



FEATURES

SOLO Server is our flagship feature-rich license automation and distribution server. SOLO Server Lite is more for customers who want a very basic activation server and want to deeply integrate in with another system starting with our source code. We recommend Instant SOLO Server for software developers who want an on-demand, pay-as-you-go managed service. SOLO Server is a powerful turnkey solution to online licensing, selling your software, and managing your online business 24/7.

TOP TEN FEATURES

of SOLO Server and Instant SOLO:

1 Trial Marketing—Collect data from your potential customers before they have access to the trial version of your software. Send them a marketing email immediately with information about your product and how to download. For those customers who do not purchase, send a follow up marketing email with additional information.

2 E-Commerce for Selling Software—You can designate SOLO Server to handle the entire e-commerce process from the buy now button through to order completion. Traditional shopping cart features are included, such as customizable look and feel, promotional discount codes, advertising cross-sells & up-sells, credit card processing, and sending transaction receipt via email.

3 Customer Self Service Portal—Customers can log in to a portal to see their order history, reprint receipts, download software updates, purchase upgrades, renew support contracts, register software, retrieve license keys, and much more.

4 Customer Relationship Management—Your customers are your most valuable resource and the heart of your business. Your ability to access information about your customers can determine how well you understand and use this resource in your business goals and strategies.

5 Subscription Management—Automate and manage a subscription version of your software. You design the parameters of how your customers will subscribe, maintain and/or renew their subscription including assigning grace periods.

6 Electronic License Activation™ (ELA)—Customers can activate your software 24 hours per day, while you maintain control of the licensing options, providing you greater security. Set rules for activation, re-activation, and license transfer.

7 Electronic License Management™ (ELM)—Once an application has been activated on your customer's computer, use SOLO Server to continually manage the license with features such as license revocation and tracking application usage.

8 Electronic Software Delivery (ESD)—Distribute your software to customers online and reap the benefits that countless others have come to know. ESD is a must if your software is going to compete in the global marketplace where buyers and sellers are active 24/7/365.

9 Real Time Reporting—Stay informed with over 20 reports showing what is going on with the server in real time. Export customer and license data in Comma Separated Variable and XML formats.

10 Web Service Interfaces—For customers who want to integrate SOLO Server with other systems or automate the licensing process, several web services are available to access the SOLO Server database.

**The Best E-Business
Option for
License Automation
and Distribution**

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Millions of Successful Transactions



The real fun starts when you use SOLO (Secure Online License Ordering) Server to automate the operations of an online software business 24/7.

What You Can Do With SOLO Server™

- Prospective customers can download a **trial version** of a software application and receive automated marketing emails. A trial conversion report is automatically generated.
- Integrated recurring **billing** and payment plan engine.
- Software upgrade rules engine to determine eligibility to purchase **software upgrades** at a discount.
- Maintain **subscription** expiration date for software maintenance. Notify customers when expiration date is approaching or has passed. Allow customers to renew their subscription.
- Ability to send product **update notifications** to software applications to display on screen and even provide automated downloads.
- An **on-demand account** can be set up in minutes!

Trial Marketing

- Requests user information prior to evaluation download.
- Customizable user information form with pre- and user-defined fields.
- Sends instant thank you for evaluating.
- Optionally notifies administrator of downloads.
- Optionally sends follow-up email near trial expiration.

E-Commerce

- Customizable "look and feel" at store and product level.
- Agents can easily place orders on user's behalf
- Agents can easily retrieve unfinished orders
- Dynamically created Product Catalog.
 - Product images stored in database
 - Products and Product Option (Download / CD / Upgrade) architecture
 - Restrict users from ordering certain products
 - Export list given order level requirements
 - Easily add new products and product bundles
 - Export list to CSV format
 - Manage product categories
 - Easily retrieve ordering URLs for a particular product or product option
- Secure Online Ordering
 - General features
 - Ability to display a customized EULA before ordering
 - Coupon/Discount/Promotion rules engine
 - Priority discount codes offer % and flat amount discounts with fixed & variable values for marketing promotions
 - Discount codes support expiration dates
 - Discounts can be defined on the global store level (applying to the entire order) or on the product option level (applying only to the product option)
 - Configurable shipping options
 - Electronic Software Delivery including Download subscription period
 - Generates invoices, e-mail confirmations to user and author
 - Custom order confirmation text and instructions for each product, product option, distributor, and author
- Single Item Order Processing
 - Streamlined ordering interface
 - Rules for offering discounted upgrades to existing customers
 - Ability to define a custom invoice email for each product, or use the default invoice email (which is also customizable) for all products
- Shopping Cart
 - Display product Upsells when putting items in cart, optionally offering a discount on the upsell items.
 - Ordering of bundled products, optionally offering a bundle discount.
 - Offers multiple shipping calculation methods for multiple item orders
 - Supports auto application of store credits
 - Configurable continue shopping button offers several ways of dynamically configuring routing the user back to product catalog
 - Customizable invoice email
 - Ability to allow the user to save their credit card number for use in future purchases
 - Ability to sell products with recurring billing or a payment plan
 - Included predefined stylesheet tags allow the user to configure the look and feel of the cart
 - Configurable marketing sources (how did you hear about us?)
 - Upgrade rules engine checks for pre-requisite licenses
- Recurring billing and payment plan features
 - Customers can pay an initial amount at time of purchase, or pay nothing until the first scheduled installment
 - Payments can be scheduled to occur on a given day of the month or at scheduled frequencies (days, weeks, months, years), with the option of delaying the first payment for a set number of days from purchase
 - Multiple declined actions
 - Ability to optionally configure installment surcharges
 - Ability to optionally email the customer on installment surcharges *con't next page*

