

MaxMind signup and purchase

For Sitecore OMS customers

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1 Signing up with MaxMind

One of the many valuable features of Sitecore Online Marketing Suite (OMS) is the automatic GeoIP tracking, which identifies the user's location and allows for simple and efficient visitor segmentation.

The GeoIP lookup functionality is built into Sitecore OMS and utilizes services from MaxMind (www.maxmind.com) – a leading provider of geolocation services.

While the OMS comes with a number of free lookups for testing and implementation convenience to ensure that you can utilize OMS' capabilities from day one, the free batch of lookups will expire and more must be purchased from MaxMind.

This document guides you through the process to sign up with MaxMind and how to purchase more lookups and to administer your MaxMind account.

For further assistance regarding the use of the MaxMind administration pages, please contact support@maxmind.com

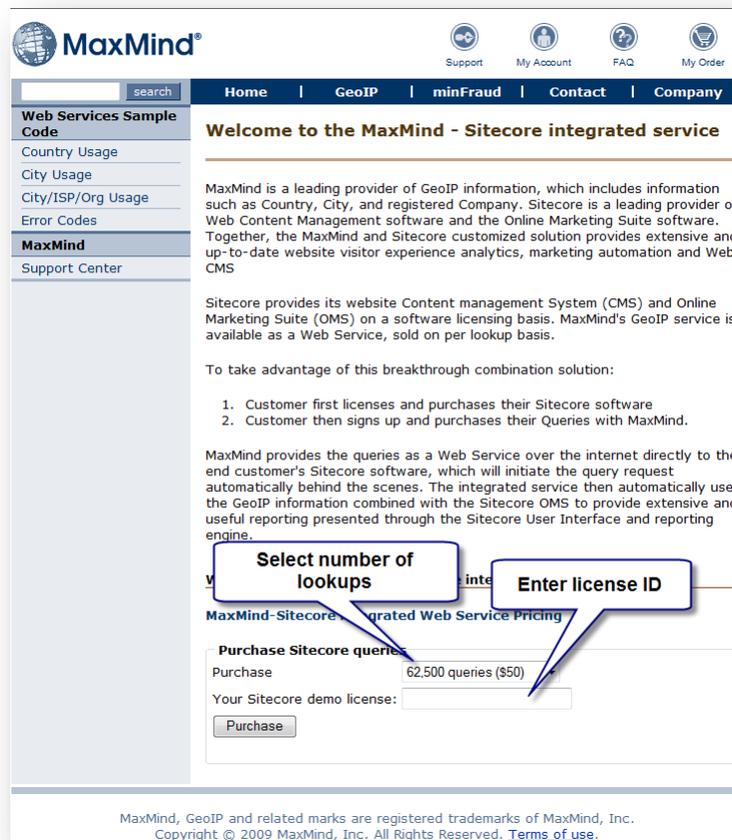
2 Signup and purchase

MaxMind provides a number of administration facilities for signing up and purchasing OMS lookups

The MaxMind administration can be reached at <http://www.maxmind.com/app/sitecore>

2.1 The initial Screen

The initial screen where the number of lookups is selected looks like this:



First, the number of lookups for the initial purchase must be chosen. The following options are available:

- 62,500 lookups \$50
- 125,000 lookups \$100
- 250,000 lookups \$200
- 500,000 lookups \$400

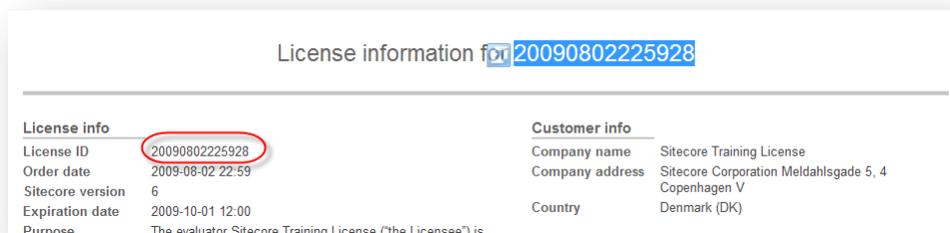
You should select a reasonable number of lookups based on your expectations for unique visitors on your web site.

Below the dropdown for selecting the number of lookups, you must enter your Sitecore license ID followed by eight zeros (0).

Example: If your Sitecore license ID is 20090802225928, the MaxMind license ID for your initial purchase will be 2009080222592800000000

Should you later chose to change the last 8 digits (see description later in this document) for security reasons, you must enter the new license ID when purchasing more lookups.

To find your Sitecore license ID, you can open the license file in Internet Explorer and read it from there:



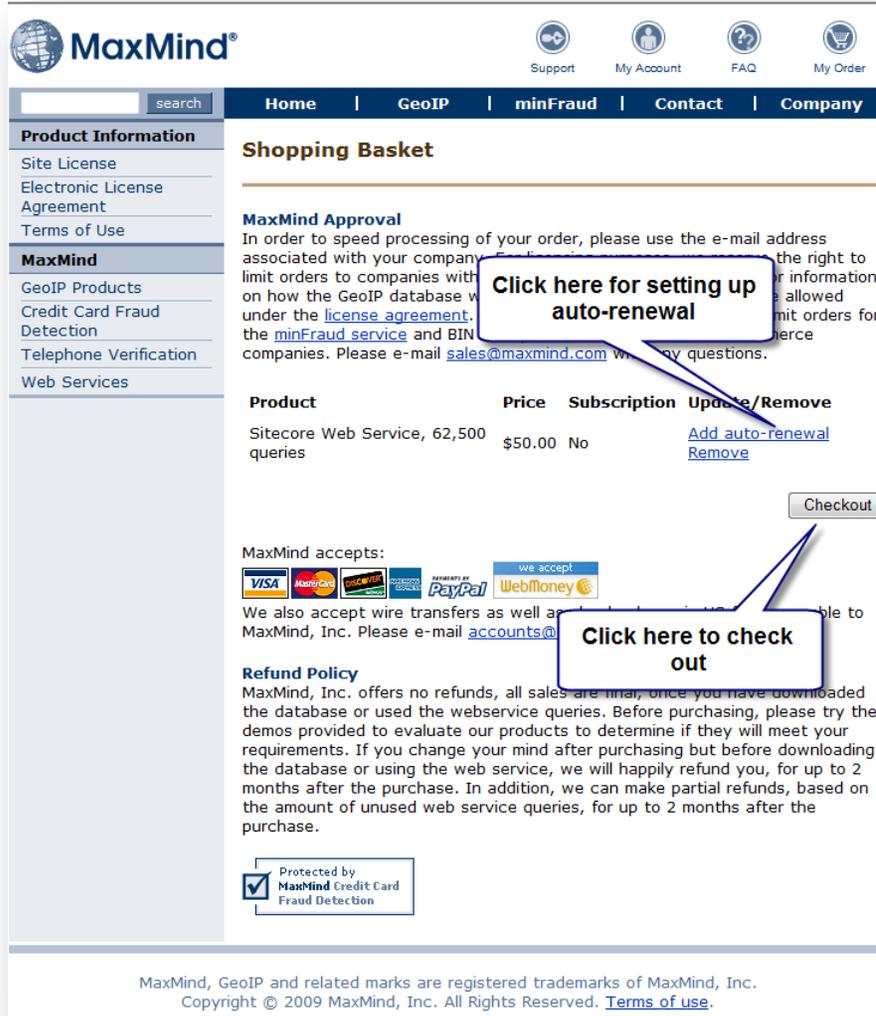
The screenshot shows a web interface for license information. At the top, it says "License information for 20090802225928". Below this, there are two columns of information: "License info" and "Customer info". In the "License info" column, the "License ID" is "20090802225928", which is circled in red. Other fields include "Order date", "Sitecore version", "Expiration date", and "Purpose". The "Customer info" column includes "Company name", "Company address", and "Country".

