

## HCL Unica Licensing Guide



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# Chapter 1. Licensing Overview

This document provides details about the licensing for HCL Unica products. Below is the list of the HCL Unica products for which a license is mandatory:

- Unica Marketing Platform
- Unica Campaign
- Unica Interact
- Unica Deliver
- Unica Journey

After performing a clean install or upgrade install of v12.1 version of Unica products, you must configure the licenses. Licensing configuration process has changed from v12.1.9 of Unica products.

The details of license configurations are outlined in the subsequent sections.

## Chapter 2. License Models Supported with HCL Unica

HCL supports below type of counting mechanism for products in HCL Unica suite:

Unica Marketing Platform	Count base
Unica Campaign	Count base
Unica Interact	Metered
Unica Deliver	Metered
Unica Journey	Metered

### Usage Management for Unica Products

Unica provides term and perpetual licenses categorized under UPP (Unica Power Pack) and a la carte parts. The license comes with one year validity.

Customers will be charged based on the number of units - UPP, they subscribed for.

Unica Products	UPP	Entitlements
Unica Marketing Platform	4 Full User	Users are entitled to have 4 Users
Unica Campaign	250k Audience records	Users are entitled to use 250K distinct audience records
Unica Interact	12 million Omnichannel interactions	Users are entitled to have 12 million Session
Unica Deliver	12 million Deliver (Emails)	Users are entitled to send 12 million Emails
Unica Journey	12 million Journeys Audiences	Users are entitled to have 12 million Journey Audience

### Unica Platform license

Platform license uses the Platform User record to calculate the usage. A Platform User is defined as:

#### Platform User

Platform User is a measuring unit by which the Program can be licensed. A Platform User is a unique person who is given access to the Unica Marketing Platform.

An entitlement for a Platform User is unique to that user and may not be shared, nor may it be reassigned, other than for the permanent transfer of the Platform User entitlement to another person.

Licensed by named users, not concurrent users. This metric is derived by adding the total number of unique users expected to access the Unica Marketing Platform in a given year.

Unica Marketing Platform entitlement is calculated as:

- Each new active user created is counted as 1 usage
- Each user updated from Disabled to Active is counted as 1 usage
- Each deleted user decremented usage count by 1
- All sync users from LDAP will be counted in usage
- All SAML users (Manual/On the fly user creation) will be counted in usage
- After the application is manually deployed it is recommended not to make any amendments.
- Master and Slave Platform – this is used for Interact with multiple server groups. Please refer to Interact licensing details in subsequent sections for details.



**Note:** Starting 12.1.3, above calculations will only consider users with user type as Full.



**Note:** By default, all sync users from LDAP will be if type Full user. Also, by default, all SAML users (Manual/On the fly user creation) are marked as type Full.

In 12.1.3 version we have introduced a new user type, "Lite User", for Legacy customers. This Lite user have limited set of permissions and will be available only for Plan and Collaborate in Unica."

- This will calculate users with user type as Lite.
- Each new active lite user created is counted as 1 usage.
- Each lite user updated from Disabled to Active is counted as 1 usage.
- Each deleted lite user decremented usage count by 1.



**Note:**

1. Only active users are charged.
2. Switching of devices is strictly not allowed.

**Site** - Site grants the purchaser permission to use the software on a network on a single site (used in 1 production environment and used in any number of non-production environments).

## Unica Plan License

Unica v12.1.3 onwards we have introduced a new user type, "Lite User", for Legacy customers. This Lite user have limited set of permissions and will be available only for Plan and Collaborate in Unica.

- This will calculate users with user type as Lite.
- Each new active lite user created is counted as 1 usage.

- Each lite user updated from Disabled to Active is counted as 1 usage.
- Each deleted lite user decremented usage count by 1.



**Note:**

1. Only active users are charged.
2. Switching of devices is strictly not allowed.

**Site:** Site grants the purchaser permission to use the software on a network on a single site (used in 1 production environment and used in any number of non-production environments).

## Unica Campaign License

Campaign license uses the marketing audience record to calculate the usage. A marketing audience record is defined as:

### Marketing Audience Record

A Marketing Audience Record is a unique entity or entry in a database or file, or any data store containing customer or prospect information and accessed by the Unica Marketing Platform for marketing purposes.

