

# StarForce ProActive for business

(for single user software)

*SF ProActive for Business is targeting to protect business applications in a single user environment. Distribution of a protected product allows selling it both via the Internet or on optical discs. SF ProActive prevents unauthorized usage, home-made and industrial copying, illegal distribution, reverse engineering and cracking.*

*The «StarForce» company  
is a recognized expert in the field of protection  
of games, educational, entertaining  
and business software*

## ***StarForce Protection***

StarForce specialists have created a complex of copy protection solutions for many of legal owners. Company gives wide choice of reliable protection tools for software and e-documents from home-made and industrial copying, license discs emulation and cracking. StarForce offers to software publishers, manufacturers and developers range of qualified services. Among them: customized solutions, consulting, audit and researches of software crack resistance, analysis, unauthorized usage and so on.

StarForce solutions are very convenient of use for application actually in every country of the world owing to on-line technical support, absence of special requirements for optical disc production, high speed and ease of integration.

### ***StarForce protection technologies***

StarForce Technologies is:

- The most modern and actual software protection solutions** from illegal use, home-made and industrial copying, crack and reverse engineering.
- Flexible DRM technologies** for secure Internet sales providing, various ways of products delivery and software distribution control.

Our technologies and solutions are intended for sales support both on physical media and on-line (digital) sales.

The fundamentals of StarForce protection systems propose the key idea about identification of original physical license disc parameters and end users id hardware.

Client-server technology which is used for protection installation provides a reliable protection scheme for files encryption and key forming algorithms as these operations are executed exclusively on the StarForce remote protection server and are not applicable for outside analysis.

In case of on-line sales StarForce technologies realize variety of flexible product activation schemes, which are included in license. That license (serial number) includes parameters and logic of application work after it activation.

Protected software is installed on user's hard disc and binds to computers hardware configuration. It's available to realize different levels and schemes of binding to hardware based on features of protected software and its users.

Product activation can be done via Internet or in case of its absence be phone, fax, e-mail and SMS.

StarForce solutions also give opportunity to withdraw licenses and change logic of its work.

In case of retail sales on physical media it is real to realize sales with binding to optical disc (when software work from disc is meant) and without binding (or with partial) when software works from users hard disc.

Unique technology that was developed by StarForce engineers and now is used in binding to disc solutions allows to specify 24-bit digital key with information about original physical parameters of the whole plant batch. Only single disc from the batch and standard CD/DVD-ROM drive is needed for this. The digital key is used by protection module that is built in software executable file as a standard for license CD identification. That key isn't covert, as it allows launching the protected application only in case when license disc with the key that exactly matches physical parameters is situated in CD/DVD-ROM drive of end user. The key may be then placed on official webpage or printed on packs, envelopes or discs themselves by the publisher.

## SF ProActive for business (for single user software)

***SF ProActive for Business is targeting to protect business applications in a single user environment. Distribution of a protected product allows selling it both via the Internet or on optical discs. SF ProActive prevents unauthorized usage, home-made and industrial copying, illegal distribution, reverse engineering and cracking.***

This solution for distributing protected products either on optical storage (with binding or with obligatory Internet activation) or via the Internet.

**SF ProActive for business** supports the following license and protected software usage models:

### **1. disc-to-disc**

The software is distributed on discs and the software usage means disc presence in a drive. This works by software binding to disc.

### **2. disc-to-activation**

The software is distributed on discs but next software work is performed from end user's computer. In that case the discs aren't just the software storage but the distribution instrument – to launch software it is necessary to activate it. So end-users can transfer disc with protected software to each other, but application will start to work only after buying license for it and its activation, before this the application can be accessible in trial mode. *Also additional protection of software is available:* a part of the software (installation pack) will be bound to storage. Additional protection consists in that software from disc can be installed to computer only one time. This protects software from the further distribution.

1<sup>st</sup> and 2<sup>nd</sup> variants are suitable for box versions distributed at retail and e-shops (as points of sales).

### **3. download-to-activation**

This variant is suitable for software distribution via Internet. Users get software by downloading it on computer. In that case **SF ProActive for business** provides obligatory software activation on end user's computer. Besides it various license models are supported - try&buy (trial), try&die, buy only, subscription, rent.

**SF ProActive** combines both reliable and convenient protection technologies with DRM. It allows to implement actual models of product licensing (demo, try&buy, try&die, buy only, subscription, rent) and ensures obligatory program activation by the end user.

Depending on needs and capabilities of various customers ProActive product has 2 versions – Basic and Pro.