License info		Customer info	
License ID	20090802225928	Company name	Sitecore Training License
Order date	2009-08-02 22:59	Company address	Sitecore Corporation Meldahlsgade 5, 4 Copenhagen V
Sitecore version	6	Country	Denmark (DK)
Expiration date	2009-10-01 12:00		
Purpose	The evaluator Sitecore Training License (the Licensee) is		

Alternatively you can contact your Sitecore Partner for assistance locating the license ID.

2.2 The Shopping Basket

The shopping basket shows what you are about to purchase:



MaxMind
Support | My Account | FAQ | My Order

Home | GeoIP | minFraud | Contact | Company

Product Information
Site License
Electronic License Agreement
Terms of Use

MaxMind
GeoIP Products
Credit Card Fraud Detection
Telephone Verification
Web Services

Shopping Basket

MaxMind Approval
In order to speed processing of your order, please use the e-mail address associated with your company. For information on how the GeoIP database works under the [license agreement](#), the [minFraud service](#) and BIN companies. Please e-mail sales@maxmind.com with any questions.

Click here for setting up auto-renewal

Product	Price	Subscription	Update/Remove
Sitecore Web Service, 62,500 queries	\$50.00	No	Add auto-renewal Remove

MaxMind accepts:


We also accept wire transfers as well as checks payable to MaxMind, Inc. Please e-mail accounts@maxmind.com

Refund Policy
MaxMind, Inc. offers no refunds, all sales are final, once you have downloaded the database or used the webservice queries. Before purchasing, please try the demos provided to evaluate our products to determine if they will meet your requirements. If you change your mind after purchasing but before downloading the database or using the web service, we will happily refund you, for up to 2 months after the purchase. In addition, we can make partial refunds, based on the amount of unused web service queries, for up to 2 months after the purchase.

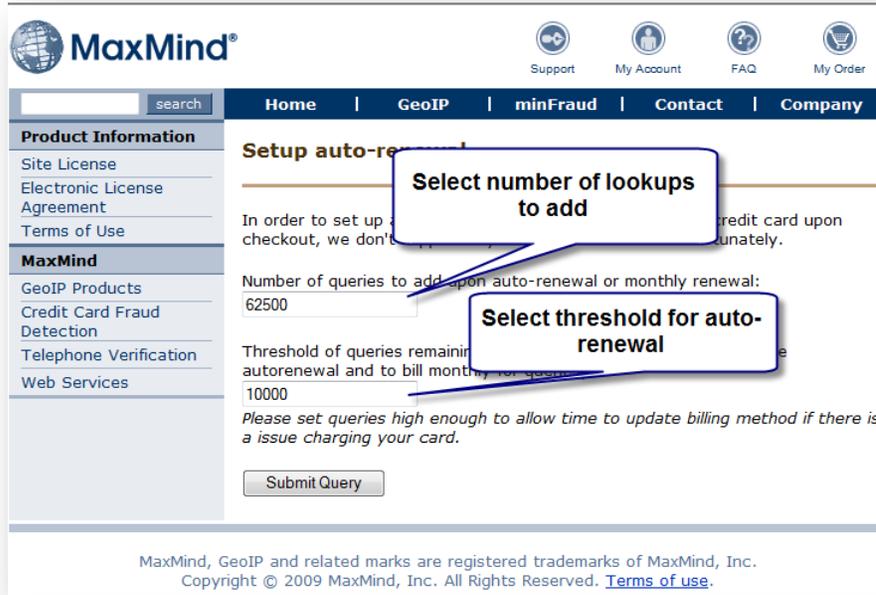
Protected by MaxMind Credit Card Fraud Detection

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From the shopping basket you can either go to the configuration of auto-renewal of your lookup subscription or continue your purchase by clicking “Checkout”.

2.3 Auto-renewal

MaxMind offer auto-renewal of lookups so you will always be sure that there are available lookups and that OMS GeoIP lookups will work flawlessly:



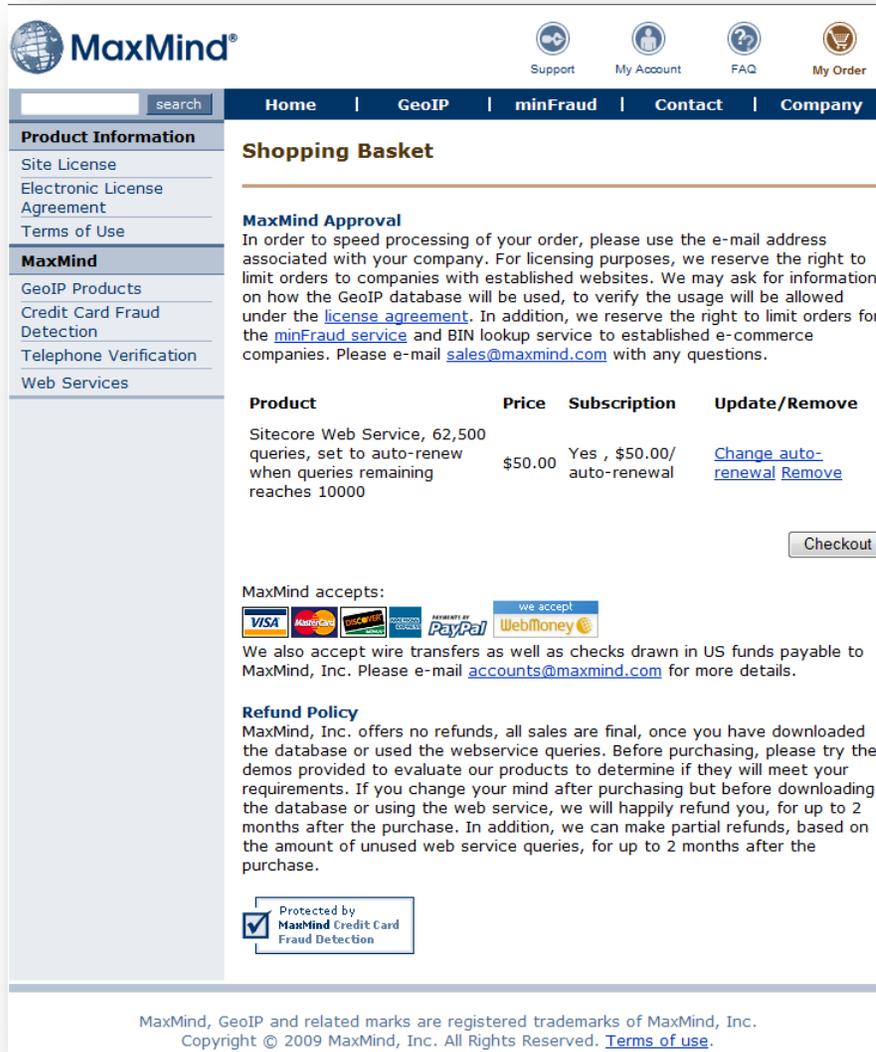
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In the first box you select the number of lookups to add to your account every time your subscription is auto-renewed. Note that the minimum number of lookups is 62,500.

