

Digital Delivery Agent Users Manual

PayPal Version

V 1.0

Features:

- Easy to install
- Protection from digital theft
- Hides download file storage location
- Tamper proof authorization code generation
- Expire times for links
- Prevents PayPal button HTML form spoofing/hijacking
- Electronic Digital Delivery Confirmation Enabled (EDDCS.com)
- Template system to integrate into your site design
- Download page generation
- Email link distribution
- Unlimited products

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1. IonCube Encryption

IonCube is an industry standard encryption technology that protects the intellectual property of PHP software code from tampering. To use electronic digital delivery confirmation from eddcs.com for your download products, you must have ionCube available on your web-hosting server. Most web hosts already have the ionCube loaders integrated with their Zend engine, but if you are using your own dedicated server, or your host does not have an ionCube enabled web server, it is very simple to install.

To verify if ionCube is already available on your server, and/or to determine which runtime loader you need:

1. Upload the contents of the /ioncube directory to your web server.
2. In the /ioncube directory of this distribution, run the “ioncube-loader-helper.php” program in your web browser:
 - a. <http://www.yoursite.com/ioncube/ioncube-loader-helper.php>
3. This program will detect if ionCube is already installed on your web server, and if not, will tell you which runtime loader you need to get from www.ioncube.com and place into this /ioncube directory.
4. **Note:** The /ioncube directory must be installed directly below the installation directory that the digital delivery agent software is located on your server (as it is located in the distribution zip file).

2. Configuration – Digital Delivery Agent

2.1. General Configuration

Directories

templates

The templates directory is located within the installation directory of the Delivery Agent software and contains your customizable templates as described later in this document.

temp

The temp directory is located within the installation directory of the Delivery Agent software and is used to handle IPN and Return functions. The temp directory must have world read and write permissions (chmod 777).

Variables

Configuration of the Digital Delivery Agent software is made in the **dl_config.php** file. The following variables need to be modified to fit your installation needs:

\$web_url = "/your/path/to/your/installation/";

The \$web_url variable is the full path to the installation directory of the Digital Delivery Agent software. Check with your ISP if you are not sure what your full path should be. Be sure to include the slash "/" at the end of the directory path. Many hosts use /YourAccountName/public_html/ as the path to the root of a web site.

\$use_eddc = 1;

EDDCS.com provides Delivery Confirmation services for digital products. This is a valuable tool to help fight charge backs from payment processing companies if a fraudulent customer claims they did not receive their download from you. The \$use_edcc configuration setting tells the Digital Delivery Agent software that you will be using the EDDCS.com Delivery Confirmation service for delivering your software products. Set to zero (0) if you are not using this service, set to one (1) if you are. If you configure the software to use EDDCS, you must also setup the EDDCS configuration as described later in this document.

\$private_key = "your_secret_key";

The \$private_key variable is your internal private key that is used to encode your download link authorization codes. Set this to anything you want, just be sure to change it from the default, and place it between the quotes.

\$expires = 3;

The \$expires variable is used to set the number of days that your download links will expire. It is highly recommended to set this to prevent customers from sharing your products with others.

2.1. Template Configuration

The following templates defined in the **dl_config.php** file are used to display customized content to your customers. Variable placeholders are used in these template files to display detailed information to your customers. These placeholders are discussed later in this document. For now, we are simply defining where these template files are located for your installation.

\$download_template = "templates/download_template.html";

The \$download_template variable defines where the download page is located in relation to the \$web_url setting described above. To increase security of your system installation, it is recommended that you change the default directory from templates to something less generic, and to rename the template files. For clarity, the directory is located beneath the installation directory defined in \$web_url.

\$email_template = "templates/email_template.html";

The \$email_template variable defines where the download email message template is located. As described above, you may want to change the default name and location of this file.

\$invalid_template = "templates/invalid_template.html";

The \$invalid_template variable defines where the “Invalid Download Link” error message template is located. As described above, you may want to change the default name and location of this file.

