

Venturi Licensing - How It Works

Let's start with a step-by-step look at how to use the service. It all starts with you creating an account to manage the applications you want to authorize online.

Step 1 – Create an Account

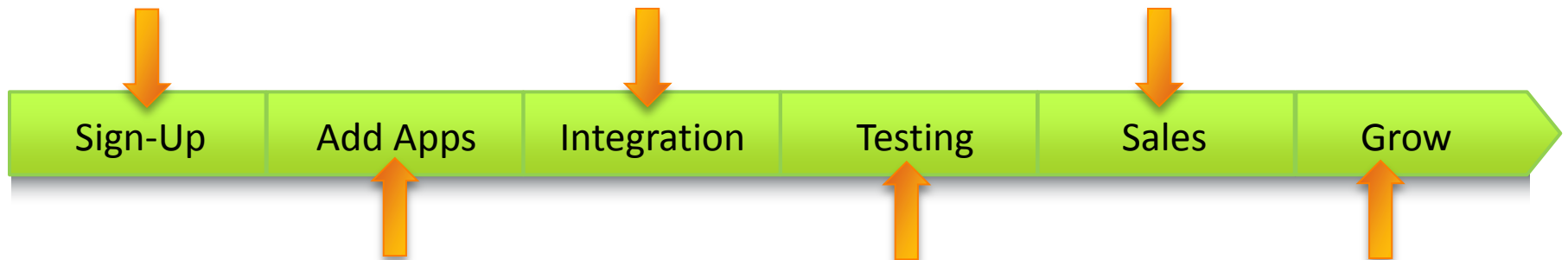
Your subscription is your key to software samples and testing support.

Step 3 - Integration

Add the online activation code to your application.

Step 5 – Sell Your Application

Sell the key codes to your users and have them activate online.



Step 2 – Register Your Application

Add up to 32 applications per account. Each one comes with 10 free key codes.

Step 4 - Testing

Grab a key code and make sure your code works.

Step 6 – Add Keys

As your sales grow you can add more keys to your account.

Imagine having thousands of copies of your software out there, and all of them centrally managed.

Technical Description

Activation is an online process that requires the user to have their own key code. Since all software can be copied, it comes down to controlling the key codes.

Phase 1 – The end user acquires a key code. Each key code is formatted using a 25 character sequence separated by dashes XXXXX-XXXXX-XXXXX-XXXXX-XXXXX and is completely unique.

Phase 2 – Your application combines the key code, unique machine information, and your registered application ID into an activation request. The request is encrypted (using RSA encryption and the public key assigned to your application) and sent to the licensing server.

Phase 3 – The licensing server sends back a random portion of your public encryption key as confirmation. This prevents “fake” servers from authorizing your application.

Phase 4 – Your application saves a copy of the activation request. Future checks are then accomplished by creating a new request and comparing them. If they match, the installation is valid, otherwise the user needs to complete the activation process again.



Beating the Exploits

Hackers are everywhere and the more your software is worth, the more time will be spent trying to get it for free.

No Protection – Put your application on your website. It will be downloaded and used by thousands. Most developers consider this the “open-source” plan and ask for donations.

Email and Password – The application asks for an email address and password. These are usually verified by an internal algorithm. Most pirate software sites include a list of known working pairs or simply include their own generator.

Licensing CDs – A license CD or other hardware device is usually thwarted by better and better copying mechanisms. Some exploits involve tiny applications that look to the computer like the CD and generate the desired output, making the CD key useless.

Online Activation – Distributing something unique to each user is half of the equation. The other half is keeping the activation from being cloned from machine to machine. And of course, our system does that. Everyone gets their own key, and while users have a limited ability to re-install if needed, the blatant copying from machine to machine is prevented.

Distrust and caution are the parents of security.
- Benjamin Franklin