

HCL CDP 12.1.10 Release Notes



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Chapter 1. About HCL CDP

HCL Customer Data and Experience Platform (CDP) is a powerful, AI-driven platform that unifies customer data across channels to deliver real-time, actionable insights. Designed for enterprise scale, it enables hyper-personalized engagement, predictive analytics, and seamless integration with your existing MarTech stack.

- **360° Customer View**

Combines data from web, mobile, CRM, and more to build a complete, real-time customer profile. Enables a deep understanding of customer behavior, preferences, and lifecycle.

- **Improved Customer Segmentation**

Uses unified data to create precise audience segments based on behavior, demographics, or intent. Enhances targeting accuracy and campaign relevance.

- **Real-Time Data Activation**

Processes and activates data instantly for timely marketing and service actions. Delivers personalized messages when they matter most.

- **Enhanced Personalization**

Enables tailored content, offers, and experiences across all customer touchpoints. Drives higher engagement, loyalty, and conversion rates.

- **Predictive Insights & Recommendations**

Leverages AI/ML models to suggest next-best actions, channels, or products. Improves conversion rates and customer satisfaction through smarter decision-making.

Chapter 2. System Requirement and Compatibility

System requirements and compatibility for HCL CDP. Also learn about the supported browsers and minimum resolution for the service.

Where to find complete system requirement and compatibility information

You can also access this document by selecting **Need Help?** when you are logged in to HCL CDP.

Prerequisites for using HCL CDP

Before you begin using HCL CDP, confirm that your environment meets the following requirements:

- For an improved user experience, use at least a 21-inch screen.
- For an improved user experience, set your screen resolution to 1600x900. Lower resolutions can result in some information not being properly displayed. If you use a lower resolution, maximize the browser window to see more content.
- A mouse is best for navigating in the user interface.
- Do not use the browser controls to navigate. For example, avoid using the Back and Forward buttons. Instead, use the controls that are in the user interface.
- If pop-up blocker (ad blocker) software is installed on the client machine, HCL CDP might not function properly. For best results, disable pop-up blocker software while running HCL CDP.
- Ensure that the technical environment meets the minimum system requirements and the supported platforms. For more information, see the Prerequisites document.
- The correct browser and versions must be used.
- Clear the browser cache after installation. This only needs to be done once, after the application is updated.



Important: Do not use any other method to open multiple sessions. For example, do not open a new tab; do not open another browser session from the Start menu or desktop icon; and do not use **File > New Window** in Microsoft Internet Explorer. These methods can corrupt information that is shown in the application.

Chapter 3. What's New in HCL CDP

In this release, we have introduced some new features, and we have made changes to some existing features or functionality.

The following list mentions the new features, and the changes to existing features, in HCL CDP 12.1.10:

Segment Retargeting

This feature enables users to define meaningful queries across various data sources to identify specific customer groups for targeted campaigns. The segmentation tool allows users to build queries by selecting fields, functions, operators, and values. Users can combine multiple criteria using logical operators such as AND and OR to create complex customer segments, including the following:

- Demographics
- Customer behavior
- Conversions
- Transactions

This update helps you target specific audience groups more effectively.

Password Reset Policy Settings

You can now configure a password reset policy by setting the number of days before users must change their passwords. When a password expires, users are redirected to the password reset page. Use this feature to align password policies with your organization's security requirements.

CDP Integration with Keycloak

Introduced support for single sign-on (SSO) using Keycloak through a federation mechanism. Users can now sign in using their LDAP or AD credentials, improving authentication and user management across systems.

User List Enhancements

The User list view now includes additional user activity details, such as, Last login and Last password reset. You can also export these details to a .csv file for reporting or auditing purposes.

MAX AI Integration

Introducing **MAX AI integration**, enabling the use of in-house AI/ML models to train, predict, and recommend both the **best communication channel** and the **optimal time** to reach each customer. As part of this release, introducing two key models: **Next Best Channel (NBC)** and **Send Time Optimization (STO)**.

Next Best Channel (NBC) Model

Leverage AI-driven channel affinity predictions to identify the most effective communication channel for each customer. Improve engagement by dynamically selecting the preferred channel such as email, SMS, WhatsApp, ATM-CP, or others, based on past interactions and customer behavior.

Send Time Optimization (STO) Model

Predict the optimal time to engage each customer to maximize response rates and improve conversions. Use historical interaction data to automatically schedule outreach at the most effective moment.

Enhanced Segmentation & Predictive Analytics

Target customers using AI-driven insights to enable data-backed campaign decisions. Improve the customer experience by ensuring messages reach users when and where they are most likely to engage.

SST Enhancement via APIs

Introduced seamless SST process integration through APIs. These APIs offer endpoints to manage tenant data dictionaries and data source mappings, supporting operations such as creating, updating, retrieving, and deleting entries and mappings.

Chapter 4. Fixed Defects

The following table lists the defects fixed in this release:

Defect ID	Issue Fixed
HMA-382194	Cohort events are fetched correctly after Trinio changes; cohort data is displayed as expected.
HMA-381160	Values are allowed to be entered in the input field, and rules can be defined for the Behavior Data Source in Segments.
HMA-381023	Only real-time segments are shown when Engagements are created.
HMA-379783	Past time/date selection is restricted on the Export Segment page, and disabled time slots are removed from the interface.

Chapter 5. Known Issues

The following are the known issues in this release:

Issue ID	Description
HMA-381205	In the New Segment page, for the Conversions Data source option, the system currently allows entering different data types in the Conversions data source field, regardless of the selected dimension's data type.
HMA-381295	An error message appears when attempting to enable Google Ads or Facebook Export, even if the configuration appears correct.
HMA-382526	When duplicating a segment, the new segment is created without copying the original segment's data sources, groups, or rules.

Chapter 6. Known Limitations

The following are the known limitations in this release:

Self-Signed Certificates on OpenShift

The following issues apply only when using self-signed certificates and do not occur with CA-signed certificates:

Admin UI Access: Users need to visit the Admin UI backend URL first and manually accept the self-signed certificate before they can use the Admin UI.

CDP Dashboard Access: Users must accept the self-signed certificates for both the Core API and dash-backend URLs. Once this is done, they can log in and access the CDP Dashboard.

Chapter 7. Contact and Support

Guidelines for Efficiently Resolving Issues with HCL Technical Support.

If you encounter a problem that you cannot resolve by referring the documentation, your company's designated support contact can log a call with HCL technical support. Use these guidelines to ensure that your problem is resolved efficiently and successfully.

If you are not a designated support contact at your company, contact your HCL administrator for information.

Information to gather

Before you contact HCL technical support, gather the following information:

- A brief description of the nature of your issue.
- Detailed error messages that you see when the issue occurs.
- Detailed steps to reproduce the issue.
- Related log files, session files, configuration files, and data files.
- Information about your product and system environment, which you can obtain as described in "System information."

System information

When you call HCL technical support, you might be asked to provide information about your environment.

If your problem does not prevent you from logging in, much of this information is available on the **About** page, which provides information about your installed HCL applications.

You can access the **About** page by selecting **Help > About**. If the **About** page is not accessible, check for a version.txt file that is located under the installation directory for your application.

Contact information for HCL technical support

For ways to contact HCL technical support, see the HCL technical support website:

<https://www.hcltech.com/products-and-platforms/contact-support>