\$expired_template = "templates/expired_template.html";

The \$expired_template variable defines where the “Expired Download Link” error message template is located. As described above, you may want to change the default name and location of this file.

\$echeck_template = "templates/echeck_template.html";

The \$echeck_template variable defines where the “eCheck Notification” message template is located. As described above, you may want to change the default name and location of this file.

2.2. Email Configuration

The Digital Delivery Agent software can be configured to send download links via email in addition to providing a download page to your customers. This is beneficial if a customer has a problem with their system during the download process, closes their browser prior to downloading, or any number of other unpredictable problems that can occur.

`$send_dl_email = 1;`

The `$send_dl_email` variable is used to enable or disable the sending of email download links. A value of zero (0) will disable sending download links to your customers email address. A value of one (1) will enable this feature. The email message content is defined in the file you set with the `$email_template` variable discussed above.

`$send_email_copies = 1;`

The `$send_email_copies` variable is used to enable or disable the sending of copies of every download email sent to the email address defined below in the `$email_address` variable. If you have `$send_dl_email` set to disable sending download links via email, this setting is ignored, and no email messages will be sent.

`$email_name = "My Company";`

This is the user-friendly text of your email address. Your name, your company name, etc.

`$email_address = "myemail@mysite.com";`

The `$email_address` variable is the email address that emails will be sent from on your system. This is the address that will be used by customers replying to download link email messages, and where copies of the download link will be sent to if enabled.

`$email_subject = "Download Link";`

The `$email_subject` variable is the subject line that will be used in your download link email messages.

3. Configuration – Electronic Digital Delivery Service (optional)

3.1. General Configuration

The following describes the settings for the optional Electronic Digital Delivery Confirmation System offered by EDDCS.com.

Digital merchants are at a disadvantage from those that sell physical merchandise. Merchants of physical items obtain delivery confirmation from their delivery carriers that are used as evidence to fight “item not received” claims from fraudulent customers. Digital merchants have been obliged to charge back fees, and forced to refund orders for false item not received claims, simply because they can’t provide third party proof that their digital items were delivered. EDDCS is a patent pending delivery method focused on preventing fraud that provides third party delivery and delivery confirmation for digital items on the Internet. More information on this service is available at www.eddcs.com.

define ("ACCOUNT", "1234");

EDDCS account number provided by EDDCS.

define ("PASSKEY", "123456789012345678901234567890");

EDDCS pass key provided by EDDCS.

define ("QUEUE", "1");

EDDCS update queue – Set to zero (0) to disable, one (1) to enable.

define ("QUEUE_FILE", "/full/path/to/file/eddc_queue.txt");

Full path and filename to EDDCS queue file. Must be world writeable (chmod 777). It is recommended for security purposes to place this file outside of your web sites document root and rename it to something different than the default.

define ("LOGGING", "1");

Enable logging of the download process of the EDDCS delivery agent API software. Set to zero (0) to disable, one (1) to enable.

define ("LOG_FILE", "/full/path/to/file/eddc_log.txt");

Full path and filename to the EDDCS log file. Must be world writeable (chmod 777). It is recommended for security purposes to place this file outside of your web sites document root and rename it to something different than the default.

4. Templates

The following template files allow you to customize the look and feel of the download software to match your web site. The files contain HTML and are used by the Digital Delivery Agent software to display your download links, and errors that may occur with your download links. These files and their locations are defined in the **dl_config.php** file using the **\$download_template**, **\$email_template**, **\$expired_template**, and **\$invalid_template** variables that have been previously discussed in this document.

Template files (names may be different if you modify your configuration):

- download_template.html
- email_template.html
- expired_template.html
- invalid_template.html
- echeck_template.html

The following placeholders keys are available for use in the **download_template.html**, and **email_template.html** template files:

[link]

The download link generated from a customer's purchase.

[desc]

The description of the product purchased.

[expires]

The number of days in which the download link will expire.

