Sitecore DMS
MaxMind Signup and Purchase

For Sitecore DMS customers

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1 Signing up with MaxMind

One of the many valuable features of Sitecore Digital Marketing System (DMS) 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 DMS and utilizes services from MaxMind (www.maxmind.com) – a leading provider of geolocation services.

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

This document walks you through the process of signing up with MaxMind, purchasing more lookups and administering your MaxMind account.

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

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2 Signup and Purchase

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

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

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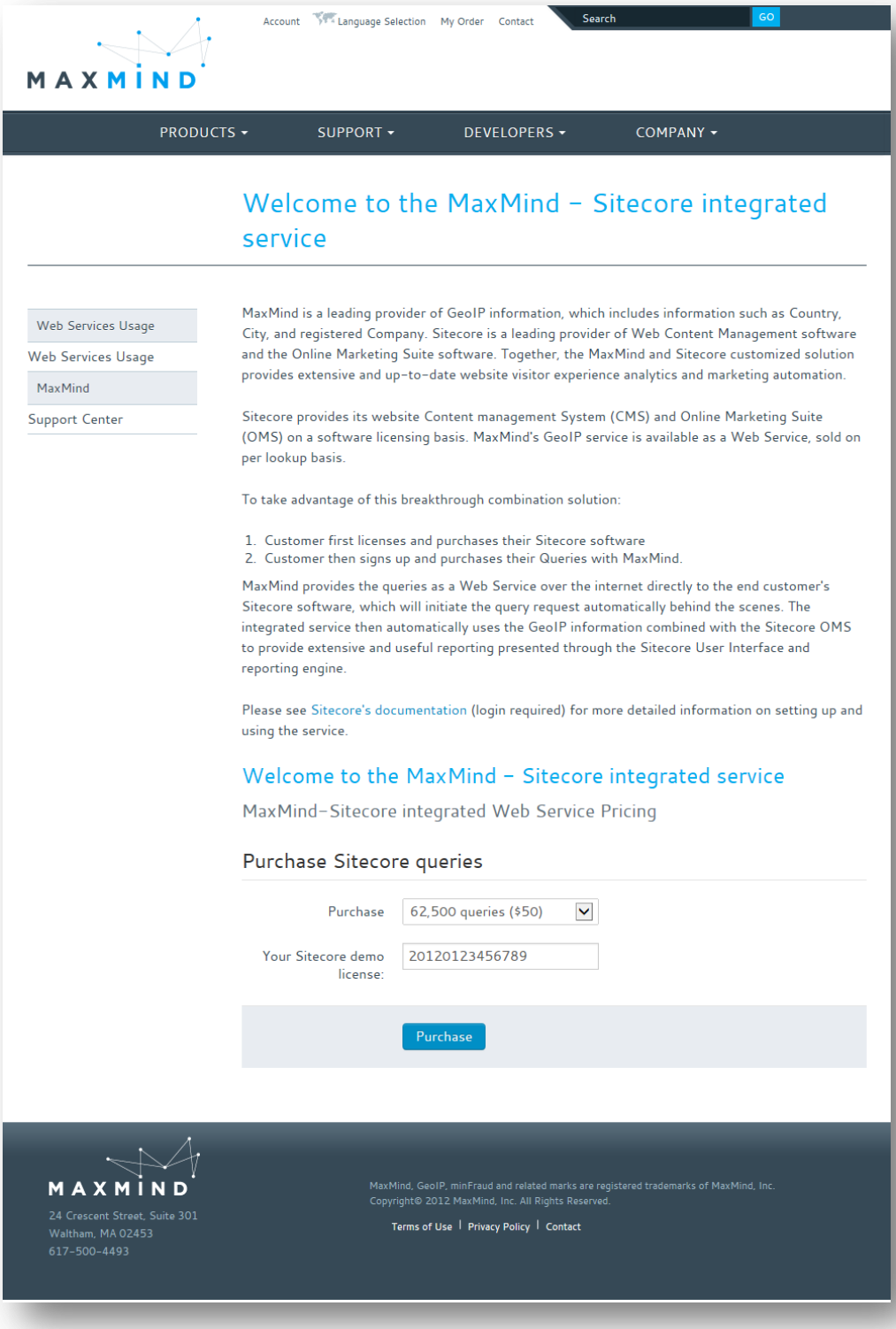
2.1 Initial Screen

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



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On the initial screen page, you must choose the number of lookups for the initial purchase.

To choose the number of lookups:

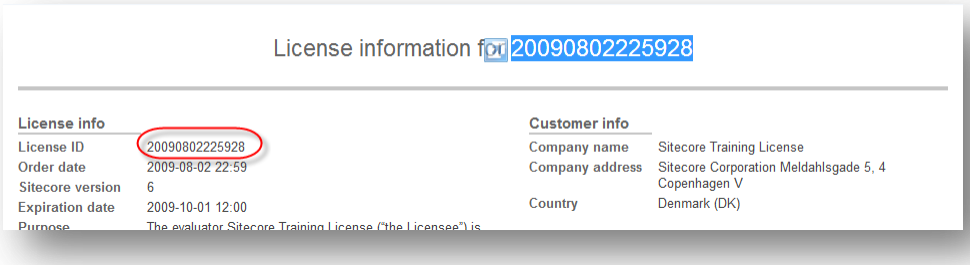
1. Select one of the following available options:
   - 62,500 lookups $50.
   - 125,000 lookups $100.
   - 250,000 lookups $200.
   - 500,000 lookups $400.

   You should select a reasonable number of lookups based on your expectations for unique visitors on your website.
2. Under the dropdown for selecting the number of lookups, 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.

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

3. To find your Sitecore license ID, open the license file in Internet Explorer and find it there:



   Alternatively, contact your Sitecore Partner to assist you with locating the license ID.

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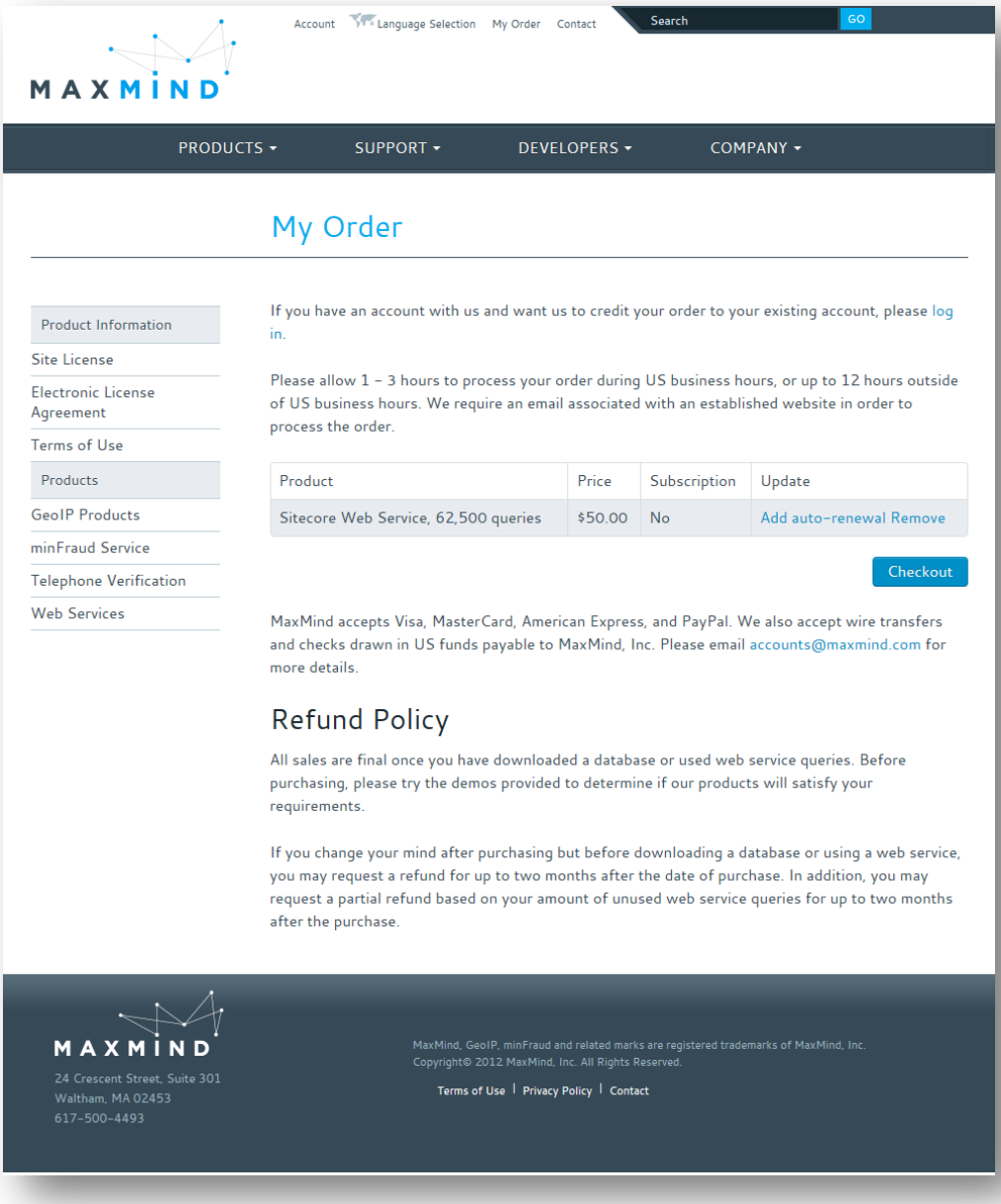
2.2 My Order

The **My Order** page shows what you are about to purchase:



From the **My Order** page, you can either go to the configuration of auto-renewal of your lookup subscription or continue to the checkout by clicking **Checkout**.

