



2008 ESRI Developer Summit

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ESRI Product Licensing

Panel Discussion

Panel Discussion

- Setup to the microphone

Copy Protection Changes at 9.3

- All products requiring authorization files – will need to get new authorization files (ECP)
- All products using a Shared Enablement Pool continue to use existing license file, HOWEVER MUST update to the new License Manager
 - New 93 LM supports older versions of ArcGIS as well
 - Older (pre 93) LM Do Not support 9.3 clients

Panel Discussion

QUESTIONS

Business Models vs. Licensing vs. Copy Protection

These are not synonymous terms!!!

Business Models vs. Licensing vs. Copy Protection

- Business Models
 - **Describes** business rules for software product
 - License Fees
 - Maintenance
 - Support options
 - Software upgrades
 - Fees
 - Partner Business Developer Options
 - Reseller
 - Value-add (customization)
 - Add-on (extension/utility)
 - OEM
 - ASP

Business Models vs. Licensing vs. Copy Protection

- Licensing

- Describes legal rules for software product

- End user right to use
 - Use right definitions
 - License term
 - Perpetual
 - Term + renewal
 - Annual (subscription)
 - Termination rules
 - Indemnity
 - Export restrictions

Business Models vs. Licensing vs. Copy Protection

- **Copy Protection**

- **Mechanism to enforce (or re-enforce) license terms for right to use**

- **Technology Enforcement Models**

- **Shared enablement pools**

- **Single enablement**

- **Time out**

PRODUCT LICENSING

Licensing

- **Desktop**

- Single Use (One user per license - Every user must have a license)
- Concurrent Use
 - An organization licenses the right to use for x number of users
 - Copy protection technology controls access to software

- **Server**

- Deployment License
 - Licensed per server
 - License fee is per Core
 - Unrestricted use
- Staging License
 - Licensed per server
 - License fee is per Core
 - For testing prior to commercial deployment

Licensing Models

	Single Use	Concurrent Use	Server
ArcGIS Desktop	✓	✓	
ArcGIS Server			✓
ArcGIS Engine	✓		
EDN	✓		

COPY PROTECTION

Copy Protection Mechanisms:

Registration enablement

- Register product at install time
 - enter registration number
 - product immediately enabled to use
- Each installation of the product must enter a registration number

Products

- ArcPad
- ArcView GIS 3.x (Windows)

Copy Protection Mechanism:

Registration + Authorization File

- **Registration requires a transaction with ESRI**
 - Registration number provided to ESRI
 - ESRI returns an authorization file - specific to the registration number provided
 - Authorization file enables software for use
 - Transaction occurs during installation or through web site
- **Each installation of the software requires an authorization file**

Products:

- **ArcView and ArcEditor 9.x SU**
- **ArcGIS Server & ArcSDE**
- **ArcGIS Image Server**
- **ArcGIS Engine Runtime and Developer Kit**

Copy Protection Mechanism:

Shared Enablement Pool

- **Enablements managed by a license enablement manager (FlexLM):**
 - License enablement manager installed on a network
 - Software can be installed on any computer
 - Software checks license enablement manager for availability of enablement
 - If enablement available, software is enabled for use
- **Enablement defined by software licensed**
 - Keycodes are provided by Customer Service
 - Keycodes control the number of enablements and the software options enabled

Copy Protection Mechanism:

Shared Enablement Pool

- **Necessary Components**
 - License Enablement Manager
 - Installed and accessible somewhere on a network
 - A unique identifier
 - A hardware key on Windows
 - A host ID on UNIX
 - A license enablement file
 - Simple TCP/IP

Products:

- ArcView and ArcEditor 9.x CU
- ArcInfo (Desktop and Workstation) 9.x CU

Copy Protection – Mechanisms

	Shared Enablement Pool	Authorization File
ArcGIS Desktop	✓	✓
ArcGIS Server		✓
ArcGIS Engine		✓
EDN		✓

Developer Application

Deployment Scenarios

Embedded (OEM)

- Deeply embed ESRI technology into your solution
- *Your* branded total solution
- You provide
 - Installation
 - Licensing
 - Support, updates
 - Packaging



**Special OEM Agreement from ESRI
required for re-licensing**

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