



WHITE PAPER

Sentinel Workshops

About This Document

Gemalto sees itself as a provider of solutions. Experience has taught us that the integration of a licensing system into your portfolio is a project that needs to be tackled in a structured manner. The aim is for the licensing system to be attuned to your requirements and to operate in conjunction with your existing infrastructure in the best possible way.

The licensing process affects many segments of your company. This means that good planning is necessary from the outset, when a customer orders your product, through delivery (creation of licenses and tracking in the order system) to post-sales support (license updates, tracking, and invoicing).

No organization wishes to jeopardize sales because its licensing system is inadequate.

Comprehensive portfolio

Gemalto delivers optimum preparation and implementation by offering a comprehensive Consulting Portfolio. This is divided into three main areas as follows.

- > **Sentinel Training** – providing standardized product training courses at Gemalto (1-2 days)
- > **Sentinel Workshops** – supplying individual guidance at your company (1-2 days)
- > **Sentinel Licensing Consultancy** – supporting whole projects both on site and remotely (offered individually)

This document presents a detailed description of the "Sentinel Workshops". Separate documents are available for "Sentinel Training" and "Sentinel Licensing Consultancy".



What Are Sentinel Workshops?

We offer technical workshops that are aimed at small to medium-sized enterprises in particular and enable these organization to discuss their use cases with an expert.

One of our pre-sales consultants will work with you to explore your requirements within the scope of a workshop lasting 1-2 days. The goal is for you to obtain an overall view of the respective solution scenarios and to be able to earmark necessary resources for the overall project. We offer targeted training and a choice of various modules. This approach significantly reduces the implementation time and learning curve your staff need to undergo. Typical components of this form of training include live presentations, how-tos/best practices, implementation guides, and conceptual discussions. Each workshop is individually aligned to your requirements and structures. Invoicing takes place on the basis of man-days.

In order to make it easier for you to get started, you may like to choose from the following modules (details provided below).

- > **Sentinel JumpStart**
- > **License enforcement consultancy**
- > **Entitlement management consultancy**
- > **Development/proof of concept**
- > **Migration**

Procedure And Outcome

We will normally work with you over a period of one or more days to develop the topics stated above. In some cases, these meetings will be conducted with several departments. On other occasions, only certain departments will be involved. This depends on the theme and scope of the project.

Our specialists are able to train your employees, enhance your license strategy, and support the integration of the licensing system into your processes. On request, you will receive a licensing white paper (upon conclusion of training). This visualizes the various solution scenarios and resources.



The target outcome of the workshop is the achievement of two goals:

1. The aims are for all the stakeholders involved at your company to understand the opportunities offered by a licensing system and to have the necessary confidence to be able either to launch or continue a project. A licensing white paper is a good tool for achieving consent on the part of all decision-makers involved.
2. The structured manner in which the workshop is conducted and the professional guidance provided minimize both the cost of implementation and the associated human resources costs. This means that the licensing system can be integrated efficiently and with maximum effectiveness.

Training Modules

Sentinel JumpStart

The Sentinel JumpStart Service is designed to install, run, and properly configure a licensing system.

As well as a "Managed Service" option, which makes our solution available on a cloud-based server, we also offer professional support for practical evaluation within your own IT architecture. Various factors are taken into account in this regard. These include connection to an existing database server, encrypted license activation via an SSL certificate and configuration of the DMZ firewall where required. Sentinel JumpStart deals with both these and further topics.

Supporting department(s): IT and others where appropriate.

License enforcement consultancy

License enforcement addresses all licensing components used by your customers. This includes, for example, aspects such as the monitoring and use of the license itself in different versions, form factors, and license models, and of the software components (API/tools) that activate the license.

The aims of this training are to enable participants to gain a detailed understanding of license enforcement and to deploy it in the right way. For this reason, it should incorporate all staff who will come into contact with these components. Your product managers may, for example, be interested in a licensing system in which every single feature, module, or option contained within your software can be licensed individually. The Sales Department may wish to learn more about the different license models (time-limited, metered etc.) and about the resultant business models (such as pay-per-use). The Development Department is bound to be interested in how license enquiries can be integrated into their application in a straightforward and secure manner.

Supporting department(s): R&D, Sales, Product Management, Technical Support, and others where appropriate.

Entitlement management consultancy

Entitlement management is the central administration of licenses and rights. It is the area in which the license product catalogue and the linking of customers, products, and licenses are managed. Our Entitlement Management System can either be used as an all-in-one solution or else be tied in to existing back-end systems. A license entitlement may, for example, be generated automatically and sent electronically after an order has been entered into the ERP system.

