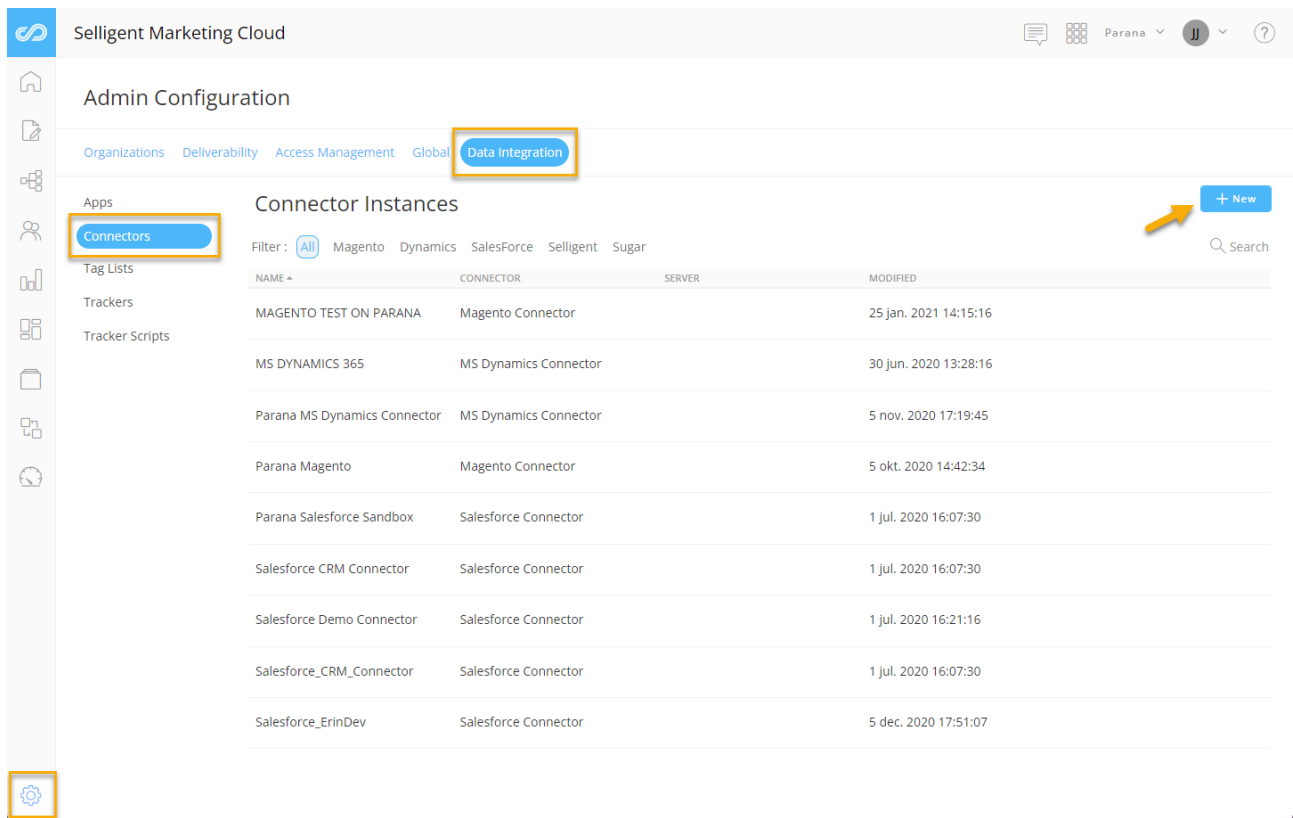
**Note: It's not possible to synchronize deleted records at this point.**

4. Click OK.

**Note: When the connector instance is created and the option 'Data synchronization' is checked the Magento structure is downloaded automatically into the Selligent database.**

