



FAMILY BROCHURE

Sentinel Software Monetization Family Brochure

**The industry's leading software protection, licensing,
and management solutions for installed, embedded,
and cloud applications**

The Challenge Facing Software Publishers

For software and technology vendors, growing business in an increasingly competitive environment means finding new ways to penetrate existing accounts while effectively extending your offerings into new segments and markets. Doing so requires adoption of innovative business models that allow you to broaden your reach while, at the same time, enable you to control operating costs.

One way of achieving this goal is to look beyond conventional selling methods. Implementing flexible licensing and distribution models can increase the inherent value of your software. It can turn trial users into paying customers, let them pay per use, and give them the option of purchasing only those features and capabilities of your product they actually need.

But at the same time, you must control operating costs and reduce revenue loss due to piracy. And as your software products are sold further afield, you also need to take steps to protect the intellectual property (IP) that provides your competitive edge against theft and tampering.

Gemalto Has the Answer

With more than 25 years of experience in delivering innovative and reliable software protection, licensing, and management solutions to the software industry, Gemalto is the ideal technology partner to help you evolve the way you do business today, tomorrow, and beyond.

Whether you aim to supplement your current business strategy, embark on a journey to evolve the way you do business, or completely revolutionize the business of software, with Gemalto Sentinel Software Monetization solutions, the choice is yours.

Key Benefits

- > Secure your revenue with strong software copy protection
- > Ensure your competitive advantage with unmatched intellectual property protection
- > Maximize profitability and customer satisfaction with flexible licensing and management
- > Quickly adapt to evolving markets with built-in support for new and emerging technologies and distribution environments



Sentinel Software Monetization Solutions

Out-of-the-box Software Protection, Licensing, and Entitlement Management System

Easy to integrate and use, innovative, and feature-focused, the company's family of Sentinel Software Monetization solutions are designed to meet the unique license enablement, enforcement, and management requirements of any organization, regardless of size, distribution model, or operational process. Only with Gemalto Sentinel are clients able to address all of their anti-piracy, IP protection, license enablement, and license management challenges while increasing overall profitability, improving internal operations, and enhancing relationships with their customers and end users.

The Gemalto Sentinel family comprises the following products:



Sentinel LDK

Out-of-the-box Software Protection, Licensing, and Entitlement Management System

Sentinel Licensing Development Kit (LDK) is the industry's most versatile software monetization solution. Sentinel LDK is the first and only software licensing offering to provide hardware, software, and cloud-

based license delivery, locking, and management option all in a single solution. Paired with the Sentinel product family's dedicated commitment to ongoing enhancements around usability, end-user transparency, integration, and security guarantees our customers that when they choose Sentinel, they choose the tools required to deploy a licensing and entitlement management framework right for their business objectives today, tomorrow, and beyond.

Sentinel Cloud Services



Packaging, Provisioning, Metering, & Management for SaaS Applications

Bringing Gemalto's industry-proven experience in software licensing and entitlement management to the cloud, Sentinel Cloud Services make it quick and easy for SaaS providers to authorize user

access at the feature level, measure service usage for billing and business intelligence purposes, and instantly adapt their service catalog to embrace new and evolving market opportunities. Sentinel Cloud is offered both as a standalone solution for provisioning and managing a SaaS-only product catalog or can be built into any Sentinel LDK or Sentinel RMS implementation to manage a hybrid portfolio of cloud and on-premise software solutions.

www.sentinelcloud.com



Sentinel Fit

The smallest, commercially-available secure licensing solution on the market

In an ultra-small footprint, Sentinel Fit delivers award-winning software protection features combined with sophisticated, web-based entitlement

management capabilities. Sentinel Fit is ideal for embedded systems; supporting virtually all boards and microcontrollers and is free from CPU and operating system constraints.



Sentinel EMS

Enterprise Software License & Entitlement Management Solution

A web-based enterprise entitlement management solution focused on

flexibility, simple integration, and usability. Sentinel EMS simplifies the entire licensing lifecycle by providing a centralized license management interface, a simple interface to back office systems, and increased product visibility through advanced data collection and reporting for installed, embedded, or cloud applications. Sentinel EMS is the industry's only SAP certified license and entitlement management system.

Sentinel RMS



Flexible Toolkit for Enterprise Software Licensing

Designed with customization in mind, this robust license enablement and enforcement solution provides software and technology vendors with complete control and visibility into how their applications are deployed and used. Focused on scalable and flexible license management,

Sentinel RMS is ideal for applications deployed in medium to large scale enterprise organizations and complex embedded environments.



Software Licensing Professional Services

Software Licensing Consulting and Implementation Services

A full suite of consulting and implementation services to help you define, align, and deliver

a licensing strategy that meets the business objectives and operational processes unique to your organization regardless of where you are at in the lifecycle of your licensing project. Gemalto's team of consultants have been trusted by the world's largest software and technology vendors to define, design, and deliver some of the industry's most sophisticated licensing ecosystems.

