



Hyperception Authorization Technology - Sales, Service, and Support

Overview

Hyperception Authorization Technology is a method for our graphical design environments to eliminate the "security button" or "dongle" that has been associated with our products in the past. This "security button" kept copies of Hyperception software from being used (or illegal copies) in a manner that was not compliant with the license agreement. Multiple licenses of software meant multiple "security buttons", which the customer would have to keep track of after the sale. Numerous problems were found with these "dongles", including their susceptibility to static electricity, the possibility of physical loss, theft, etc.

Another of the problems with the "dongle" is that it used the parallel port of the CPU. This created conflicts once Hyperception began to support hardware that required use of that port. Furthermore, Hyperception looked forward in time and anticipated a possible future of PC's without parallel port – certainly a problem for a "dongle".

An area that sales was motivated to consider included in-field sales capability – something not possible with "security buttons", and this potentially slowed down sales. For example, if a customer wanted to add another user license to his existing software, he would have to wait for the "dongle" to be shipped to him. If a customer had a demo, after an order was placed, again, he would have to wait to receive his software. You are probably asking, "Receiving software after seeing a demo and ordering...isn't that how it's supposed to work?" In the past, yes. Today, not necessarily. The answer to all of these issues: Hyperception Authorization Technology.

This information is provided to help you, the distributor, understand how this Authorization Technology developed by Hyperception can help you with the sales and service of Hyperception software. The better of an understanding that you have regarding Authorization Technology, the better you will be able to support your customers and help get them up and running quickly. Lastly, a better understanding of how to use Authorization Technology will aide you in the one thing that we are all interested in...sales!

The Beginning of Authorization Technology: The CD Key

The very beginning of Hyperception Authorization Technology starts with a CD Key. Every software product from Hyperception now comes with a CD Key. This CD Key holds information for the installation, including but not limited to the type of product to install and what Edition of that product to install. This means a single Block Diagram or RIDE CD (or any Hyperception software CD) can be a Standard, Professional, Enterprise Edition, **or even Demoware** based on the CD Key attached to that CD.

The CD Key allows a history and information associated with that particular key to be gathered and stored:

- User's information including name, company name, email, etc.
- How many authorizations are allowed?
- Is the software being installed going to run as demoware or the purchased product?

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- Does the software have a death date?
 - What Edition is the software?
 - Did this user buy an update agreement?
 - Support Web user name and password

All of the information above is gathered and retained at Hyperception, and is associated with the CD Key. When the user communicates with Hyperception's web site, appropriate information is transferred back and forth between the software and our web via the authorization code that the user receives. This authorization process "transforms" the software into whatever is needed. More details on authorization a little later. The following sections discuss the different aspects of information associated with a CD Key.

User Information

This is just standard info that one would find with any software product: name, company name, email, etc. The user information can be used in situations such as if there were to ever be an issue about who a CD Key belongs to, a simple verification of can take place.