## 4.2.2 SMC

1. Go to the Admin Configuration / Data Integration / Connectors and add a **New connector**:



Selligent Marketing Cloud

Admin Configuration

Organizations Deliverability Access Management Global **Data Integration**

Apps

**Connectors**

Tag Lists

Trackers

Tracker Scripts

Connector Instances

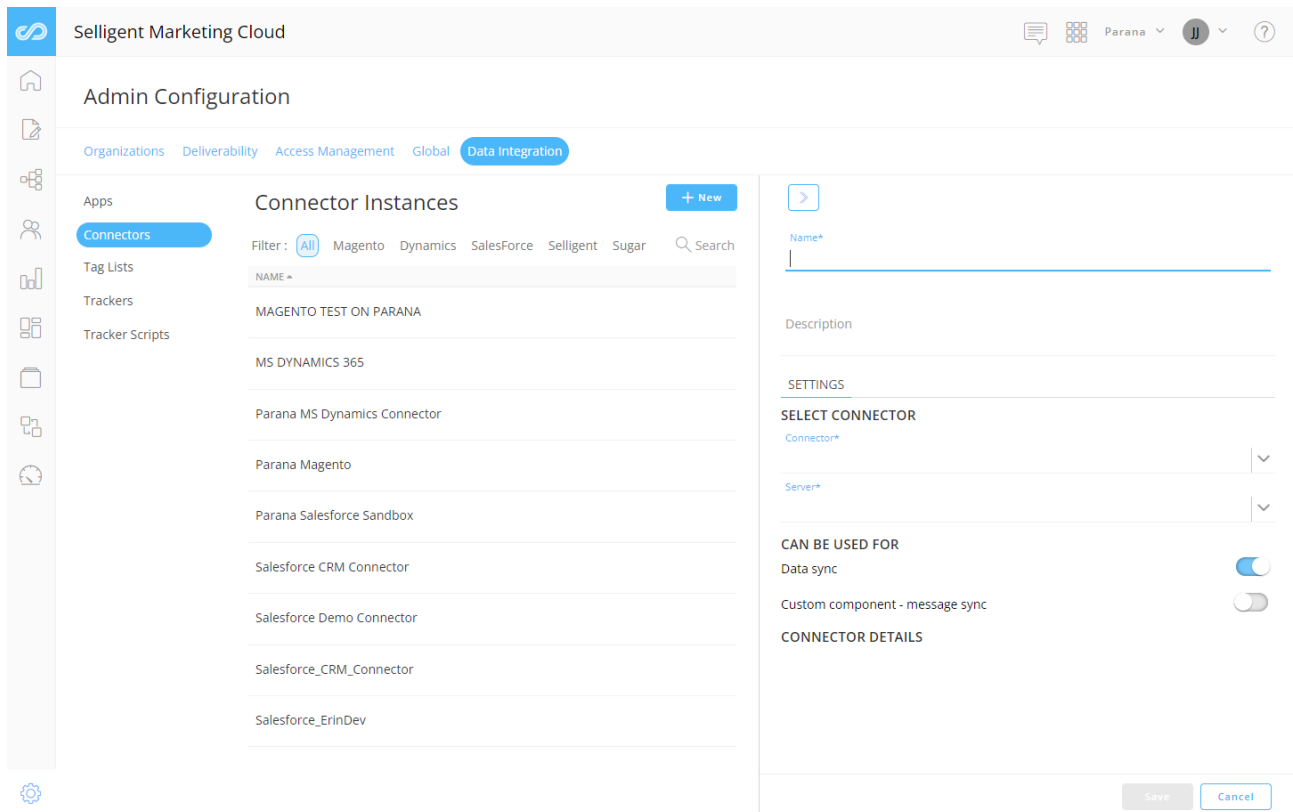
Filter: **All** Magento Dynamics Salesforce Selligent Sugar

NAME	CONNECTOR	SERVER	MODIFIED
MAGENTO TEST ON PARANA	Magento Connector		25 Jan. 2021 14:15:16
MS DYNAMICS 365	MS Dynamics Connector		30 Jun. 2020 13:28:16
Parana MS Dynamics Connector	MS Dynamics Connector		5 Nov. 2020 17:19:45
Parana Magento	Magento Connector		5 Okt. 2020 14:42:34
Parana Salesforce Sandbox	Salesforce Connector		1 Jul. 2020 16:07:30
Salesforce CRM Connector	Salesforce Connector		1 Jul. 2020 16:07:30
Salesforce Demo Connector	Salesforce Connector		1 Jul. 2020 16:21:16
Salesforce_CRM_Connector	Salesforce Connector		1 Jul. 2020 16:07:30
Salesforce_ErinDev	Salesforce Connector		5 Dec. 2020 17:51:07

**+ New**

Search

A properties panel is displayed on the right:



Selligent Marketing Cloud

Admin Configuration

Organizations Deliverability Access Management Global **Data Integration**

Apps

**Connectors**

Tag Lists

Trackers

Tracker Scripts

Connector Instances

Filter: **All** Magento Dynamics Salesforce Selligent Sugar

NAME
MAGENTO TEST ON PARANA
MS DYNAMICS 365
Parana MS Dynamics Connector
Parana Magento
Parana Salesforce Sandbox
Salesforce CRM Connector
Salesforce Demo Connector
Salesforce_CRM_Connector
Salesforce_ErinDev

**+ New**

Name\*

Description

SETTINGS

**SELECT CONNECTOR**

Connector\*

Server\*

**CAN BE USED FOR**

Data sync

Custom component - message sync

**CONNECTOR DETAILS**

Save Cancel

2. Set the following properties:

- **Name and Description** — Provide a name and description for this connector.
- **Connector** — Select Magento Connector as type of connector from the drop-down list.
- **Server** — This is the name of the server on which Selligent is installed. Select one from the drop-down list. Only servers on which the connector is installed are listed.
- **Can be used for** — You can only choose Data sync for the Magento connector at this point. Message sync is not yet available.
- **URL** — The URL of your Magento instance.
- **User** — The Magento user name. This user should have admin user rights.
- **Password** — The Magento password.

