

Email Experience Manager 3.4 Sitecore EXM Installation Guide

Installation guide for administrators and developers



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Prerequisites

Prerequisites for the Email Experience Manager 3.4:

- Sitecore XP 8.2 (rev. 160729) or Sitecore XP 8.2 (rev. 161115).
- In the `/App_Config/ConnectionStrings.config` file:
 - Add two empty connection strings with the names `exm.master` and `exm.web`. For example:

```
<add name="exm.master" connectionString="" />  
<add name="exm.web" connectionString="" />
```

- Add the two connection strings `EXM.CryptographicKey` and `EXM.AuthenticationKey`. The keys must be represented in hexadecimal format by 64 characters, where you can use the symbols 0-9 and A-F. For example:

```
<add name="EXM.CryptographicKey" connectionString=  
"E040C938FC9E4EBC3E93330B0F7837F284207B8180DB64CB5B6ABEB1AFBF6F5B" />  
<add name="EXM.AuthenticationKey" connectionString=  
"9D80B4E56AEE694058567BD89C936FB88F2DB1272A4E88F419B6501919E0BB25" />
```

Note

For security reasons, do not use the example key provided above.

- On all CM servers and dedicated dispatch servers, install [Visual C++ Redistributable for Visual Studio 2012](#).

The installation process

To install Email Experience Manager 3.4:

1. Download the Email Experience Manager package from the Sitecore Developer Portal.
The EXM installation package that you download from dev.sitecore.net includes five zip packages – the *Email Experience Manager* and four zip files that match specific server roles.

Note

The *Email Experience Manager* is a Sitecore package. You can only use it for the primary content management server. Do not use the files intended for other servers on the content management server.

2. Use the Installation Wizard to install the EXM module. You can open the Installation Wizard from the:
 - Launchpad – click **Control Panel, Administration, and Install a Package**.
 - Desktop – click the **Sitecore Start** button, **Development Tools**, and then **Installation Wizard**.
3. Before you close the wizard, select **Restart the Sitecore client**.

To complete the installation process, perform the following steps:

1. Move the following database files to the `/Databases` folder.
 - `Sitecore.Exm.ldf`
 - `Sitecore.Exm.mdf`
 - `Sitecore.Exm_Web.ldf`
 - `Sitecore.Exm_Web.mdf`

Note

You can find the files in the *Data* folder or in the *Website\temp\ECM* folder.

2. Attach the `Sitecore_Exm` dispatch database and the `Sitecore.Exm_Web` database to the SQL server.

Ensure that the permissions for the EXM databases are configured the same way as for the Master database. Refer to section 4.4.2 of [Sitecore XP Installation Guide](#).

3. In the `App_Config/ConnectionStrings.config` file of your Sitecore solution, update the `exm.master` and the `exm.web` SQL server connection strings. For example:

```
<add name="exm.master" connectionString="user id=user;password=password;Data Source=(server);Database=Sitecore_EXM" />
<add name="exm.web" connectionString="user id=user;password=password;Data Source=(server);Database=Sitecore_EXM.WEB"/>
```

4. In the `/App_Config/Include/Sitecore.Analytics.Tracking.config` file, ensure the value of the `Analytics.ClusterName` setting is set to your instance host name.
5. Set up the message transfer agent that you want to use. You can choose to use the [Sitecore Email Cloud](#) or the [Custom SMTP](#).
6. Use the Smart Publish option to publish your website.

Note

EXM does not support CMS live mode.

7. To configure EXM in a scaled environment, see [this document](#).
8. To configure a dedicated server, see [this document](#).

On the first launch of EXM, perform the following steps:

1. Configure the [EXM default settings](#) to create a manager root.

Note

If you are using the Sitecore MTA provider, you must first add the relevant domain before you can configure the default settings.

2. If you are using the Sitecore MTA provider, in the App Center, configure the `Email Delivery` service.
3. In the App Center, sign up for the `Email Preview` and `Spam Detect` services. This is optional.

Increase security by encrypting connection string information

To increase the security of your EXM installation, Sitecore recommends that you encrypt the connection string information that is stored in the `ConnectionStrings.config` file.

To encrypt the connection string information:

1. In the `%systemroot%\Microsoft.NET\Framework\versionNumber` folder, locate the ASP.NET IIS registration tool – `aspnet_regiis.exe` –.
2. In the Windows command line, run the `aspnet_regiis.exe` utility with the `-pef` option. Pass the string "connectionStrings" to encrypt the `ConnectionStrings.config` file and the file location, for example:

```
C:\Windows\Microsoft.NET\Framework64\v4.0.30319\aspnet_regiis -pef "connectionStrings" "c:\inetpub\wwwroot\SitecoreCM\Website"
```

When the command is finished, in the `ConnectionStrings.config` file, the `connectionStrings` string contains encrypted information instead of plain text.

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Note

To decrypt the encrypted file, use the `aspnet_regiis.exe` utility with the `-pdf` option and the same syntax: `C:\Windows\Microsoft.NET\Framework64\v4.0.30319\aspnet_regiis -pdf "connectionStrings" "c:\inetpub\wwwroot\SitecoreCM\Website"`