

Sitecore EXM 3.0 The Email Experience Manager Installation Guide

The installation procedure for EXM 3.0



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Installation Guide

This document describes how to install EXM 3.0.

Prerequisites

The prerequisites for the Email Experience Manager 3.0:

- Sitecore XP 8.0 (8.0 initial release) or later

The Installation Process

To install EXM 3.0:

1. Download the Email Experience Manager package from the Sitecore Developer Portal.
2. Add the connection string "ecm.dispatch" to `/App_Config/ConnectionStrings.config`.

For example:

```
<add name="ecm.dispatch" connectionString="mongodb://localhost/ecm_dispatch" />
```

3. 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**.
4. Follow the steps in the Installation wizard. Be sure to read the instructions in the wizard carefully.
5. Before you close the wizard, select the checkbox **Restart the Sitecore client**.

When you have installed the EXM module, perform the following steps to complete the installation:

1. Run `Sitecore.EmailExperienceManager.sql` for the reporting database of your instance. The file is available at `Data` folder.
2. Make the following changes to the `Web.config` file:
 - Insert the following string into the end of `system.webServer/handlers`:

```
<add verb="*" path="sitecore_ecm_speak_request.ashx" type="Sitecore.EmailCampaign.Speak.Server.RequestHandler, Sitecore.EmailCampaign.Speak.Server" name="Sitecore.EmailCampaign.Speak.Server" />
```
 - Insert the following string into the end of `system.web/httpHandlers`:

```
<add verb="*" path="sitecore_ecm_speak_request.ashx" type="Sitecore.EmailCampaign.Speak.Server.RequestHandler, Sitecore.EmailCampaign.Speak.Server" />
```
3. Use smart publish to publish your website.
4. In the App Center, configure the Email Delivery service.
5. In the App Center, sign up for the Email Preview and Spam Detect services. This is optional.