

Install & Admin Guide

for

OpenEMM

(19.04.000 and later)

AGNITAS AG

www.openemm.org

forum.openemm.org

Author:
Martin Aschoff

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1 Document History and Outlook

Version	Date	Change
1.1.0	November 13, 2019	Several minor updates due to availability of OpenEMM 19.10, new section 9.1 on automated OpenEMM startup
1.0.3	September 2, 2019	Section 4.2 + 4.3: Added configuration instructions for Postfix and Sendmail to be able to receive mails with TLS protocol
1.0.2	August 9, 2019	Extended chapter 7 with new update option for OpenEMMInstaller
1.0.1	August 5, 2019	New section 4.6 on bounce management related OS logging parameters
1.0	August 2, 2019	Initial version for OpenEMM 2019

2 Introduction

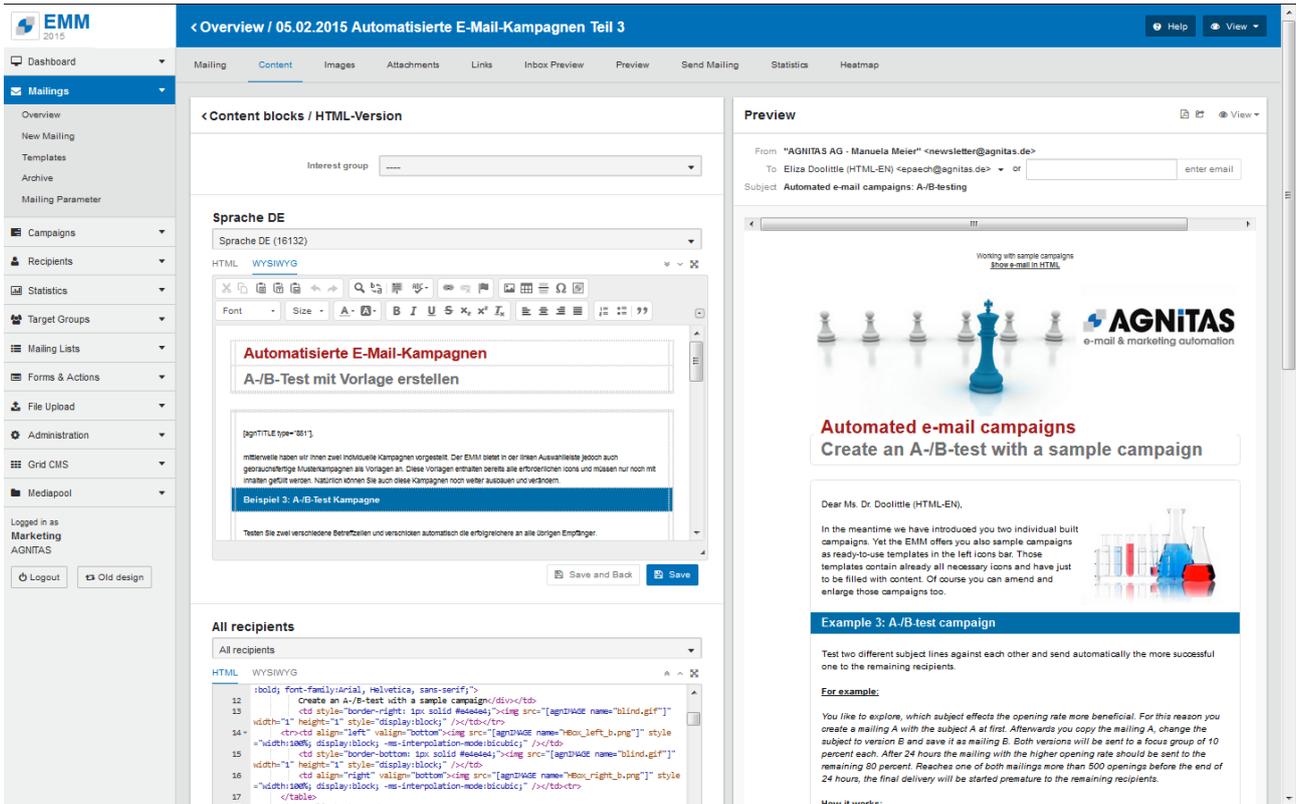
2.1 Purpose of OpenEMM

OpenEMM is a web-based enterprise application for email marketing, email newsletters, service emails (transaction emails and event or time triggered emails), marketing automation and lead management. To summarize it, OpenEMM is a tool for customer relationship management by email.

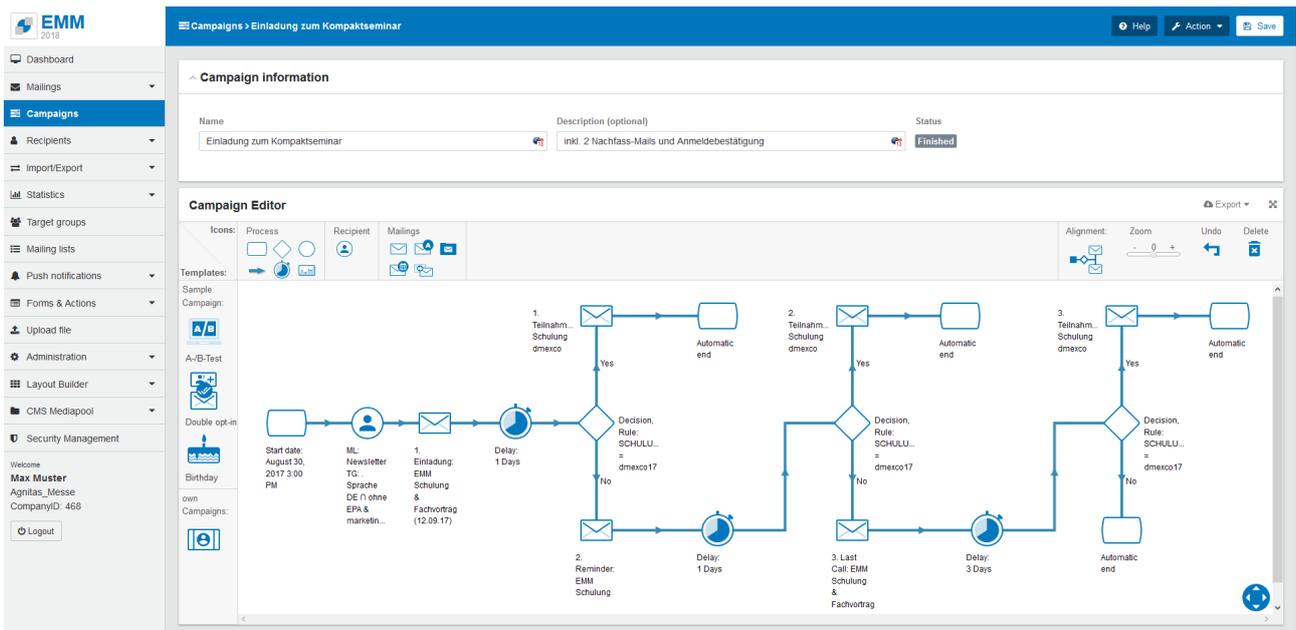
EMM offers tons of features for professional marketing users, among them:

