

# Methodology for Introducing a New Licensing Model Into a Traditional Software Environment

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# Overview

- Integrating a new license model into existing products
- Updating and implementing the license model of existing products
- Simplifying licensing logistics
- Implementing a rental model

# Considerations for New Licensing

- Understand the corporate reasons for using a new licensing model
- Understand the corporate benefits of the new licensing model
- Understand the customer's perspective of the new licensing model
- Explain the benefits of the new licensing model to the customer from their perspective

# Considerations for New Licensing - Continued

- Simplify the customer's interaction with the new licensing model
- Automate the corporate administration and maintenance requirements of the new licensing model
- Review and modify existing licensing policies and procedures to accommodate the new licensing model
- Regularly review the licensing process for methods to simplify the process further

# Communicating the Licensing Rationale

- Reduce purposeful and inadvertent piracy potential
- Reduce cost of software products to legitimate customers
- Reduce fines to customers from SBA auditors
- Simplify internal license tracking
- Allow software vendors to concentrate on core software competency

# Registration Dialog

**License Registration Information**

**Contact Information**

Your contact information is confidential and will only be used to assist BASIS in further identifying your product license.

Company Name:

First Name:

Last Name:

E-mail Address:

Phone:

Include your area or country code

Receive product information

**Product License Information**

The Serial Number and Authorization Number are provided to you by BASIS and must be typed exactly as shown.

Serial Number:

Auth Number:

Host Name:

Host ID:

User Count:

This is a notebook computer.

< Back   Next >   Exit   Help



# Simplify the Registration Process

- Automatic
- Web browser
- E-mail
- Telephone
- Fax

# Registration Options

**License Registration and Delivery Methods**

**Automatic Licensing**

Register and license automatically [This option requires connection to the Internet]

**Registration Method**

How do you want to send your license information to BASIS?

Web Browser

Email To:

Telephone

Fax

Other

**License Delivery Method**

How do you want BASIS to deliver your permanent license?

Web Browser

Email Address:

Fax Number:

Country:

Include your area or country code in the fax number

< Back   Next >   Cancel   Help



# Automatic Registration

- Capture registration information
- Use browser settings to traverse firewall
- Make socket connection to port 80
- Send information to licensing CGI script on vendor's Web server
- Run licensing executable on licensee's license manager machine

# Automated Licensing Logic

- Ensures that the license is not already installed
- Ensures that the downloaded license file is the correct file for that machine (validates hostid)
- Checks for conflicting licenses by:
  - Scanning the license manager directory
  - Reading all license files for same feature(s)
  - Renaming conflicting files to have an extension of .bak
- Installs the license file into the appropriate directory
  - If the license is a multi-user license, then installs the license into the license manager directory
  - If the license is a single-user license, then installs the license into the appropriate directory

# Automated Licensing Logic - Continued

- If the license is a multi-user license and a there is a license manager running, the license manager performs a re-read function in order to obtain a new license file
- If the license is a multi-user license and the license manager is not running, it starts the license manager
- If the license file is a multi-user license and a license manager is not selected, then upon user notification, the executable stops the software, brands it (the license file location written in the executable), and then restarts the software
- Terminates running License Wizard

# Web Browser Registration

- Capture registration information
- Send information to licensing CGI script on vendor's Web server
- Web server returns Web page to browser containing license and licensing link to licensing executable
- Licensing options
  - Run licensing executable
  - Save license in temp directory and license manually


# Web Browser Automated Response

BASIS Product Licensing - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address [x&HostID=0007E9C4FC19&SerialNumber=BBJ000001&LicenseAuthNum=1234567890&LicenseDelivery=browser+EN&ProductInfo=0&ProductEmail=bhipple%40basis.com](http://x&HostID=0007E9C4FC19&SerialNumber=BBJ000001&LicenseAuthNum=1234567890&LicenseDelivery=browser+EN&ProductInfo=0&ProductEmail=bhipple%40basis.com) Go Links

Search Whole site for Select Language

Business Runs on 

● About BASIS ● Products ● Application Services Directory ● Sales ● Support ● Events

Home Site Map Help Cool Stuff

**Product Licensing**

License Model  
License Exchange  
SAM Fulfillment  
Permanent License  
Demo/Trial License  
Application Licensing  
FLEXIm

### BASIS Product License Instructions

To AUTOMATICALLY install a BASIS license on this Windows 98/Me/NT/2000/XP machine:

1. Click on the following link:  
[Install License File on this machine](#)
2. Select the RUN or OPEN option to download and execute a small program (15 KB).