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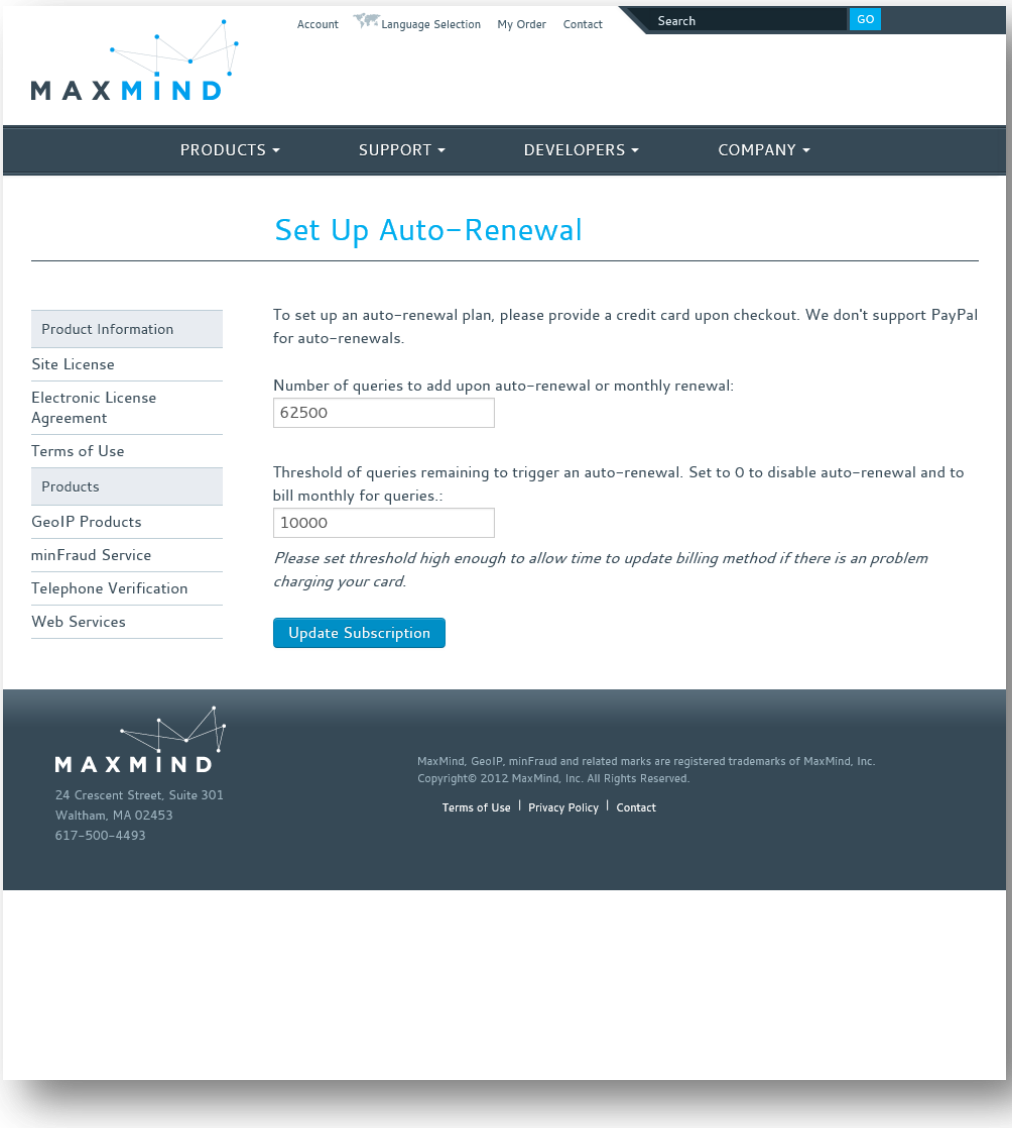
2.3 Set Up Auto-Renewal

MaxMind offers auto-renewal of lookups, so you can always be sure that there are available lookups, and that DMS GeoIP lookups work flawlessly:



In the first field, 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 field, 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 adds the extra lookups.

Tip
We recommend 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 DMS GeoIP lookup.

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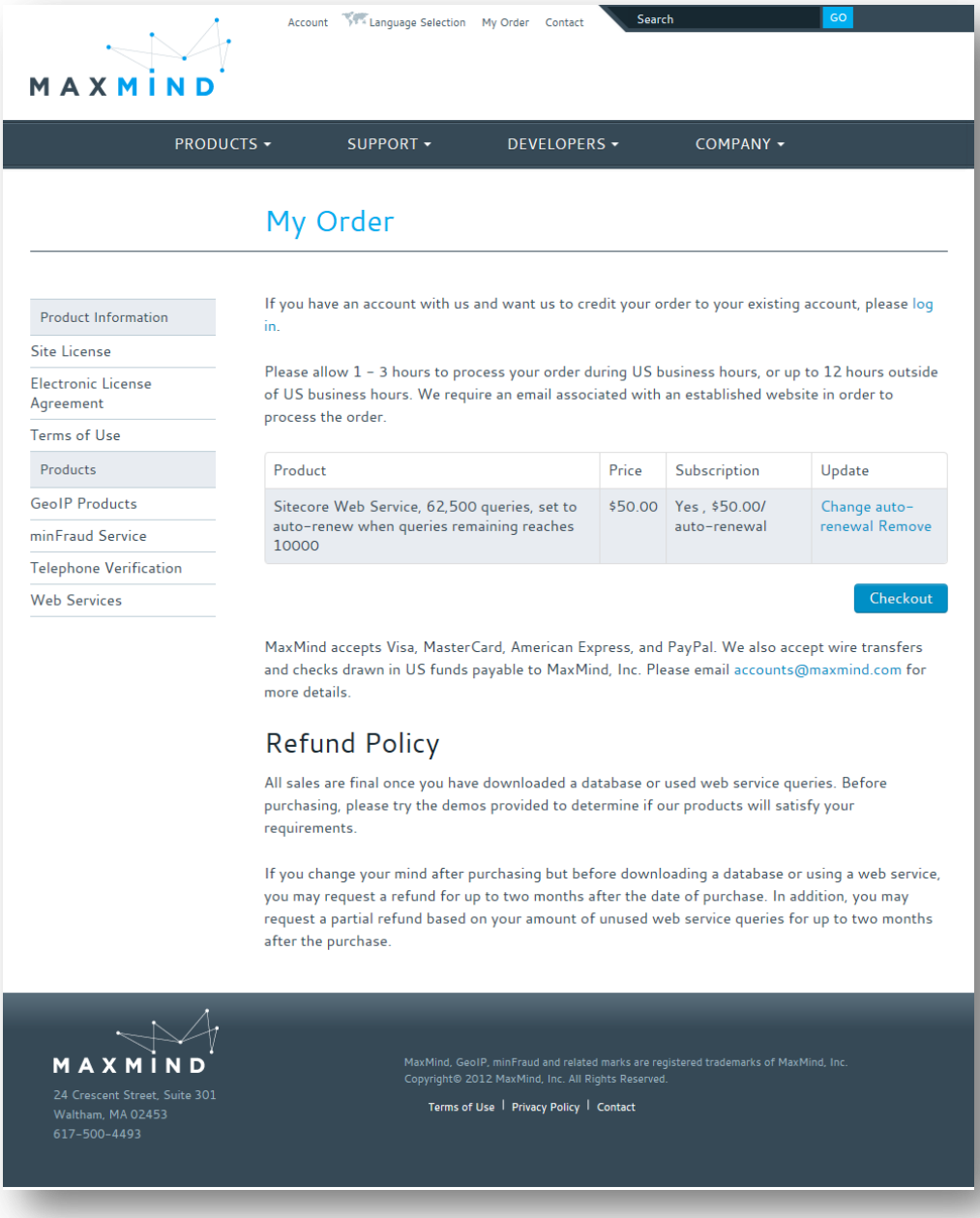
After you click **Update Subscription**, the auto-renewal is shown on the shopping cart:



If you choose to add auto-renewal, MaxMind automatically sends you a receipt every time more lookups are added to your account.