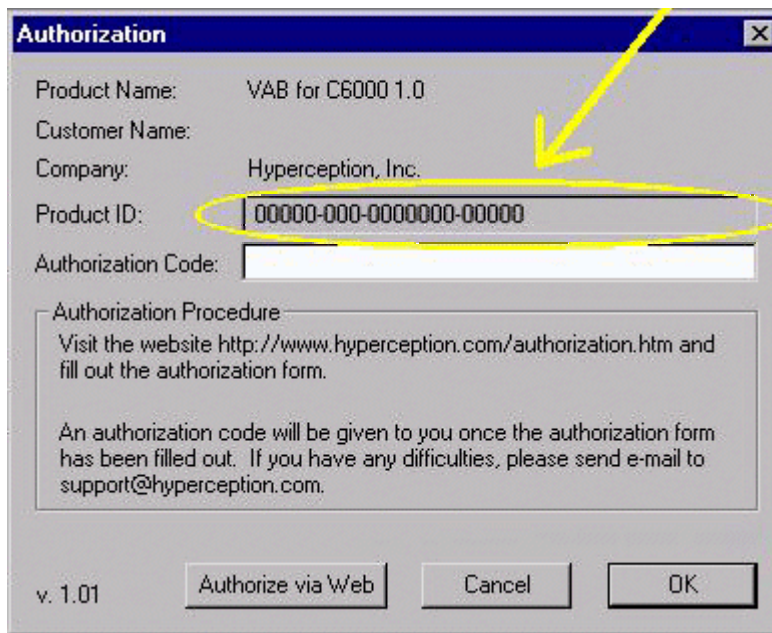
Number of Authorizations

This is the meat of the greatness involved with Authorization Technology. The number of authorizations for a CD Key is the same thing as how many licenses/copies of software are allowed to run at once. The customer can install software with one CD Key onto a hundred machines with one CD and one CD Key. However, if the CD Key they installed with only has three authorizations associated with it (as stored on our authorization web server), only three of those machines can work at a time – after they are properly "authorized". In other words, none of the machines will work until the user "authorizes" (puts an authorization code in the opening dialog box of the software that pops up when the software is first run) that machine. How does this work?

This new Authorization Technology allows a user to install the software wherever he wants, however, it can only be used when it is authorized. An authorization is the same thing as using a license. If you have a 10-user license, then you have 10 authorizations. When you first start software that has not been authorized for use, a dialog box appears displaying a product ID. You use this product ID in the appropriate form on our authorization web server site (<http://www.hyperception.com/authorization.htm>) to receive an authorization code. This lowers the number of available authorizations or licenses you have left.

A user can browse to the web as the above paragraph states to complete the authorization process but that is not the only method. Other methods include faxing, e-mailing, or calling Hyperception with the same information required by the web-based form (Product ID, name, company, etc.) after which an authorization code is returned to the customer. Of course, using the "Authorize via the Web" button in the authorization dialog box to browse to Hyperception's authorization web server is the easiest way, especially if the PC with which the software is being installed has internet access.

Under the preferred method, the opening dialog box for software that is currently not authorized (perhaps just recently installed) is the authorization dialog box, as pictured below. There is an "Authorize via the Web" button in this dialog box of software. When a user clicks on this button, the software launches his browser to the web and redirects the user to the correct page and even fills in the user's Product ID in the authorization form. The completion of the form is simple, user information and a few non-required questions. It is important that the user put his correct email address in the form because when a proper authorization is completed, not only will a page be displayed showing the user their Authorization Code, *the authorization web server will also email the user his Authorization Code, Support Web user name, and password.*



Demoware

CDs of the "full product" can be given out as "demos" that allow users to see the tremendous value of the product they are about to purchase without being able to get "free development" from the product. Wondering how? A user receives a CD from you because he wants to test out and try this new graphical design software he has never seen before (for RIDE based demos, the user must also have hardware that Hyperception supports). The user installs the software using the CD Key that travels with that CD. The user sees the opening dialog box, clicks the "Authorize via the Web" button and gets his authorization code. At the point the authorization code is received and is put into the dialog box and the user has clicked the OK button, the authorization process is complete. From the authorization process, the software can determine that it should behave as a demo even though the full product may have been initially installed. The Demoware mode of the software is crippled in the ways that one would expect; without the ability to save, very limited real-time capabilities, unable to email tech support from within the environment, no export application ability, etc.

An important attribute of this is that we will always be gathering the lead information – the customer/user cannot run the demo until he has 'authorized' it, which means we should have the lead contact information, in the event the customer got the demo from an unknown source.

When the user decides that he is happy with the demo and wants to purchase the software, he follows an *extremely* simple procedure that could take minutes to get up and running with the purchased product.

1. The user contacts you and goes through your normal purchasing procedure for Hyperception software. Get the user's CD Key with which he installed. We will need this information.
2. You in turn, contact Hyperception to place your order for the software. Make sure you inform us as to the user's CD Key.

Nothing really out of the ordinary at this point, just purchasing and invoicing taking place.