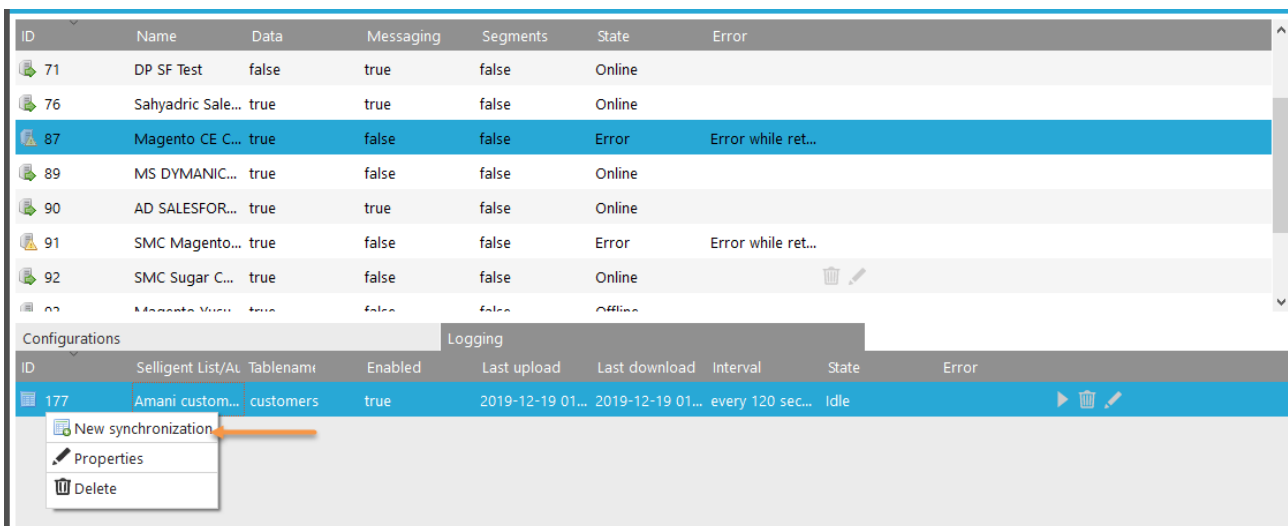
3. Save the connector

## 4.3 Configure the data sync

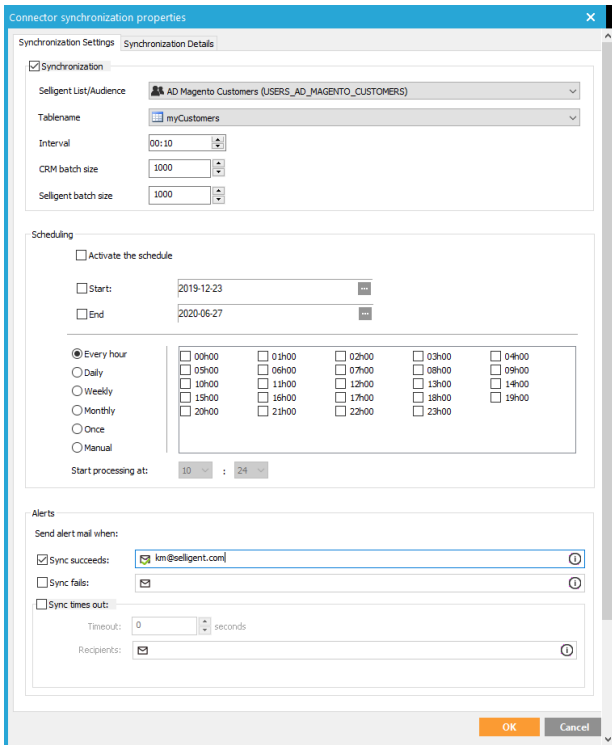
### 4.3.1 Campaign

1. After selecting the Connector instance, activate the Configuration tab at the bottom.

2. Right click within the overview and select **New synchronization**. A dialog is displayed:



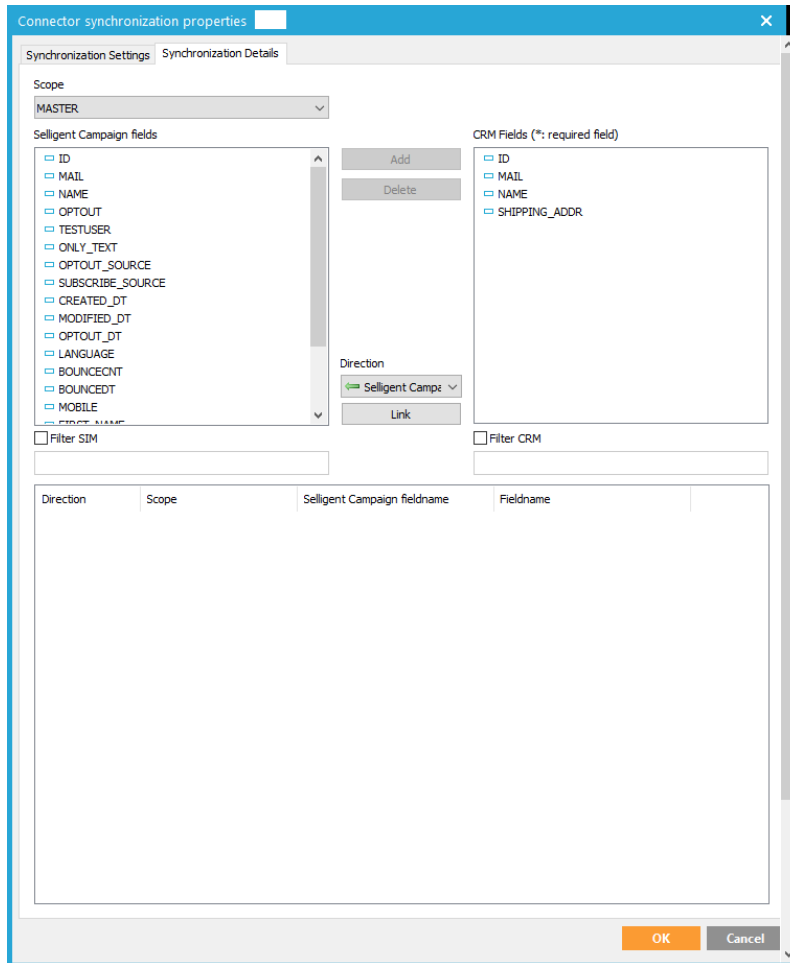
3. After ticking the option '**Synchronization**', select the SELLIGENT list (audience, Data) from the pick list associated to the 'SELLIGENT List/Audience' field.



4. Next, select the Magento **table** to be synchronized with the selected SELLIGENT list.
5. Define the **time interval** between two consecutive synchronizations, with a minimum of 1 minute.
6. Set the **maximum batch size** for Magento and Selligent Campaign. Two distinct fields are provided as Selligent Campaign allows a much larger batch size than Magento.
7. The **Scheduling** section allows scheduling the execution of data synchronization. Set a time frame within which synchronization must be executed.
8. The lower section '**Alerts**' allows configuring if alert emails must be sent to a given email address. This is possible when
  - Synchronization succeeded
  - Synchronization failed
  - Synchronization timed out. In this case a time out in seconds can be defined.