In the second box you specify the threshold for auto-renewal to be executed. This means that as soon as your account has less lookups available than the threshold, MaxMind will add the extra lookups.

It is recommended that you set the threshold to at least one week's usage to allow MaxMind to process the renewal and payment. This will allow potential credit cards issues or other obstacles to be solved in due time without causing problems for your OMS GeoIP lookup.

After pressing “Submit Query”, the auto-renewal is shown on the shopping cart:



The screenshot shows the MaxMind website's shopping basket. The page includes a navigation menu with links for Home, GeoIP, minFraud, Contact, and Company. A sidebar on the left lists product information and services. The main content area is titled "Shopping Basket" and contains a "MaxMind Approval" section with a detailed message about licensing and order processing. Below this is a table listing the items in the basket, including a Sitecore Web Service subscription. A "Checkout" button is visible. Payment options for Visa, MasterCard, PayPal, and WebMoney are listed, along with a "Refund Policy" section. A footer contains copyright information for MaxMind, Inc. (2009).

Product	Price	Subscription	Update/Remove
Sitecore Web Service, 62,500 queries, set to auto-renew when queries remaining reaches 10000	\$50.00	Yes , \$50.00/ auto-renewal	Change auto-renewal Remove

If you choose to add auto-renewal, MaxMind will automatically send you a receipt every time more lookups have been added to your account.

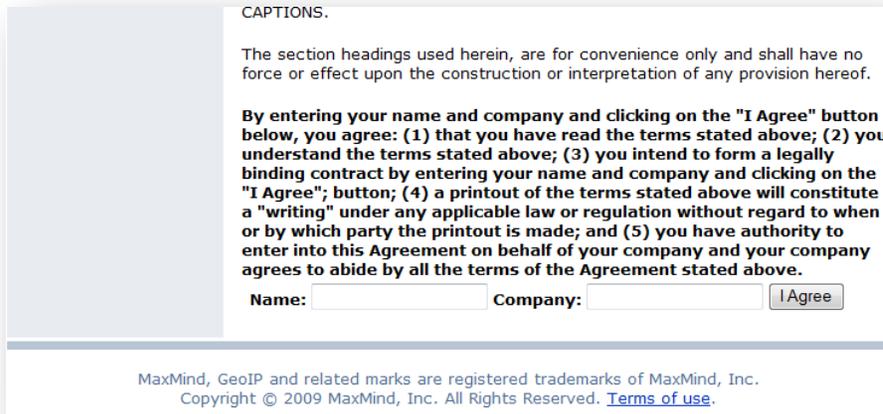
Should you chose not to subscribe to the auto-renewal service, MaxMind will notify you via email when your account is running low.

2.4 License Agreement

After selecting “Checkout” from the shopping basket, you will see the MaxMind license agreement:



The screenshot shows the MaxMind website interface. At the top, there is a search bar and navigation links for Home, GeoIP, minFraud, Contact, and Company. The main heading is "GeoIP License Agreement". Below this, the product details are listed: "Product: Sitecore Web Service, 62,500 queries, set to auto-renew when queries remaining reaches 10000". The amount is "50 U.S. Dollars for the first month. Then 50 U.S. Dollars for each auto-renewal thereafter." A paragraph states: "The GeoIP Database is available under the terms of the GeoIP License. Please review and electronically sign the agreement below:". Below this is the "License Agreement" section, which includes the text: "MaxMind GeoIP License version 1.7, July 21st, 2008" and "MAXMIND END-USER LICENSE AGREEMENT".



The screenshot shows the "CAPTIONS." section of the license agreement. It contains the following text: "The section headings used herein, are for convenience only and shall have no force or effect upon the construction or interpretation of any provision hereof." Below this is a paragraph of legal text: "By entering your name and company and clicking on the 'I Agree' button below, you agree: (1) that you have read the terms stated above; (2) you understand the terms stated above; (3) you intend to form a legally binding contract by entering your name and company and clicking on the 'I Agree' button; (4) a printout of the terms stated above will constitute a 'writing' under any applicable law or regulation without regard to when or by which party the printout is made; and (5) you have authority to enter into this Agreement on behalf of your company and your company agrees to abide by all the terms of the Agreement stated above." Below this text are input fields for "Name:" and "Company:" and an "I Agree" button. At the bottom, there is a footer: "MaxMind, GeoIP and related marks are registered trademarks of MaxMind, Inc. Copyright © 2009 MaxMind, Inc. All Rights Reserved. [Terms of use.](#)"

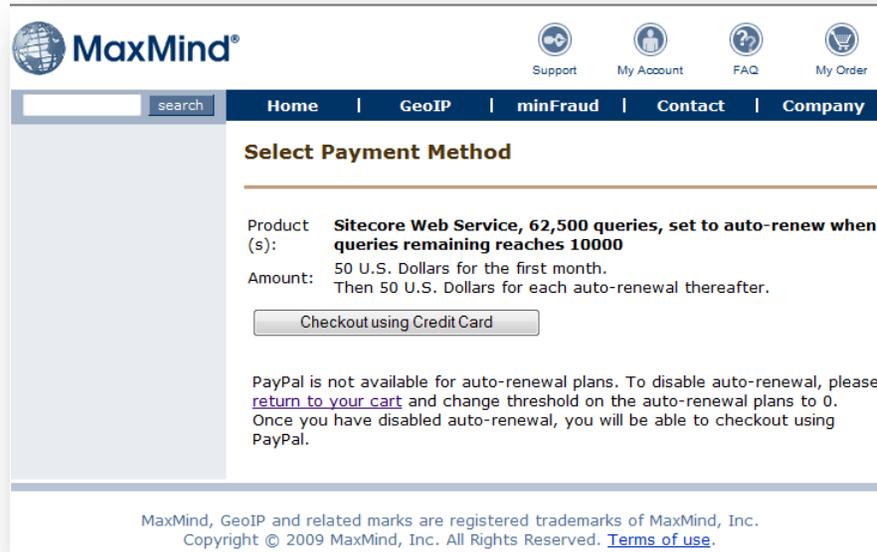
At the bottom of the license agreement you must enter your name and company to acknowledge the license terms.

