

# Integrating the product feed into your product database

## Categories and operating system

Products in the Nexway Catalog are classified in categories and subcategories (for example, Software/Antivirus&Security, CoreGames/Arcade, etc.) and are offered in a predefined operating system. Both the categories and the operating system are constantly enriched. We recommend that you update the list of categories and the operating system on a regular basis.

## Product feed download time

The Nexway Catalog is updated every day at 5:30am CET at the latest. You should schedule the download, product feed, and update of your product catalog for after 5:30am CET.

Keep in mind that some products may be removed from the product feed for certain reasons (for example, end of lifetime, out of stock, etc.).

## Information to present to your customer

To optimize your business, we recommend displaying the following information to your customer:

- Product name
- Publisher
- Product language
- Long description
- Packshot
- Screenshots

For Core Games, you should also highlight:

- Rating

For Software, you should also highlight:

- Version
- License duration
- Number of licenses (per-computer, per-user, etc.)

## Promotion management

The product feed provides information about the active promotion of a given product during a period.

## Pre-order products

Some products can be ordered before they are available for delivery. They are identified as such in the product feed and the order must be submitted to Nexway only when the product is available (after the end of the pre-order phase). It is up to you, the Merchant, to process the purchase when required and to send the order request to Nexway when the product is available for delivery (and thus no longer in the pre-order phase).

Note:

- A pre-order product may be used with some kinds of upsells and cross-sells; this kind of information is accessible through the [getCrossSell API](#) during the pre-order period.
- For some publishers, the order request can be submitted to Nexway before the end of the pre-order phase. In such case, Nexway will communicate to you the date on which you can start to submit the order request.

## Electronic product delivery

Nexway Connect supports three delivery modes:

- Download & serial number
  - Serial number: Serial number required to activate the product
  - Download links: Web URL to get the product files. In some cases, the download link references the Nexway Download Manager (a tool to optimize product file reception).
- Serial number only
  - Serial number required to activate the product (Steam, for example)
- Digital locker (Microsoft only)
  - Using a Nexway Order Number, the customer connects to Nexway Digital Locker (a Web interface managed by Nexway) to get download links and serial numbers for the product(s) purchased.

# Specific products

## Microsoft Products

In the case of Microsoft products, if the Download DVD option is available, this option must be proposed in the cart.

## Casual Games

Most of the casual games are available for trial. In this case, the end-user can either:

- Purchase the product (buy and download mode)
- Download a trial version to try the game before buying it (try and buy mode)

Both the “buy and down” version and the “try and buy” version are the same product.

The end-user can choose between “play” or “buy” when starting the Casual Game:

- Play: Launches the trial version.
- Buy: Launches a web browser with a URL that contains the following elements:
  - my.domain.com: domain name
  - prodRef = Nexway Product reference  
The related product is added to the cart so that the end-user can proceed to purchase.

A template example of such a URL: `https://my.domain.com/my_cart.html?prodRef={_PRODUCT_REF}`

## Ubisoft Products

Follow the instructions below to implement Ubisoft’s new SKA process, which uses a License Activation Portal (LAP).

### Identification

You can use DRM data to identify Ubisoft products if you are using catalog version 2.4 or higher:

1. Search for “drm” in the XML format section of the [product feed API](#).
2. Check that the drm ID value is “Uplay (Ubisoft).”

Note: To identify Ubisoft products when using earlier versions of the catalog, you must verify the following in the product feed API:

1. The value is 70 for the Publisher ID, **and**
2. The value for “digitalLocker” in the deliveryMode node is 1.

### Fulfillment

Ubisoft products are activated via a [License Activation Portal \(LAP\)](#), a web interface through which your end-users connect using their Nexway order number and their email address. This means that you as a Nexway customer (Connect partner) must:

- Use the real email addresses that your end-users use to place orders, rather than any aliases (“email 1,” “email 2,” etc.).
- Send the Nexway order number to the end-user.
- Display the remark element of the [createOrderResponse](#) resource in the data you send to the end-user. This “remark” contains the following instructions that the end-user needs to access the LAP URL:
  - a. Go to <https://licenseactivation.nexway.com/{customer name; filled automatically}>
  - b. Enter your Nexway order number, your email address, and the required captcha.
  - c. Log in using your Uplay account credentials.
  - d. Click on the “Redeem” button. After redemption is confirmed, the Uplay interface automatically activates your game.