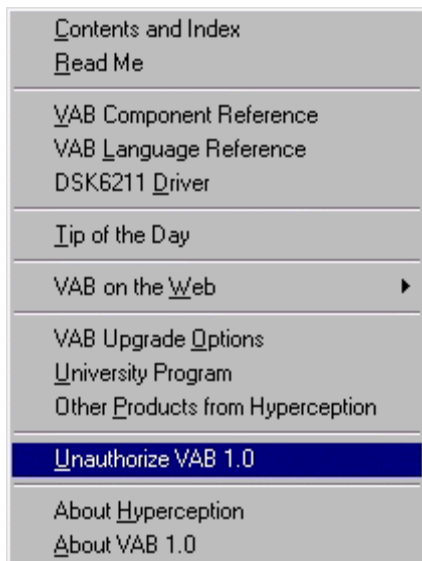
3. After receiving your order, a member of Hyperception's sales team simply modifies the CD Key file here to say the software is no longer Demoware.
4. The last step is simple. The customer simply unauthorizes his software, closes the software, reopens the software, and then reauthorizes again.

That's it! The sale is completed. The authorization process allows the user to have the purchased product as opposed to demoware. No reshipping, no wait on delivery companies, no confusion on the user's part about when the software will get there and will it be the same thing as what he is looking at.

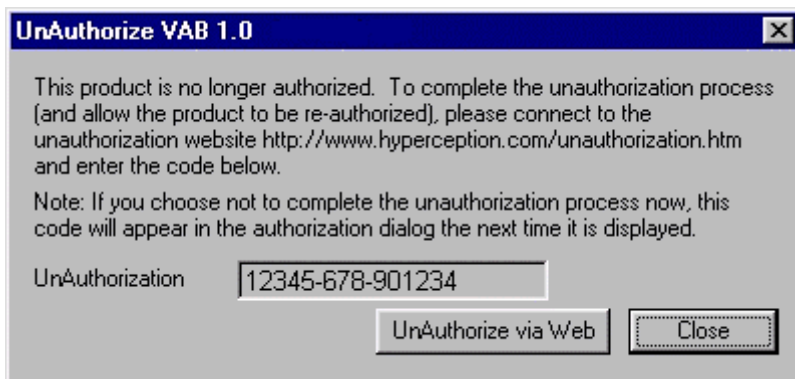
"You mentioned unauthorization? What's that?" I'm glad you asked. Just as a proper authorization provides you with the information to enable use of your software, proper unauthorization disables the software, equivalent to removing the old security button from the back of the PC. When you complete the unauthorization, you are then allowed another authorization to use the program either on the same PC or a different PC.

There are 2 steps to completing a proper unauthorization:

1. Under the help menu, click the Unauthorize option:



After you have done this, a confirmation dialog box will appear to ensure that you really want to unauthorize the software. When you are sure that you indeed wish to unauthorize the product, click the OK button and the below dialog box appears:



2. The second and final step is to simply inform Hyperception through a simple web form that you have unauthorized your software. This allows you to receive another authorization code at a later time when you authorize again.

To aid you in not "losing" an authorization, the software can not be uninstalled until it has been unauthorized. **Do not attempt to manually uninstall the software by deleting files until you have properly completed the unauthorization process or you may lose your authorization. The standard Windows method of 'adding/removing' software (typically found in the control panel) should be used.** Your authorization count

will not be updated to include the software you have unauthorized unless you successfully complete the web form. If you cannot connect to the web at the time of your unauthorized, take note of your unauthorized number to either complete the form at another time or contact Hyperception's technical support to have them unauthorized the software for you.

Death Dates

Death dates and time limits are also available in Authorization Technology. This allows software to be handed out to users that will run to a certain date after which the software will not operate any longer. In other words, the software dies and hence the term "death date". When software "dies", it really does not die but rather puts itself in an unauthorized state. The next time the user starts the software, the authorization dialog box appears and the normal rules for authorizing are in place with one exception. That exception is that in order to use the software, the user has to contact you in order for more time to be added to his CD Key so that when he reauthorizes, the software knows to behave in such a way that it will run for another 2 weeks or 10 days or 1 year or until April 15 of next year. With this "Death Date" capability, whatever we want to do for the user in terms of time limits, we can now easily do.

There are several reasons why a death date is extremely useful. The most obvious use of death dates is for demo software as all demoware requires a death date. Another potential future scenario involves using a death date for "leasing" software; allowing a purchased product to be used but for only a certain amount of time.