- a responsive web user interface with great usability and different languages
- a mail template management system
- mailing, template and forms import to load prepared mailing templates and forms
- ability to fill mail templates with data from databases and realtime content created on-the-fly
- a graphical workflow manager to create complex campaigns with drag&drop
- individual and (GDPR compliant) anonymous tracking of mail openings, link clicks and deep tracking
- automated bounce management
- graphical realtime statistics with lots of KPIs
- self-defined target groups based on recipient profiles and recipient's behaviour (created visually or with SQL-like syntax)
- a scalable multiqueue mail backend for maximum sending performance
- flexibly configurable data import and export with extensive reporting of results
- sophisticated management of users, user roles and user rights
- an audit-proof searchable and exportable user activity log
- a system status menu with helpful info for OpenEMM administrators
- an extensive set of webservices to manage OpenEMM from remote

The GUI of OpenEMM works with web browsers Google Chrome, Mozilla Firefox, Microsoft Edge and Internet Explorer 11. To give you an impression of the web-based user interface of OpenEMM, the following two screenshots illustrate how to build mailings and how to build workflows and campaigns with OpenEMM:



Mailing creation with WYSIWYG editor (upper left) HTML editor (lower left) and preview (right)



Building of workflows and campaigns with OpenEMM's graphical drag&drop editor

2.2 General Architecture

OpenEMM consists of several independent services for scalability. It runs on top of a well

proven Open Source software stack without any further dependencies to any commercial software:

- RedHat Linux or compatible like CentOS
- Postfix or Sendmail
- MySQL or MariaDB
- Java OpenJDK
- Apache Tomcat

2.3 Open Platform Design

A software like OpenEMM must not operate as an island, but it should be capable to be integrated with third party systems like a CRM or CMS software, an e-commerce shop, an ERP platform or a business intelligence software. Therefore, OpenEMM was designed to be a very open and flexible platform with lots of interfaces and extension capabilities.

OpenEMM offers not only a highly customizable graphical interface (GUI) for its users, but also an easy to use URL API für URI tunneling and a rich webservice interface to be used by third-party software.

Furthermore, OpenEMM provides a plugin interface to extend it with third-party code whose functionality can be integrated in OpenEMM's GUI seamlessly. If you want to develop plugins for OpenEMM please read the OpenEMM Extension Development Guide and the OpenEMM Code Design Guide.

2.4 Architecture Components

The OpenEMM software is not a monolith, but it is divided into several independent backend and frontend **services** (software) to be able to run on different **servers** (hardware). The break down of the software into different modules opposed to a single monolith allows for better performance, offers scalability and higher availability.

Communication between the various OpenEMM services is done via the database, i.e. the database is the hub of the application.

To gain a better understanding of the purpose of the various backend and frontend services, this is a summary of their main jobs:

- **Backend:** This service reads mail-related data from the database, generates the individual emails and sends them out into the Internet. It also registers instant bounce messages and collects reponses (like autoresponder and mail replies by recipients) and delayed bounce data to update the database with results from the mail sendings. It sends out autoresponder mails defined in the OpenEMM GUI and it forwards all mail replies not filtered out to a predefined destination (feedback address).
- **GUI:** This service provides the browser-based user interface of OpenEMM.
- **Statistics:** This service generates statistics (tables with numerical values as well as visual charts and diagrams) for the OpenEMM GUI and creates reports in PDF and

CSV format for download.

- **Webservices:** This service provides the webservice interface of OpenEMM.

3 General Requirements

This document will guide you through some necessary steps, which are needed to install and configure OpenEMM. It requires a little knowledge of Linux system administration, of MySQL or MariaDB database administration and knowledge of Domain Name Services (DNS) to configure the domain names for various services.

For questions, comments, suggestions for improvement and other contributions to improve this guide, please feel free to use the OpenEMM support forum at forum.openemm.org

3.1 Software Stack

This is the software stack required by OpenEMM 19.04 and later:

- 64-bit version of **RedHat** Enterprise Linux **7** or compatible distribution like **CentOS**
- **Java Open JDK 8**
- Apache **Tomcat 9**
- **Python 2.7** (3.x with future version OpenEMM 20.04)
- DBMS: **MySQL 5.6** or **5.7**; **MariaDB 10.1**, **10.2** or **10.3**
- MTA: **Postfix 2.6** or later; **Sendmail 8.10** or later
- for image and PDF creation: command line tool **wkhtmltox 0.12.2.1** or later
- for HTTPS support: Apache **Tomcat Native Library**

It may be that OpenEMM also runs on later versions than the ones listed above, but this has not been tested in a production environment, yet.

To install OpenEMM and the required software stack you need a shell access (like *bash*) for your server as user *root*. All command-line examples are based on RedHat/CentOS. Except as otherwise noted, you should run all commands as user *root* to make sure you own and you can grant the required permissions.

3.2 Operating System

Make sure that service *cron* is enabled on all servers and that *SELinux* is disabled on all servers.

Update the operating system to its latest release. This will keep your system in the most stable state and harden it against various intrusion attempts.

Install all required packages. Further dependencies will be resolved and installed automatically by the repository management software.

```
# yum update
# yum install gcc make
# yum install python
# yum install java-1.8.0-openjdk-devel
# yum install xorg-x11-fonts-75dpi zlib fontconfig freetype libX11
```

```
libXext libXrender urw-fonts
```

3.3 MariaDB

If you have not installed a MariaDB database on your server, you have to install the database software before you install Python (because of the Python database driver). If your version of RedHat does not offer MariaDB 10.1, 10.2 or 10.3 out of the box, you should include the Software Collections Repository (SCL) for **RedHat 6** with

```
# subscription-manager repos --enable rhel-server-rhsc1-6-rpms
```

or for **RedHat 7** with

```
# subscription-manager repos --enable rhel-server-rhsc1-7-rpms
```

or for **CentOS** with

```
# yum install centos-release-scl
```

Afterwards, you can install MariaDB and the required python driver with

```
# yum install rh-mariadb102-mariadb-server
```

```
# yum install MySQL-python
```

To start MariaDB and to make sure it starts every time the server is rebooted:

```
# systemctl enable rh-mariadb102-mariadb
```

```
# systemctl start rh-mariadb102-mariadb
```

(Replace "102" with "101", if you want to use MariaDB 10.1 instead of version 10.2.)

Finally, set a symlink to make sure that OpenEMM can find MariaDB:

```
# ln -s /opt/rh/rh-mariadb102/root/bin/* .
```

If MySQL is pre-installed on your server, you have to remove it first before installing MariaDB:

```
# systemctl stop mysql
```

```
# yum remove mysql*
```

3.4 MySQL

If you want to use OpenEMM with a MySQL database, you have to install the database software before you install Python (because of the Python database driver). If your version of RedHat does not offer MySQL in version 5.6 or 5.7 out of the box, you should include the Software Collections Repository (SCL) for **RedHat 6** with

```
# subscription-manager repos --enable rhel-server-rhsc1-6-rpms
```

or for **RedHat 7** with

```
# subscription-manager repos --enable rhel-server-rhsc1-7-rpms
```

or for **CentOS** with

```
# yum install centos-release-scl
```

Afterwards, you can install MySQL and the required python driver with

```
# yum install rh-mysql-57-mysql-server
# yum install MySQL-python
```

If you get an error message like

```
FATAL ERROR: please install the following Perl modules before executing /
usr/bin/mysql_install_db: Data::Dumper
```

install the missing package with

```
# yum install perl-Data-Dumper
```

and execute the MySQL install script afterwards:

```
# mysql_install_db --verbose --user=mysql --basedir="$(brew --prefix
mysql)" --datadir=/var/lib/mysql
```