Please read the license terms carefully before continuing

After this you click “I Agree” to continue your purchase

2.5 Select Payment Method

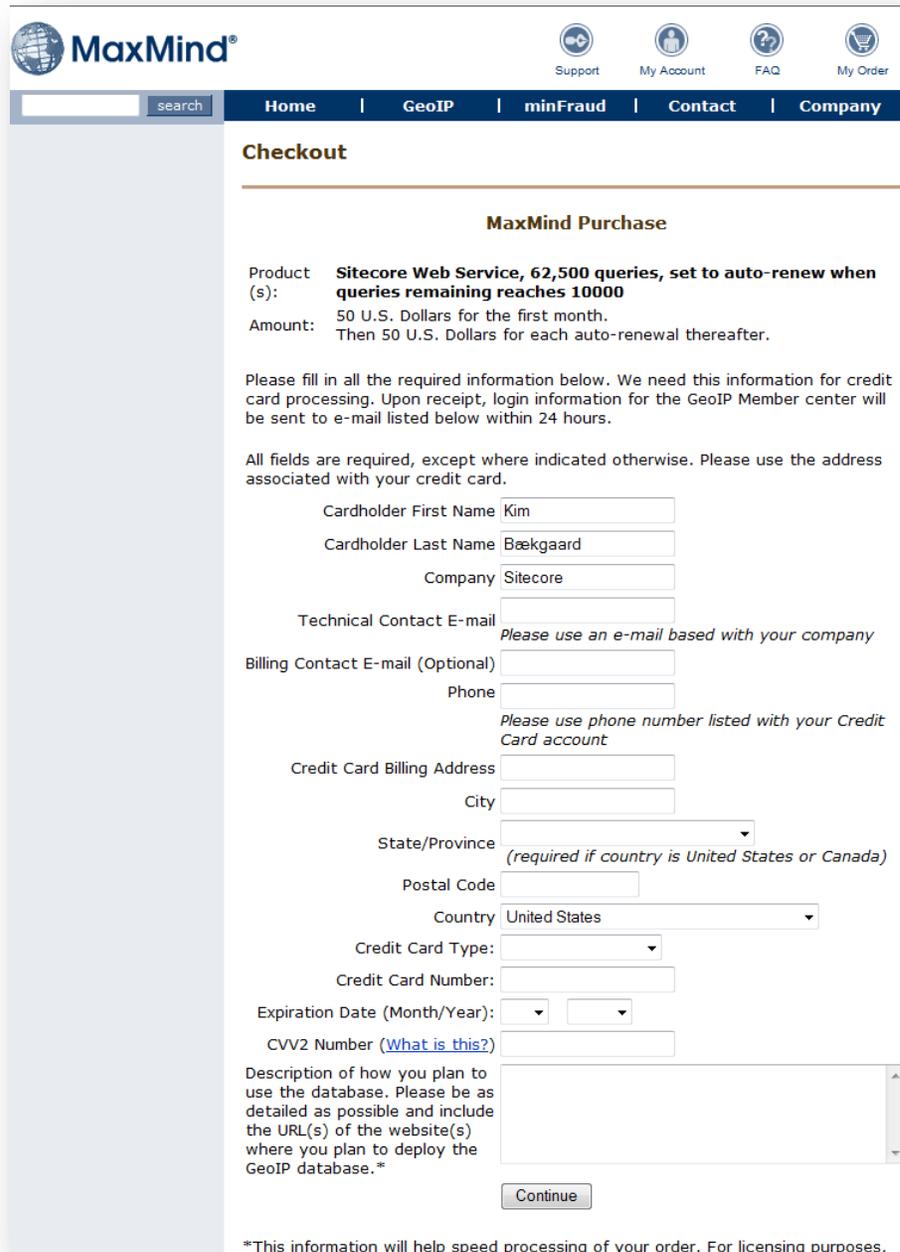
The only payment method available at the moment is by credit card:



Select "Checkout using Credit Card" to continue

2.6 Checkout

Now you must fill out the checkout form, including contact information, credit card information etc.:



MaxMind Purchase

Product (s): **Sitecore Web Service, 62,500 queries, set to auto-renew when queries remaining reaches 10000**

Amount: 50 U.S. Dollars for the first month.
Then 50 U.S. Dollars for each auto-renewal thereafter.

Please fill in all the required information below. We need this information for credit card processing. Upon receipt, login information for the GeoIP Member center will be sent to e-mail listed below within 24 hours.

All fields are required, except where indicated otherwise. Please use the address associated with your credit card.

Cardholder First Name

Cardholder Last Name

Company

Technical Contact E-mail
Please use an e-mail based with your company

Billing Contact E-mail (Optional)

Phone
Please use phone number listed with your Credit Card account

Credit Card Billing Address

City

State/Province
(required if country is United States or Canada)

Postal Code

Country

Credit Card Type:

Credit Card Number:

Expiration Date (Month/Year):

CVV2 Number ([What is this?](#))

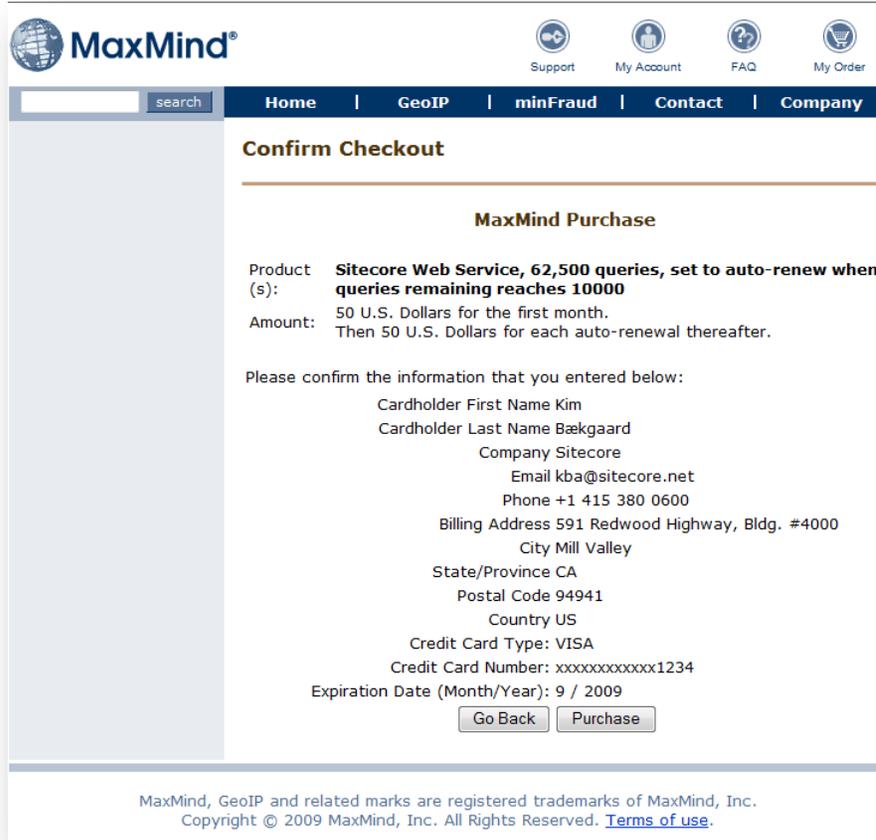
Description of how you plan to use the database. Please be as detailed as possible and include the URL(s) of the website(s) where you plan to deploy the GeoIP database.*

*This information will help speed processing of your order. For licensing purposes,

Note that the “Technical Contact E-Mail” is the e-mail address MaxMind will contact in case of e.g. the account running low on available lookups.

