

Magic's New License Activation Policy

— Details and Procedure —

July 2012



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Introduction

As part of our ongoing commitment to comply with the latest and highest industry standards, Magic is introducing a new policy for the activation of our software licenses, which will come into effect on July 23, 2012.

The improved process, described below in detail, will implement a highly secure, automated method of license protection, enabling you to better monitor the use of your purchased licenses.

What's New?

Until now, the process for obtaining and installing a license for a Magic product was as follows:

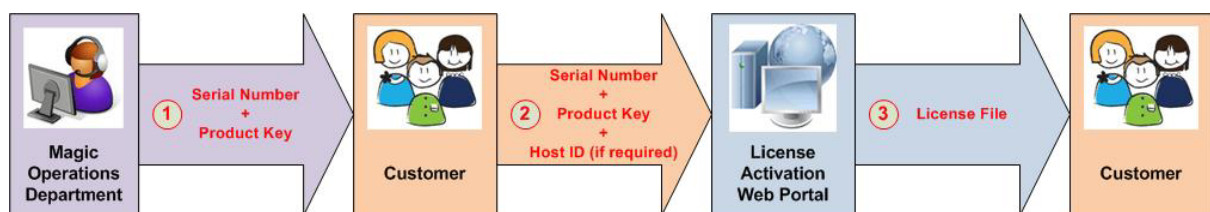
1. Magic Operations Department processed the customer's license request and sent an email with an attached ZIP file containing:
 - License file (PDF), including customer details
 - License agreement
 - License.dat file
2. The customer installed the license.dat file on the computer on which the Magic product would be used.

After the new license activation policy goes live, **all Magic products** will require activation. This means that you will activate and receive your licenses after validating your Product Key on Magic's [License Activation Portal](#).

Important	The new policy does not apply to the licenses of previously installed Magic products.
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License Activation Procedure

According to the new policy, to activate and receive your license, you will be required to validate your Product Key on Magic's [License Activation Portal](#):



Magic's License Activation Procedure

1. After the order process is complete, the Magic Operations Department sends you the following files:

- Magic License PDF file containing your Serial Number and Product Key
- License Agreement
- License Activation Instructions document

The Product Key is a unique string that identifies the order.

Product Key Example	5EUXW-O1GMZ-1A2R7-EZZZZ-R1Z25FN
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Important	Your Product Key is valid for one activation only. If, for any reason, you need to perform additional activations, contact your local Magic Operations Department (see contact details in the Support section below).
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The Serial Number is a unique identifier of a product across its lifespan. A Serial Number can be associated with multiple Product Keys, but only one Product Key can be active at any given time.

Serial Number Example	558436549
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If the product is a Server product, you need to retrieve the Host ID of the server.

2. On Magic's [License Activation Portal](#), enter your Serial Number, Product Key, contact details, and, if required, the Host ID (see **Retrieving your Host ID**).
3. Magic's License Activation server validates the information you submitted and creates the License.dat file.
4. Download the License.dat file from Magic's [License Activation Portal](#) and save it on your computer.

The License.dat file is also sent to your email address.

Note	You can download the activated License.dat file to any computer on your network and then transfer it to the computer on which the Magic product is installed.
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5. Install the product on your computer, using the downloaded License.dat file.

This procedure typically takes only several minutes to complete.

Retrieving your Host ID

For Server products—Magic xpa/uniPaaS Servers and Magic xpi/iBOLT Servers—you will be required to provide your Host ID during the activation procedure.

A Host ID is a unique physical identifier of a server, typically derived from the server machine on which the Magic product is installed. Detailed instructions for retrieving your Host ID will be included in the **License Activation Instructions** document, which will be published on Magic's [License Activation Portal](#) and will also be delivered with each purchased Magic product.

The following table indicates which Magic product groups will require activation and which will be Host ID-protected:

Product Group	Activation	Host ID
Magic xpa/uniPaaS Servers	✓	✓
Magic xpi/iBOLT Servers	✓	✓
Magic xpi/iBOLT Studio	✓	
Magic xpa/uniPaaS Studio	✓	
Desktop/Runtime/Client	✓	
Evaluation	✓	

| Support

Magic will make every effort to ensure a smooth transition to the new license activation policy.

For assistance, contact your local Magic Operations Department:

Regional Office	Phone Number
France	+33 1 49 10 58 58
Germany	+49 89 962 73-140
	+49 89 962 73-131
HQ/Distribution	+972 3 5389334
Hungary	+36 1 216 9910
Israel	+972 3 5389453
Netherlands	+31 30 65 66 266
South Africa	+27 11 258 4442
UK	+1344 44 667000
US	+949 250 1718 (ext. 222)
	+949 250 1718 (ext. 232)
	+949 250 1718 (ext. 221)

Emergency

In case of an emergency, during office hours, contact your local Magic Operations Department for assistance.