If you choose not to subscribe to the auto-renewal service, MaxMind notifies you via email when your account is running low.

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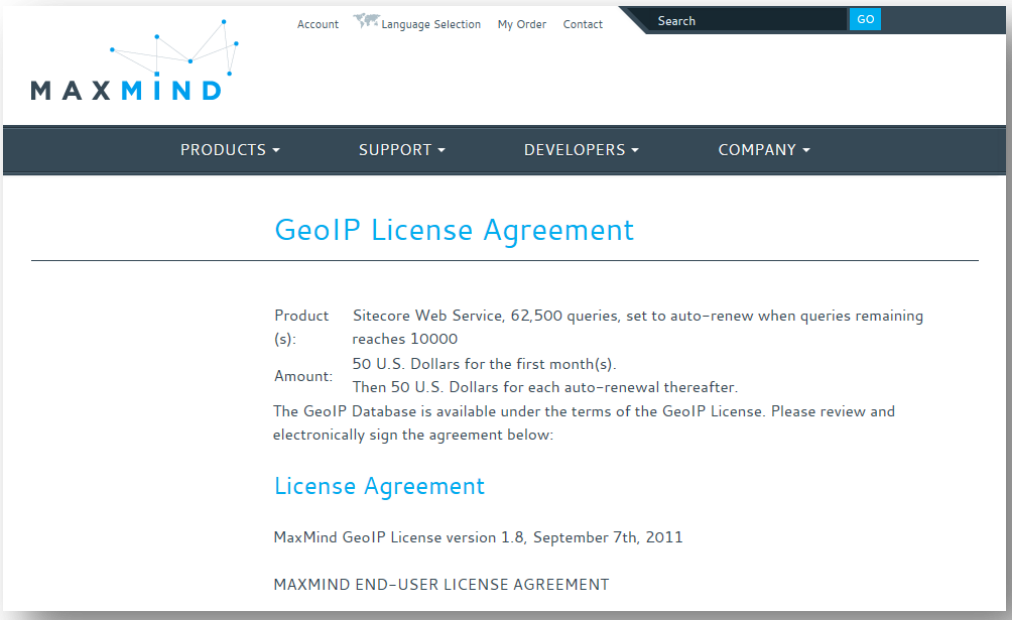
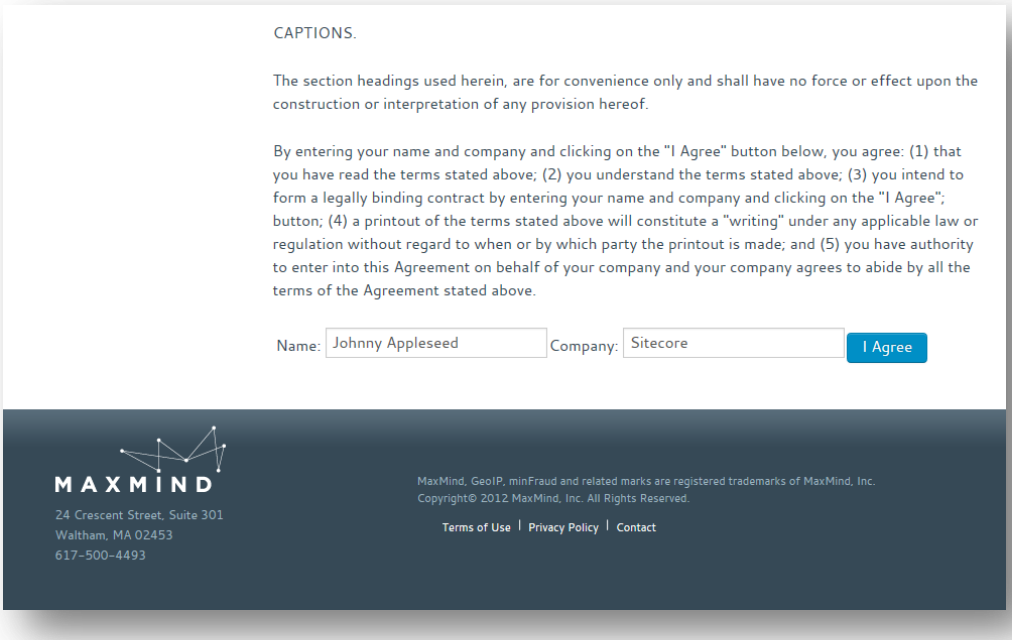
2.4 License Agreement

After you click **Checkout** in the shopping basket, you see the MaxMind license agreement:





At the bottom of the license agreement, enter your name and company to accept the license terms.

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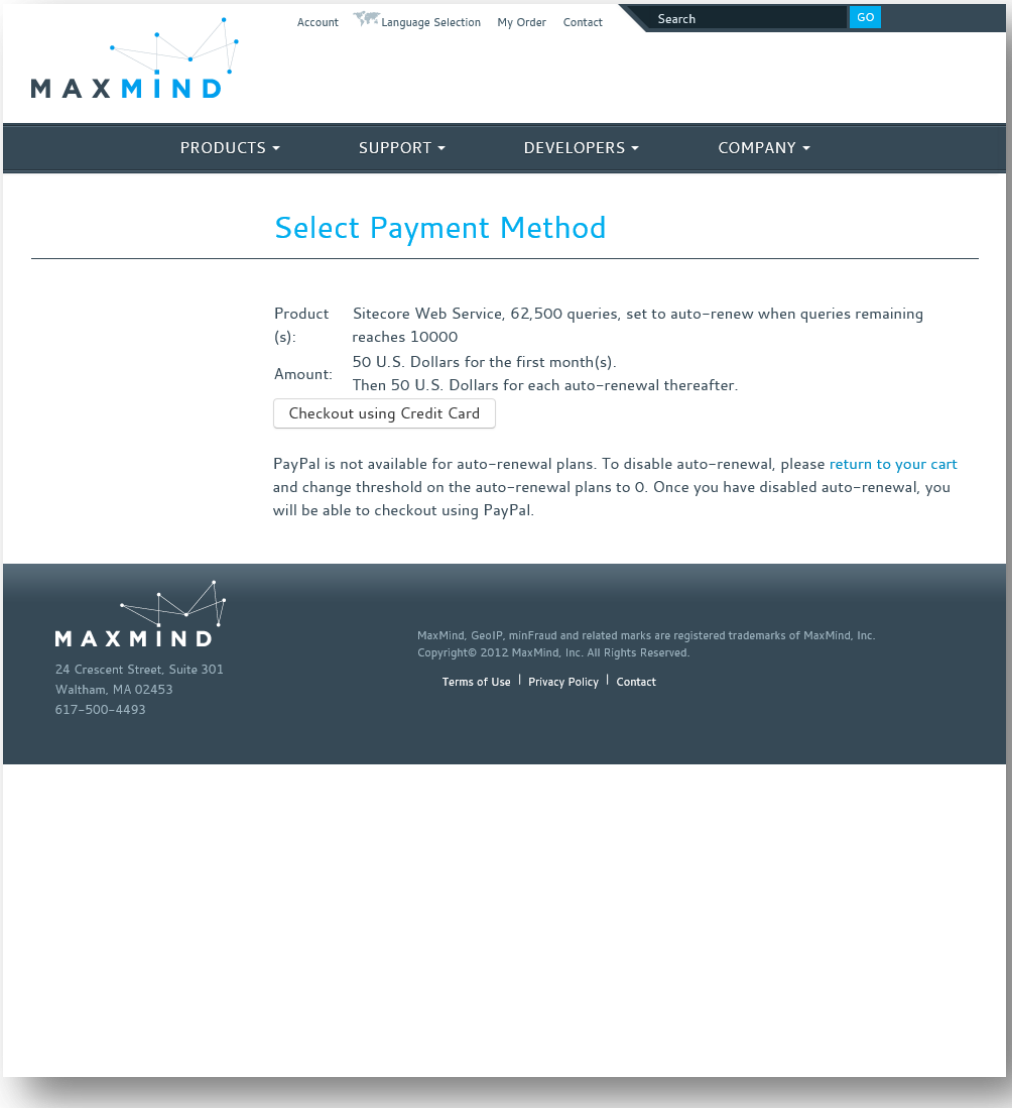
Note
Please read the license terms carefully before you continue.