2.7 Confirm Checkout

After clicking “Continue” on the checkout page, you will need to confirm your order:



MaxMind

Support My Account FAQ My Order

Home | GeoIP | minFraud | Contact | Company

Confirm Checkout

MaxMind Purchase

Product **Sitecore Web Service, 62,500 queries, set to auto-renew when queries remaining reaches 10000**
(s):
Amount: 50 U.S. Dollars for the first month.
Then 50 U.S. Dollars for each auto-renewal thereafter.

Please confirm the information that you entered below:

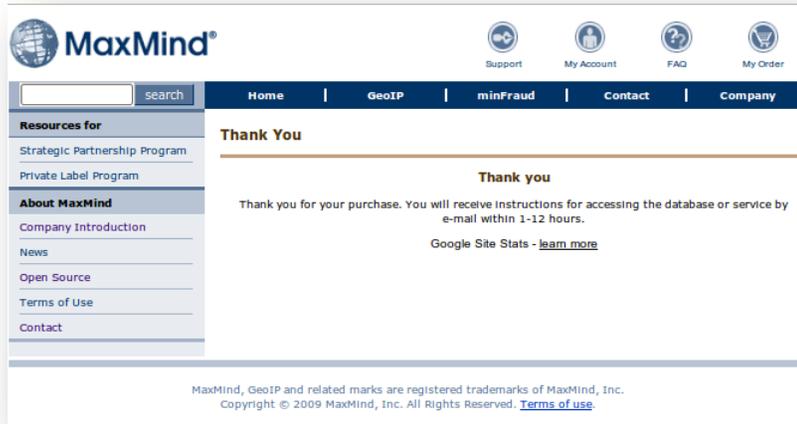
Cardholder First Name Kim
Cardholder Last Name Bækgaard
Company Sitecore
Email kba@sitecore.net
Phone +1 415 380 0600
Billing Address 591 Redwood Highway, Bldg. #4000
City Mill Valley
State/Province CA
Postal Code 94941
Country US
Credit Card Type: VISA
Credit Card Number: xxxxxxxxxxxx1234
Expiration Date (Month/Year): 9 / 2009

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From here you can either go back to the checkout page to edit the information or you can click “Purchase” to submit your order

2.8 Thank you page

After successfully submitting the order you will see this page:



You will receive a confirmation e-mail as soon as MaxMind has processed your order. The e-mail will contain information about your purchase as well as username and password for your MaxMind account

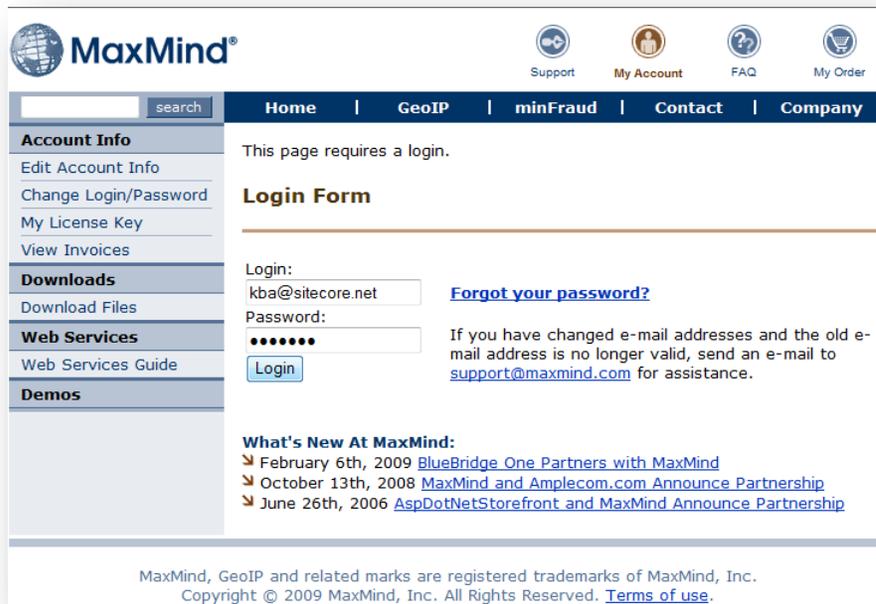
3 Account administration

MaxMind allows you to administer your account, change your user information, view invoices and more.

The member's account can be reached at: <http://www.maxmind.com/app/account>

3.1 Login

Use the login information provided in the confirmation e-mail received from MaxMind to log into your account:

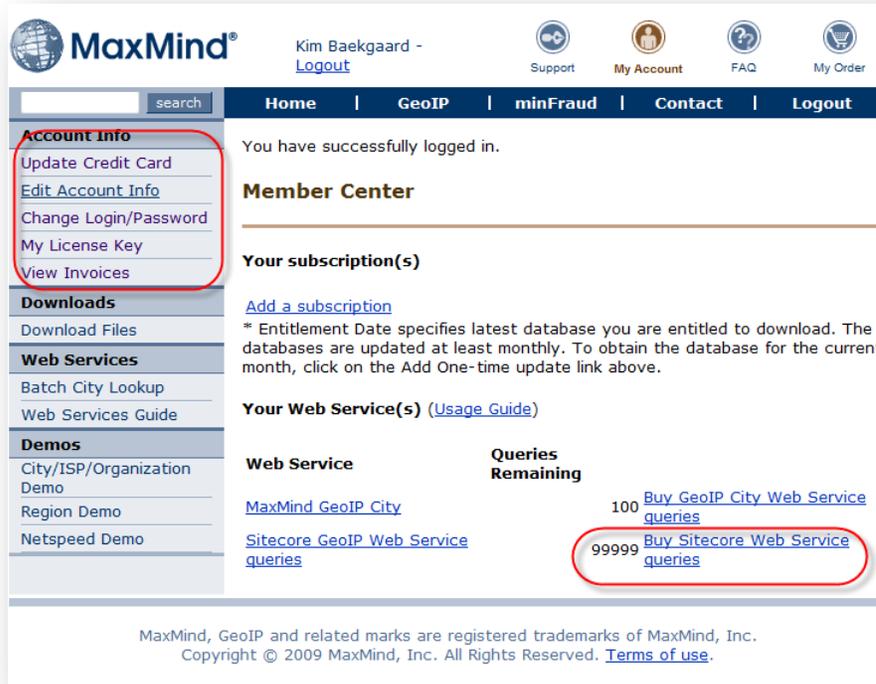


The screenshot shows the MaxMind website's login page. At the top, there is a navigation bar with the MaxMind logo and icons for Support, My Account, FAQ, and My Order. Below this is a search bar and a main navigation menu with links for Home, GeoIP, minFraud, Contact, and Company. The left sidebar contains several menu categories: Account Info (with links for Edit Account Info, Change Login/Password, My License Key, and View Invoices), Downloads (with a link for Download Files), Web Services (with a link for Web Services Guide), and Demos. The main content area displays a message: "This page requires a login." Below this is a "Login Form" section with input fields for "Login:" (containing "kba@sitecore.net") and "Password:" (masked with dots). A "Login" button is positioned below the password field. To the right of the password field is a link for "Forgot your password?". Below the login form, there is a "What's New At MaxMind:" section with three bullet points listing recent news items. At the bottom of the page, there is a footer with copyright information: "MaxMind, GeoIP and related marks are registered trademarks of MaxMind, Inc. Copyright © 2009 MaxMind, Inc. All Rights Reserved. [Terms of use](#)."