There are two different types of "death dates". There is an absolute firm fixed date method that says the software will die on a particular firm fixed date. Regardless of when the user authorizes his software, it will "die" on a particular date. The second method of a death date is a relative one, which dies the number of days from their first authorization. This simply means that once the user authorizes his software, he has a predetermined amount of time from that authorization date to run. For example, a CD Key is shipped with a CD that has a time limit of 14 days. On the day the user authorizes his software, 14 days from that day is the new death date for the software. Number of days from authorization death dates apply to Demoware or full-blown products.

To eliminate the obvious questions and concerns, NO the user cannot change his system clock date to gain additional days of usage. Authorization Technology is too smart for that.

What Edition is the software?

The CD Key potentially contains information that tells the software installer what to install. For example, if a CD Key were made for the Enterprise Edition of software, the install looks at the CD Key and knows, "Hey, I'm an Enterprise Edition! I'm going to install the ANSI C Source Code Generator and Application Builder." To eliminate the obvious questions and concerns about using a single CD for all editions - NO the user cannot copy the ANSI C Source Code Generator from somewhere else and have it work with his non-Enterprise Edition software.

The most useful aspect about using the CD Key and authorization codes to determine the edition comes back to sales. Upgrades, upgrades, upgrades! An example scenario: a current customer is using a Block Diagram Standard Edition. He would like to upgrade to a Professional Edition or Enterprise Edition. This becomes another simple procedure similar to that of purchasing a demo in the field.

1. The user contacts you and goes through your normal purchasing procedure for Hyperception software.
2. You in turn, contact Hyperception to place your order for the software.

Again, nothing really out of the ordinary at this point, just purchasing and invoicing taking place.

3. After receiving your order, a member of Hyperception's sales team supplies you with a new CD Key to give to the customer.

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4. The last step is simple. The customer completes a proper unauthorization of his software, closes the software, and from the Add/Remove Programs feature in Windows, uninstalls his software. Using the exact same CD, the customer reinstalls the software with the new CD Key.

That's it! The sale is completed. The customer just follows the standard authorization process. Just like the "demoware to full-blown software" scenario, no reshipping, no wait on delivery companies, no confusion on the user's part about when the software will get there and will it be the same thing as what he is looking at or ordered.

To eliminate another concern you have, a customer cannot use a RIDE Enterprise CD Key on a Block Diagram CD or any other CD that is not a RIDE CD in order to install the CCG or any other features. The installs are smart enough to communicate with the CD Key to know what product the CD Key was built for and if it does not match the install, no installation takes place.

Support Web User Name and Password

A new feature spawned from Authorization Technology is found in the new direction the Hyperception Tech Support Web has taken. Things such as on-line User's Manuals, on-line Component Reference Guides, and free downloads of updated or fixed blocks has become the newest approach by Hyperception to help customers better help themselves and keep themselves up to date. Every CD Key that is created has it's own unique user name and password associated with it so that customers can get into Hyperception's Tech Support area. By the way, the Support Web name and password....FREE!

Update Agreements

Update agreements just got easier to sell as well as maintain. Update agreements simply tell our customers that we believe in our product and we know that the product is going to be improved as features are added, bugs are corrected, blocks are added, documentation is updated, etc. Instead of having customers contact you wondering where their update is, they go on-line to the update area of our web site designed for paid update agreement customers to download their updates at their convenience and will.

Remember the Support Web user name and password the user gets when he authorizes? That is the exact same user name and password for the paid update area as well as the free tech support area.

How does the web tell who can go where? Authorization Technology. When a customer authorizes, it is noted in his CD Key file whether he purchased the update agreement or not. This lets the web know what level of access to allow for the user name and password associated with that CD Key.

"What if the customer already has his CD Key and software installed and wants to buy an update agreement?" No problem! Remember the purchasing scenarios we have discussed and how simple they have been? Let's do it again for this scenario.

1. The user contacts you and goes through your normal purchasing procedure for Hyperception software. Get the user's CD Key with which he installed. We will need this information.
2. You in turn, contact Hyperception to place your order for the software. Make sure you give us the user's CD Key.

