

LICENSE KEY GENERATION FOR VARS AND OEMS

Currently we have an online web service that allows arbitrary users to get temporary (60 day) license keys generated for the user using their email address. We also collect a little customer information (name, company, address, etc) and make them agree to a [EULA](#) (End User License Agreement).

To validate the information submitted during the registration process is correct, we email their license key back to this end customer. The email also includes links on how to download the product in case they didn't already have it. If the user doesn't register, then running to program brings up a dialog allowing them to enter their license key or go to the [Product Registration web site](#).

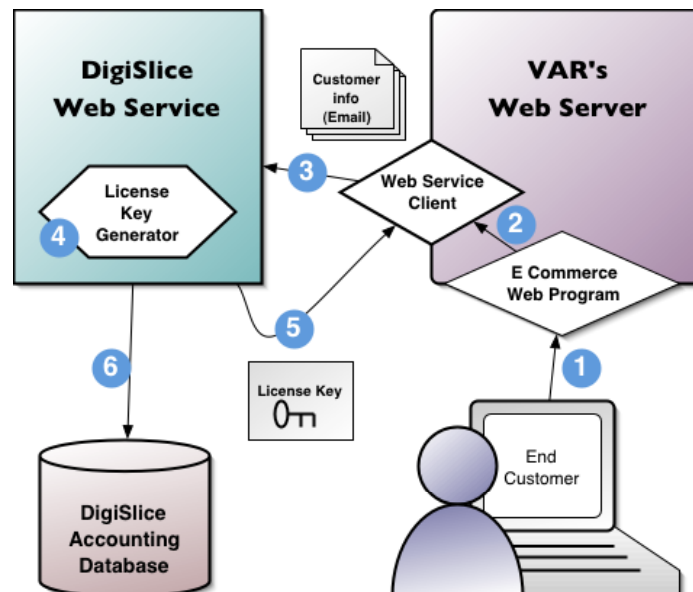
But what happens if one of our VARs or resellers actually sells the product? We can't expect their end customers to come to the DigiSlice web site in order to register the product... The end customer bought it from the VAR, they get support from the VAR, so they should also get the license key from the VAR.

The solution is to open up our **web service** ...

Now the VAR can interact with the customer however they please, and they just create a "client" that will talk to the DigiSlice license key web service to get a key for their customer. Once they have this key, they can choose any method they want to get the key to the customer.

Note: The following description of our web service is **not** technical, this is a *very* high-level overview of the process ... An executive summary.

So let me illustrate the process with what may be a typical example. Keep in mind that the interaction between the VAR and their customer does not affect how DigiSlice interacts with the VAR. But in the following example, I describe one possible scenario.



Customer A goes to VAR B's web site and purchases a copy of AppComposer Enterprise Edition using a credit card transaction (Step 1). After processing the credit card, VAR B allows A to start to download AppComposer while they get a license key for him.

VAR B's web site starts up a client (Step 2) that connects to DigiSlice's web site at a particular URL, and in the transaction gives it the following information about the end-customer A (Step 3).

Customer Name	This could be the company name
Customer Email	The license key has the email address embedded in it.
Key Type	This is either "eval" or "full"
Customer Agreement	Either "yes" or "no" with a "yes" value meaning the end customer has agreed to our EULA
VAR Name	This is a account name, not necessarily the full company's name
VAR Password	For security purposes

The web service uses this information, generates a valid license key (Step 4) and gives it back to the VAR's client program (Step 5). The information about this "transaction" is stored in a DigiSlice database for later reporting (Step 6). The VAR's client application then takes the generated license key and emails it back to the customer, CC'ing the email to the customer's sales representative.

Temporary Keys

Since a VAR would like to have their customer's try out the AppComposer product (for 60 days or so), they need to have a mechanism for generating temporary keys for a customer. This is the purpose of the **Key Type** field. It's current possible values are "eval" for a 90-day evaluation key and "full" for access to the full Enterprise Edition.

Verifying the VAR

Each VAR will be given a unique account name (a single word) and a password. This information, along with verifying the VAR's client, is also used for accounting purposes.

The end customer will have to agree to our EULA before they can use the product, but it will be up to the VAR to verify this. Once this has been done, the VAR will set the **Customer Agreement** value to "yes" ... if this is not done, no key will be issued.

Posted on April 29, 2003 04:43 PM