To start MySQL and to make sure it starts every time the server is rebooted:

```
# systemctl enable rh-mysql57-mysql
```

```
# systemctl start rh-mysql57-mysql
```

(Replace "57" with "56", if you want to use MySQL 5.6 instead of version 5.7)

Finally, set a symlink to make sure that OpenEMM can find MySQL:

```
# ln -s /opt/rh/rh-mysql57/root/bin/* .
```

If an older version of MySQL is pre-installed on any of your servers, you have to remove it first before installing a later MySQL version manually:

```
# systemctl stop mysql
```

```
# yum remove mysql*
```

3.5 MySQL/MariaDB Configuration

Set the MySQL/MariaDB root password right after installation with

```
# mysqladmin -u root password '<password>'
```

and save it to file *.mysqlpw*:

```
# cd /root
```

```
# vi .mysqlpw
```

```
# chmod 600 .mysqlpw
```

Especially important are parameter *lower_case_table_names*, which should be set to 1 on Linux systems (to enforce lower case table names), and parameter *wait_timeout*, which is set to 28800 by default. This means that MySQL/MariaDB automatically cuts the connection to OpenEMM after 8 hours of inactivity. This leads to an initial connection error when OpenEMM attempts to contact the MySQL/MariaDB database next time. If your OpenEMM installation does not access its MySQL/MariaDB database all the time, you should increase this value to at least one day (86400) or even to a whole week (604800).

If you use the default configuration of MariaDB and OpenEMM imports a string into a database field which is too short to hold the complete string, MariaDB simply cuts off the string at the end to make it fit - without any warning! This may harm the integrity of your data. Therefore, we recommend to change parameter *sql-mode* in section *[mysqld]* to

```
sql-mode = STRICT_ALL_TABLES
```

You may add parameter *NO_ENGINE_SUBSTITUTION*, separated by a comma, to make sure that MySQL/MariaDB uses OpenEMM's choice of database engine InnoDB in any case.

3.6 DNS Requirements

When setting up the DNS entries for your OpenEMM server, please make sure that your server holds a valid A record and a PTR record which points back to the hostname of your server (see */etc/hosts*) for reverse lookups. This is important because most SMTP servers (MTAs) that receive mails from your OpenEMM installation will do a reverse DNS lookup in order to check if the FQDN of your server and the reverse DNS entry of your server's IP address match. If not, this is an indication of a spambot network and quite often your emails will be rejected.

To be reachable from outside via its FQDN is also important for the GUI service, because this service needs to be able to access itself via the Internet in order to generate and display preview thumbnails, heatmaps and the like.

If you plan to use an SPF entry for the domain which is used for the sending address of your mass mails, make sure to add your server to this SPF record.

4 Server Preparations

Before you are able to install OpenEMM on the server you have to prepare the server first.

Create a group and a user openemm:

```
# groupadd openemm
# useradd -m -g openemm -d /home/openemm -s /bin/bash openemm
# passwd openemm
# su - openemm
```

4.1 Firewall Configuration

Open port 25 and port 8080 in your firewall and add a port forwarding from port 80 to 8080, so you do not have to enter the URL of your OpenEMM server with ":8080" at the end:

```
# firewall-cmd --get-active-zones
```

If your zone is "public" (if not, use the zone name you got with the aforementioned statement):

```
# firewall-cmd --zone=public --add-port=8080/tcp --permanent
# firewall-cmd --zone=public --add-port=25/tcp --permanent
# firewall-cmd --zone=public --add-forward-
port=port=80:proto=tcp:toport=8080 --permanent
# firewall-cmd --reload
```

4.2 Postfix Deployment

If you want to use Postfix as SMTP server (MTA), you have to stop and remove Sendmail first (in case it is installed), and you have to install the required packages for Postfix.

```
# systemctl stop sendmail
# yum remove sendmail
# yum install postfix sendmail-milter procmail
```

Further dependencies will be resolved and installed automatically by the repository management software.

After that, switch the default SMTP server to Postfix with

```
# alternatives --set mta /usr/sbin/sendmail.postfix
```

and change Postfix' configuration to unleash all features. To do this, change to the Postfix main configuration directory:

```
# cd /etc/postfix
```

Now, add some configuration parameters to Postfix' main configuration file *main.cf*:

```
inet_interfaces = all
inet_protocols = all
mailbox_command = /usr/bin/procmail
mailbox_size_limit = 0
message_size_limit = 0
maximal_queue_lifetime = 1d
bounce_queue_lifetime = 1d
smtp_tls_security_level = may
smtp_tls_protocols = !SSLv2, !SSLv3
smtp_tls_ciphers = high
smtp_tls_mandatory_ciphers = $smtp_tls_ciphers
hash_queue_depth = 2
enable_long_queue_ids = yes
relay_domains = /home/openemm/var/run/relay.domains
transport_maps = hash:/home/openemm/var/run/transport.maps
smtpd_milters = unix:/home/openemm/var/run/bav.sock
```

If lines with parameters of the same name already exist in file *main.cf*, comment them with character **#** at the beginning to avoid any warning messages or overwrite them with the new values in case you do not want to keep the original values as backup.

Additionally, you have to set parameter *myhostname* in file *main.cf* to the FQDN of your OpenEMM server. Otherwise, mails would be sent with sender domain *localhost.localdomain* instead.

If you want to be able to receive autoresponder, bounce and feedback mails encrypted with the TLS protocol, add

```
smtpd_use_tls = yes
smtpd_tls_loglevel = 2
smtpd_tls_security_level = may
smtpd_tls_received_header = yes
smtpd_tls_session_cache_timeout = 3600s
smtpd_tls_eecdh_grade = strong
smtpd_tls_cert_file = /etc/pki/tls/certs/mail.crt
smtpd_tls_key_file = /etc/pki/tls/private/mail.key
smtpd_tls_CAfile = /etc/pki/tls/certs/cacert.pem
```

```
smtpd_tls_CApath = /etc/pki/tls/certs
smtpd_tls_protocols = !SSLv2, !SSLv3
smtpd_tls_ciphers = high
smtp_tls_protocols = $smtpd_tls_protocols
smtp_tls_ciphers = $smtpd_tls_ciphers
tls_random_source = dev:/dev/urandom
tls_random_prng_update_period = 3600s
```

to file *main.cf*. You may have to change the paths to the locations where your TLS keys are located. Certificate *mail.crt* may be a self-signed certificate.

Finally, add these lines to configuration file *master.cf*:

```
mailloop unix - n n - - pipe
    flags=RX user=openemm argv=/usr/bin/procmail /home/openemm/lib/bav.rc
```

Please do **not** omit the two space characters before keyword "flags" to indicate the parser that the line is continued!

Last not least, activate the TLS manager in file *master.cf* by uncommenting (i.e. removing the leading #) line

```
tlsmgr unix - - n 1000? 1 tlsmgr
```

To activate all changes, restart Postfix with

```
# systemctl restart postfix
```

In case you start Postfix separately from OpenEMM and Postfix complains that file *relay.domains* is missing, you can ignore this warning because OpenEMM take care to create this file at startup time in case it is missing.

4.3 Sendmail Deployment

If you want to use Sendmail as SMTP server (MTA), you have to stop and remove Postfix first (in case it is installed), and you have to install the required packages for Sendmail.

```
# systemctl stop postfix
# yum remove postfix
# yum install sendmail sendmail-cf sendmail-milter procmail
```

Further dependencies will be resolved and installed automatically by the repository management software.

