

guide Standard XML Import Interface

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1. Introduction

Guidle supports the import of data with a guidle Standard XML Import Interface. In addition, guidle develops on request customer specific import interfaces.

The comprehensive documentation of the guidle Standard XML Import Interface contains the following documents:

- Interface Description Document (this document)
- XSD schema
- XML with example data

This Interface Description Document describes the guidle XML import schema and gives basic guidelines how it should be used.

In chapter 2 *Interface Processing* some general information for operating the interface is provided.

In chapter 3 *Getting Started* a checklist is provided which should be worked through before starting with the implementation process. It points to some IDs which should get retrieved from guidle and to some key decisions in which operation mode the interface shall run.

Chapter 4 *XML Schema Description* describes the XML schema in detail.

Chapter 5 *XML Schema Description Extended* describes some additional elements supported in the XML schema. In most of the cases those additional elements are not relevant for Data Providers.

Chapter 6 *Feed validations* lists some tools to validate the feed.

1.1. Glossary

The following terms are getting defined here and will be used further in the document:

<i>Term</i>	<i>Definition</i>
Business Partner (BP)	Any organisation having a business relation with guidle. Each BP has an Account in guidle.
Data Provider	The organisation providing the data feed to guidle.
Offer	This interface supports the import of different kind of data like events, exhibitions, training courses, job opportunities, company profiles, etc. Each imported record is represented as an Offer in guidle. i.e. an event is an Offer and also a job opportunity is an Offer.

1.2. Contact

If you have any questions regarding the guidle Standard XML Interface please contact:

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2. Interface processing

2.1. Data delivery

2.1.1. URL feed

To make the data available to the import process, the Data Provider should provide a URL to guide to execute the feed.

2.1.2. Schedules

Usually the data gets imported once a day. The best timeframe is between 17:00 and 21:30 hours. However, guide supports also 2 or more import runs during the day. Just specify the schedule of your choice.

2.2. Full import vs. Delta import

2.2.1. There are two types of import feeds:

- Full import (recommended option)
- Delta import

The most relevant difference between these 2 options is the procedure to handle the cancellation of already imported data.

2.2.2. Full Import Mode

When running the import in the full import mode, the Data Provider provides always all the data which should get published on guide.

When processing a record provided in the feed, guide checks whether there is already an Offer available in guide with the same <sourceBpId> and <sourceOfferId>. Those 2 fields are the external reference key to the Data Provider's system. The field <sourceBpId> contains the BusinessPartnerId assigned by guide to the Business Partner. The field <sourceOfferId> contains the **unique** key assigned to the Offer in the Data Provider's system.

If there is no matching Offer guide creates a new Offer.

If there is a matching Offer, guide checks which fields got changed (added, removed or modified) since the last import run. Only those changed fields get further processed. The objective of this procedure is to protect any modifications done on the Offer directly in guide. Those modifications will only get overwritten by the import procedure if the data got modified in the source system since the last import run.

After finishing the processing of the records provided in the feed, guide identifies all the published Offers in guide which are not represented by any corresponding record in the feed. All those Offers get cancelled automatically. Due to this procedure the Data Provider does not have to



specify cancellation messages: If an Offer is not provided anymore in the feed it gets cancelled. Therefore all active offers must exist in each import feed.

2.2.3. Delta Import Mode

When running the import in the delta import mode, the Data Provider provides only the delta to the previous import run:

- New created Offers
- Modified Offers
- Cancelled Offers

Data which got imported during some previous import run, but which did not get modified since then, shall not be reported in the feed.

For delta import type, the cancellation of one offer must be explicitly reported in *offerSetForRemoval* section (see 5.1 *offerSetForRemoval*).

In a high volume scenario the Delta Import Mode may have its advantage compared to the Full Import Mode. But the challenge to keep the two systems in sync is higher. Therefore we strongly recommend the Full Import Mode.



3. Getting Started

The following table can be used as a preparation checklist before starting with the implementation work. In the left column the issues are described. For your convenience you can note your values / decisions into the right column.