Nothing really out of the ordinary at this point, just purchasing and invoicing taking place.

3. After receiving your order, a member of Hyperception's sales team simply modifies the local CD Key file here to say the user name and password associated with the customer's CD Key now has access to the paid update area on the web.

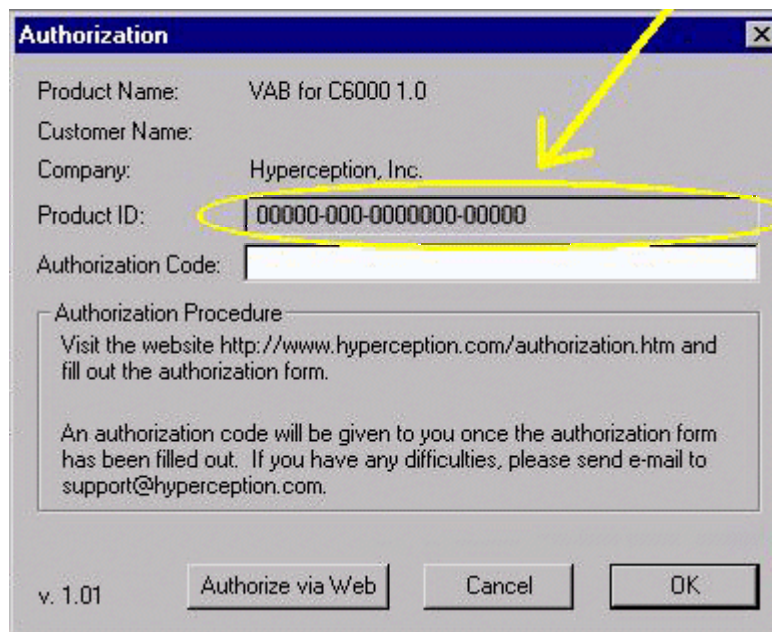
That's it! The sale is completed. No reauthorization is necessary, no shipping, no wait on delivery companies, and no confusion on the user's part about when the software will get there and will it be the same thing as what he is looking at. The customer goes to the web and gains the access for which he just paid whenever he wants.

One other thing worth mentioning about update agreements is that they have firm fixed web side death dates. If a customer purchases a one-year update agreement, then exactly one year from the day that it is turned on, the customer's user name and password becomes invalid and access in the paid update area is denied. The customer still has and will always have normal access to the free tech support areas.

Additional Terms with Which to be Familiar

Product ID

Software that is in an unauthorized state (either by a new install or having been authorized then unauthorized) will display a dialog box, similar to the dialog box below, when it is opened.



The Product ID is the number generated by the software to identify itself to the web so the web knows which CD Key information to read, which in turn produces an authorization code, telling the software how to behave.

Authorization Code

As explained earlier, the authorization code is the information returned from the web. The authorization code is to be put in the "Authorization Code" text box of the authorization dialog box. Click OK and if the user has done everything correctly, the software will open.

Unauthorization Code

As explained earlier, the unauthorization code tells the web that a particular CD Key needs to have its authorization count incremented. When the user clicks the unauthorization option as described earlier and actually gets to the point that his software produces an unauthorization code that he can see, his software is dead whether he clicks the "Unauthorize via the Web" button or not. If the user fails to complete a proper unauthorization through the web and contacts you because he is "stuck" and has "lost" his authorization, fear not. The above dialog box is what you see from software that has not been authorized before. If the above dialog box was from software that had been authorized and then unauthorized, right above the Cancel and Ok buttons a string would appear. This string says "Last Unauthorization Code:" and it would display the last unauthorization

code. Instruct the user to go our web site's unauthorization page, and fill in the one field form. This will increment his authorization count, recovering his "lost" authorization.

Conclusion

Authorization Technology, when in the hands of those who understand its many powerful capabilities, provides many more opportunities with which to gain sales and service customers. The possibilities for the future with this technology are numerous - turning demos into purchased products, letting customers "test drive" full products, upgrading software, leasing software, and death dates. All of these done *in the field* and very effortless translates into a better service and support for the customers and better opportunities to sales for you.