[IP]

The IP number of the customer's system. **Only available for use in the download_template.html file.**

[DC]

The delivery confirmation number from EDDCS.com if EDDCS is enabled in your configuration.

Note: These placeholder tags are case-sensitive, and must be contained in square brackets with no space between the text and the brackets.

The **expired_template.html** file is used to display an error message to your visitor that the download link they are using has expired. You can use this to display what the customer should do if this event should happen.

The **invalid_template.html** file is used to display an error to your customer that they are using an invalid download link. This occurs if a download link has been modified. You can use this to display a custom message to the visitor.

The **echeck_template.html** file is used to display a message to your customers explaining that delivery of their download link will happen after the e-check payment clears the PayPal system. This will occur automatically by the PayPal IPN process and will send the link to the customers PayPal email address.

5. Defining Products

The products you have available for download are defined in the **products.php** file located in your installation directory. To define a product, you need to assign an ID number, the location of the file on your server, and a description of the file to display to your customers.

The format of this file is as follows:

```
$products[product_id_number] = "/full/path/to/file/filename.zip,Description,Price"
```

The **product_id_number** is the unique ID number you assign as part of integrating with your payment processor.

The **full path and filename** is the location of the file to deliver for the given product_id_number.

The **description** is the text you display to your customers on the download page and in the download email describing the product they have purchased.

The **price** is the sales price of the digital item you are selling. This is compared to the amount the customer pays via PayPal to prevent an HTML "form spoof" to obtain your product at a lower price. It is very easy for someone with limited HTML skills to copy the button form code from your web site (described below) and substitute a different price to trick the software into a valid sale event. This price check is designed to prevent this well known type of digital theft.

Note: The full path/filename, description and price are separated by a comma (,) and both must be between the double quote characters (" "). Each line must end with a semicolon (;).

An example of the default products.php file:

```
$products[1] = "/home/mypath/myfiles/file1.zip,Product Description 1,5.99";  
$products[2] = "/home/mypath/myfiles/file2.zip,Product Description 2,7.99";  
$products[3] = "/home/mypath/myfiles/file3.zip,Product Description 3,8.99";  
.  
.  
.
```

You can define as many products as you need in this file.

6. Creating PayPal Payment Buttons

After modifying your **product.php** file to define `product_id` numbers, file locations, and product descriptions for the items you sell, you need to define purchase buttons for each product. The following HTML variables need to be assigned the values you have defined in your `product.php` file (only the “value” of the “input type” needs to be changed):

- The “*business*” value is your PayPal payment account email address.
- The “*notify_url*” value is the URL to the `ipn.php` script in the Digital Delivery Agent installation directory.
- The “*return*” value is the URL to the `ipn.php` script in the Digital Delivery Agent installation directory.
- The “*item_name*” value is the **description** of the product as you defined in **products.php**.
- The “*item_number*” value is the **product_id** number you assigned in **products.php**.
- The “*amount*” value is the amount you charge for the product.
- The “*currency_code*” value is the currency you accept your payments in.

HTML Example:

```
<!-- PayPal communication and type -->
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">
<input type="hidden" name="cmd" value="_xclick">

<!-- Specify details about the item that customers will purchase. -->
<input type="hidden" name="business" value="yourpaypal@yoursite.com">
<input type="hidden" name="notify_url" value="http://yoursite.com/fullpath/ipn.php">
<input type="hidden" name="return" value="http://yoursite.com/fullpath/ipn.php">
<input type="hidden" name="item_name" value="Product Description 1">
<input type="hidden" name="item_number" value="1">
<input type="hidden" name="amount" value="9.95">
<input type="hidden" name="currency_code" value="USD">

<!--Return to site using POST method -->
<input type="hidden" name="rm" value="2">
<!-- Display the payment button. -->
<input type="image" name="submit" border="0"
src="https://www.paypal.com/en_US/i/btn/btn_buynow_LG.gif"
alt="PayPal - The safer, easier way to pay online">

</form>
```

Full details of creating payment buttons for PayPal are available at www.paypal.com.