Streamline Processes & Increase Flexibility

The Sentinel product line integrates fully with the product life cycle to provide license and entitlement management, as well as anti-piracy and IP protection.

Looking at the licensing life cycle, we see the following seven phases corresponding to those of the product life cycle:

Product Management

Defines the Licensing Strategy in the Specify Stage of the Software Product Life Cycle

As a product manager, your goal is to give existing and potential customers what they want. You need to be able to deliver the roadmap on time and without dilution. The last thing you need to worry about is seeing your R&D team tied up with a new licensing effort in the middle of tight development and testing cycles.

Sentinel LDK and Sentinel RMS can help. Both products provide licensing enablement that's so flexible your R&D team needs only to implement it once. You don't need to define all licensing types up front or redefine licensing once the product leaves R&D. And you can easily integrate Sentinel LDK keys into the solution to provide an unparalleled level of security and IP protection.

R&D

Builds Enforcement into Products in the Integration Stage of the Software Product Life Cycle

If you are an R&D manager, you've committed to delivering a finished application with all specified features and functionality to the product manager. And while you don't want to divert your team from their goals, you still want to make certain that the algorithms that you've developed are secure and that the final product is licensed properly.

When you build Sentinel products into your application, you can rest assured that you are getting best-of-breed enforcement technology. Whether you need to secure your software against piracy and IP theft, require flexible entitlement and licensing or both, Sentinel technology is based on over 20 years of experience. At Gemalto, licensing and security are our core competencies, so you don't have to divert your team from theirs!

Product & Marketing Managers

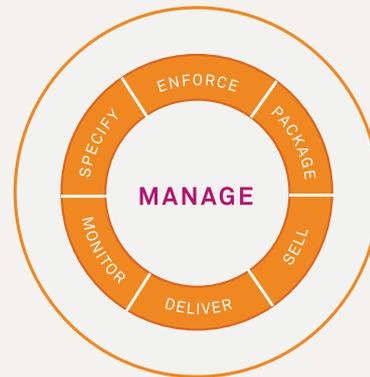
Implement Licensing in the Package Stage of the Software Product Life Cycle

As a product or marketing manager, your major motivation is to market your product for a price that customers will be willing to pay. To do so, you need to provide compelling value. The competitive nature of today's software industry dictates that you quickly adapt to capture constantly changing markets.

The entire Sentinel family enables licensing and enforcement once, before you receive the software. So you can bundle features into new product configurations or try out new marketing models on different segments on-the-fly, and without going back to R&D to change the source code.

Software Product Lifecycle

Building a Solution for Your Product Life Cycle



The product life cycle covers the following seven phases:

SPECIFY

> During the Specify phase in the Product life cycle, Product Managers provide the R&D team with feature specifications from the market.

ENFORCE

> Working with the specifications from the Product Managers, R&D managers develop a plan to enforce those features into the product release.

PACKAGE

> Once the product has been built and tested, Marketing Managers are responsible for packaging it for one or more market segments.

SELL

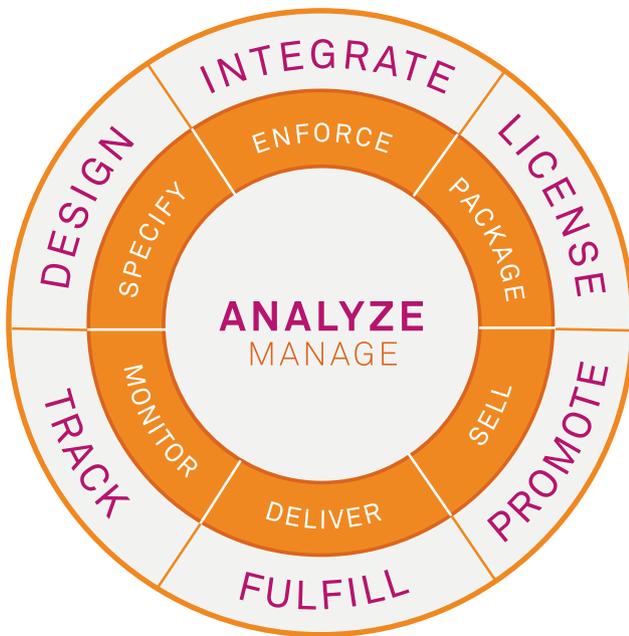
> It is the responsibility of Sales Managers to Sell the product and generate revenues for the organization.

DELIVER

> Once sold, Operations and IT Managers must deliver the products. This can be through either direct or indirect channels.

MONITOR

> At the end user site, the Administrators will Monitor the software to make certain it is used properly.
> During this process, it is the responsibility of business leaders within the organization to manage all aspects of the product life cycle and make appropriate decisions.