To MANUALLY install a BASIS license on any operating system, click on the following link to retrieve the license file:

[Retrieve License File](#)

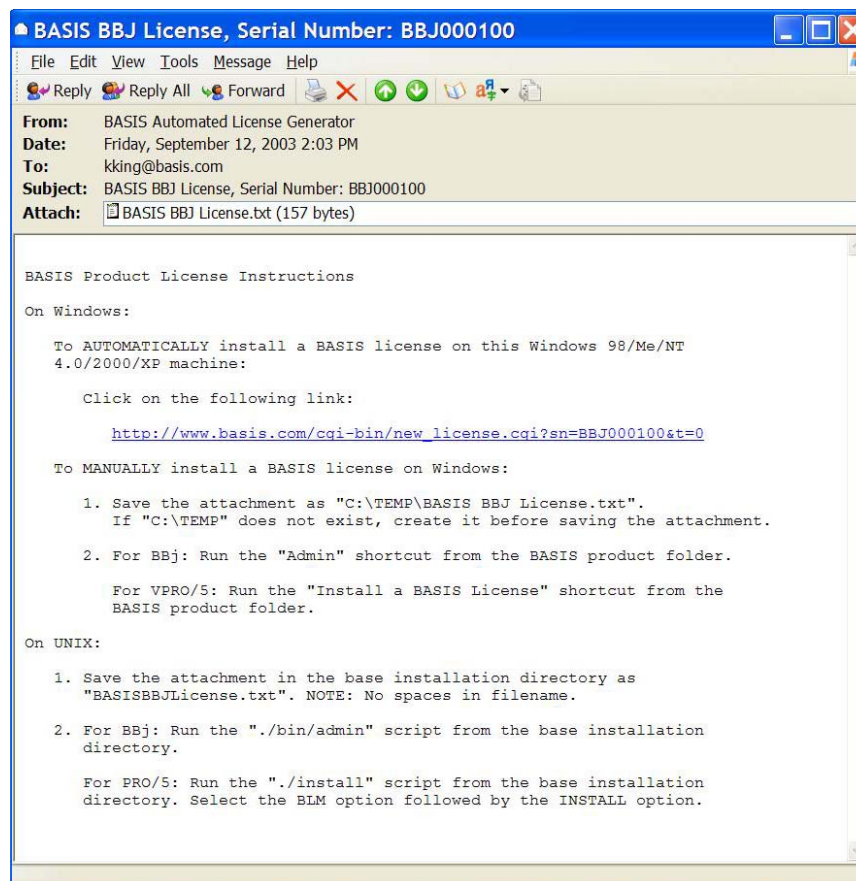
Internet

# E-mail Registration

- Capture registration information
- Create e-mail message and send to vendor's licensing e-mail address
- E-mail server processes message and sends e-mail with license attached and link to licensing executable
- Licensing options
  - Run licensing executable
  - Save license in temp directory and license manually