A Marketing Audience Record can represent an active customer, inactive customer or prospect. This metric is derived by adding unique marketing audience records across audience levels serviced by Unica Marketing Platform in a given year.

Unica Campaign entitlements consumption is calculated using below methods:

#### Method 1

- Each distinct audience record is counted as 1 entitlement.
- Unica Campaign license usage is measured only for base tables mapped in the flowcharts.
- Unica Campaign license usage measures the base table record count for the flowcharts, which are executed in the licensing period.
- Flowcharts for mapped tables/files are scanned to get the count of distinct audiences.
- In case there are multiple base tables mapped for an audience level, then the maximum count of records with respect to a distinct audience is considered.
- Base table could be mapped to database table or physical files.
- For different audiences, the highest record for each audience will be considered.
- Consumption count is the summation of audience records per audience level.
- The same process is repeated for each Campaign partition. Campaign sends summation of records of each partition to Platform.

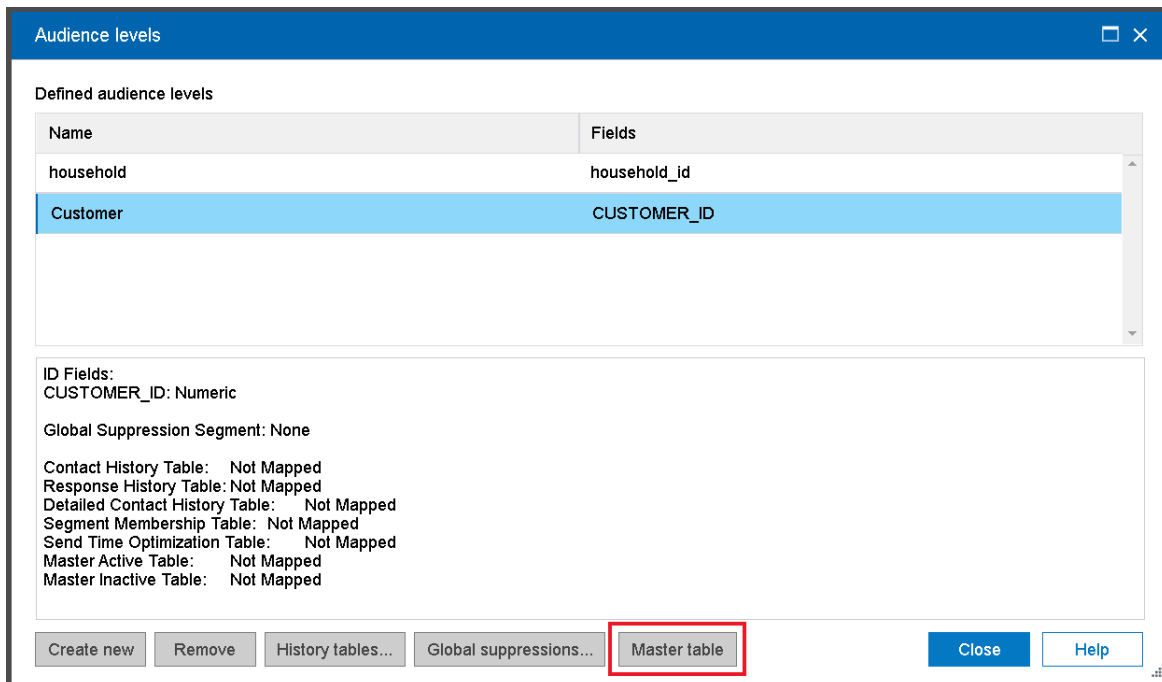
Campaign consumption is calculated with below formula:

Summation of records per partition (Summation of records per Audience level (Max of distinct records from all the base table from each executed flowchart)).

Method 2:

Customer need to identify which audience should be used as master audience level and which table should be used as master audience table, in every parition, as shown below:

- Go to **Settings > Campaign Settings > Manage audience levels**
- On **Manage audience levels** dialog box:
  - Choose any audience from the list which can be considered as Master Audience Level.
  - Click on **Master Table** button.



- Select <audience name> Master Active Table from the list
- Click on **Map** button to choose table which can be considered as Master Audience Table for active records.
- Select <audience name> Master Inactive Table from the list

- Click on **Map** button to choose table which can be considered as Master Audience Table for inactive

Table mappings

Unica Campaign Metering table Database table name

<u>Customer Master Active Table</u>	
<u>Customer Master Inactive Table</u>	

--- Table is not yet mapped ---

Unmap table **Map table...** Close Help

records.