<i>Topic</i>	<i>Value</i>
Business Terms Agree with guidle about the business terms for operating the interface. In some services the operating of the interface is included without additional costs. But it is also possible just to run the interface without additional services. However, an annual operating fee will be charged in those cases. Please contact support@guidle.com to get more information about the business terms.	
Documentation Get the latest version of the interface documentation from support@guidle.com .	
Schedules As a standard procedure the import runs daily once, preferred between 17:00 and 21:30 hours. But if needed the import can run more frequently. Just specify the schedule of your choice.	
Import Mode Decide on the Import Mode: <ul style="list-style-type: none">• Full import (recommended option)• Delta import Notify guidle about your decision.	
sourceBpId guidle assigns to each Data Provider a BP ID. Get this BP ID from guidle. It shall get populated into the field sourceBpId.	
bpId If you provide data on behalf of third parties and if this data shall get imported into guidle accounts different to your own guidle account, get the BP IDs of those third parties.	
Feed validation To validate your feed, please use the tools listed in chapter 6. Please make sure your feed passes all those validations before you provide your URL to guidle.	



4. XML Schema Description

This chapter describes the most relevant elements of the XML schema. Usually any interface can get developed with those elements.

To satisfy some specific needs, additional features are supported by the XML schema. Those extra features are described in the next chapter. Before making use of any of those extra features please consult guide staff before the implementation.

4.1. importData

The root XML element is **importData**, which contains at least one of the elements: **offerSet** or **offerSetForRemoval**.

The **offerSetForRemoval** is only relevant if the interface is operated in Delta Mode (which is not the recommended option). Therefore it is further described only in the next chapter.

4.2. offerSet

offerSet element represents the set of Offers to be imported. There must be 1 or more **offer** elements defined. Offer element is defined by the **OfferType** type (see 4.3 OfferType).

4.3. OfferType

This data type represents the main type representing one Offer object in guide.

Field name	Type	Description	Required
sourceBpId	int	Business Partner ID of the party which provides the Offer data	Yes
sourceOfferId	string (4000)	Unique string information of an Offer (within the domain of one sourceBpId)	Yes
bpId	int	ID of the Business Partner owner of the Offer	Yes, if customBusiness Partner is not specified
offerDetail	List<OfferDetailType>	Offer detail data for the specified language (see 4.4 OfferDetailType)	Yes, 1 or more
address	AddressType	Offer address (either address ID or address data should be specified (see 4.5 AddressType)	Yes
contact	ContactType	Contact data for an Offer (see 4.6 ContactType)	Yes
schedules	ScheduleListType	List of schedule dates when the Offer is available (see 4.3.1 ScheduleListType)	Yes
classifications	ClassificationListType	List of Offer Classifications (see 4.3.2 ClassificationListType)	No



NOTE: The sourceBpId and sourceOfferId are part of any Offer record and represents a unique key for an Offer to the third party.

Only one Address can get assigned to an Offer. If an Offer is available at different Addresses then for each Address a distinct record has to get provided in the data feed. i.e. if a theatre production runs in Berne and in Lucerne, a record with the shows in Berne and an additional record with the shows in Lucerne is required. This is also required if the shows run in the same theatre but on different stages. Different stages get handled the same way as different addresses.

4.3.1. ScheduleListType

This type represents grouping tag for 1 or more Offer scheduler dates (see 4.7 DateType). There is one special case when you can assign the Offer to be “always available”. To do so, specify alwaysAvailable flag to true. This option should not be used for events. Example:
<schedules alwaysAvailable=”true”/>

4.3.2. ClassificationListType

This type represents grouping tag for 1 or more Offer classifications. Those classifications could be defined either

- by specifying Data Provider specific category data (recommended option; see 4.8 CustomClassificationType) or
- by assigning guidle tag ID (see 5.7 TagType)

We recommend providing all the structured meta data available in the source system by the means of CustomClassificationType. The interface maps the data provided to the tags available in guidle.

4.4. OfferDetailType

This data type represents the Offer details data for the specified language.

Field name	Type	Description	Required
languageCode	LanguageEnumType (attribute)	Language Code for this Offer Detail (see 4.4.1 LanguageEnumType)	Yes
title	string (80)	Title of an Offer (in the given language)	Yes
shortDescription	string (255)	Offer short description (in the given language)	Yes
longDescription	string (3000)	Offer long description (in the given language)	Yes
openingHours	string (1000)	Opening hours text field (in the given language)	No
priceInformation	string (4000)	Offer price text field (in the given language)	No
homepage	string (500)	URL of an Offer homepage	No
images	ImageListType	Group of Offer images (see 4.4.2 ImageListType)	No
attachments	AttachmentListType	Group of Offer attachments (see 4.4.3 AttachmentListType)	No
movieUrl	string (500)	URL of an Offer movie (see 4.4.6 Supported video types)	No



ticketingContact	string (1000)	Ticketing contact details	No
ticketingUrl	string (500)	Ticketing URL	No

The Ticketing URL is supported on the level of the offer with one, two or more shows. It is not supported on the level of a single show. So the URL shall point to a ticketing overview page showing all the shows available for the event.