## SF ProActive features and advantages:

- Program protection and control over its usage and distribution.
- Wide capabilities in established application licensing schemes
  - Support for various selling and corporate customer care schemes. A number of business (sales) schemes is established (demo, try&buy, try&die, buy only, subscription, rent). Support for various selling and corporate customer care schemes (various license models and flexible approach to user license releases)
- Fast releases of the protected software
  - Protection can be comfortably applied to a program via Internet directly from customer's side from any place in the world.
- Implements virtually any distribution scheme including:
  - distribution on any kind of media and via any sort of distribution channels
  - transfer of authority (selling of various kinds of license types) of product distribution to product dealers and partners
- Individual treatment of partners and distributors
  - Modeling of trading networks; distinguishing rights to applying protection and distribution
- Provides ability to change established distribution policy after a protected product is released
- Additional protection in the case of distribution on the optical discs with the binding of the protected application to the media.
- Regional settings
  - This allows determining the regions where selling of the protected program is legal
- Protection settings flexibility
  - There are a number of ways available to defining hardware binding of a protected program to the end user's computer.
- Protection settings tuning taking into account the protected program's architecture and preferred way of its distribution
- Deactivation of a licensed program by the end user
  - The end user is enabled to transfer the protected program from one computer onto another by deactivating and further activating the program with the same serial number. This applies also to the case when the end user reinstalls OS or modifies computer hardware configuration. This ensures the end user feels comfortable using the protected program.
- Silent program activation with minimum or no user interaction.
- Limiting of the protected program's functionality
- Private web-office
  - This gives opportunity to operatively:
    - Manage serial numbers and get their usage reports
    - Control the product's usage and distribution
    - Set limits on the protected program taking into account the business model
- Protection of program's updates
- Protection of an unlimited number of executable files

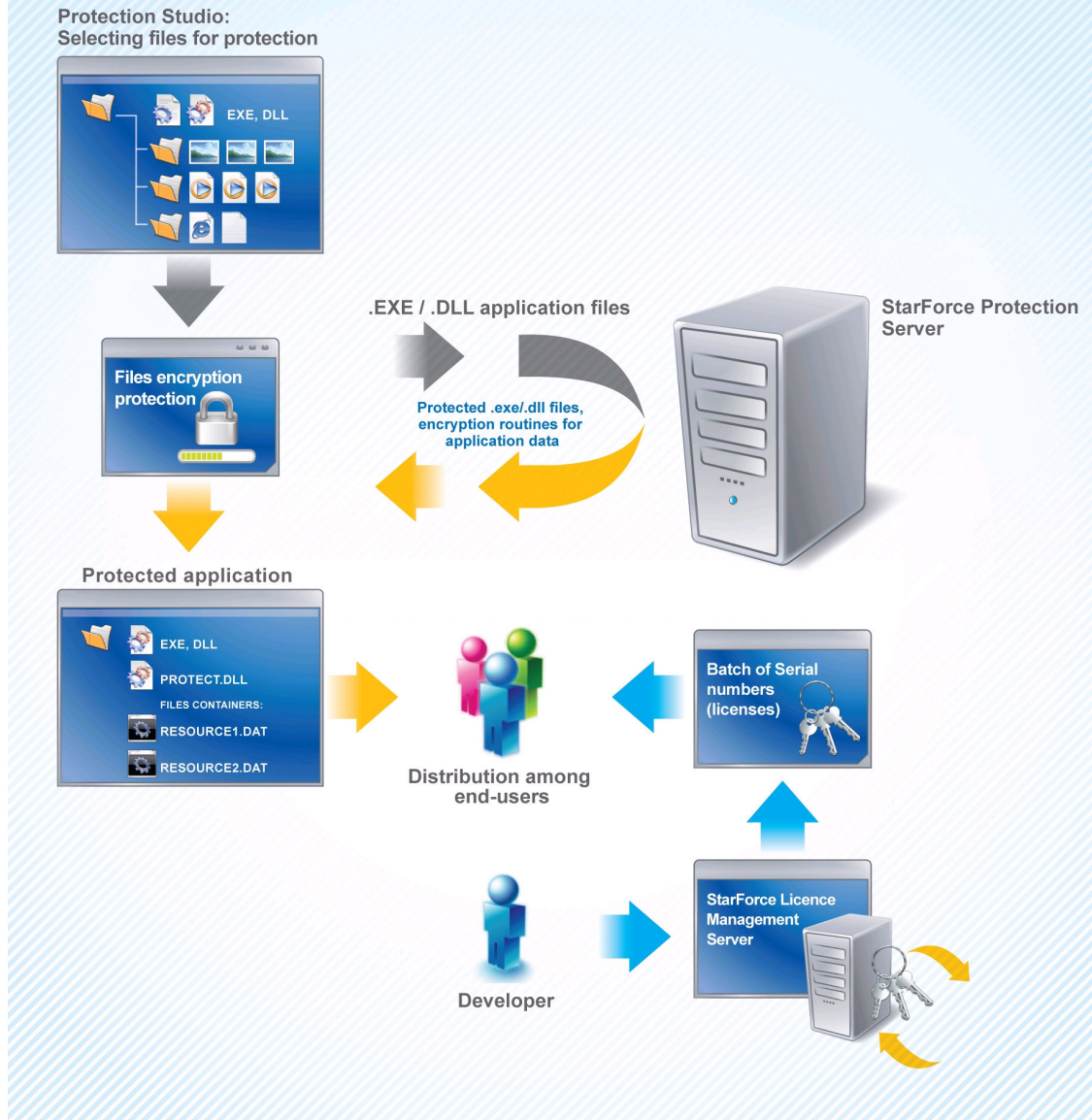
## SF ProActive Basic, Pro features comparison table