After this, 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.

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2.6 Checkout

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On the **Checkout** page, fill out the checkout form, including contact information, credit card information and other information:

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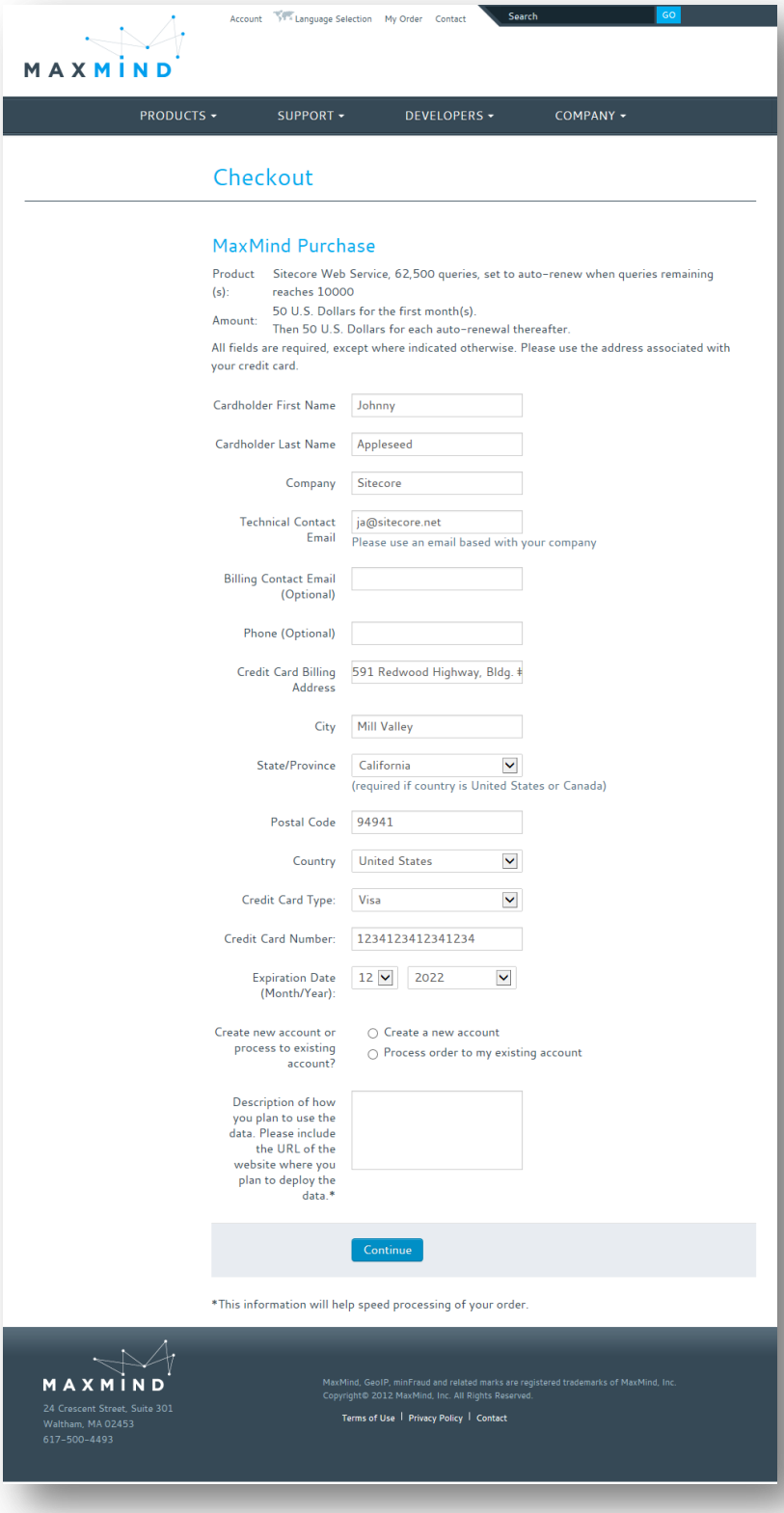

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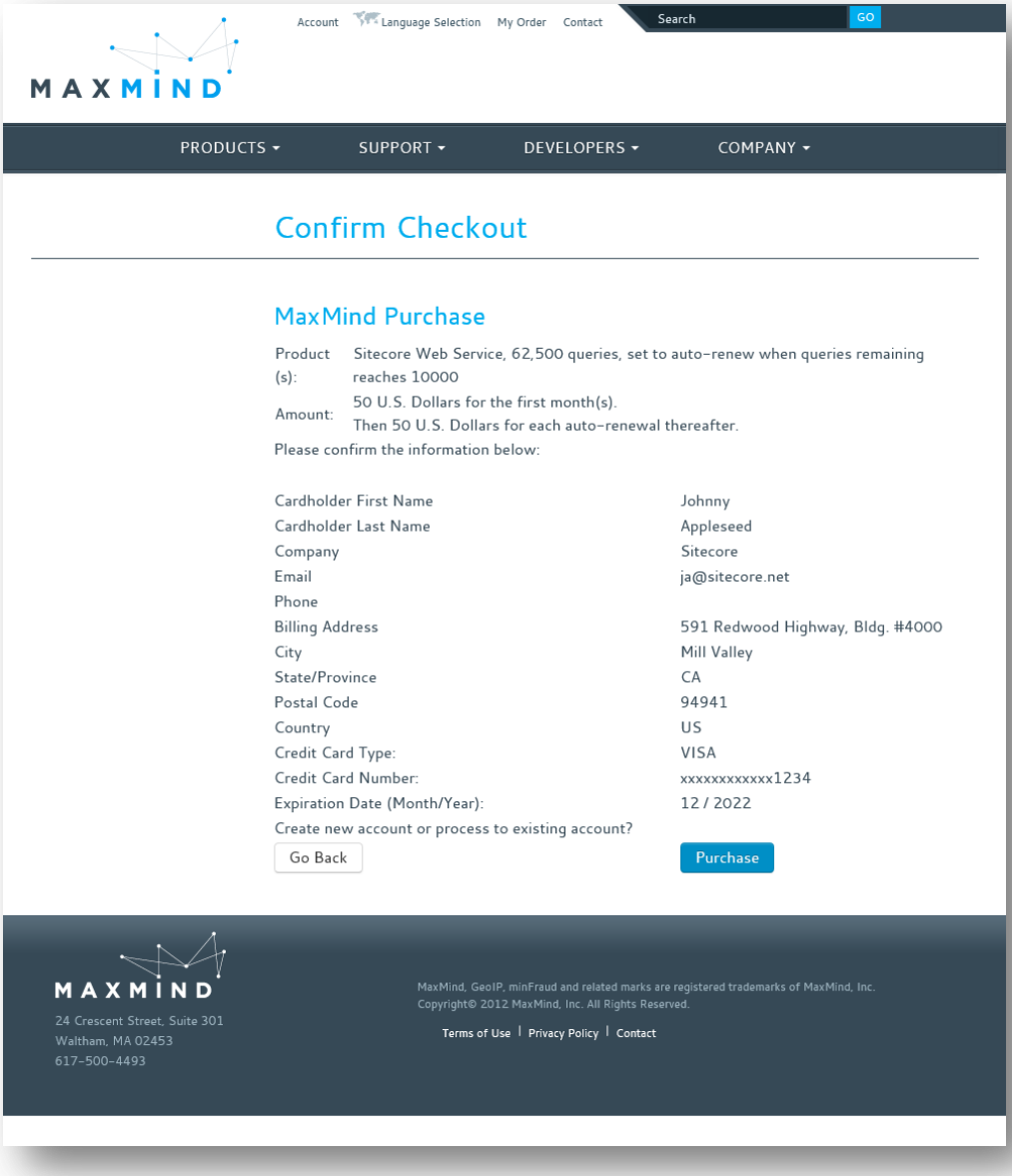
Note that *Technical Contact Email* is the e-mail address MaxMind contacts if, for example, your account is running low on available lookups.

2.7 Confirm Checkout

After you click **Continue** on the **Checkout** page, you must confirm your order:



From this page, you can either go back to the **Checkout** page to edit the information, or click **Purchase** to submit your order.