- Recurring billing and payment plan features
 - Ability to optionally configure installment surcharges
 - Configurable custom text for display on the cart during ordering, as well as for the initial purchase invoice and each installment invoice
 - Administration notifications on successful and failed installment processing
 - Customer self-cancel payment plan
- Order processing
 - Electronic Software Delivery including download subscription period
- Payment Gateway Integration
 - Supports ordering through PayPal
 - Real-time credit card authorization
 - Native support for multiple payment processing gateways
 - Modular design allows support for other payment gateways upon request
 - Supports multiple merchant accounts
 - Instantly issue refund to customer for prior purchase
 - Void transactions before settlementpayment gateways upon request
 - Supports Force transactions for voice approvals
 - Address Verification and CVV2 requirement options
- Basic Fraud Control
 - List of email addresses to reject
 - List of credit cards to reject
 - List of TCP/IP address ranges to reject orders from
 - Automatically blocks IP subnet when bank returns "hold card"
 - List of credit cards to reject
 - List of TCP/IP address ranges to reject orders from
- Shopping cart Exit Handler Script for abandoned orders

Customer Relationship Management Features

- Easily search for customers by 22 fields
- Add single customers or bulk unregistered customers
- See all history for each customer
 - Calls / Tickets

- Orders
- Licenses
- Refunds
- List of credit cards to reject
- List of TCP/IP address ranges to reject orders from
- Unfinished shopping carts
- Declined Orders
- Trials downloaded
- Activations
- Software usage
- Send triggered emails automatically
 - Send email a set number of days after activation
 - Send email a set number of days before subscription expiration
- Integrated refund processing can deactivate a license automatically

Real-Time Reports

- All sales
- Online sales
- Sales by agent / user
- Sales by invoice terms
- Sales by hour
- Monthly sales with details
- Pending Shopping Carts
- Declined orders with interface for call center agents
- Licenses by Product
- Licenses sold by Distributor / Affiliate
- ESD downloads
- Trial downloads - by product and Affiliate
- Trial conversion
- Online invoices with invoice line items
- Promotions used / Bundles
- User defined promo codes for sales
- Orders sources (How did you hear of us?)
- Customer purchases - new vs. repeat
- Refund reasons
- Compare units by previous days, weeks, months
- Unshipped orders
- Export sales and license data in CSV format

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Server Administration Features

- Web-Based, accessed anywhere in the world
- Manages entire license database
- Supports multiple SOLO databases on single server
- Multiple users with privileges and notification preferences
- Categorize users in groups
- Export users list with permissions
- Allows multiple companies products and product options
- Purge test transactions
- Displays friendly error message when database is temporarily down for maintenance

Electronic License Activation and Management Features

- Instantly activate software protected by Protection PLUS
- Direct TCP/IP means no browsers
- Determine internet connection state
- Behind-the-scene communication hidden from customer
- Logs all customer software activation requests
- Logs all software downloads including version, status, and elapsed time
- Track usage of application
- Provides license updates to change feature or revoke licenses
- Send or receive full registered user information
- Query Web site for new version availability
- Automatically download / install product updates
- Track trial evaluator information for marketing
- Update or disable licenses remotely
- Post pay-per-use or other usage information
- Allows license "vouchers" for automated activation
- Ability to send customized eMails at software registration as well as at activation

SOLO Server Lite™

We offer SOLO Server Lite as a minimalist reference application of how to implement a basic licensing server. Server scripting source code and a sample license database is included to jump start your development on product activation and Electronic License Management.

- Available for both Classic ASP (VBScript) and PHP scripting languages, for Windows or Linux servers, respectively.
- Generates product activation codes (Trigger Codes) compatible with Protection PLUS.
- Can be used in custom product activation key generator or web server.
- Includes sample license database schema
- Sample script source code to manage license database.
- Users must be authenticated before licenses are created.
- All activation activity is logged.
- Manages multiple products and distributors.
- Bulk create license keys to be loaded into shopping cart or given to sales channel.
- Can be integrated with other systems.

FREE TEST ACCOUNT

You can sign up for a free 60-Day Instant SOLO Server Test Account Today.

Any work you do during your access to Instant SOLO Server test account remains functional and ready to be built upon or extended. No need to restart from scratch!

Go to: [www .SoftwareKey.com](http://www.SoftwareKey.com)