Audience levels

Defined audience levels

Name	Fields
household	household_id
<b>Customer</b>	<b>CUSTOMER_ID</b>

ID Fields:  
CUSTOMER\_ID: Numeric

Global Suppression Segment: None

Contact History Table: Not Mapped  
Response History Table: Not Mapped  
Detailed Contact History Table: Not Mapped  
Segment Membership Table: Not Mapped  
Send Time Optimization Table: Not Mapped

**Master Active Table: dbo.customer**  
**Master Inactive Table: dbo.Big\_tab\_twelveM**

Create new Remove History tables... Global suppressions... Master table Close Help

◦ Close

- Repeat all above steps for other audiences if customer have more than one Master Audiece Levels/Tables.

**Note:**





- Each audience can be mapped with only one Master Audience Table either for active records or inactive records.
- Mapping would be done with only tables from user data source and not from system data source.
- Customer can perform Unmap Table and Re-map Table operations as and when required.
- Campaign consumption is calculated periodically. unica\_acsesutil utility is run intermittently to collect processed records count, which is used to derive entitlement consumption.

If single master audience level/table is identified for active records then Campaign will send respective mapped table name and unique record count to platform, from every partition. For eg. If you see in above mapped table list, Campaign will send dbo.customer tables unique record count to platform.

If multiple audiences have master active/inactive tables mapped then Campaign will consider all respective mapped table names and their unique record counts.

If master audience level/table is identified for inactive records then Campaign will consider only 20% unique record count of it. For eg. If you see in above mapped table list, Campaign will send count as - all unique record count of dbo.customer + 20% unique record count of dbo.Big\_tab\_twelveM

Customer MUST have inactive records in a separate table or they will be charged full price.

**Site** - Site grants the purchaser permission to use the software on a network on a single site (used in 1 production environment and used in any number of non-production environments).

## Unica Interact License

Interact license uses Omni Channel Interaction to calculate the usage. An Omni Channel Interaction is defined as:

### Omni Channel Interaction

An Omni Channel Interaction is a unique personalization session for an audience serviced by Unica Marketing Platform on any channel/device or touchpoint. A session is defined as a series of API requests from the same uniquely identified client with a time of no more than 30 minutes and no requests for APIs from other domains intervening between requests. In other words, a session ends when someone goes to another site, or 30 minutes of inactivity, whichever comes first.

An Omni Channel Interaction can be initiated by any channel/touchpoint (website, email, mobile etc.) or device (IVR/ATM/Kiosk/POS/Scanner etc.). This is derived by adding the total number of interactions for audiences across channels in a given year.

Unica Interact entitlement is calculated as:

- Each session containing `get-offers`, `get-offers-for-multiple-interaction-points`, or `post-event` with `triggered-action` will be counted as one usage.
- There will be no usage for all the subsequent `get-offers`, `get-offers-for-multiple-interaction-points`, or `post-event` with `triggered-action` API invocations in the same session.

- There will be no usage for each newly created session.
- There will be no usage for all the other API invocations.
- Interact Multiple Server Groups:

Slave platform(s) calls the master platform for maintaining entitlement consumption count. Interaction count pushed by Slave platform is added into Master Platform's Interactions count.

Example:

- Master interaction count = 10
- Slave interaction count = 5
- Total interaction count to update on License server will be  $10+5 = 15$

## Unica Deliver License

Deliver license uses the Email Messages Sent record to calculate the usage. An Email Messages Sent is defined as:

### Email Messages Sent

Email Messages Sent is a measuring unit by which the HCL Unica Deliver email usage can be obtained. Email Messages include any email sent through HCL Unica Deliver such as a transactional or an email sent in a batch.

An Email Message is an electronic communication sent through the HCL Unica Deliver. Sufficient entitlements must be obtained to cover the estimated number of emails to be sent during the contractual term specified in a Proof of Entitlement or Order. When actual usage is above or below the estimated usage, then renegotiation of the Order will be required at the time of renewal for the following term to account for any disparity. For more details, refer *Deliver Service Description Document*

Unica Deliver entitlement is calculated as:

- Emails sent using Deliver are tracked on a monthly/yearly basis.
- 1 email send using Deliver is counted as 1 entitlement.
- Users are entitled to 1 million Unica Deliver Email Message per month, that can be carried forward from one month to another within a year.
- Users are entitled to 12 M Unica Deliver Email Message every year.
- Five types of mails are counted are Production mails, Test mail, Schedule mails, Bounce mails and TMS.