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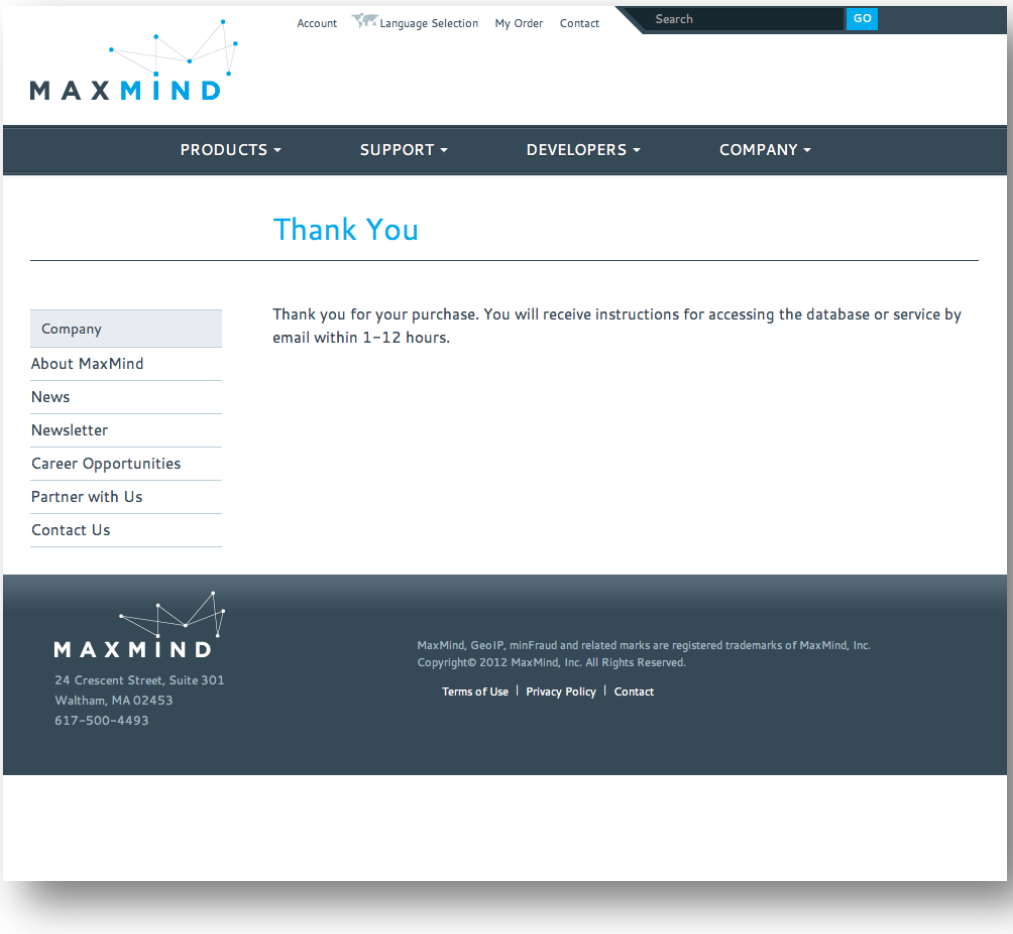
2.8 Thank You Page

After you successfully submit the order, you see this page:



You receive a confirmation e-mail as soon as MaxMind processes your order. The e-mail contains information about your purchase as well as the username and password of your MaxMind account.

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3 Account Administration

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

You can access the member's account at: http://www.maxmind.com/app/account.

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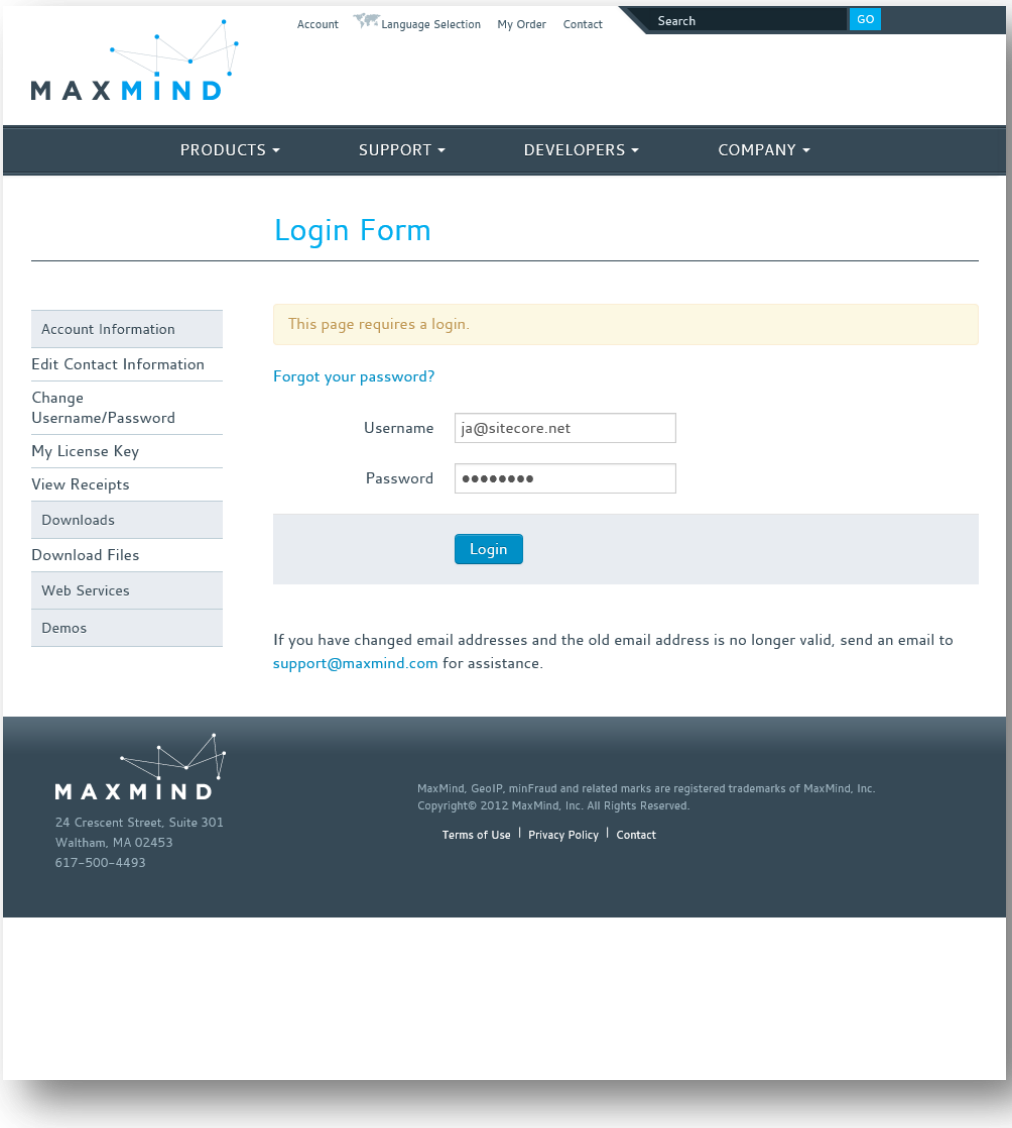
3.1 Login Form

Use the login information provided in the confirmation e-mail that you receive from MaxMind to log in to your account:



If you change the login information during an earlier visit, please use the updated information to log in.