Sales and Account Managers

Promote Products, Packages, and New Features in the Sell Stage of the Software Product Life Cycle

Because you are a sales or account manager, you want the products that you sell to address the needs of your customers. The Sentinel family enables licensing that can give them exactly what they want – without the need to purchase features and functionality that they’ll never use.

Once you’ve delivered your product, Sentinel allows you to strengthen your relationships with your customers to retain their business and make additional incremental sales. Reporting capabilities offered as part of Sentinel products make it easy for you to track your accounts and mine customer data to manage accounts proactively and improve customer satisfaction. So, for example, you can use these reports to determine when to contact customers for subscription renewals or to offer up-sell options based on your customers’ interests.

Gemalto Sentinel solutions align the product and licensing life cycles and bring them full circle, providing visibility for collaboration and to drive and support effective business decisions.

Aligning the Product Lifecycle to the Licensing Lifecycle

You need to match your products and solutions to the needs of increasingly segmented markets. And you must aggressively extend market reach and penetration while giving your customers more attractive options for purchasing your software—all without impacting operating margins or the bottom line.

Operations and MIS Managers

Fulfill Orders in the Delivery Stage of the Software Product Life Cycle

It’s your job as an operations or IT manager to deliver products in the most efficient way possible. Both physical and electronic distribution require extensive involvement of operations and IT – whether production and stocking of distribution media or managing virtual entitlements. The simplicity and ease of integration of all elements into your existing systems is paramount.

The Sentinel family gives you a choice of integration methods that best match your current back office system requirements. These range from a complete back office for smaller ISVs who don’t yet need full-blown ERP and CRM systems to flexible Web Service interfaces for support systems that have been highly customized. You can also blend Sentinel entitlement and licensing components right into your Web site to create a 24/7 automated customer portal.

End Users and Partner Administrators

Track Licenses and Entitlements in the Monitor Stage of the Software Product Life Cycle

Your end users want the ability to track license usage. On one hand, they don't want to come up short in a crunch and not have enough licenses. On the other, they need to be assured that they haven't purchased "shelfware" that's never used.

Sentinel solutions give your customers with multiple sites a solution that empowers a single administrator to manage and monitor licenses globally. In addition, they get real-time usage logging for auditing and to rapidly identify and resolve licensing issues—enabling customers to solve many problems proactively, and to identify and deal with non-compliance and capacity issues. This saves your technical support team resources, while giving your sales people the opportunity to sell more licenses.

Gemalto provides software publishers with a set of tools to test these components prior to mass distribution, thereby improving how you ultimately bring your products to market.

Product and Marketing Managers, Operations, End Users, and Partners

All Analyze Product License and Entitlement Trends in the Manage Stage of the Software Product Life Cycle

At each stage of the software product's life cycle, business leaders are faced with a variety of decisions. Gemalto Sentinel Software Monetization solutions align the product and licensing life cycles and bring them full circle, providing visibility for collaboration and to drive and support effective business decisions.

Today's business leaders require a level of visibility into how various pricing models and product packages perform. Gemalto provides software publishers with a set of tools to test these components prior to mass distribution, thereby improving how you ultimately bring your products to market.

Customers also benefit from advanced license and entitlement monitoring tools that are designed to automate customer behavior-driven marketing activities and notifications. For example, you could automate upgrade e-mails to customers who try to utilize a feature they are not yet licensed to access. You could also arrange to be automatically notified as a license expiration date approaches, allowing you to focus your marketing efforts on those segments with a strong revenue potential, thereby increasing your efficacy and improving overall ROI.

With Gemalto's Sentinel software protection, licensing, and management solutions, business leaders can analyze product offerings, partnerships, and go-to-market strategies to determine which will work and which might be improved with different licensing and entitlement schemes.

Package and price products, generate license models, create entitlements, and track usage quickly and easily with Sentinel EMS, a complete enterprise-grade entitlement management solution.

Choose Evolution. Choose Sentinel.

The software industry is constantly facing shifts in technology and customer taste. These shifts fuel the evolution of product pricing, packaging, licensing, distribution, and management. Do License Management solutions that are right for today's business models support you in the future? Do solutions designed for tomorrow leave you lacking today? How do you bridge the gap? Is there a solution that will meet your business, budget, and customer requirements today, tomorrow and beyond?

Gemalto has more than 25 years of experience in delivering innovative and reliable software protection, licensing, and management solutions. Gemalto is committed to the development of these technologies, and has demonstrated the ability to make them accessible to new and existing customers alike, regardless of size, technical requirements or organizational structure. With a proven history in adapting to new requirements and introducing new technologies to address evolving market conditions, Gemalto Sentinel's more than 25,000 customers around the globe know that a business evolution is just a phone call away. Choose a License Management partner that supports the evolution of your business, **choose Sentinel.**

www.gemalto.com/software-monetization

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