**Note: The email message is a standard email in English.**

9. Activate the '**Synchronization Details**' tab to complete the rest of the configuration. The following is available:



The **scope** in SELLIGENT can either be the Master list or an extended profile of this list. Depending on the selected scope, the list of SELLIGENT fields on the left of the dialog is adapted.

On the right, all fields downloaded for the selected Magento table are listed.

10. Define the **fields** to be synchronized by selecting a field from the 'SELLIGENT Campaign fields' list on the left and a field from the 'Data source fields' list on the right.

11. Select the **Direction** in which synchronization must be executed for this matching by clicking the button in the middle. There are 3 possibilities:

- in both directions
- from data source to SELLIGENT
- from SELLIGENT to Data source

12. Next, Press the '**Link**' button. The matching is added to the pane at the bottom.

Scope  
MASTER

Selligent Campaign fields

- ID
- MAIL
- NAME
- OPTOUT
- TESTUSER
- ONLY\_TEXT
- OPTOUT\_SOURCE
- SUBSCRIBE\_SOURCE
- CREATED\_DT
- MODIFIED\_DT
- OPTOUT\_DT
- LANGUAGE
- BOUNCENCNT
- BOUNCEDT
- MOBILE
- FIRST\_NAME

Fields (\*: required field)


- ID
- MAIL
- NAME
- SHIPPING\_ADDR

Direction  
Selligent Campe

Link

Filter SIM

Filter CRM

Direction	Scope	Selligent Campaign fieldname	Fieldname
 Selligent Cam...	MASTER	NAME	NAME

**Note:** When multiple fields require matching, select first the SELLIGENT fields on the left by holding down the CTRL button. Next select all Data source fields on the right. Press Link. The SELLIGENT-Data source fields are in this case matched from top to bottom, linking the first one selected in SELLIGENT to the first one selected in Data source and so on.

13. Perform the above steps for each SELLIGENT-Data source matching that is required.

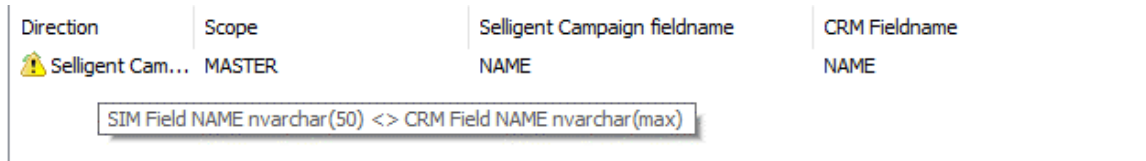
**Note:** It is possible to define a different synchronization direction for each matching.

14. To **remove links** right click on a link and select 'Unlink'.

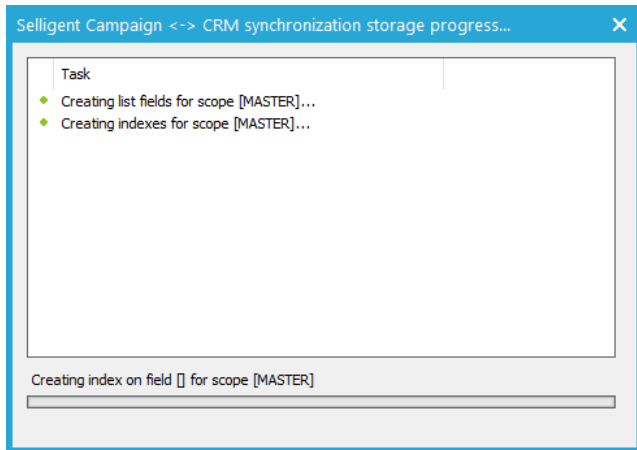
It is equally possible to change the synchronization direction for a defined link from within the lower pane.

When an issue occurs in the synchronization of these fields (example: types do not correspond, field lengths do not match...) the items are marked with a special icon.

Hovering over such an item shows more details on the field.



When clicking 'OK' a list with warnings is shown (in case warnings are available), but you can always continue:



**Technical note:** When saving the synchronization configuration all mandatory fields and indexes are automatically added. A dialog pops up informing the user of this.

Once the data synchronisation is set up and the sync is executed, Magento information is available in Selligent Campaign to personalize messages and launch a journey for the audience containing the Magento users.

### 4.3.2 SMC

1. Go to Data Exchange / Data Syncs.
2. Create a **New data sync**. The wizard is launched and the following needs to be defined:

## Data Synchronization

Synchronize data from and/or to one of your configured connector instances

### PROPERTIES

Connector\*

Please select a Connector



Connector table\*

Please select a data source table



Selligent MC list\*

Please select a selligent MC list



### SCHEDULE



**⚠ You must manually execute this data sync to begin executions**

### NOTIFICATION

On Failure, notify:

On Success, notify:

On Timeout, notify:   Seconds



3. On the **Setup step**, there are two tabs available : **Setup** and **Advanced**. In this step, you can define all the settings for the Data Sync.

#### 4.3.2.1 Setup step - tab 'Setup'

**Connector** — Choose any appropriate connector configured for the current organization in the Admin Configuration. When a connector is selected, the header for the drop-down below changes from 'Connector table' to 'Connector name' table'.

**Connector table** — Select any table from the drop-down by clicking and scrolling through the list or by entering part of a table name (which filters the list) before making your selection. This list contains the tables from your Data source database, sorted alphabetically.