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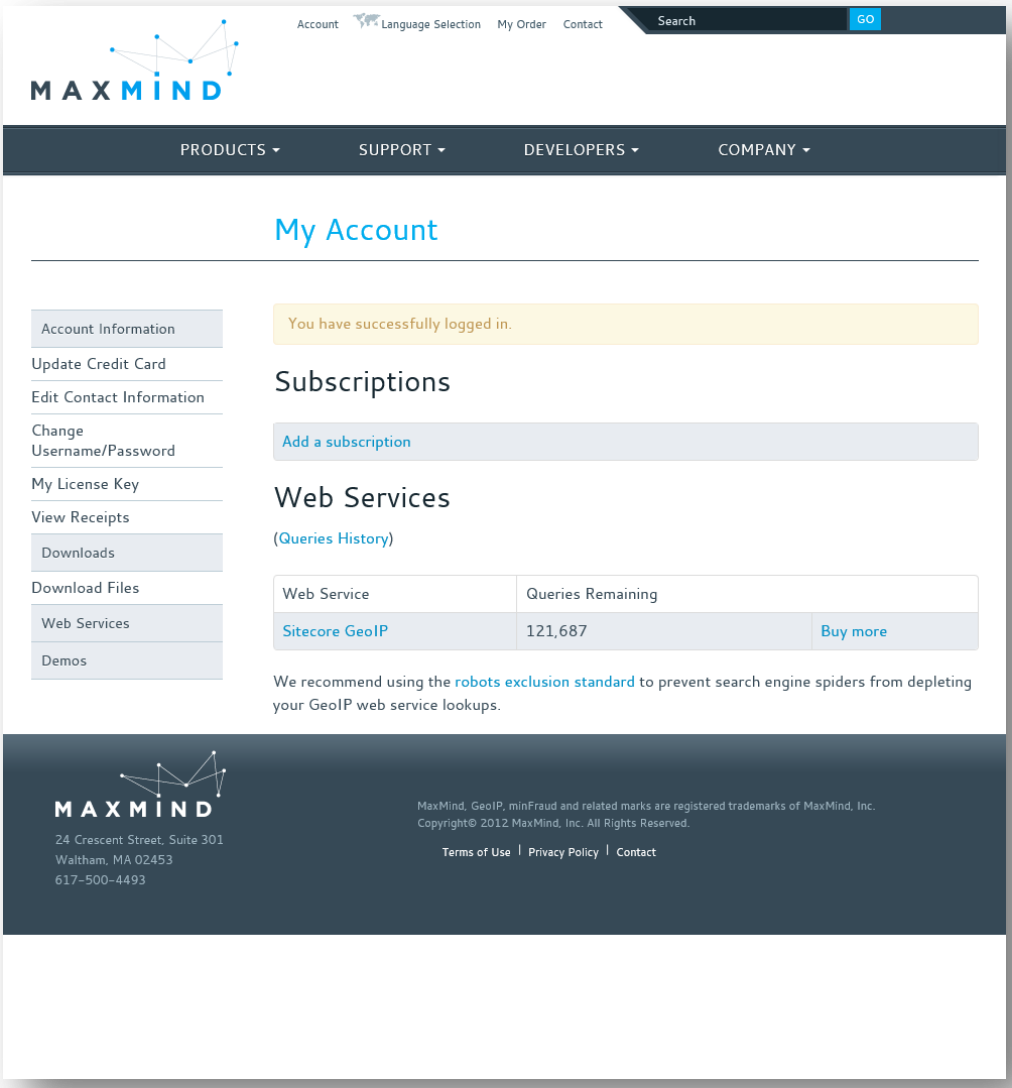
3.2 My Account

After you log in, you see the **My Account** page:



Note that only some of the options available are relevant to your DMS 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 Contact Information**: Change your name and contact information.
- **Change Username/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.

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- **View Receipts**: See all your MaxMind receipts.
- **Buy more**: Walks you through the process of purchasing described in chapter 2 in this document for purchasing extra lookups or adding auto-renewal.

The page also shows how many queries remain to be used up in your account.

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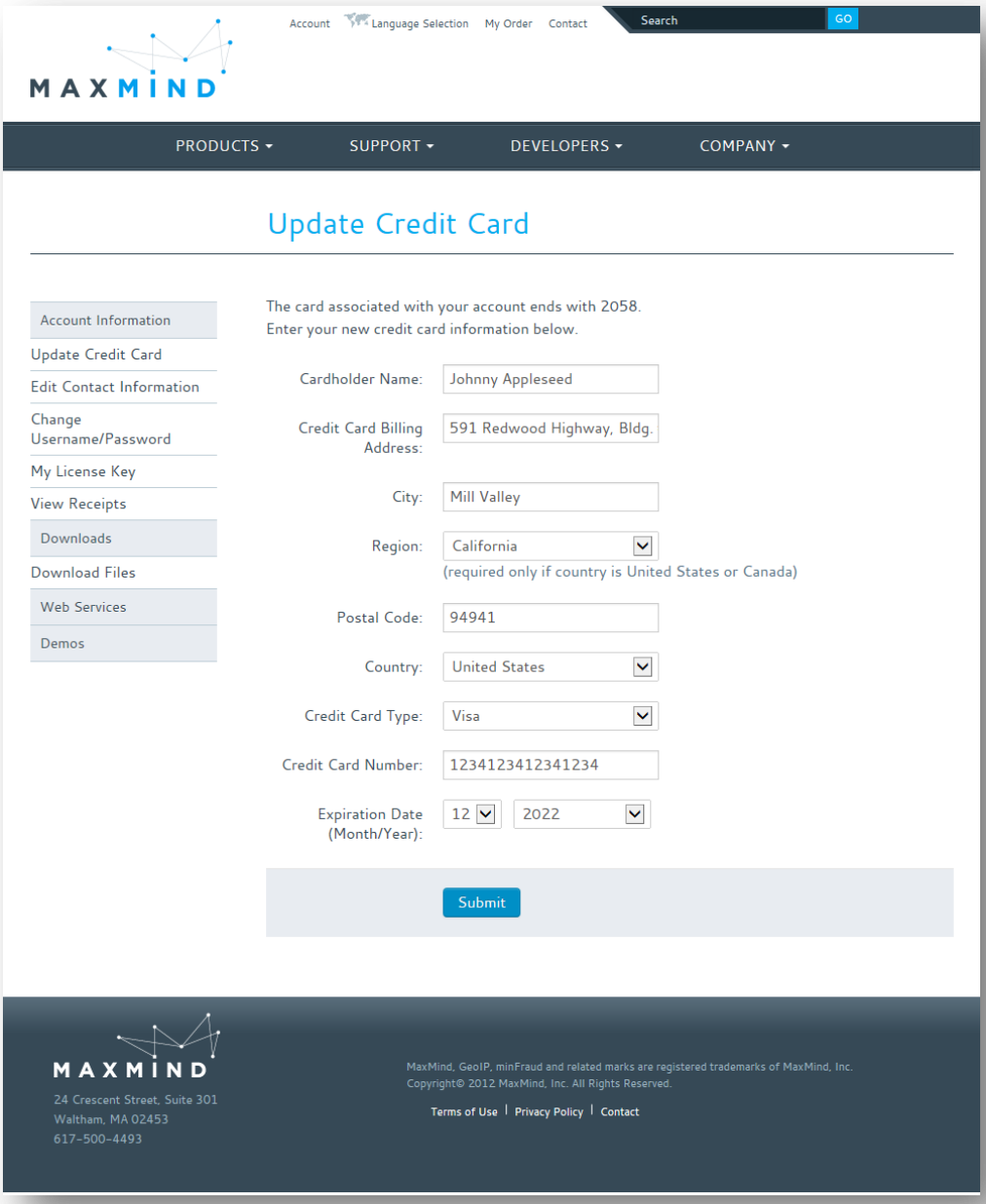
3.3 Update Credit Card

Specify a new credit card for auto-renewal:



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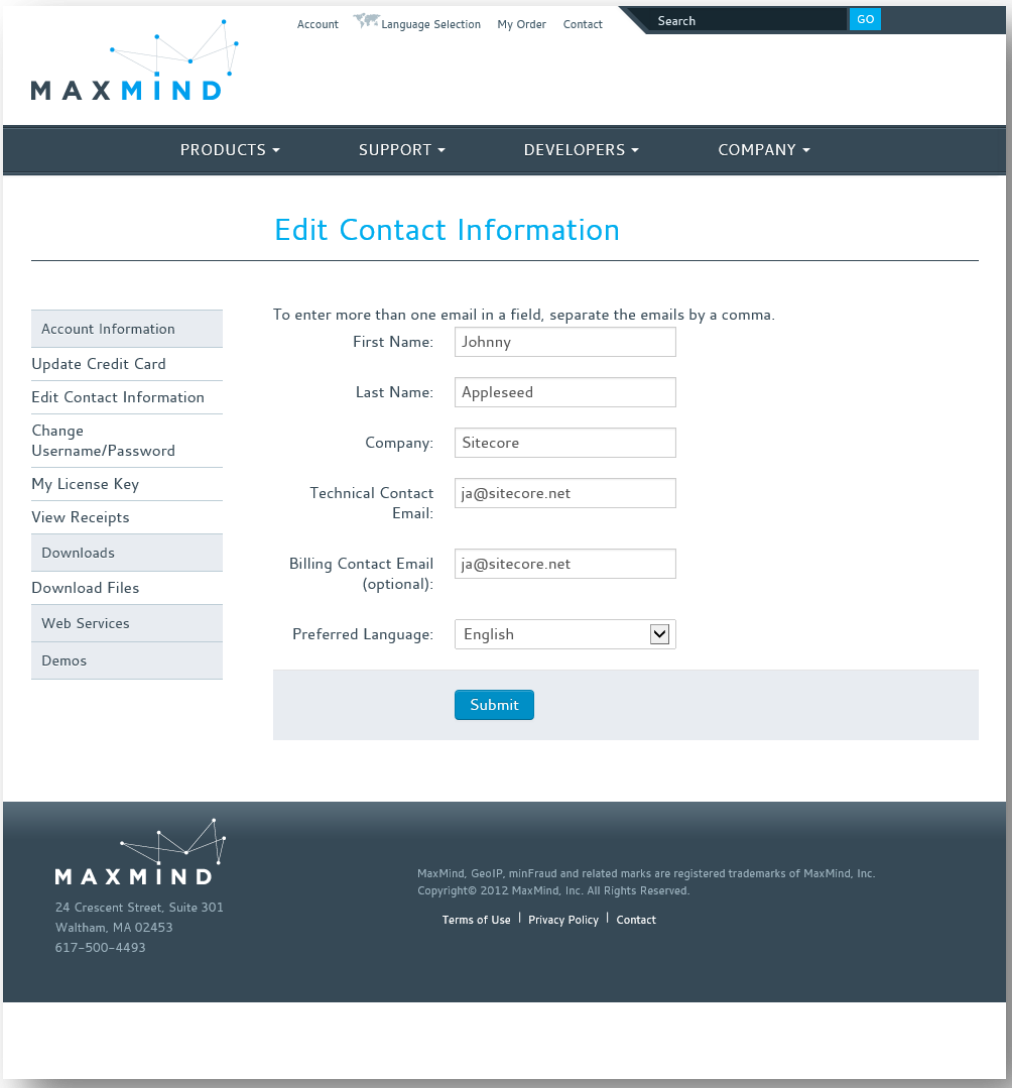
3.4 Edit Contact Information