Based on Partner models deliver licenses are of two types Referral and Reseller.

### Partner Models (Referral vs Reseller)

#### 1. Referral Agreement (AKA Channel Partner)

- Customer signs directly with partner
- Price change notification communicated is exposed to directly with customer
- Preferred for deals were customer is exposed to price fluctuations to benefit from lowest possible prices.
- Minimum admin overhead in managing HCL price change in usage/billing systems.
- Minimises renewal conversations for intra-annum deals.

## 2. Reseller Agreement

- Customer signs with HCL, Partner invoices HCL and HCL bill customer.
- Price changer notifications updated at term renewal time (annually).
- Preferred for deals were the customer prefers a single contract.
- Minor admin overhead for HCL in managing renewals.
- Part and price lists require periodic updates and maintenance.
- Allows HCL to offer price stability for an increase in price and a one stop shop contract for email / SMS.
- WhatsApp cannot be resold – WhatsApp customers can only be referred.

Product	Type
Deliver_Email_Messages	HCL Owned
Deliver_SMS_Karix	Referral
Deliver_SMS_Twilio	Reseller
Deliver_SMS_RML_Channel	Referral
Deliver_SMS_RML_Reseller	Reseller
Deliver_Whatsapp_RML	Referral
Deliver_Litmus	Reseller
Deliver_Mailmonitor	Reseller
Deliver_MX_Push	HCL Owned



**Note:** Deliver\_MX\_Push sends Deliver push messages.

License for Litmus and Mailmonitor cannot be configured on the non-production environments. For Litmus each client preview will consume 52 licenses. Also, overdraft facility is not available for any of the resellers, litmus and mailmonitor. For resellers, Litmus and MailMonitor once the allocated entitlements are consumed user cannot use that feature.

### RML SMS Reseller

Starting 12.1.6, SMS RML Reseller consumption counts will be updated every 24 Hrs. If we send SMS now, consumption counts will be updated within 24 Hrs and can be seen on the OP Platform license details page. As RML API provides an accurate count considering all message parts in case of lengthy SMS, we may see a consumption count more than the number of SMS sent by the user.



**Note:** If the OP version is less than 12.1.6 and the OD version is 12.1.6 or greater, then the application can calculate the correct SMS consumptions count starting from the upgrade date. Past consumption counts cannot be corrected.

## Unica Journey License

In 12.1.9 release Journey products is not supported with Flexnet (FNO) is a software license manager.

## **Journey Audience**

A Journey Audience Record is a unique entity or entry in a journey, containing customer or prospect information and serviced by the Unica Journey module of the Unica Marketing Platform.

A Journey is a multi-step omni channel orchestration of a customer experience.

Unica Journey entitlement is calculated as:

- Each Journey audience (Customer or other marketable entity records) is counted as 1 entitlement.
- Journey discarded audiences records are not counted in entitlement.
- Journey sends the consumption count to the Marketing Platform.
- Users are entitled to 1 million Journey audiences or record per month, that can be carried forward from one month to another within a year.
- User are entitled to 12 M Journey audiences every year.

Though FNO is not supported Journeys product will send audience consumption for each day starting from mid night.

## Chapter 3. License Configuration

You do not have to configure the License in 12.1.9 version of Unica.

In version 12.1.9, the License Server, URL, Username, and Password fields are all disabled.

## Chapter 4. Logging for Licensing

Detail logging for license server connection, updates, expiry, etc. is logged in Unica Platform log file present under <PLATFORM\_HOME>/logs/platform.log. Users will get warning, error, and info type messages related to licensing.

Example 1:

Log message when the licenses are synced from HCL License Portal after every 10 mins and a valid license for Unica Campaign is found:

Found the license for: Unica Campaign, the total entitlement available are: 15 and will expire on 26 June 2019

Example 2:

In case a license is expiring in the next 5 days, the following warning message will be logged.

The product Unica Campaign license is present on the server and will expire 4 days, please renew the entitlements before 26 June 2018

Example 3:

In case a license is already expired for HCL Plan, following warning message will be logged:

The product HCL Plan license is present on the server but has Expired on 22 June 2018.