**Selligent MC list** — Select any list that exists in the current organization.

By default, the **Schedule** switch is disabled, which means the Data Sync is not scheduled. In that case, a notification is shown to explain that you can manually start the data sync execution and run it once.

**The execution can be manually started through the 'Execute once now' button on the Connector Data Syncs Start page.**

When the switch is enabled, the schedule settings become available:

- **Start date and End date** — You can set a start date and/or end date for the sync. For example, your task can start now but needs to run indefinitely.
- **Periodicity** — Indicate when the sync should run :
- **Daily** — Select the times of day at which the sync should run. You can select more than one.
- **Weekly** — Select the day of the week on which the sync should run. The sync can run more than once a week. You can also set the start time.
- **Monthly** — Select the days of the month on which the sync should run. You can also select the time of day at which the sync should start.
- **Periodically** — Set the recurrence of the sync, expressed in minutes. For example, the sync runs every 10 minutes.
- **Once** — Set once if the sync needs to be executed just once. You can also change the start time.

A message can be sent when the Data Sync has been completed successfully, or if it fails or a timeout occurs. To activate a **notification**, simply enable the corresponding switch and enter one or more email addresses (multiple email addresses are separated by a semicolon). You can also select a notification group. These notification groups are created in the Admin Configuration.

**NOTIFICATION**

<input type="checkbox"/>	On Failure, notify:	<input type="text" value="Notification group and email"/>		
<input type="checkbox"/>	On Success, notify:	<input type="text" value="Notification group and email"/>		
<input type="checkbox"/>	On Timeout, notify:	<input type="text" value="Notification group and email"/>	120	Seconds

**NOTE: Notifications are optional. When enabling one or more notifications, you need to provide at least one email address or group for each enabled notification.**

As soon as you have selected all the properties, a **Next** button becomes available to navigate to the **Sync** step.

**4.3.2.2 Setup step - tab 'Advanced'**

SETUP ADVANCED

---

Custom batch size

Data source batch size\*  
2000

---

Selligent batch size\*  
10000

---

On the Advanced tab, you can define the **Data source batch size** and the **Selligent batch size**.

**Data source batch size** — Used to determine how many records are retrieved per batch from the Data source (in case of Data source to Selligent sync) or updated/inserted in the Data source (in case of Selligent to Data source sync).

**Selligent batch size** — Used to determine how many records are retrieved per batch from Selligent (in case of Selligent to Data source sync) or updated/inserted in Selligent (in case of Data source to Selligent sync).

Click **Next** to go to the next step, which is the Sync step.

4. On the **Sync step**, there are three tabs available : **Sync**, **Filters** and **History**.

### 4.3.2.3 Sync step - tab 'Sync'

SYNC FILTERS HISTORY

Select fields from both the 'MAGENTO TEST ON PARANA' table and Selligent list and its relations and determine the direction of the sync. Add additional filters for syncing records on the filter tab.

**⚠** The selected data source does not contain the 'LastModifiedDate' field. It could lead to issues if 'Both' or 'Data source to Selligent MC List' sync direction is chosen.

Data source field ^	Direction	Scope	Field
code	← →	MASTER	RFM_SCORE
tax_class_id	← →	MASTER	[Create new field] New field name* TAX_CLASS_ID1
	← →	MASTER	

SETUP — SYNC

Save

The sync tab lets you define the **Data source fields** that need to be **synchronized** with the **Selligent fields**. A mapping between the fields is defined as well as the direction of the sync. Selligent fields can be selected from the master list as well as linked lists.

**Technical note:** Make sure that the type and field length of the mapped fields correspond (such as syncing a Data source date field only with a Selligent date field).

**Note:** When setting up a sync between the Data source and Selligent, Data source tables and lists can be used just once in a sync.

**Data source field** — Data source fields can be selected from the Data source table (selected in the setup step) by clicking and scrolling through the list or by entering part of a field name (which filters the list) before making your selection.

**Scope** — The list (selected in the setup step) can be selected as 'Master' list, and all of its 1:1 relations. By default, the scope 'Master' is selected.

**Field** — Fields from the scope can be selected (a combo-box appears only when a scope is selected).

You can also determine the **direction** of the data sync using the following buttons :

- ← : Selligent MC list to Data source table
- ↔ : Both ways
- → : Data source table to Selligent MC list

**Note: Computed fields (non-persisted and persisted) can be selected as field when the chosen direction is 'Selligent MC list to Data source table'. For 'bi-directional' and 'Data source table to Selligent MC list', computed fields can't be selected.**

It's possible to **add a new field** to the target list (selected as scope), using the 'Create new field' option.