Change the name and contact information for the person who administers the account:



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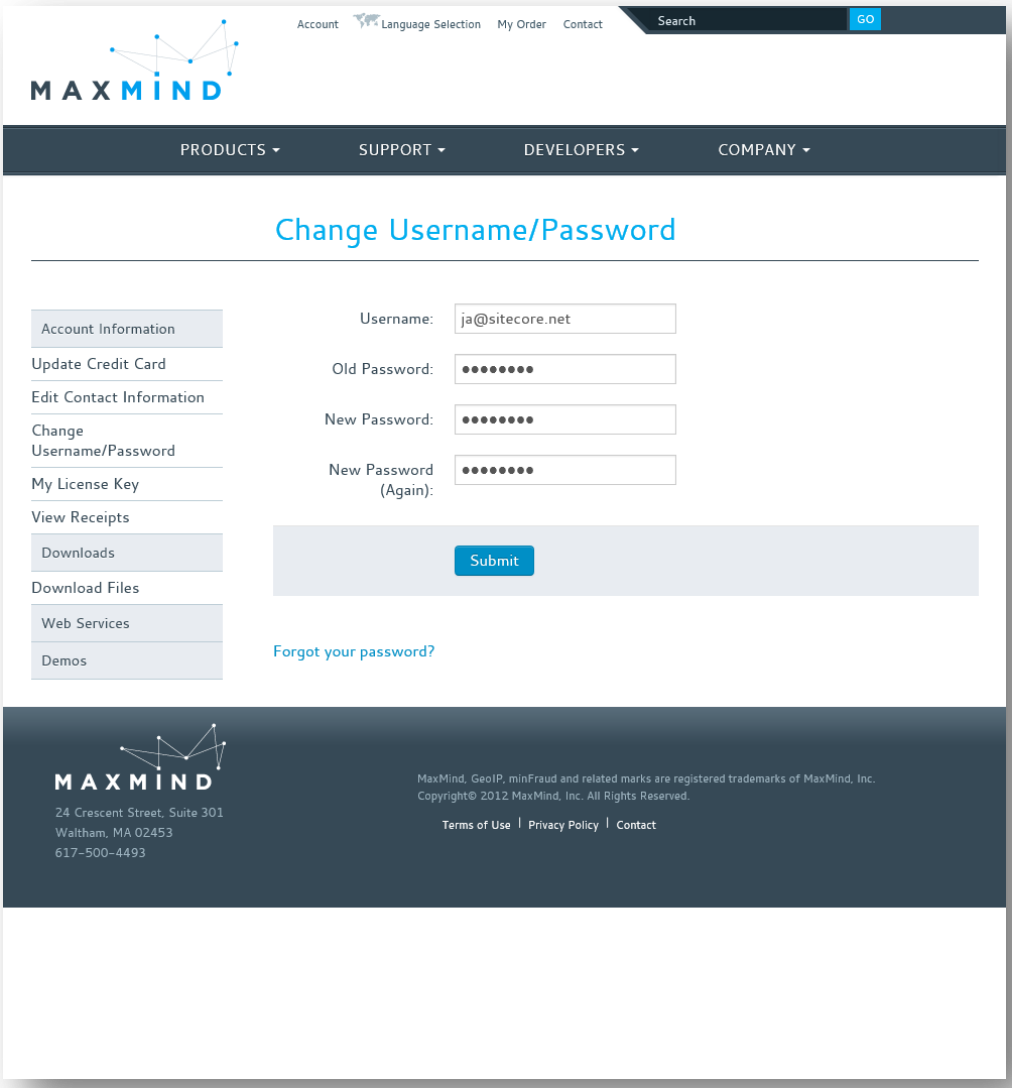
3.5 Change Username/Password

Change the username and password that you use to access the account:



Note
We recommend that you change your password during the first login.

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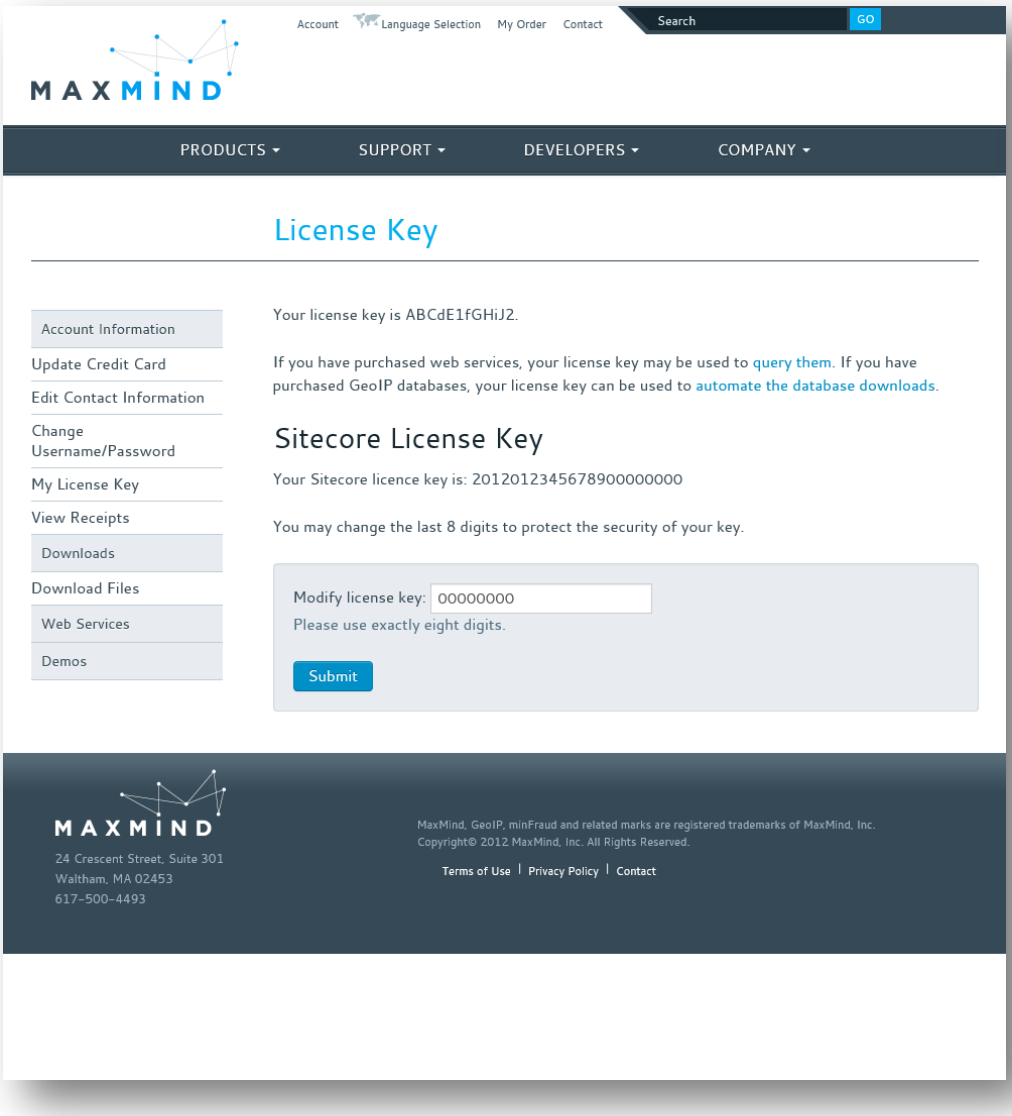
3.6 License Key

On the **License Key** page, you can view your license keys and change the last eight digits for additional security and fraud protection:



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 Initial Screen*) + eight additional digits.