If you have changed the login information during an earlier visit, please use the updated information for logging in.

3.2 Member Center Front Page

After logging in you will be met by the following screen:



The screenshot displays the MaxMind Member Center interface. At the top, the user is identified as 'Kim Baekgaard' with a 'Logout' link. Navigation links include 'Home', 'GeoIP', 'minFraud', 'Contact', and 'Logout'. A search bar is present. The left sidebar lists several categories: 'Account Info' (with sub-links: Update Credit Card, Edit Account Info, Change Login/Password, My License Key, View Invoices), 'Downloads' (Download Files), 'Web Services' (Batch City Lookup, Web Services Guide), and 'Demos' (City/ISP/Organization Demo, Region Demo, Netspeed Demo). The main content area shows a confirmation message: 'You have successfully logged in.' Below this is the 'Member Center' section, which includes 'Your subscription(s)' with an 'Add a subscription' link and a note about entitlement dates. A table titled 'Your Web Service(s) (Usage Guide)' lists two services: 'MaxMind GeoIP City' with 100 queries remaining and 'Sitecore GeoIP Web Service queries' with 99999 queries remaining. The 'Buy Sitecore Web Service queries' link is circled in red. The footer contains trademark information for MaxMind, Inc. and a copyright notice for 2009.

Note that only some of the options (in red circles above) available are relevant to your OMS lookups. The rest of the options apply to other MaxMind services you may purchase.

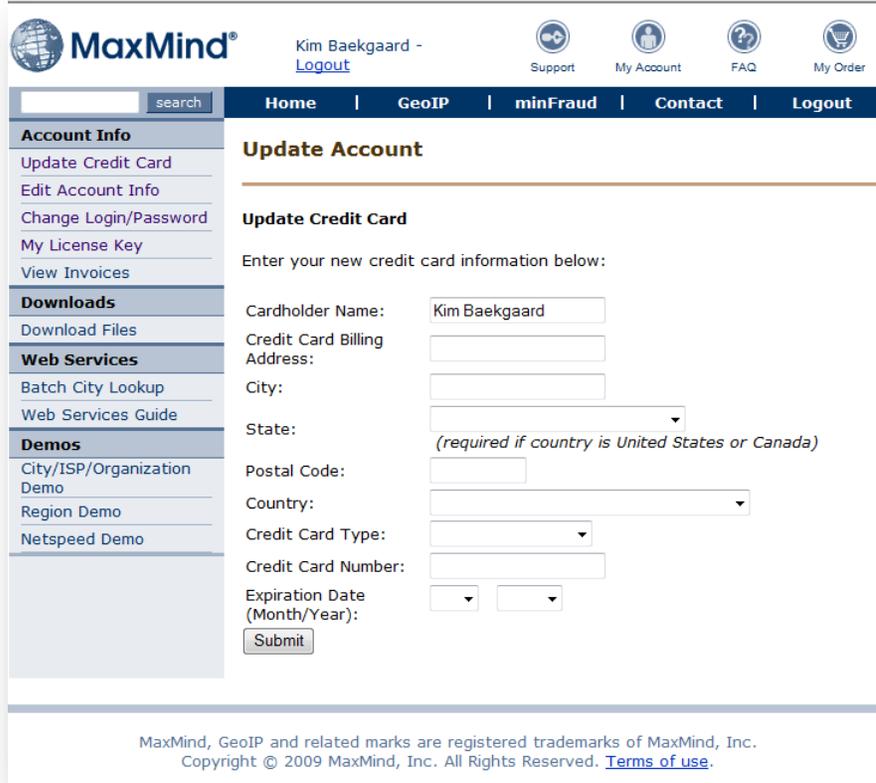
The options in question are:

- **Update Credit Card:** Update the credit card information for auto-renewals
- **Edit Account info:** Change your name and contact information
- **Change Login/Password:** Change the username and password for logging in to the account.
- **My License Key:** License key information where you can also change the last eight digits of the license key for added security
- **View Invoices:** See all your MaxMind invoices.
- **Buy Sitecore Web Service queries:** Will lead you through the purchase flow described in chapter 2 in this document for purchasing extra lookups or adding auto-renewal

The page also shows how many lookups you have left on your account (Next to the “Buy Sitecore Web Service queries” link)

3.3 Update Credit Card

Specify a new credit card for auto-renewal:



MaxMind Kim Baekgaard - [Logout](#) Support My Account FAQ My Order

Home | GeoIP | minFraud | Contact | Logout

Account Info

- Update Credit Card
- Edit Account Info
- Change Login/Password
- My License Key
- View Invoices

Downloads

- Download Files

Web Services

- Batch City Lookup
- Web Services Guide

Demos

- City/ISP/Organization Demo
- Region Demo
- Netspeed Demo

Update Account

Update Credit Card

Enter your new credit card information below:

Cardholder Name:

Credit Card Billing Address:

City:

State:

(required if country is United States or Canada)

Postal Code:

Country:

Credit Card Type:

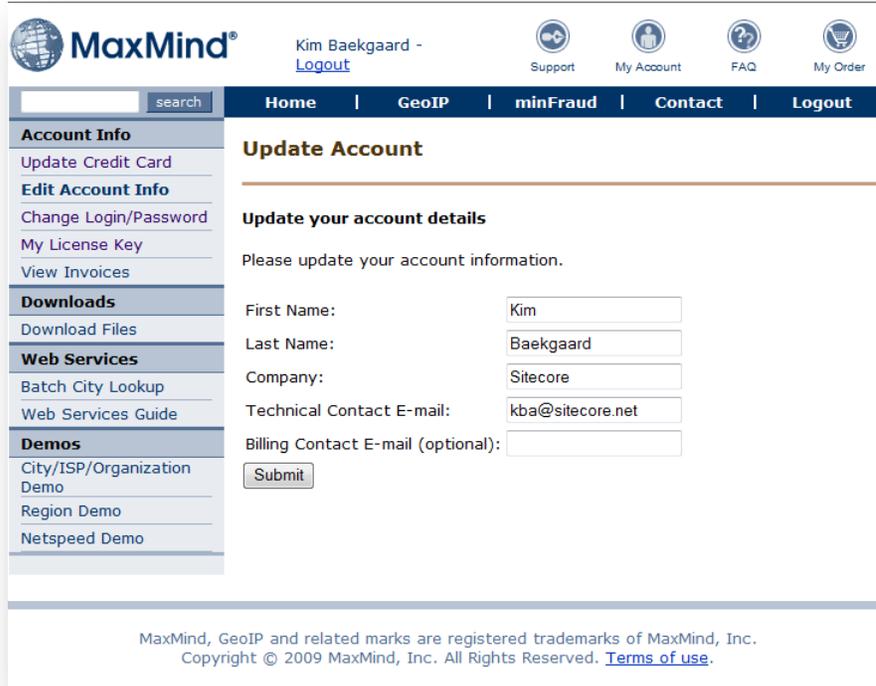
Credit Card Number:

Expiration Date (Month/Year):

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3.4 Edit Account Info

Change name and contact information for the person administrating the account



The screenshot shows the MaxMind user interface for account management. At the top, the MaxMind logo is on the left, and the user's name 'Kim Baekgaard' with a 'Logout' link is on the right. Navigation links for 'Support', 'My Account', 'FAQ', and 'My Order' are also present. A search bar and a main navigation menu with 'Home', 'GeoIP', 'minFraud', 'Contact', and 'Logout' are visible. The left sidebar contains a menu with categories: 'Account Info' (Update Credit Card, Edit Account Info, Change Login/Password, My License Key, View Invoices), 'Downloads' (Download Files), 'Web Services' (Batch City Lookup, Web Services Guide), and 'Demos' (City/ISP/Organization Demo, Region Demo, Netspeed Demo). The main content area is titled 'Update Account' and contains the following form:

Update Account

Update your account details

Please update your account information.

First Name:	<input type="text" value="Kim"/>
Last Name:	<input type="text" value="Baekgaard"/>
Company:	<input type="text" value="Sitecore"/>
Technical Contact E-mail:	<input type="text" value="kba@sitecore.net"/>
Billing Contact E-mail (optional):	<input type="text"/>

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3.5 Change Login/Password

Change the username and password used to access the account:

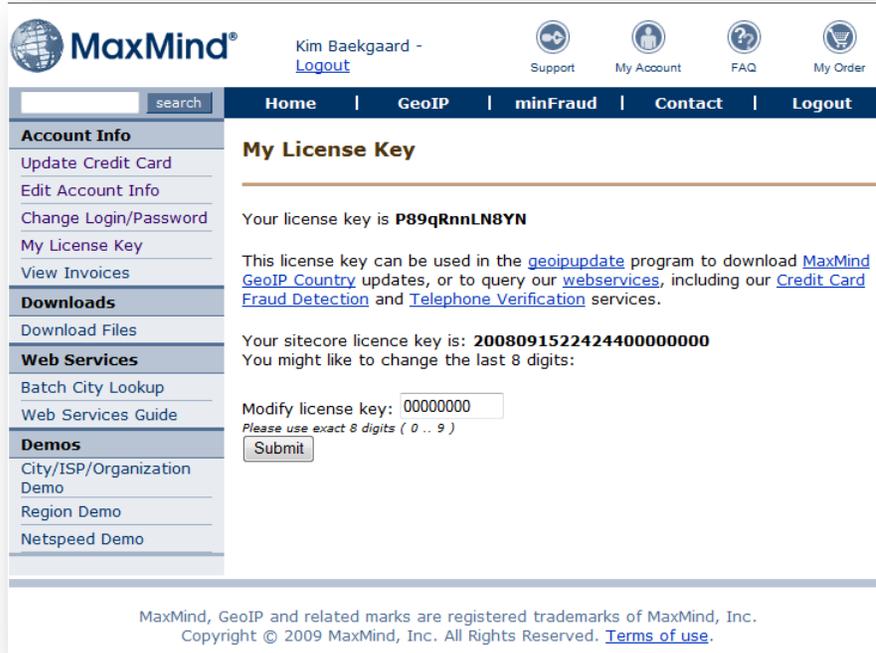


The screenshot shows the MaxMind website interface. At the top, the MaxMind logo is on the left, and the user name 'Kim Baekgaard - Logout' is in the center. On the right, there are icons for Support, My Account, FAQ, and My Order. Below the navigation bar, there is a search box and a menu with links for Home, GeoIP, minFraud, Contact, and Logout. The left sidebar contains a list of links under four categories: Account Info (Update Credit Card, Edit Account Info, Change Login/Password, My License Key, View Invoices), Downloads (Download Files), Web Services (Batch City Lookup, Web Services Guide), and Demos (City/ISP/Organization Demo, Region Demo, Netspeed Demo). The main content area is titled 'Change Password' and contains the following text: 'Change your Login Information', 'Please enter your old password, then your new password below:', and a form with four input fields: 'Login:' (containing 'kba@sitecore.net'), 'Old Password:', 'New Password:', and 'New Password (Again):'. A 'Change Login and Password' button is located below the form. At the bottom of the page, there is a footer with the text: 'MaxMind, GeoIP and related marks are registered trademarks of MaxMind, Inc. Copyright © 2009 MaxMind, Inc. All Rights Reserved. [Terms of use.](#)'

Note: It is recommended, but not required, to change your password on the first logon

3.6 My License Key

See your license keys and change the last eight digits for added security and fraud protection:



The screenshot shows the MaxMind user interface. At the top, there is a search bar and navigation links for Home, GeoIP, minFraud, Contact, and Logout. The user is identified as Kim Baekgaard. The main content area is titled "My License Key" and displays two license keys. The first is the internal MaxMind license key "P89qRnnLN8YN". The second is the Sitecore license key "2008091522424400000000". Below the Sitecore key, there is a form to modify the last eight digits, with a text input field containing "00000000" and a "Submit" button. The page also includes a sidebar with various account and service options.

The first license key listed is your internal MaxMind license key

The second license key ("Sitecore license key") is the combination of the Sitecore license ID obtained from the Sitecore license file (see section 2.1) + eight additional digits.

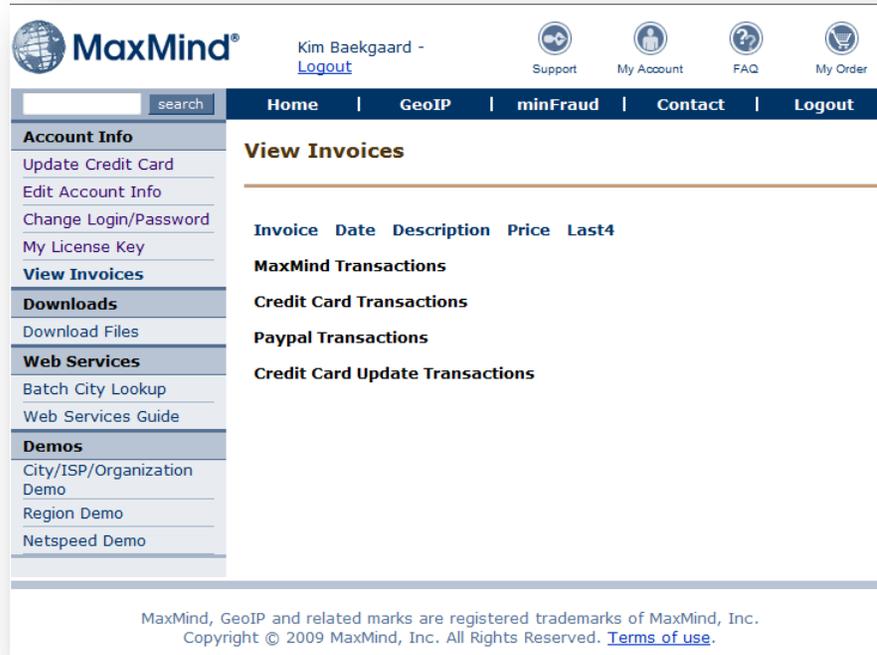
By default these 8 digits are all zeros, but to obtain a higher level of security so others cannot use your Sitecore license and utilize your MaxMind lookups, you can change these 8 digits to something unique.