After that, if necessary, switch the default SMTP server to Sendmail with

```
# alternatives --set mta /usr/sbin/sendmail.sendmail
```

and change Sendmail's configuration: Open file *sendmail.mc*: in directory */etc/mail* and change the old line

```
DAEMON_OPTIONS(`Port=smtp,Addr=127.0.0.1, Name=MTA')dnl
```

to the new line

```
dnl DAEMON_OPTIONS(`Port=smtp,Addr=127.0.0.1, Name=MTA')dnl
```

This will enable Sendmail to listen on all available network interfaces and allows the processing of asynchronous bounces and auto responder mails. By default, Sendmail listens only on the local interface for connections, but *dnl* comments out this directive.

Additionally, add line

```
INPUT_MAIL_FILTER(`bav', `S=unix:/home/openemm/var/run/bav.sock, F=T')dnl
```

at the end of the file to make Sendmail familiar with mail filter BAV (bounce address validator) so that the bounce management can process asynchronous bounces, too.

If you want to be able to receive autoresponder, bounce and feedback mails encrypted with the TLS protocol, add

```
define(`confCACERT_PATH', `/etc/pki/tls/certs')dnl
```

```
define(`confCACERT', `/etc/pki/tls/certs/cacert.pem')dnl
```

```
define(`confSERVER_CERT', `/etc/pki/tls/certs/mail.crt')dnl
```

```
define(`confSERVER_KEY', `/etc/pki/tls/private/mail.key')dnl
```

to file *sendmail.mc*. You may have to change the paths to the locations where your TLS keys are located. Certificate *mail.crt* may be a self-signed certificate.

The mailloop service of OpenEMM, which processes the asynchronous bounces and auto responder mails needs some more preparations:

```
# cd /etc/mail
```

```
# umask 022
```

```
# [ -f relay-domains ] || touch relay-domains
```

```
# [ -f mailertable ] || touch mailertable
```

These two files are automatically filled at first startup time of the mailloop service startup script. (File *relay-domains* will specify your mailloop service domain name, so that responses sent to an email address with this domain name are accepted by Sendmail for relaying, and file *mailertable* will contain the internal forwarding for the mailloop service domain name to procmail for mail filtering.)

To activate your changes to the Sendmail configuration you have to compile the intermediate file *sendmail.mc* to the final configuration file *sendmail.cf* and activate the new configuration with

```
# cd /etc/mail
```

```
# make
```

```
# systemctl restart sendmail
```

4.4 Tomcat Deployment

OpenEMM needs web application engine Tomcat for the frontend services. Tomcat can be installed with the OpenEMM Installer script *OpenEMMInstaller.sh*. For details please read section *Runtime Deployment* below.

If you want to operate OpenEMM with the HTTPS protocol, the server key files (*.key, *.pem) and server certificate files (*.crt, cacerts) for the TLS configuration (to allow HTTPS connections) must be provided from your side as these files are server and client specific. See chapter 10 for details.

4.5 Image and PDF Creation Tool wkhtmltox

In order to create good looking thumbnail images and PDF documents in the OpenEMM GUI, the OpenEMM server needs the powerful tool *wkhtmltox* to be installed. The tool can be installed with the OpenEMM Installer script *OpenEMMInstaller.sh*, or you can do it manually with

```
# rpm -ihv wkhtmltox-*.rpm
```

4.6 Configuration of Operating System Logging Parameters

With version 7 of RedHat a new "feature" was introduced that drops messages from being logged if the server has a high workload. If you use the default configuration values of RedHat 7 (i.e. 1,000 entries max. within 30 seconds), and if the OpenEMM server has a high workload due to a high mail output, this can lead to missing entries in the maillog. However, missing entries in the maillog mean that OpenEMM does not know whether mails were delivered successfully, or not and may lead to an incomplete bounce management!

To make sure that even under high workload all messages are logged to the maillog, you should change (or add) the following values of file *journald.conf* in directory */etc/systemd*:

```
RateLimitInterval=10s
```

```
RateLimitBurst=10000
```

Afterwards, restart the journal daemon with

```
systemctl restart systemd-journald
```

to activate your changes. Additionally, you should add (or change) the following values in file *rsyslog.conf* of directory */etc* after the line with parameter *\$IMJournalStateFile imjournal.state*:

```
$imjournalRateLimitInterval 60
```

```
$imjournalRateLimitBurst 60000
```

Afterwards, restart the rsyslog service to activate your changes:

```
systemctl restart rsyslog
```

4.7 Miscellaneous

OpenEMM needs a minimum value of 16384 for kernel parameter *nofile*, which defines the maximum number of open files per process. OpenEMM Installer script *OpenEMMInstaller.sh* will check and change if necessary.

OpenEMM requires read access to the mail log file at */var/log/maillog* and *logrotate* has to be aware of this fact, too. Open file */etc/logrotate.d/syslog* and add the following line after the line *sharedscripts*:

```
# create 0644
```

and run

```
# chmod 644 /var/log/maillog
```

to set the permissions of the current maillog.

5 OpenEMM Deployment

5.1 Download

We recommend to download the latest deployment & runtime package of OpenEMM from <https://www.agnitas.de/en/download/openemm-binaries/>. This package provides the installer for the backend and frontend code.

Of course, you can also download the source code of OpenEMM from GitHub at <https://github.com/agnitas-org/openemm> and compile and deploy the software manually yourself. See the instructions at the end of the wiki page at <https://wiki.openemm.org>.

5.2 Runtime Deployment

Download runtime tarball (file name: `openemm-runtime-19.*.tar.gz`) to `/home/openemm` to create the deployment and runtime environment for OpenEMM. Change to user `openemm`, unpack and start it with

```
# su - openemm
$ tar -xvzpf openemm-runtime-19.*.tar.gz
$ ./OpenEMMInstaller.sh
```

At launch time `OpenEMMInstaller` checks your environment and offers to install required packages (including Tomcat 9), to configure a database connection (file `dbcfg`) and to set environment variables

- `JAVA_HOME` (default path: `/usr/lib/jvm/java-8-openjdk`) for Java
- `CATALINA_HOME` (default path: `/home/openemm/opt/tomcat/`) for Tomcat
- `WKHTML` (default path: `/usr/bin/wkhtmltoimage`) for tool `wkhtmltox`

The parameters will be written to file `setenv.sh` in directory `/home/openemm/bin/`.

`OpenEMMInstaller` also checks if kernel parameter in `/etc/security/limits.conf` are sufficient and, if not, offers to change them. However, you have to restart `OpenEMMInstaller` as user `root` to be able to change the file:

```
# sudo su -
# /home/openemm/bin/OpenEMMInstaller.sh
```

If database configuration file `dbcfg` does not exist in directory `/home/openemm/etc/`, `OpenEMMInstaller` asks for the required parameters like database type ("mysql" or "mariadb"), database name ("openemm"), database user ("openemm") and your database password.

5.3 Frontend and Backend Deployment

For the deployment of the backend tarball you have to run OpenEMMInstaller as user **root**, because some files of the tarball have to be deployed with root permissions:

```
$ sudo su -  
# /home/openemm/bin/OpenEMMInstaller.sh
```

Use menu *Install or update package from AGNITAS website* to install the frontend and backend package. The same menu also offers to install Tomcat or an update of the runtime package, but you can select "n" for any package, if you do not want to install it.

During Deployment of the backend tarball several new directories and symlinks will be created in */home/openemm/*.