Field

[Create new field] | ▾

New field name\*

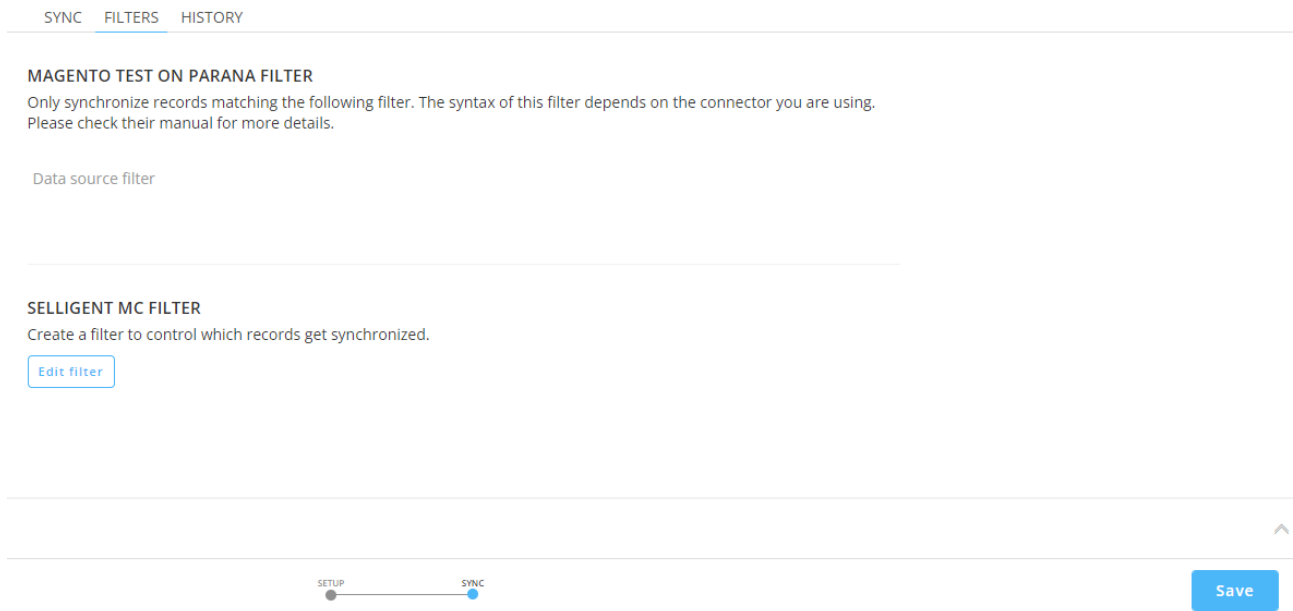
When this option is selected, a new text field appears underneath the drop-down in which a field name can be entered. This value is required.

- The new field name has a default value equal to the Data source field name (in uppercase) unless that field name already exists. In this case, the field is empty (a placeholder is shown instead).
- The new field name can't be the name of an existing field, already configured new field or a non-permitted keyword (front-end validation).
- Spaces in the field name are converted to underscores (for consistency).
- The type of the new field is automatically derived from the type of the selected Data source field.
  - If the selected Data source field has data type TEXT or LINK with length=0, then the new field will have data type LONGTEXT
- As soon as the data sync is created/updated, the new fields are created on the list selected as scope.

Syncs can be **sorted** by clicking on one of the column headers (Data source Field, Direction, Scope, Field). Clicking on a header sorts the results in ascending order of the column values. Active sorting is indicated by an up (ascending) or down (descending) arrow next to the column header. Clicking on a header of an already active sorting column, changes the sorting direction for that column.

A complete row can be **deleted** by clicking on the bin icon.  
The last remaining row can't be deleted.

### 4.3.2.4 Sync step - tab 'Filters'

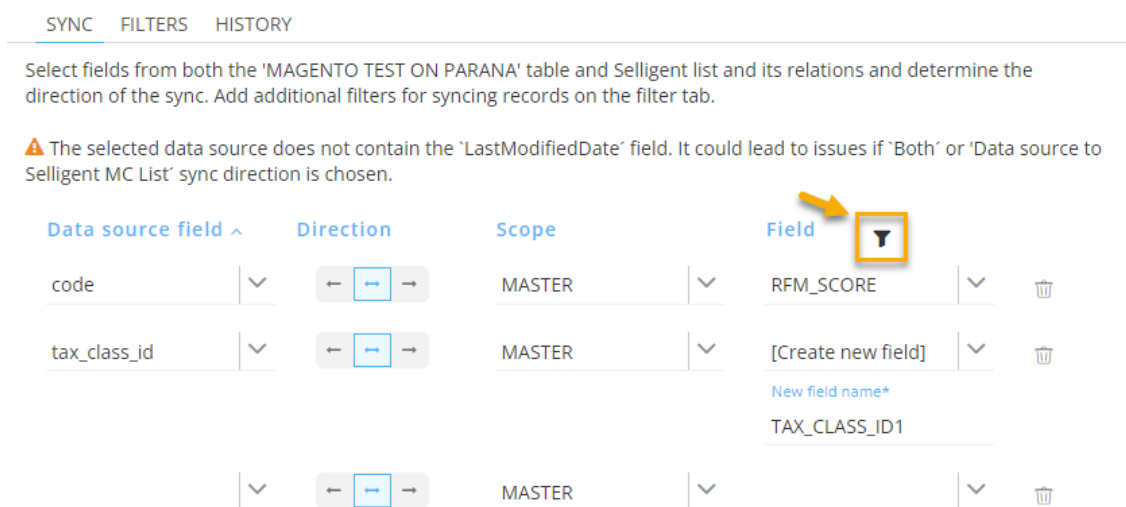


On the Filters tab, the user can define :

- a **Data source filter** — This is a text-area in which you can type a filter. Only records matching the filter will be synchronized. The filter syntax depends on the connector that you are using. For more details on the syntax, please consult the corresponding manuals/support site.
- a **Selligent MC filter** — Only records matching this filter will be synchronized during the data sync run. This filter can be built using the Constraint Builder, containing the same options as for building dynamic segments.

**Note: Defining filters is optional. No filters are set by default.**

When a filter is set for either the Data source fields or the fields, this is indicated by a **filter icon** next to the corresponding header on the 'Sync' tab.



When you click on a filter icon, the Filters tab is opened.

An **organization filter** is automatically applied to the Data Sync when it's defined on the Audience List.

