



PRODUCT BRIEF

Sentinel Cloud AtomSphere Connector

Out of the box connectivity with the industry's most popular and widely deployed cloud and on-premise ERP, CRM, billing, and marketing automation applications.

Sentinel® Cloud Services – Software Monetization in the Cloud

Sentinel® Cloud brings Gemalto's industry-proven experience in software licensing and entitlement management to the cloud. Built leveraging the company's more than 25 years of experience delivering best-in-breed software licensing and management solutions, but architected from the ground up to support all of the unique requirements of cloud service delivery, Sentinel Cloud Services is the industry's only complete and proven solution for software monetization in the cloud.

Sentinel Cloud Services makes it quick and easy for you to build versatile service catalogs, provision and authorize user access, measure service usage, and instantly adapt their service offerings to embrace new and evolving market opportunities. Only with Sentinel can software publishers successfully package, deliver, and manage any cloud based application delivered to a PC, laptop, mobile device, or otherwise. Visit www.sentinelcloud.com for more information or to request a free trial.

Integration has been cited by leading analyst firms IDC and Saugatuck Technology as a leading barrier to SaaS and cloud adoption.

The Integration Challenge

Integrating any two systems can be expensive, time consuming and can be a significant drag on time-to-market. This is no different when it comes to software licensing. Despite the many revenue assurance and usage tracking benefits of a solution like Sentinel Cloud, many cloud service providers may be tempted to delay adoption of software licensing and entitlement management solutions due to the perceived go-to-market delay associated with integrating any new system into their existing back office processes.

The Dell Boomi Integration Cloud

Dell Boomi offers the industry's leading cloud integration platform – the AtomSphere. The Dell Boomi AtomSphere is delivered as-a-service to integrate two or more SaaS or onpremise applications enabling cloud service providers to eliminate the integration barrier to cloud service delivery. Visit www.boomi.com for more details.

Benefits:

- > Simplify the licensing integration process
- > Reduce cost and time to market
- > Future proof your back office investments

AtomSphere eliminates integration as the #1 barrier to SaaS and cloud adoption.

Jeff Kaplan, THINKStrategies

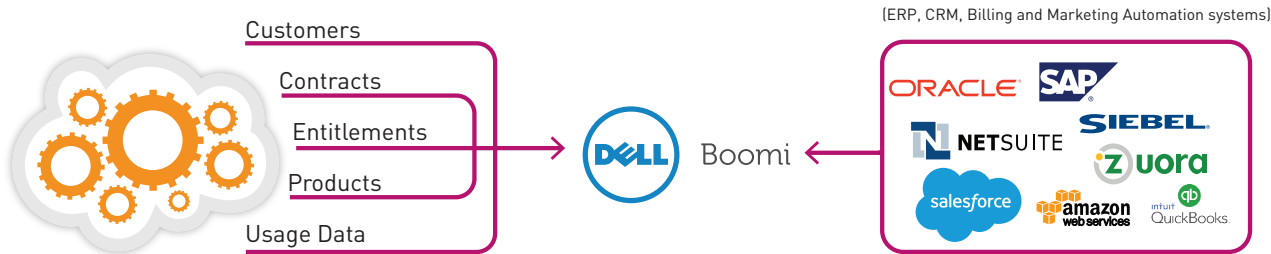
Sentinel Cloud and the Dell Boomi AtomSphere

The newly introduced, Dell Boomi certified, Sentinel Cloud AtomSphere Connector makes integrating Sentinel Cloud into the industry's most common ERP, CRM, billing and marketing automation systems quick and easy – enabling you to embrace all the benefits of a software licensing and entitlement management solution without any of the headaches associated with system integration.

The Sentinel Cloud AtomSphere Connector enables SaaS, PaaS and other cloud service providers to:

- > **Simplify the licensing integration process** - Eliminate the traditional barriers associated with integrating the licensing lifecycle into existing back office systems.
- > **Reduce cost and time to market** - Leverage existing back office investments to fuel your cloud software monetization strategy. No need to re-invest in systems you already have. ISVs can leverage existing investments to interoperate with Sentinel Cloud.

Leveraging the tight integration the AtomSphere can provide between Sentinel Cloud and the industry's most widely deployed back office applications, you can easily automate many business processes including but not limited to customer on boarding, billing support, product catalog synchronization, and ongoing customer management.



“Cloud service providers rely on the Boomi AtomSphere platform to simplify the business processes that drive their cloud service offerings by ensuring that critical systems, including their software licensing and entitlement management service like Sentinel Cloud, are all communicating. Our connector with Gemalto Sentinel is another step towards simplifying the integration work associated with cloud service delivery.”

Rick Nucci, CTO, Dell Boomi

Customer On boarding

The process of customer on boarding can be easily automated by integrating Sentinel Cloud with your order entry process. This would typically include two Dell Boomi connectors – one to connect Sentinel Cloud to your CRM system of choice, and one to connect Sentinel Cloud to your billing or ERP system such as Zuora or QuickBooks. Once integrated new customer details including services purchased, license model, and contract terms can be passed directly to Sentinel Cloud where end-user entitlements are automatically provisioned and data is passed back to systems such as SalesForce or Oracle to be easily accessed later by sales and support staff.

Billing Support

Through the integration of Sentinel Cloud and your billing system of choice you can automatically pass critical billing information such as usage data collected by Sentinel Cloud to your billing system for monthly invoice creation and billing. This not only saves time but ensures billing accuracy – something that is impossible to guarantee with manual data collection and billing processes.

Product Catalog Synchronization

With this integration you can ensure that the product licensing details are synchronized with the other systems which hold product information. This enables you to avoid disconnects between what products are being sold and the licensing and entitlement of those products.

Ongoing Customer Management

Once integrated with your various back office systems you can easily automate many of the tasks associated with ongoing customer management lifecycle such as license renewals, subscription service upgrades, cancellations, as well as marketing and sales notifications.

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How the Boomi AtomSphere works

AtomSphere™

1. Build

Using the AtomSphere library of connectors and maps as a starting point, you can efficiently design visual integration maps and load your processes into a lightweight dynamic run-time engine called an “Atom”.

2. Deploy

Push your Atoms to the AtomSphere for SaaS, PaaS, or Cloud integration or download your Atom for integration with on-premise applications.

3. Manage

Monitor and maintain the status of all your deployed Atoms and integration processes, regardless of location, using a feature-rich web-based dashboard.

Gemalto's Sentinel Software Monetization Solutions

Gemalto, through its acquisition of SafeNet, is the market leading provider of software licensing and entitlement management solutions for on-premises, embedded and cloud-based software vendors. Gemalto's Sentinel is the most trusted brand in the software industry for secure, flexible, and future-proof software monetization solutions.

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, technical requirements, or organizational structure. Only with Gemalto are clients able to address each and every aspect of the software monetization lifecycle—from copy and intellectual property protection to product catalog management and ongoing enduser experience improvement.

With a proven history of adapting to new requirements and introducing new technologies to address evolving market conditions, Gemalto's customers around the globe know that by choosing Sentinel, they choose the freedom to evolve how they do business today, tomorrow, and beyond.

Sign up for a free trial today: www.sentinelcloud.com/trial

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security to be free