If you do not want to install the backend package of OpenEMM, you can start OpenEMMInstaller as user *openemm*:

```
# su - openemm  
$ OpenEMMInstaller.sh
```

When the frontend is installed, the OpenEMM database is automatically filled with its initial content.

5.4 Configuration

Use menu *Configuration* and *Security* of OpenEMMInstaller to set up and change the configuration of OpenEMM.

Set various essential parameters in a sub-menu *Change emm.properties* of menu *Configuration*:

- Set *system.url* and *birt.drilldownurl* to the protocol and FQDN of your OpenEMM server (like *https://openemm.example.com*)
- Set *birt.url* to the same value as *birt.drilldownurl* and add *"/birt"* at the end (like *https://openemm.example.com/birt*)

Use menu *Configuration*, sub-menu *Change client/account data in db* to set important values in the OpenEMM database:

- Set *rdir_domain* to the protocol and FQDN of your OpenEMM server, for example *https://openemm.example.com*. This domain will be used in all measurable links to redirect them through OpenEMM.
- Set *mailloop_domain* to the domain of your sender address. The domain for the mailloop service must be different from the name of your OpenEMM server. It usually is the FQDN which is defined in the MX record for your server, for example *mailing.example.com*, pointing as MX to *openemm.example.com*. In this case, use domain *mailing.example.com* as domain for the sender address of your mailings. (There are other ways for configuration, described in chapter "Mailloop")

Configuration".) If you do not configure the mailloop service, OpenEMM can only process instant bounces, i.e. you will not be able to catch all bounces.

Finally, create an initial password for main user "emm-master" in menu *Security*. Write down the generated password and use user "emm-master" and this initial password later for your first login. At first login, you will be prompted to change your password to a new one of your choice.

5.5 Startup

Launch OpenEMM with menu *Restart OpenEMM* of OpenEMMInstaller. Experts may have a look at the Tomcat log during startup with

```
$ tail -f logs/catalina.out
```

to check for any warnings or error messages.

Point your browser to your OpenEMM server and log in with user *emm-master* and the password you just created. OpenEMM will ask you to change the initial password to a new one of your choice.

If you want to install the context-sensitive help feature of OpenEMM, download it via OpenEMMInstaller menu *Install or update package from AGNITAS Website* (not available, yet).

6 Testing

For testing (and to initialize the system) you should first make sure that MySQL/MariaDB with the OpenEMM database is already up and running.

If you are not sure about OpenEMM's status use menu 1 of OpenEMMINstaller to check it and use menu 7 to restart the software.

To test the correct operation of each service we recommend

- creating a new mailing (testing the GUI of the frontend)
- sending the mailing to an existing email address (testing the backend)
- and sending it to a non-existing email address (testing the bounce management)*
- opening the mail and clicking the links (testing the redirect service of the frontend)
- checking in mailing statistics if openings and clicks were recorded (testing the redirect service and statistics service of the frontend)

*To test the bounce management you have to send the mailing not to admin or test recipients, but to normal recipients, because due to performance reasons mailings to admin and test recipients are sent out directly without using a mailer service. For that reason the bounce management process can not be applied to mailings for admin and test recipients.

6.1 OpenEMM Does Not Send Emails

The most "popular" problem of OpenEMM is, that no emails are sent out. Therefore, we have compiled a checklist with the ten most common reasons why OpenEMM does not send emails:

1. Packages *postfix* and *sendmail-milter* or *sendmail* and *sendmail-cf* are not installed.
2. Postfix or Sendmail has not been started ("systemctl start postfix" or "systemctl start sendmail").
3. Postfix or Sendmail is no longer running ("ps aux | grep postfix/master" or "ps aux | grep sendmail").
4. The wrong MTA is active (Postfix, Sendmail, qmail, Exim, etc.).
5. Port 25 has not been opened.
6. Service *cron* is disabled.
7. SELinux is enabled.
8. Postfix' mailqueue at */var/spool/postfix* or Sendmail's mailqueues at */home/<user>/var/spool/mail* does not exist (Postfix: re-install Postfix, Sendmail: restart Sendmail).
9. No reverse DNS entry does exist for the IP address of the OpenEMM server (so that mails are blocked as spam by ISPs).
10. Postfix' or Sendmail's mail log file in */var/log/maillog* shows errors.

7 Updating OpenEMM

The OpenEMM Wiki at <https://wiki.openemm.org> shows the latest available versions of the runtime, backend and frontend package at the top.

You can download the latest versions of the packages with menu *Install or update package from AGNITAS Website* of OpenEMMInstaller. An update of the frontend package will also update the schema of the OpenEMM database, if necessary.

Please keep in mind that you have to start OpenEMMInstaller as user *root*, if you want to update the backend, too.

If you use runtime version 19.10.009.010 or later, you are offered to update to OpenEMM 19.10. **This version is in BETA status right now.** If you are not happy with it, you can roll back OpenEMM to an earlier version with menu *Switch OpenEMM version*.

Do not forget to restart OpenEMM with menu *Restart OpenEMM* after you have downloaded and installed an update package to activate it. But do the restart at a convenient time: Do not restart OpenEMM during a dispatch of a mailing, or right after the dispatch (due to the brief downtime of the redirect service causing missed openings and click redirects).

Beginning with runtime version 19.07.011 you can simplify the update process even more. Simply start OpenEMMInstaller from the command line with option "-update" (use *sudo* to be able to update the backend):

```
$ sudo /home/openemm/bin/OpenEMMInstaller.sh -update
```

In this case, if OpenEMMInstaller finds and applies an update, and it automatically restarts OpenEMM afterwards.

7.1 Templates and Forms

You do not have to start from scratch when producing mailings and creating forms in OpenEMM. At <https://www.agnitas.de/en/download-center/> you can download templates and forms which you can import into OpenEMM. **Make sure to replace all placeholders for a company ID with value "1".**

8 Advanced Configuration

This chapter describes some more advanced configuration options. Please be aware that you should backup all files you modify because after an update/upgrade of OpenEMM they will be overwritten by default values.

8.1 Mailloop Configuration

The mailloop service enables OpenEMM to process bounces (and autoresponder mails) which are received hours or even days later by email (asynchronous bounces). You need to define a dedicated mailloop service domain name which is different from the OpenEMM server hostname (set in `/etc/sysconfig/network/`). While you have to set up the A record for the OpenEMM server hostname, you have to set an MX (Mail Exchange) record for the mailloop service domain name, which points to the OpenEMM server hostname for correct mail routing.

For each new bounce filter created in the OpenEMM GUI, OpenEMM creates a new filter address based on the mailloop service domain name. The OpenEMM user should define a mail forwarding for the address(es) used as sender address in its mailings, to direct all incoming response to the filter address(es) for further processing by the mailloop service (see "Alternative A" below).

In our example below the subdomain of the OpenEMM server hostname is *openemm* and the mailloop service subdomain name will be *mailloop*. The (abbreviated) DNS entry for *domain.com* should look like this:

```

                                IN    A      0      <ip address>
openemm                        IN    A      0      <ip address>
mailloop                       IN    A      0      <ip address>
mailloop.domain.com.         IN    MX     10     openemm.domain.com.
```

Replace expression *<ip address>* with the IP address of the OpenEMM server, which also runs the mailloop service.

The 1st line assigns the IP address for *domain.com* and the 2nd line defines the regular hostname. The 3rd line defines the A record and the 4th line defines the MX record for the mailloop service domain name, meaning that host *openemm* accepts emails sent to host *mailloop*.