**Note: This can only be the case for synchronization of Audience List data from Selligent to the Data source.**  
**If an organization filter and a regular filter are applied, the Data Sync will be executed taking into account both filters.**

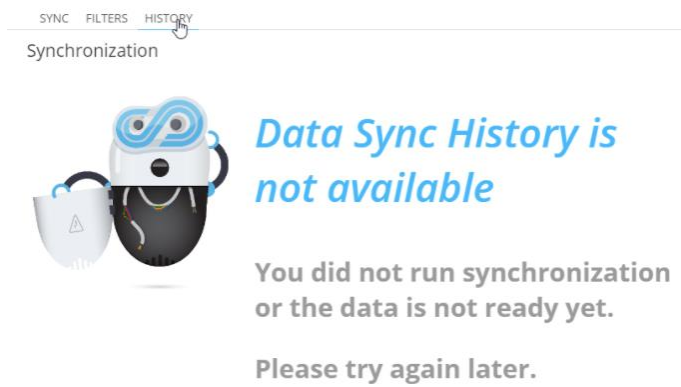
#### 4.3.2.5 Sync step - tab 'History'

The history of a data sync provides details on previous executions.

This includes :

- the source and destination table of the data sync
- the details per run :
  - the run date
  - the direction of the data synchronization
  - the total number of records included
  - the number of records that successfully synchronized, and the ones that failed
  - the starting time of the sync
  - the duration of the sync

When no synchronization has been executed yet or no data is available yet, the user is informed :



When execution history is available, it looks like this :

## Synchronization

Connector Dynamics	Data source table account	Selligent MC list ↔ MSD History page test
-----------------------	------------------------------	--

### RUN DETAILS

>	● 02 Sep 2020 account ← MSD Hist...	Records: 2	Succeeded: 0 Failed: 2	Starting time: 04:55:09 am Duration: 00:00:04
>	● 02 Sep 2020 account ← MSD Hist...	Records: 2	Succeeded: 2 Failed: 0	Starting time: 04:55:05 am Duration: 00:00:03
>	● 02 Sep 2020 account → MSD Hist...	Records: 0	Succeeded: 0 Failed: Unknown	Starting time: 04:55:04 am Duration: 00:00:01

K < 1 > X

1-3 of 3 items

Each run can be expanded by clicking on the down-arrow on the left, to show more details about failed records.

When erroneous data is available, it will be shown here.

▼	● 02 Sep 2020 account ← MSD Hist...	Records: 2	Succeeded: 0 Failed: 2	Starting time: 04:55:09 am Duration: 00:00:04
▼	Failed: 2	<a href="#">Export</a>		
	Record with SIMLINKID='a1f546ee-b6ec-ea11-a817-000d3a2d5a33' was updated more recently by the data source 2			
	Record with SIMLINKID='a6177bed-b6ec-ea11-a817-000d3aadf85f' was updated more recently by the data source 1			

**Note: When a data sync generates an error, this error will also be visible from the notifications in the top menu bar of Selligent Marketing Cloud. Clicking the notification takes the user to the 'History' tab of the Data Sync.**

Failed records for which an error message is returned, can be exported to a CSV file. An 'Export' button is available to launch the export. This 'Export' button will NOT be available when the cause of the failed record is UNKNOWN or when there are no failed records.

When a failure happens before the individual records are captured, the system doesn't know how many records would have been included in the sync.

In that case, 'Unknown' is shown instead of the number of failed records.

<div style="display: flex; align-items: center;"> <span style="font-size: 1.2em; margin-right: 5px;">▼</span> <div style="margin-right: 10px;"> <span style="color: red; font-weight: bold; font-size: 1.2em;">●</span> 02 Sep 2020 account → MSD Hist...         </div> <div style="margin-right: 10px;"> <b>Records: 0</b> </div> <div style="margin-right: 10px;"> <b>Succeeded: 0</b>  <span style="color: red; font-weight: bold;">Failed: Unknown</span> </div> <div> <b>Starting time: 04:55:04 am</b>  <b>Duration: 00:00:01</b> </div> </div>
<div style="display: flex; align-items: center; margin-bottom: 5px;"> <span style="font-size: 1.2em; margin-right: 5px;">▼</span> <span style="color: red; font-weight: bold;">Failed: Unknown</span> </div> <p style="margin-top: 10px;">Object reference not set to an instance of an object.</p> <p>No data available.</p>

**Note : In case of a long list of failed records, only the first 10 failed records are shown.**

When you've finished configuring the sync, press the '**Save**' button (or '**Update**' button if you are modifying an existing Data Sync).

**Note: The 'Save' (or 'Update') button is only available when at least one field map is defined. Otherwise the button is disabled.**

#### 4.3.2.6 Validation errors/warnings

One or more validation errors/warnings appear if your configuration is not correct or if (an)other issue(s) occur(s).

List of possible errors :

- Data source connector instance is in use
- Data source sync configuration is already disabled
- Data source sync configuration is already enabled
- Data source sync not scheduled
- Data source table field is used multiple times
- Data source table already used in data sync
- Schedule end date should be less than start date
- Invalid Data source batch size for Data source sync
- Invalid Data source connector instance
- Invalid Data source table
- Invalid Data source table field
- Invalid data sync direction
- Invalid list
- Invalid notification email address
- Invalid notification group
- Invalid notification timeout configuration
- Invalid notification type
- Invalid relation
- Invalid schedule data configuration
- Start date should be greater than current date
- Invalid schedule type
- Invalid Selligent batch size for Data source sync
- Invalid Selligent MC list field
- Invalid start time format