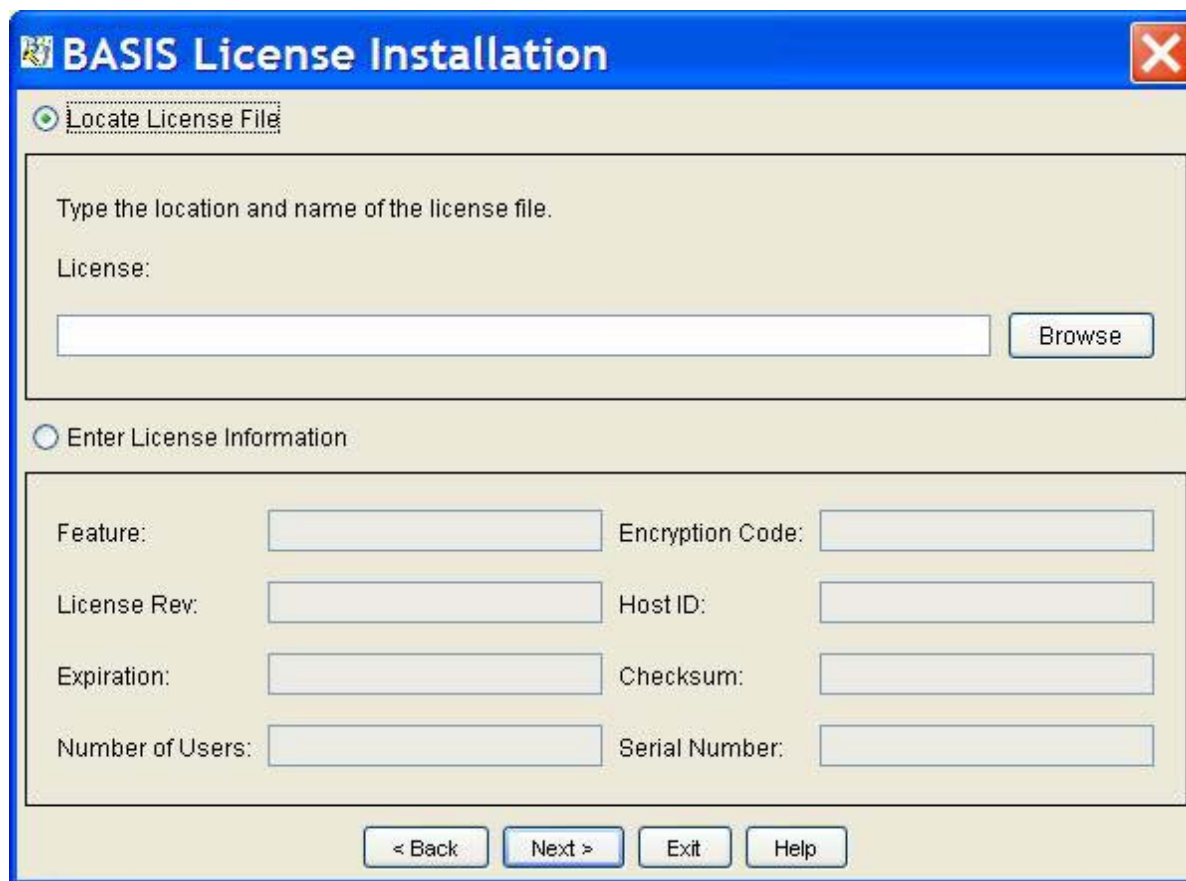
# E-mail Automated Response



# Telephone Registration

- Capture registration information
- Generate numeric analog for registration information
- Customer calls vendor's IVR and follows prompts to enter numeric analog
- Vendor's automated system processes license request and faxes license information back to licensee
- Licensing options
  - Type license information into licensing wizard
  - Wizard creates valid license from information

# License Installation Dialog



The dialog box is titled "BASIS License Installation" and has a close button (X) in the top right corner. It contains two radio buttons for navigation: "Locate License File" (selected) and "Enter License Information".

**Locate License File**

Type the location and name of the license file.

License:

**Enter License Information**

Feature:	<input type="text"/>	Encryption Code:	<input type="text"/>
License Rev:	<input type="text"/>	Host ID:	<input type="text"/>
Expiration:	<input type="text"/>	Checksum:	<input type="text"/>
Number of Users:	<input type="text"/>	Serial Number:	<input type="text"/>

# Fax Registration

- Capture registration information
- Print information formatted for OCR process
- Vendor automatically OCRs fax
- Vendor process faxes license information to licensee
- Licensing options
  - Type license information into licensing wizard
  - Wizard creates valid license from information

# Rental Model

- Issue license file with expiration date
  - Monthly, quarterly, annually
- Check expiration date from software periodically
- Reregister software as expiration date approaches
- Automatically deliver and install new license if account is current

# Rental Model Facilitated by FLEXIm

- FLEXIm Client
  - lc\_vsend
- FLEXIm Server
  - ls\_vendor\_msg
- Invokes registration process from the license manager to relicense software



# Summary - Questions

- Integrating new license model into existing products
- Updating and implementing the license model of existing products
- Simplifying licensing logistics
- Implementing a rental model