Validate your setup by using a tool like *dig* or *host*, for example

```

# host -a domain.com
# host -a openemm.domain.com
# host -a mailloop.domain.com
```

When you send emails and want to take advantage of the bounce management for asynchronous bounces, there are two possibilities for the format of the sender address:

Alternative A (the most popular one):

Use whatever sender address (or reply-to address) you like. Implement a forward mechanism in the email account of this sender/reply-to address to forward incoming mail sent back to this address to a filter address of OpenEMM. In order to create this filter address, set up a bounce filter in OpenEMM (see user manual). This filter will auto-generate a filter address like aml_1@mailloop.domain.com (*aml_1* = AGNITAS mail loop 1). After processing the incoming mail, the bounce filter will forward the filtered response to a feedback address of your choice (different from the sender address, of course).

The flow for responses to your mailings works like this:

```
recipient -> sender/reply-to address -> filter address of bounce filter  
(auto-generated by OpenEMM) -> feedback address
```

The advantage of this model is that you can choose any sender address you want, but you have to implement an external forward mechanism.

Alternative B (the advanced one):

Use a sender/reply-to address with the mailloop service domain name (for example news@mailloop.domain.com). Since no real email addresses exist for this sender domain name, normally it would not be possible to reply to an email with this sender/reply-to address. To forward responses to a valid email address you have to define a bounce filter.

In the GUI configuration for the bounce filter set field *Filter address* manually to your sender/reply-to address (in this example news@mailloop.domain.com) and this address is then bound to this bounce configuration. Due to performance reasons it may take a few minutes until a newly created entry is known by the system.

Finally, use field *Forward address* to enter the feedback email address of your choice. The flow looks like this:

```
recipient -> sender address (news@mailloop.domain.com) -> feedback  
address
```

The advantage of this alternative is, that no external forward mechanism is needed.

8.2 Configuration of Default Settings

File *emm.properties* in directory */home/openemm/webapps/emm/WEB-INF/classes* of the GUI service allows you to change certain configuration parameters of the OpenEMM frontend like file paths, server addresses and limiting values. You should have a look at this file to understand which parameters can be changed.

In the section labeled *Mail addresses* you should define email addresses for support requests by your users and email addresses for certain notification mails. By default, these email addresses are set to (invalid) sender domain *example.com* and, therefore, would never leave the OpenEMM server.

In the section labeled *Internal Java Mail configuration* you should define the properties of the email sender used to send emails targeted at the system administrator of your

OpenEMM instance. By default, these properties are set to (invalid) sender domain *example.com*. For property *system.mail.host* you should use value *localhost* if your OpenEMM server is able to send out emails via SMTP.

If paths of your configuration or addresses of servers have changed or if you want to increase (or decrease) certain limitations, *emm.properties* is the right file to use. All of its parameters are documented, but nevertheless you should not play around with this file but only change values you really have to. To activate your changes you have to restart OpenEMM.

If the OpenEMM database holds more than 10,000 recipients and you open the recipient list you will be greeted with message *The option you selected is too large to be displayed completely. Please limit your selection to reduce the amount of recipients*.

If you want more than 10,000 recipients to be processed for the recipient list (which will take longer to display), set field *max_recipients* in database table *company_tbl* to the value you want:

```
SQL> UPDATE company_tbl SET max_recipients = 100000;
```

OpenEMM comes with a link checker to verify that all links in your emails lead to an existing target page. You can modify the behaviour of the link checker in database table *config_tbl* through fields *linktimeout* (default value: 20,000 milliseconds) and *threadcount* (default value: 20).

To increase security, OpenEMM blocks logins when the same IP address generates a certain number of failed logins. The default value for the maximum number of failed logins is 3 and the default value for the lock out time is 300 seconds. You can change both values in the database in table *company_tbl*, field *max_login_fails* and *login_block_time*.

Examples:

```
SQL> UPDATE company_tbl SET max_login_fails = 5;
```

```
SQL> UPDATE company_tbl SET login_block_time = 600;
```

8.3 Configuration for MySQL/MariaDB Database

Please be aware that the default value of MySQL/MariaDB parameter *max_allowed_packet* may only be 1 or 2 MByte. In this case, you can not load a single data packet (a file for example) bigger than 1 or 2 MByte into the database. This affects the upload of attachments for emails.

To change the maximum size for these files to a bigger value, you need to set the parameter *max_allowed_packet* in section *[mysqld]* of MySQL's or MariaDB's configuration file (usually *my.cnf* in directory */etc* or */etc/opt/rh/rh-mariadb10x*) to something like the following:

```
max_allowed_packet=10M
```

and restart MySQL/MariaDB afterwards, with

```
# systemctl restart mysql
```

Since the transfer of data to the database has some overhead, the value for *max_allowed_packet* should be a little bit higher than the value for *attachment.maxSize* in file *emm.properties*. You can check the current value of *max_allowed_packet* in MySQL/MariaDB with statement

```
SQL> SELECT @@max_allowed_packet;
```

The value of *max_allowed_packet* also limits the maximum size of SQL statements. In OpenEMM this is important for those SQL statements that retrieve statistical data for display in the workflow manager and dashboard calendar. In (the very unlikely) case that the GUI service does not show these numbers and you find a corresponding error message in Tomcat's log *catalina.out*, double the value for parameter *max_allowed_packet* until it works.

If you want to create emails with emojis, the default collation of MySQL/MariaDB can be a problem. Therefore, change the default collation in file *my.cnf* in section *[mysqld]* to

```
character-set-server = utf8mb4  
collation-server = utf8mb4_general_ci
```

Please restart MySQL/MariaDB after this change.

8.4 Configuration of Webservices

The webservice interface runs as a separate web application in directory */home/console/webapps/webservices*.

After OpenEMM has been launched you may request the WSDL file for the webservices via URL

```
http://<domain>/2.0/webservices.wsdl
```

To be able to access the webservices of OpenEMM you have to create a webservice user with a password first. See the user manual for details.

9 OpenEMM Administration

9.1 Automated Startup

If you want OpenEMM to automatically launch at server reboot, you can use a systemd unit file for that purpose. Create a new file *openemm.service* in directory */etc/systemd/system/* with the following content:

```
[Unit]
Description=OpenEMM startup script
After=var-run.mount network.target local-fs.target time-sync.target
sendmail.service postfix.service

[Service]
User=openemm
Group=openemm
Type=oneshot
RemainAfterExit=true
ExecStart=/home/openemm/bin/openemm.sh start
ExecStop=/home/openemm/bin/openemm.sh stop
TimeoutSec=300
StandardOutput=journal+console

[Install]
WantedBy=multi-user.target
```

After deploying this file, reload the systemd-daemon and enable the openemm service with

```
# systemctl daemon-reload
# systemctl enable openemm
```

At next server reboot, OpenEMM will be started automatically.

9.2 Database Backup

For MySQL/MariaDB there exist plenty of strategies for database backups and tons of books and Internet resources on that subject. However, if you run only a medium MySQL/MariaDB database with a few GByte of data and if you can live with an interruption of services of very few minutes, you may simply use tool *mysqldump*:

```
# mysqldump -aCceQx --hex-blob --routines --triggers -u root -p -r
```

```
openemm.sql openemm
```

Executed at the command line, this statement copies a database dump in a very robust format into text file *openemm.sql*. The database dump can be imported back into an empty database *openemm* simply with

```
# mysql -u root -p openemm < openemm.sql
```

If you run a bigger MySQL/MariaDB database which should not be stopped during backup time, we recommend the use of the tool *Percona XtraBackup*.