	<b>Basic</b>	<b>Pro</b>
<b>What to use</b>	To protect inexpensive programs	To protect any kind of software which needs reliable protection
<b>Protection level</b>	min	min-max
<b>Licensing models available</b>	Buy only	Demo; Try&Die; Try&Buy; Buy only; Rent; Subscription
<b>Base features:</b> <ul style="list-style-type: none"> <li>▪ Specification of the type of the key</li> <li>▪ Specification of how many times a program can be activated (defaults to 10)</li> <li>▪ Specification of the minimum time before program reactivation</li> <li>▪ Specification of the level of binding</li> </ul>	+	+
<b>Scope limits:</b> <ul style="list-style-type: none"> <li>▪ Specification of a serial number time scope</li> <li>▪ Specification of the start date of the license</li> <li>▪ Specification of the end data of license</li> <li>▪ Specification of the license validity scope</li> </ul>	+	+
<b>Regional settings:</b> Specification of a list of countries where the license can be activated	-	+
<b>Setting program functionality limits</b>	-	+
<b>Additional features</b> <ul style="list-style-type: none"> <li>▪ Specification of the maximum number of workstations the program can be activated simultaneously</li> <li>▪ Specification of the maximum number of program's runs</li> <li>▪ Specification of how long the program can work without restart</li> </ul>	+	+
<b>Custom logic of program functioning depending on a serial number's part</b>	-	+
<b>Editing of serial numbers/Serial number generation parameters</b> This allows changing of the distribution policy of the program already released, changing of parameters for certain end users, etc.	-	+*
<b>Serial number Black Listing</b> Allows creating black list of compromised serial numbers which helps to block the activation of protected programs.	+	+
<b>Serial number generation by time report</b> Allows to get a report of serial number generation during a specified period	+	+
<b>Serial number generation by program report</b> Allows to get a report of serial number generation for a certain protected program	+	+
<b>Serial number activation statistics report</b> Allows to get a report on when each serial number has been activated	+	+
<b>Serial number activation statistics by scope</b> Allows to get a report of activated serial numbers during certain period	+	+
Protection is applied by StarForce engineers <sup>1</sup> -with source code modifications by SF specialists -with source code modifications by Client specialist -without source code modifications	- +* +*	+* +* +*
Twenty-four-hours StarForce support service	+	+
Crack-proof guarantee during certain period of time	-	+*

« + » – available    « - » – unavailable    « +\* » – extra fee

<sup>1</sup> This service is available with departure of SF specialists in clients office and from SF office in case of granting initial code of protected application.

## SF ProActive for Business protection technology



### SF ProActive for business protection phases:

1. A program is protected by either a developer or publisher using the SF Protection Studio directly from office via the Internet
2. Serial numbers are generated using personal web-office via the Internet.
3. Testing the protected program and serial numbers
4. Distribution of the protected program and serial numbers via the Internet

## Description of licensing models which are available at StarForce

- **Buy only**  
The end user buys a license, activates the protected program automatically via the Internet, or does so manually via the web site, e-mail, or phone/fax.
- **Try&Buy (Trial)**  
The end user can work with the protected program during certain period of time defined in the license without buying it. When the trial mode is over the program can be used only after it is activated with a valid license.
- **Try&Die**  
The end user can work with the protected program during certain period of time. When the trial period elapses the protected program will no longer function and cannot be reactivated by a valid license.
- **Demo**  
This mode is applicable when protecting non-commercial programs – beta versions, pre-releases, etc. As is usual, life scope of a demo program is determined by its license.
- **Rent**  
The end user buys a rent license for a certain period of time. When the license invalidates it is required to buy a new one in order the protected program continues functioning.
- **Subscription**  
The end user buys a subscription and he's granted access to the protected program during certain period of time. When the license time elapses the end user is required to prolong it; otherwise the protected program will not function.

## Protected files types

- x86/x64 executable files
- .Net executable files

\*Protection does not cover executable files which have preliminary been packed or ciphered.

## System requirements for StarForce Products

### For the protection:

- Intel Pentium x86/x64 or 100% compatible processor
- Microsoft Windows 2000 SP4, Windows XP 32 (SP2)/64, Windows Vista 32/64
- Internet connection
- CD-RW, DVD-RW drives for writing protected programs to SF CD-R, SF DVD-R discs (you can obtain a list of recommended drives from StarForce support service). It is necessary for protection with disc binding.

### For protected program:

- Intel Pentium or another 100% compatible processor
- Microsoft Windows 2000, Windows XP 32/64, Windows 2003 Server, Windows Vista 32/64.
- CD-ROM, DVD-ROM, CD-RW, DVD-RW (in case of distributing and binding protected application to optical disc)
- (unessential) Internet connection (for activation of protected application through Internet)

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