At weekends and outside office hours, Host ID license holders can access Magic's Emergency Portal.

A link to the Emergency Portal and your Emergency Code, which is required for the license generation, are included in the Magic License PDF file, together with your Serial Number and Product Key.

- You can download an Evaluation license, which will be created for the product, directly from Magic's Emergency Portal.
- An Evaluation license is valid for 15 days.
- An Emergency Code will be provided only for Host ID-protected Server products.
- You can use your Emergency Code only once.

Frequently Asked Questions

What is a Product Key?

A Product Key is a unique string that identifies your order and is included in the Magic License PDF file. You are required to enter your Product Key on Magic's [License Activation Portal](#) to receive your license.

Product Key Example	5EUXW-O1GMZ-1A2R7-EZZZZ-R1Z25FN
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What is a Serial Number?

A Serial Number is a unique identifier of a product across its lifespan. A Serial Number can be associated with multiple Product Keys, but only one Product Key can be active at any given time. You are required to enter your Serial Number on Magic's [License Activation Portal](#) to receive your license.

Serial Number Example	558436549
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What is the URL of Magic's license download site?

The URL of Magic's license download site is <http://activation.magicsoftware.com>. This URL will be published in the Magic License PDF file. You can download the license after submitting your Serial Number, Product Key, contact details, and, if required, Host ID on Magic's [License Activation Portal](#).

How long will it take to complete the license activation procedure?

The license activation procedure typically takes only several minutes to complete.

What about my existing licenses that are currently under maintenance agreements?

The activation procedure will be the same for new and existing licenses, and will be required in the following cases:

- New license
- Change of scope
- Upgrade/downgrade
- Change of category
- Maintenance agreement renewal

How many license activations are allowed?

Your Product Key is valid for one license activation only. If, for any reason, you need to perform additional activations, contact your local Magic Operations Department.

What if I don't have Internet connectivity?

Even if you don't have Internet connectivity, you can still complete the license activation procedure, as follows:

1. Copy the Host ID of the server on which the Magic product is installed.
2. Access any other computer with an Internet connection.
3. Perform the activation on Magic's License Activation Portal.
4. Download the License.dat file to a USB flash drive or other portable media device.
5. Copy the License.dat file on to the server on which the Magic product is installed.

What should I do in case of emergency?

In case of an emergency, during office hours, contact your local Magic Operations Department for assistance.

At weekends and outside office hours, Host ID license holders can access Magic's Emergency Portal.

The Magic License PDF file contains a link to Magic's Emergency Portal and your Emergency Code, which is required for the license generation, together with your Serial Number and Product Key.

- You can download an Evaluation license, which will be created for the product, directly from Magic's Emergency Portal.
- An Evaluation license is valid for 15 days.
- An emergency code will be provided only for Host ID-protected Server products.
- You can use your Emergency Code only once.

Does the new policy affect the terms and conditions of my license?

For non-Server products, the license terms and conditions will remain unchanged. Only the license activation procedure will change. You will be able to use activated licenses in the same way you use them today.

For Server products, you will be required to provide the Host ID in the license activation procedure. The activated license will be Host ID-protected and will be valid only for the specified Server.

What if I'm running multiple engines on multiple servers for backup/failover service availability?

Non-production Server licenses will be not Host ID-protected. For example, you will be able to run a non-production Magic xpi Server on any computer, even if the license was generated for a specific production Server based on its Host ID.

If you need to use the same Server license on different production servers, you will be required to perform license activations for each of the servers, as you would for a floating license. For Magic xpi, you will have to limit the maximum number of threads to less than the number of threads in the license for all the servers.

The Magic product will perform a Host ID check to check the license validity when loading, and will send a broadcast request to check the number of threads allowed on the entire network for the specific license. In this scenario, each server will use its own license file, which was activated using each server's unique Host ID.

What if I'm using floating licenses?

If you are using floating licenses on the same server, you will be required to provide the Host ID in the license activation procedure, but the license terms and conditions will remain unchanged.

If you are using floating licenses on multiple servers, you will be required to perform license activation for each of the servers.

You need to contact your local Magic Operations Department to perform multiple license activations for the multiple floating licenses.

What is a CAPTCHA?

CAPTCHA is a type of [challenge-response test](#) used to ensure that the response is generated by a real person, not by a computer.



Example of a CAPTCHA

| About Magic Software Enterprises

Magic Software Enterprises ([NASDAQ: MGIC](https://www.nasdaq.com/markets/stocks/quotes/MGIC)) empowers customers and partners around the globe with smarter technology that provides a multi-channel user experience of enterprise logic and data.

We draw on 30 years of experience, millions of installations worldwide, and strategic alliances with global IT leaders, including IBM, Microsoft, Oracle, Salesforce.com, and SAP, to enable our customers to seamlessly adopt new technologies and maximize business opportunities.

For more information, visit www.magicsoftware.com.



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