9.3 Generic Database Tuning

80% of all application performance problems are really database performance problems. If you run a big OpenEMM installation and you are not satisfied with the application's performance, here are some database tuning tips you should try.

If certain tenants of your OpenEMM database hold a long list of recipients, you may speed up database operations like calculating statistics significantly with a combined index on several fields of table *customer_1_binding_tbl*.

We recommend the following two indices in case they do not exist yet:

```
SQL> CREATE INDEX custbind1$mliid_user_cuid$idx ON customer_1_binding_tbl
(mailinglist_id, user_status, customer_id);
```

```
SQL> CREATE INDEX custbind1$user_mliid_cuid$idx ON customer_1_binding_tbl
(user_status, user_type, mailinglist_id, customer_id);
```

If you use any other profile field than *email* for duplicate checks, you should put an index on this field in *customer_1_tbl*:

```
SQL> CREATE INDEX cust1$<fieldname>$idx ON customer_1_tbl (<fieldname>) ;
```

Replace placeholder *<fieldname>* with the name of the database field you use for duplicate checks.

9.4 MySQL/MariaDB Database Tuning

Since version 5.5 of MySQL, InnoDB has been the default engine of MySQL (and later MariaDB). While InnoDB supports row locking and real transactions for better crash protection (opposed to MyISAM), the internal data structure is more complex than MyISAM's, which leads to larger table sizes, slower writes, slower full table scans and slower handling of BLOBs and CLOBs. Also, backup and recovery via *mysqldump/mysql* is slower.

Because InnoDB is much more sensitive to configuration parameters than MyISAM, you should at least add properties *innodb_buffer_pool_size* and *innodb_log_file_size* in section *[mysqld]* of MySQL's or MariaDB's configuration file (usually *my.cnf* in directory */etc* or */etc/opt/rh/rh-mariadb10x*), because the internal default values of 128 MByte and 5 MByte are much too small for bigger databases with lots of InnoDB tables.

As a rule of thumb: *innodb_buffer_pool_size* should be set to 50% of the RAM of your

server and *innodb_log_file_size* should be set to $\frac{1}{4}$ of the size of *innodb_buffer_pool_size*, but not higher than 256 MByte to limit recovery time after a database crash.

To prevent the InnoDB engine from saving all table data into system tablespace file *ibdata1* in directory */var/lib/mysql* you may add property

```
innodb_file_per_table=1
```

in section *[mysqld]*.

If you would like to get some more recommendations on how to optimize MySQL's or MariaDB's configuration file, we suggest to run the old but trusted *tuning-primer* script available at <http://www.day32.com/MySQL/tuning-primer.sh>

9.5 Stopping the Sending in Case of Emergency

To stop the sending of a certain mailing, it is important to understand the process of its generation, distribution and dispatch:

Meta mail packages are generated by backend. These files are located in directory

```
/home/openemm/var/spool/META
```

and one part of the file name is the ID of the mailing. If files with the ID of the mailing to be stopped, are removed, they are no longer distributed by the backend for dispatch to its mailer service. However, to avoid internal conflicts, you have to stop process *pickdist* before deleting the files with

```
# /home/openemm/bin/pickdist.sh stop
```

and you have to re-start *pickdist* afterwards with

```
# /home/openemm/bin/pickdist.sh start
```

If the backend has already distributed meta mail packages for processing by its mailer service, you will find the packages which have not been processed yet or which are in process right now in directory

```
/home/openemm/var/spool/mail/incoming
```

If a file is already in process, deleting it does not help. You may check if a file is in process with

```
# ps aux | grep xmlback
```

If you see process *xmlback* with a file name as argument, this file is already in process, i.e. process *xmlback* generates the final email files out of the meta mail package.

Otherwise you may delete the file(s). In this case you should stop process *pickdist* before deleting the files with

```
# /home/openemm/bin/pickdist.sh stop
```

and you have to re-start *pickdist* afterwards with

```
# /home/openemm/bin/pickdist.sh start
```

If a meta mail package is in process by the mailer service, there is no easy way to delete the email files generated by these packages. Depending on the MTA you use (Postfix or Sendmail) you may stop the MTA processes, check the mail queues and manually delete the files of all emails belonging to the mailing to be stopped.

Please be aware that the statistics for a certain mailing in the GUI of OpenEMM may not be correct if you manually delete meta mail packages of this mailing or email files of this mailing from the MTA queues.

9.6 Out of Memory

If you work with big lists and experience an error message like

Java.lang.OutOfMemoryError: Java heap space

you have to allocate more memory to the Java Virtual machine (JVM). You can increase the minimum and maximum memory in file *emm.sh.additional.properties* (which overwrites settings of *emm.sh*) in directory */home/console/bin* or */home/rdir/bin* by increasing the values of parameters **-Xms** for minimum and **-Xmx** for maximum memory in variable *JAVA_OPTS_EXTERNAL*. If you have allocated all memory available and the error remains, you should increase your server RAM to at least 2 GByte (better: 4 GByte) and modify the parameters accordingly.

9.7 Log Rotation

To prevent the Tomcat log from filling up the hard disk of the OpenEMM server, you may install a log rotation to get rid of old log files. Create file *tomcat-openemm* in directory */etc/logrotate.d* with this suggested content:

```
/home/openemm/logs/catalina.out {
    copytruncate
    daily
    rotate 7
    compress
    dateext
    size 10k
    missingok
    sharedscripts
    postrotate

    #####
    # zip files older than 180 min and delete access_logs older than 90 days
    #####
    find /home/openemm/logs/access -name "*.log" -mmin +180 -exec gzip -9 {} \;
```

```

find /home/openemm/logs/access -name "*.log.gz" -mtime +90 -exec rm {} \;
find /home/openemm/logs -name "*.gz" -mtime +10 -exec rm {} \;
find /home/openemm/logs -name "*manager*.log" -mmin +180 -exec rm {} \;
find /home/openemm/logs -name "localhost*.log" -mmin +180 -exec rm {} \;

#####
# delete files older than 5 days in logs/webapps/
#####
find /home/openemm/logs/webapps -type f -mtime +5 -exec rm {} \;

#####
# Delete old ARCHIVES > 10 days
#####
find /home/openemm/var/spool/ARCHIVE -type d -mtime +10 2>/dev/null | xargs
-r rm -fr

#####
# Delete old logfiles from backend
#####
find /home/openemm/var/log -name "*.log" -mtime +30 -exec rm {} \;
endscript
}

```

For redirect servers you should replace value *10k* in line 6 to *1M* and replace *console* with *rdir* in all paths. You also may shorten the various retention times to your individual needs.

9.8 Changing the Salt File

OpenEMM passwords are saved in the database not only encrypted but salted as well. The salt file with the file extension *salt* is located in directory */home/openemm/conf/keys*.

If you want to change the salt file, please do it before you start operating OpenEMM, because otherwise all saved passwords will not work any longer. For generating a new salt just save a string of letters, digits and other characters of the ASCII character set (decimal values 33 to 126) with a maximum length of 32 characters in a simple text file and name the new file like the old salt file. You may change the file name in configuration file *emm.properties* of the corresponding service.