4.4.1. LanguageEnumType

Language should be specified by a **languageCode** following the next table:

Language Code	Language name
de	German
en	English
es	Spanish
fr	French
it	Italian
nl	Dutch
pt	Portuguese

4.4.2. ImageListType

This type represents the grouping tag for the list of images. Images are represented by ImageType (see 4.4.4 ImageType).

4.4.3. AttachmentListType

This type represents the grouping tag for the list of attachments. Attachments are represented by AttachmentType (see 4.4.5 AttachmentType).

4.4.4. ImageType

This type represents an Image related to the Offer.

Field name	Type	Description	Required
id	int (attribute)	Image ID (in the guidle system, e.g. if the import refers to some specific image already stored in guidle)	No
url	string (500)	Full URL of the image	Yes
description	string (1000)	Image description	No

Supported image types are next:

- bmp
- gif
- jpeg
- jpg
- png



4.4.5. AttachmentType

This type represents an Attachment related to the Offer.

Field name	Type	Description	Required
id	int (attribute)	Attachment ID (in the guidle system, e.g. if the import refers to some specific attachment already stored in guidle)	No
url	string (500)	Full URL of the attachment	Yes
description	string (1000)	Attachment description	No

Supported attachment (document) types are next:

- doc
- gz
- mp3
- pdf
- pps
- ppt
- rar
- xls
- zip

4.4.6. Supported video types

Supported video format are:

- .f4v containing video encoded with H.264 codec
- .flv Flash video
- .mov containing video encoded with H.264 codec
- .mp4 containing video encoded with H.264 codec
- .ogv Ogg Theora, but will only play in HTML5 enabled browsers
- .webm VP8 / WebM, but will only play in HTML5 enabled browsers
- youtube link i.e. <http://www.youtube.com/watch?v=yILzyHk54Z0>
- vimeo link i.e. <http://player.vimeo.com/video/52123602>

4.5. AddressType

This data type represents the Address of an Offer. The Address is the venue / location to which a person has to go to consume the service / offering published in the Offer. Therefore it has to be a real address, but not a post box address.

Field name	Type	Description	Required
company	string (500)	Company name (e.g. building name on this address)	No
addressLine	string (500)	Additional address line ("Adresszusatz" in German)	No
street	string (500)	Street and number of the address	No
zip	string	Zip code	Yes, if providing the Address data



city	string	City name	Yes, if providing the Address data
country	string	Country	No
latitude	string	Geocoordinate latitude (international notation)	No
longitude	string	Geocoordinate longitude (international notation)	No

4.5.1. Providing the Address Data

When specifying the Address you should not populate address id attribute, but you should specify all (or at least most of the Address fields). Example:

```
<address>
  <company>KSZ Kantonsschule Zug</company>
  <addressLine>Aula</addressLine>
  <street>Lüssiweg 24</street>
  <zip>6300</zip>
  <city>Zug</city>
  <country>Schweiz</country>
</address>
```

guide maintains a mapping table to map the provided address data to already existing Address objects in guide. Only if there is no match the import procedure creates a new address.

4.6. ContactType

This data type represents the Contact of an Offer. The Contact is the person / organisation which can get contacted by anybody which has a question about the service described in the Offer. Note the difference to the Address:

Address: The place to where the people go to consume the offer

Contact: Address to which the people call, send a letter or send an e-mail to get further information

The following 2 options are supported to specify a Contact:

- Providing the Contact data (recommended option)
- Specifying "No Contact"

It is strongly recommended to provide contact information. Anonymous offers are a kind of suspect to the people.