By default, these eight digits are all zeros. If you want to have a higher level of security so that other users cannot use your Sitecore license and make use of your MaxMind lookups, change these eight digits to a unique number.

Note
To be able to change the last eight digits, you must reconfigure your Sitecore installation(s) for DMS to continue performing GeoIP lookups.

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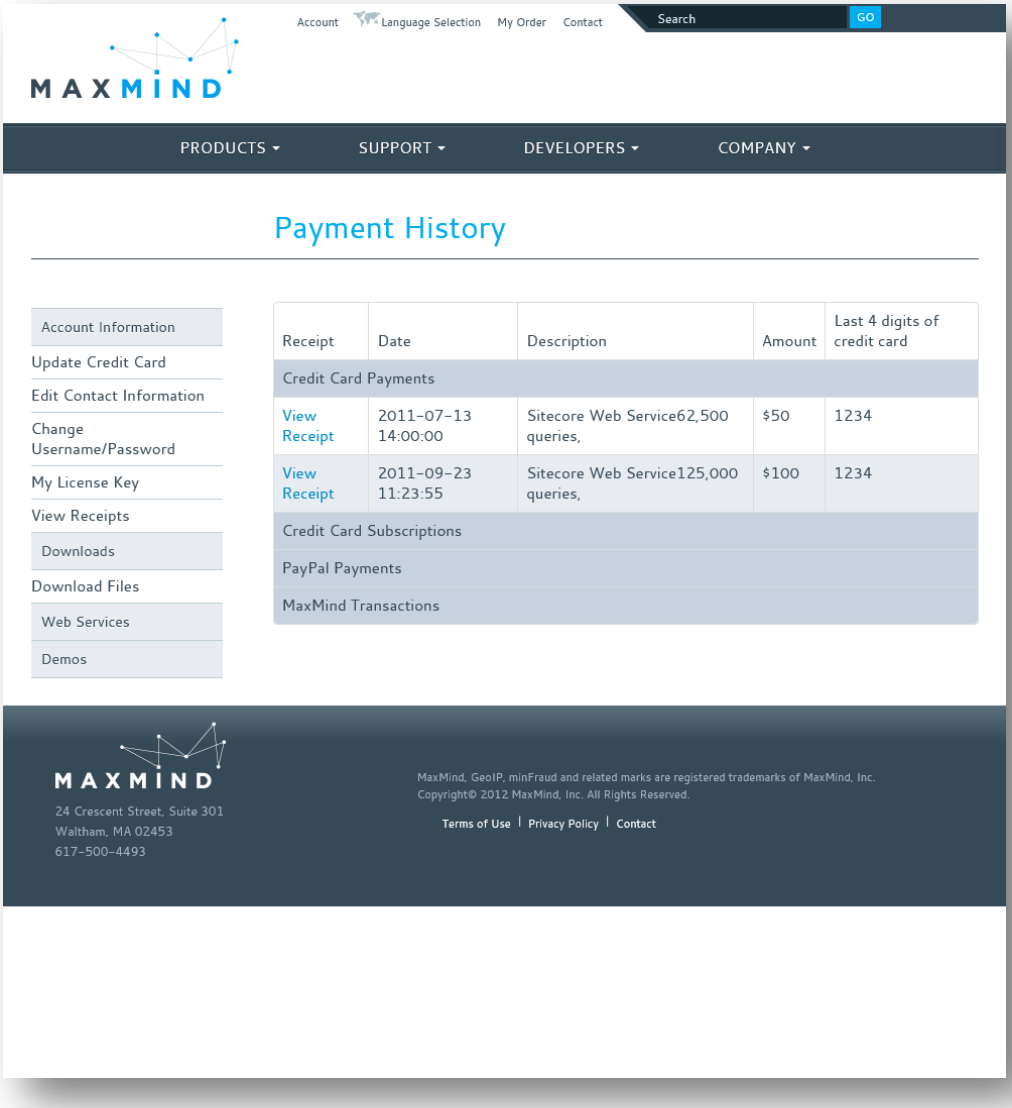
For more information about how to reconfigure Sitecore installation(s) for DMS, see the http://sdn.sitecore.net/Reference/Sitecore%206/Analytics%20Configuration%20Reference.aspx page.

3.7 Payment History

On the **Payment History** page, you can keep track of all your MaxMind related receipts:



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3.8 Purchase Sitecore Web Service Queries

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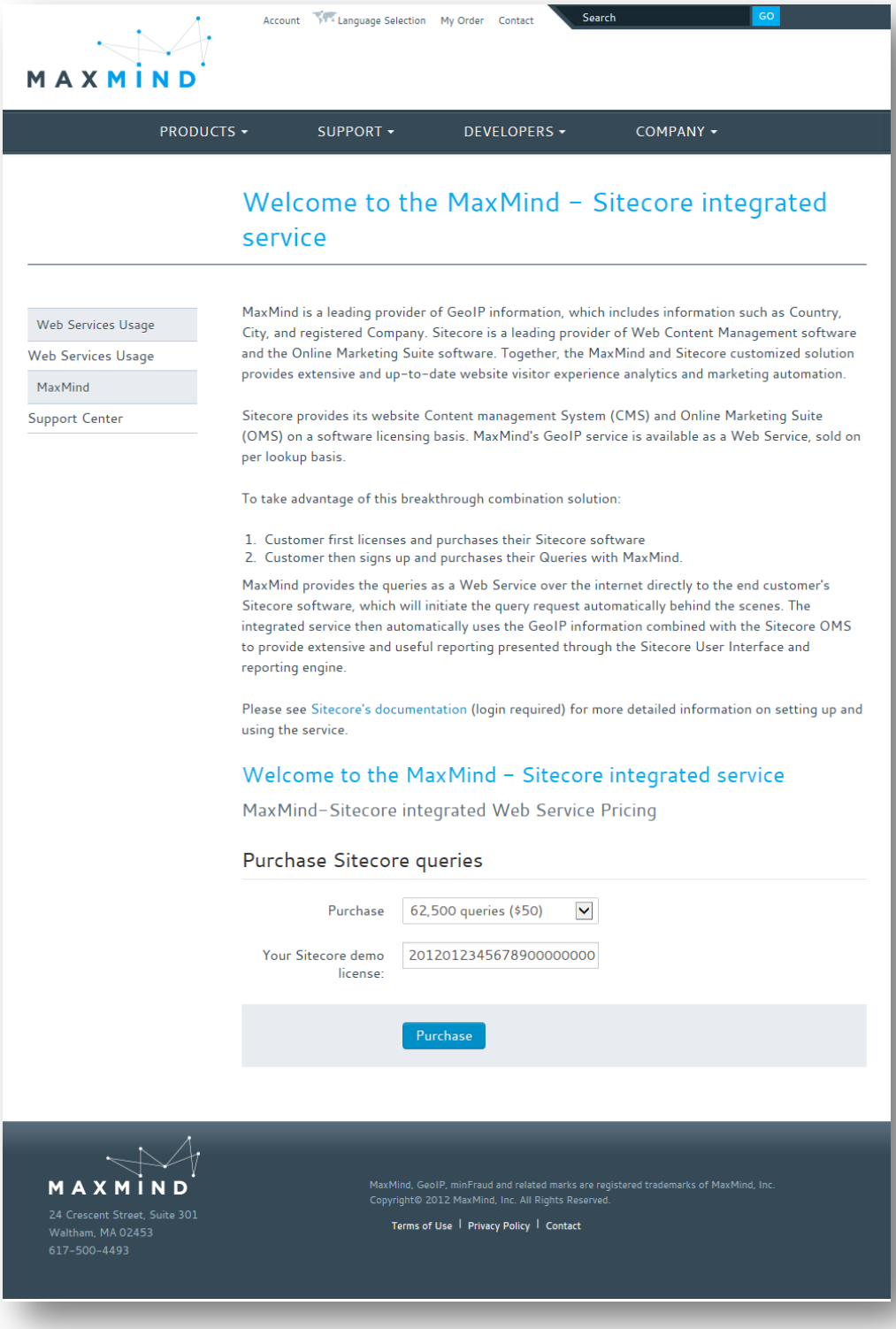
If you click the **Buy more** link on the **My Account** page, the starting page for the purchase flow as described in chapter *Signup and Purchase* of this document is displayed:



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