For security reasons the statistics service, which is accessible via HTTPS protocol, uses a private key and allows access only to those servers providing the corresponding public key, which is provided by the GUI service. The private key in file *birt_private.pem* is located

in directory `/home/openemm/conf/keys/`. The corresponding public key in file `birt_public.pem` is located in the same directory, since in OpenEMM GUI and statistics service operate on the same server.

If you think that the keys are not safe (enough) for your purpose, you may replace them and restart OpenEMM.

9.9 Switching SMTP Server Type

If you want to switch the type of SMTP server used by OpenEMM (Postfix or Sendmail) after OpenEMM has gone productive, you should wait patiently until all pending mailings have been delivered and stop OpenEMM with

```
# openemm.sh stop
```

As second step you have to stop the current SMTP server:

```
# systemctl stop sendmail
```

or

```
# systemctl stop postfix
```

Next step should be to clean the mail queues of the current SMTP server to avoid sending out old mails in case you will switch back later. To clean Sendmail's mail queues execute

```
# rm -r /home/mailout/*QUEUE*/*
```

To clean Postfix' mail queues, execute

```
# postsuper -d ALL
```

Before you switch to the new default SMTP server, make sure that you have installed the required packages and that you have made the required configuration modifications explained in chapter "Postfix Deployment" or "Sendmail Deployment".

You have to switch the default SMTP server to either Postfix with

```
# alternatives --set mta /usr/sbin/sendmail.postfix
```

or to Sendmail with

```
# alternatives --set mta /usr/sbin/sendmail.sendmail
```

After that you may launch the new SMTP server with

```
# systemctl start sendmail
```

or

```
# systemctl start postfix
```

and finally restart OpenEMM:

```
# openemm.sh start
```

You may check the type of SMTP server being active on a server running a mailer service

with

```
# su - -c 'source scripts/config.sh; echo $MTA' openemm
```

10 Apache Native Library

10.1.1 HTTPS for Tomcat

If you are using OpenEMM without HTTPS support, OpenEMMInstaller shows a warning like this

```
Check APR installation: FAILED
('/home/openemm/tomcat/tomcat-native/libtcnative-1.so' not found)
```

each time you start the frontend. To use OpenEMM with the HTTPS protocol you should use the APR based native library for Tomcat (APR = Apache Portable Runtime).

You can download the source tarball from <http://archive.apache.org/dist/tomcat/tomcat-connectors/native> to the directory defined in \$CATALINA_HOME (default: `/home/openemm/opt/tomcat`). Select the latest stable version of 1.2.

Configure the source tarball and compile the code with

```
# cd /home/openemm/opt/tomcat
# tar -xvzf tomcat-native-1.2.21-src.tar.gz
# cd tomcat-native-1.2.21-src/native/
# ./configure --with-apr=/usr/bin/apr-1-config --with-ssl=yes
-prefix=/home/openemm/opt/tomcat/tomcat-native-1.2.21 --with-java-
home=$JAVA_HOME
# make
# make install
```

(We use version 1.2.21 in this example.)

Now, the APR native library is installed in directory `/home/openemm/opt/tomcat/tomcat-native-1.2.21`. To make sure that the OpenEMM startup script `openemm.sh` finds this library in the right place, you have to define a version-independent symlink with

```
# ln -s tomcat-native-1.2.21 tomcat-native
```

To set the APR connector type for Tomcat 8.5 or 9, change tag *Connector* of Tomcat's server configuration file `server.xml` accordingly:

```
<Connector
    protocol="org.apache.coyote.http11.Http11AprProtocol"
    port="8443"
    enableLookups="false"
    disableUploadTimeout="true"
    acceptCount="100"
    maxThreads="1000"
```

```
scheme="https"
secure="true"
SSLEnabled="true"
useBodyEncodingForURI="true"
server="name of your server">
  <SSLHostConfig
    disableCompression="true"
    honorCipherOrder="true"
    ciphers="ECDHE-ECDSA-AES256-GCM-SHA384 ECDHE-RSA-AES256-GCM-
SHA384 ECDHE-ECDSA-CHACHA20-POLY1305 ECDHE-RSA-CHACHA20-POLY1305 ECDHE-ECDSA-
AES128-GCM-SHA256 ECDHE-RSA-AES128-GCM-SHA256 ECDHE-ECDSA-AES256-SHA384 ECDHE-
RSA-AES256-SHA384 ECDHE-ECDSA-AES128-SHA256 ECDHE-RSA-AES128-SHA256"
    protocols="all"
    caCertificateFile="<path_to_certificate_chain_file>"
    <Certificate
      certificateFile="<path_to_SSL_certificate_file>"
      certificateKeyFile="<path_to_SSL_key>" />
  </SSLHostConfig>
</Connector>
```

In both examples replace the dummy values for placeholders `<path_to_SSL_certificate_file>`, `<path_to_SSL_key>` and `<path_to_certificate_chain_file>` with the real values of your installation.

The modified `server.xml` file belongs into Tomcat's configuration directory `/home/openemm/tomcat/conf`.

11 Third Party Licenses

OpenEMM relies on several great open source frameworks, libraries and tools. In order to give due credit to those fine projects, you will find the individual licenses of the open source projects used by OpenEMM in subdirectory *licences* of each application directory for every installed frontend service.

12 Glossary

12.1 Bounce Management

EMM's automated bounce management provides you with the capability to keep your mailing lists clean and up-to-date automatically. A bounce message is an error message, which is sent from a mail server on the recipient's side to the sender if an email is not deliverable. Bounce management administers emails which are undeliverable temporarily (soft bounce) or permanently (hard bounce). It also filters error messages and autoresponder mails.

12.2 DNS

DNS is the abbreviation for Domain Name System. This system forwards requests directed to a FQDN to a certain IP address. Each entry in the DNS maps the IP address of a server to a human readable address. Example: In place of the IP address 83.169.23.100, which points to the AGNITAS website, you may use the DNS address *www.agnitas.com*, which is much more convenient (for a human).

12.3 FQDN

A Fully Qualified Domain Name (FQDN) links to an IP address of a server. The FQDN may be composed of letters and numbers and by using this option nobody has to remember the difficult number sequence (IP). A FQDN is divided in three levels:

- The affix of the domain is the Top Level Domain (TLD). Example: *com*, *org* or *de*
- The domain name will be inserted in front of the TLD. Example: *agnitas*
- The FQDN starts with the *hostname*. For webpages this is very often *www*

Example: The FQDN *www.yourdomain.com* is composed of

- *www* = hostname
- *yourdomain* = domain name
- *com* = TLD

As you can see, the FQDN consists of the hostname, the domain name and the top level domain separated by dots. The combination of domain name and TLD is commonly referred as *domain*. The FQDN can be expanded by a *subdomain* (like *miami*). The subdomain will be inserted between the hostname and the domain. Example: *www.miami.yourdomain.com* .

12.4 Softbounce Scoring

If an email address generates lots of softbounces (temporary delivery problems) this is actually an indication that the email address is undeliverable permanently (hardbounce).

OpenEMM provides softbounce scoring to identify those email addresses and to convert them to hardbounces.

The rules for converting a softbounce to a hardbounce work like this:

1. Select all email addresses in the softbounce table which generated more than 40 softbounces and where the time-lag between the first and last bounce is longer than 30 days.
2. If no mail opening or link click was registered within the last 30 days for an email address which matches the before-mentioned conditions, this address is flagged as a hardbounce.
3. If at least one opening or click was registered within the last 30 days, this address is removed from the softbounce table, i.e. its bounce count is reset to zero.