Field name	Type	Description	Required
noContactData	boolean (attribute)	Flag - if true specifies that there is no Contact	Yes, if specifying "No Contact"
name	string (100)	Contact name	No
address_1	string (500)	Contact address line 1	No
address_2	string (500)	Contact address line 2	No
zip	string (10)	Contact zip	No
city	string (100)	Contact city	No
country	string (50)	Contact country	No
email	string (250)	Contact email	No
telephone_1	string (150)	Contact telephone 1	No
telephone_2	string (150)	Contact telephone 2	No
fax	string (150)	Contact fax	No
company	string (250)	Contact company name	No
company2	string (250)	Contact company name line 2	No
functionCompany	string (250)	Contact function within the company	No

4.6.1. Providing the Contact Data

When specifying the Contact you should not populate the <id> field but specify other Contact fields. Example:

```
<contact>
  <name>Thomas Zimmermann</name>
  <address_1>Postfah 99</address_1>
  <address_2/>
  <zip>6300</zip>
  <city>Zug</city>
  <country>Schweiz</country>
</contact>
```

Before creating a new Contact object the import procedure checks whether the same Contact is already available in the BP's account. If yes, it assigns the Offer to this already existing Contact and does not create a new Contact.

4.6.2. No Contact

Since Contact information is a mandatory field (see 4.3 OfferType) it must be specified. In the case that there is no contact information for an Offer, you should use noContactData flag set to true:

```
<contact noContactData="true"/>
```

Use this option in exceptional cases only.



4.7. DateType

This type represents one date schedule for an event. The schedule date could be specified by:

- Start date
- Start date, End Date, Days of week (when the offer is available)
- Start date, Days of week - (meaning No end date)

Field name	Type	Description	Required
startDate	date	Event start date	Yes
endDate	date	Event end date	No
startTime	time	Event start time	No
endTime	time	Event end time (is specified, startTime has to be specified as well)	No
weekdays	ScheduleWeekdays Type	Group of weekdays when the Offer is available, i.e. only at Friday and Saturday (see below).	No

4.7.1. ScheduleWeekdaysType

This type represents the list of weekdays when the Offer is available. It is defined by one or more `<day>` elements (up to 7) of type WeekdaysEnumType (see 4.7.2 WeekdaysEnumType).

4.7.2. WeekdaysEnumType

This type represents the enumeration of possible weekdays available. Those are two letter weekday abbreviations in English: **Mo, Tu, We, Th, Fr, Sa, Su**.

4.8. CustomClassificationType

This type represents single custom categories which describe the Offer further by assigned classifications (tags, categories).

Field name	Type	Description	Required
category	string (attribute)	Custom category name	Yes
subcategory	string (attribute)	Custom subcategory name	No
sub-subcategory	string (attribute)	Custom sub-subcategory name	No

The Data Provider shall report the classifications as they are defined in his system. Guidle maintains a mapping table to match the Data Provider's classifications with guidle's classifications.

The following table provides an example how categories could get structured:

Category	Subcategory	Sub-subcategory
Veranstaltung	Kabarett / Comedy	
Veranstaltung	Party	Pop
Veranstaltung	Party	Rock & Alternative
Veranstaltung	Konzert	Pop
Veranstaltung	Konzert	Blas-, Marsch- & Bandmusik
Veranstaltung	Schauspieltheater	



Veranstaltung	Zirkus	
Ausstellung	Historisches Gewerbe / Handwerk	
Ausstellung	Kunst	
Ausstellung	Kunsthandwerk / Mode	
Ausstellung	Sonderausstellung	
Ausstellung	Dauerausstellung	
Ausstellung	Freilichtausstellung	
Zielgruppe	Auch für Kinder geeignet	

Zielgruppe	Ab 6 Jahren	
Vergünstigung	Beitrag freiwillig / Kollekte	
Regisseur/in	Ackermann, Béatrice	
Schauspieler/in	Abgottspon, Franziskus	
Schauspieler/in	Baumann, Katja	
Gruppe	Cabaret-Duo Divertimento	
Gruppe	Theater Basel	
Priorität	Highlight	

Based on this example an offer could get reported as follows:

```
<guide:customClassification category="Veranstaltung" subcategory " Kabarett / Comedy "/>  
<guide:customClassification category="Zielgruppe" subcategory " Auch für Kinder geeignet "/>  
<guide:customClassification category="Gruppe" subcategory=" Cabaret-Duo Divertimento"/>
```

In the context of events it is crucial to differentiate between events and exhibitions. Those type of offers are handled differently in guide. Therefore all the exhibitions have to get declared as exhibitions.

The concept of CustomClassificationType is pretty powerful. It can be used to provide almost any type of structured information. The Data Provider is invited to provide all the structured data available in his system.



5. XML Schema Description Extended

5.1. offerSetForRemoval

The offerSetForRemoval is only relevant if the interface is operated in Delta Mode.