- Selligent MC list already used in data sync
- Selligent MC list field is used in Data source data sync
- Selligent MC list is used in Data source data sync
- Notification configuration is missing
- Notification groups are not configured
- Schedule data configuration is missing
- Schedule end date is required
- Schedule start date is required
- Schedule type is required
- Selligent MC list field is used multiple times
- Start time is required
- Failed to save the Data source sync data configuration
- Failed to delete the Data source data sync between Data source table [Data source TableName] and Selligent list [listName]
- Failed to disable Data source sync between Selligent list [listName] and Data source table [Data source TableName]
- Failed to enable Data source sync between Selligent list [listName] and Data source table [Data source TableName]
- Failed to mark Data source sync between Selligent list [listName] and Data source table [Data source TableName] for execution

List of possible warnings :

- The data type of the Data source table field and Selligent MC list field does not match
- Field length of the Data source field and Selligent MC list field does not match

**Note: There are placeholders [listName] and [Data source TableName] in some messages, which are substituted at run time with information based on the context.**

Errors and warnings are shown in a **validation pane** at the bottom of the screen after clicking the 'Save' button. In that case, the Save button label changes to 'Update'.

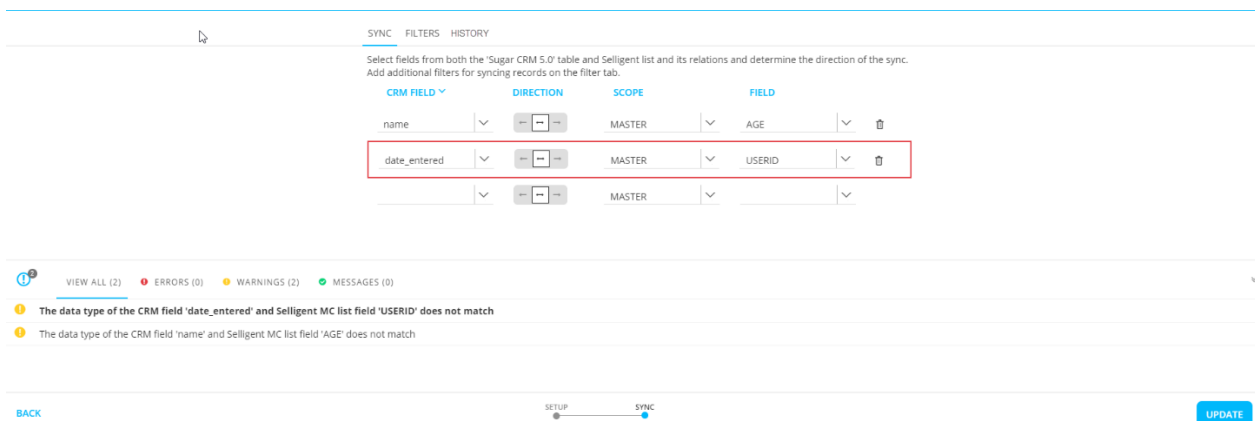
When navigating to the 'Sync' tab and clicking on an error/warning in the validation pane, the row linked to the error/warning is highlighted (if applicable).

This allows issues to be easily resolved.

When done, click on the **'Update'** button to save your changes.

**Example:**

When selecting a warning in the validation pane, the row that causes the problem is highlighted on the Sync tab. The label of the button shows 'Update'.



Some errors will continue to be displayed as notification messages at the top-right instead of using the validation pane, such as:

- 'The selected Data source table does not have any fields' (Setup step).
- 'The Data source table is already in use' (Sync step).

When everything has been set up correctly, the Data sync will be created and visible on the Start page.

Data Exchange + New

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IMPORTS/EXPORTS TASKS DATA SYNCs CUSTOM COMPONENTS & CHANNELS INBOUND EVENTS

Filter: All Dynamics Salesforce Selligent Sugar Search

DATA SOURCE TABLE	TYPE	SELLIGENT MC LIST	LAST SYNC	NEXT SYNC	LAST MODIFIED
Account	SalesForce	CMW Salesforce Accounts	Jan 14, 2020 10:08:37 AM	Jan 14, 2020 11:08:37 AM	
Account	SalesForce	AAA ACCOUNT TABLE	Dec 10, 2019 3:07:46 PM	Jan 14, 2020 11:07:46 AM	
contact	Dynamics	MS DYNAMICS BUG TESTING	Jan 14, 2020 10:14:46 AM		
customers	Magento	Demo 2wayMagento Customers	Jan 11, 2020 12:54:11 AM		

## 5 Handling Magento custom and extension attributes

The Magento REST API doesn't expose custom attributes and extension attributes in the same way as standard fields.

**Note:** Please refer to [Magento development docs](#) for more details about custom and extension attributes.

Custom and extension attributes for a Magento entity are hence not available to map by default in the connector. There is special customization required in the connector to allow mapping of custom and extension attributes. This customization is required to be carried out by Selligent teams. Given below is the process for adding this customization.

Information required by Selligent teams to set up the customization:

- **Name of the Magento entity** containing the custom and extension attributes.
- **Name of each custom attribute** and extension attribute that needs to be mapped.
- Selligent team will setup a **new intermediate endpoint** in the connector, that will convert custom and extension attributes to be like standard attributes for the data synchronization process.
- When the data synchronization is setup for the connector instance using the steps outlined in the sections above, **this intermediate endpoint will be displayed in the Magento entities list**. The name of this new entity will be of the form <originalname>\_smcview.

The following example illustrates this process:

- The Magento customers endpoint has a custom attribute called "user\_preferences".
- Selligent team will setup an intermediate endpoint called "customers\_smcview" that will flatten the "user\_preferences" attribute to appear as a standard field.

- The “customers\_smcview” entity will be available to choose from the Magento entities list during data synchronization. On selecting this entity, the field mappings screen would make the user\_preferences field available for mapping with an SMC list field.