NOTE: Changing the last eight digits will require a minor reconfiguration of your Sitecore installation(s) for OMS to continue performing GeoIP lookups.

For more about this configuration, please see the Sitecore Developer Network at <http://sdn.sitecore.net/Reference/Sitecore%206/Analytics%20Configuration%20Reference.aspx>

3.7 View Invoices

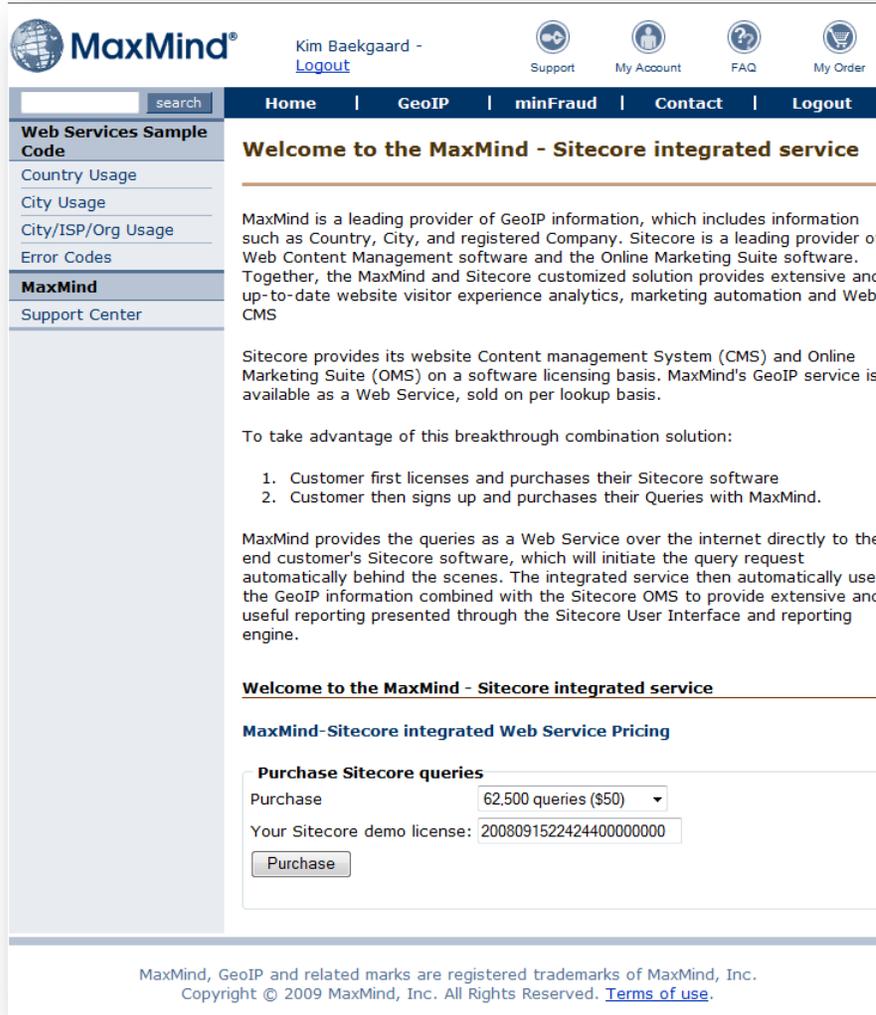
This is where you can keep track of all your MaxMind related invoices:



The screenshot shows the MaxMind user interface. At the top, there is a search bar and a navigation menu with links for Home, GeoIP, minFraud, Contact, and Logout. The user is logged in as Kim Baekgaard. The main content area is titled 'View Invoices' and contains a table with columns for Invoice, Date, Description, Price, and Last4. Below the table, there are sections for MaxMind Transactions, Credit Card Transactions, Paypal Transactions, and Credit Card Update Transactions. The footer contains copyright information for MaxMind, Inc. © 2009.

3.8 Buy Sitecore Web Service queries

Clicking the “Buy Sitecore Web Service queries” brings you to the starting page for the purchase flow as described in chapter 2 of this document:



The screenshot shows the MaxMind website interface. At the top, there is a navigation bar with the MaxMind logo, a search bar, and user information for Kim Baekgaard with a Logout link. On the right, there are icons for Support, My Account, FAQ, and My Order. Below the navigation bar, there is a main content area with a sidebar on the left containing links for Web Services Sample Code, Country Usage, City Usage, City/ISP/Org Usage, Error Codes, MaxMind, and Support Center. The main content area features a welcome message, an introduction to the integrated service, a list of steps to take advantage of the solution, and a pricing section. The pricing section includes a form to purchase Sitecore queries, with a dropdown menu set to 62,500 queries (\$50) and a text input field for the Sitecore demo license (2008091522424400000000). A Purchase button is visible below the form. At the bottom of the page, there is a footer with copyright information and a link to the Terms of Use.

MaxMind[®] Kim Baekgaard - [Logout](#) Support My Account FAQ My Order

Home | **GeoIP** | minFraud | Contact | Logout

Web Services Sample Code

- Country Usage
- City Usage
- City/ISP/Org Usage
- Error Codes

MaxMind

- Support Center

Welcome to the MaxMind - Sitecore integrated service

MaxMind is a leading provider of GeoIP information, which includes information such as Country, City, and registered Company. Sitecore is a leading provider of Web Content Management software and the Online Marketing Suite software. Together, the MaxMind and Sitecore customized solution provides extensive and up-to-date website visitor experience analytics, marketing automation and Web CMS

Sitecore provides its website Content management System (CMS) and Online Marketing Suite (OMS) on a software licensing basis. MaxMind's GeoIP service is available as a Web Service, sold on per lookup basis.

To take advantage of this breakthrough combination solution:

1. Customer first licenses and purchases their Sitecore software
2. Customer then signs up and purchases their Queries with MaxMind.

MaxMind provides the queries as a Web Service over the internet directly to the end customer's Sitecore software, which will initiate the query request automatically behind the scenes. The integrated service then automatically uses the GeoIP information combined with the Sitecore OMS to provide extensive and useful reporting presented through the Sitecore User Interface and reporting engine.

Welcome to the MaxMind - Sitecore integrated service

MaxMind-Sitecore integrated Web Service Pricing

Purchase Sitecore queries

Purchase

Your Sitecore demo license:

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