In order to specify some Offers to be removed from the guide platform, you have to list them in the **offerSetForRemoval** element. This element represents the list of 1 or more **offerToRemove** elements. Offer element is defined by the **OfferToRemoveType** type (see 5.3 OfferToRemoveType).

5.2. OfferType

Additionally supported fields:

Field name	Type	Description	Required
customBusinessPartner	CustomBusinessPartnerType	Owner of the Offer as maintained by the Data Provider (see 5.2.1 CustomBusinessPartnerType)	Yes, if bpld is not specified
publishDate	date	Publish date of an Offer (usually the date in the future when the Offer should be published)	No
expireDate	date	Expire date of an Offer	No

In most of the cases the Data Provider provides the data on behalf of his own: He is also the owner of the data and the Offers get assigned to his account. In those cases the BP ID of the Data Provider shall get populated into the fields sourceBpld and bpld.

If the Data Provider provides in the same feed data for one or more third parties and those Offers shall get assigned to accounts different to the Data Provider's account, then the BP ID of the organisation which owns the Offer shall get specified in the field bpld. Or the Data Provider provides the type customBusinessPartner and guide maps it to the BP ID.

5.2.1. CustomBusinessPartnerType

This type represents the data of the customer Business Partner and is used only if exact guide bpld information is not known or does not exist yet. Here are the attributes specifications of this type. Although none of the attributes is required, there should be specified at least ownerReferenceId or ownerReferenceName.

Field name	Type	Description	Required
ownerReferenceId	string	Customer (reference) Business Partner ID	no
ownerReferenceName	string	Customer (reference) Business Partner Name	no
ownerReferenceZip	string	Customer (reference) Business Partner Zip	no
ownerReferenceCity	string	Customer (reference) Business Partner City	no



5.3. OfferToRemoveType

This data type specifies one Offer to be removed from the guide system. Both fields sourceBpId and sourceOfferId are required and must be specified.

Field name	Type	Description	Required
sourceBpId	Int (attribute)	Business Partner ID of the party which provides the Offer data	Yes
sourceOfferId	string (4000) (attribute)	Unique string information of an Offer (within the domain of one sourceBpId)	Yes

5.4. OfferDetailType

Additionally supported fields:

Field name	Type	Description	Required
externalLink	string (500)	Link to an external Detail Page of an Offer (only supported in exceptional cases)	No

5.5. AddressType

This data type represents the Address of an Offer. There are 2 options to specify the Address of an Offer:

- Providing the Address data (recommended option)
- Referencing to an Address maintained in guide by specifying the Address ID

Field name	Type	Description	Required
id	int (attribute)	ID of the Address (already existing Address in guide)	Yes, if referencing a guide Address

When referencing to an Address which is maintained in guide the corresponding Address ID can get specified instead of providing the Address data. Example:

```
<address id="12345"/>
```

Two types of Address are maintained in guide: Public Addresses maintained by the staff of guide and private Addresses maintained by the Business Partners themselves. Public Addresses are available to all Business Partners, private Addresses only to the Business Partner owning the Address. Therefore the Address ID specified must be either the ID of a Public Address or of an Address owned by the same BP as the Offer owns.

To avoid the efforts in maintaining Address IDs in the system of the Data Provider we recommend providing always the Address Data (see chapter above).



5.6. ContactType

Additionally supported fields:

Field name	Type	Description	Required
id	int (attribute)	ID of the Contact (already existing Contact in guide)	Yes, if referencing a guide Contact

To assign to the Offer an existing Contact maintained in guide you have to specify the right Contact ID. Example:

```
<contact id="98765"/>
```

5.7. TagType

If a Data Provider maintains exactly the same classifications / tags as defined in guide, then instead of classifications the Tag IDs can get reported.

Field name	Type	Description	Required
id	int (attribute)	Tag ID	Yes
name	string (attribute)	Tag name	No

It is the responsibility of the Data Provider to keep the required mapping table up to date.



6. Feed validations

To validate the feed, please use the following services:

- Validation 1: Check the XML over the <http://validator.w3.org>
- Validation 2: Check the XML against the XSD on <http://www.freeformatter.com/xml-validator-xsd.html>
with XSD input is http://www.guidle.com/xml/guidle_import_feed_v2.0.xsd

Please make sure the feed passes those validations before forwarding the URL to guidle for the final tests.