The aims of this training are to enable participants to gain an understanding of entitlement management and to deploy it in the right way. You should adopt precisely the same approach as with license enforcement by involving all members who will come into contact with license management. Product managers, for example, may well be interested in being able to offer their software in different versions or packages (such as bronze, silver, and gold editions). The Sales Department may wish to market these versions flexibly (for certain customers, a silver edition could be valid for one year only followed by automatic reversion to the bronze edition). The IT department will be interested in technical details relating to the link to back-end systems.

Supporting department(s): R&D, Sales, Product Management, Technical Support, and others where appropriate.

Development/proof of concept

If you are already familiar with the various opportunities offered by licensing, our experts will be happy to support you in the drawing up of a concept based on your requirements and our best practice experience. It goes without saying that we will also assist your developers in preparing a technical proof of concept.

The aim of the concept development is to harmonize your technical and business needs with the opportunities our solution is able to provide. One option is to document this in a white paper. This will give you an initial overview of what future processes may look like and how resources should be deployed. We will help you to bring all the important stakeholders together around the same table and will deliver answers to questions such as the following:

- > How can a license initially be provided to a customer?
- > Who needs to do what in this regard?
- > What possibilities exist to modify/extend a license remotely?
- > How can a license revocation be automated?

The proof of concept will help you to gain the first proper experience of your future licensing system. You will obtain a live view of what sort of implementation is needed for your use cases and develop a functioning programme example to convince internal decision makers.

Supporting department(s): Product Management, Sales, R&D, and others where appropriate.

Migration

The technology in licensing systems is under constant change. Platforms, license and encryption models which were state-of-the-art during the 1990s are now considered to be obsolete. The latest solutions offered by Gemalto, for example, make use of the most secure encryption mechanisms and are equally deployable in virtual, mobile, and embedded environments and on X86, X64, or ARM platforms. The very latest license and business models, such as freemium and pay-per-use, are of course supported.

Regardless of whether you are running a system from Gemalto or one of our competitors, we will help you to structure the switch-over to our innovative solution in the most efficient way possible.

The aim of this module is to create the best migration scenario for you from your existing licensing system to an up-to-date solution provided by Gemalto. Questions to be answered will include the following:

- > Which data, functions, and work stages from the existing system need to be adopted?
- > How can this be realized in technical terms on the server and client side?
- > What is slowing down current performance and needs to be improved by the new system?
- > What will be the nature of the enhanced processes?
- > How can improved functions be used?
- > What elements are completely absent at the moment and what could possible implementation look like?

You should involve all staff who have already gained experience with your license system. Everyone will ultimately approach the migration with confidence and a positive attitude.

Supporting department(s): Product Management, Sales, R&D, Technical Support, and others where appropriate.

About Gemalto Sentinel

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 Sentinel is the most trusted brand in the software industry for secure, flexible, and future-proof software monetization solutions. For more information, visit www.gemalto.com/software-monetization

Reasons Why You Should Choose Gemalto

Comprehensive software monetization

Gemalto offers more options than any other provider in the modularization, securing, tracking, and administration of software applications.

Trust

More than 15,000 customers all over the world have placed their trust in our solutions. Gemalto has 30 years of experience and protects high-level software for manufacturers across the globe (billions of dollars of software value and more than 100 million license keys).

Innovation

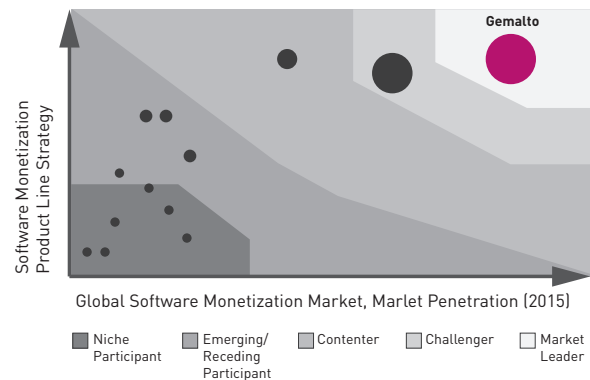
In a software industry that is undergoing constant development, our company history proves that we have succeeded time and again in launching innovative products and services, such as packaging and entitlement management solutions, detailed user tracking, provision of cloud licensing, and pure SaaS solutions. We also operate in the embedded market to provide solutions that help device manufacturers to reduce costs and to secure and expand sales.

Flexibility








Thanks to our 15-strong Professional Services Team, we are in a position to address your individual requirements and adapt our solutions accordingly.

Competitive Landscape Analysis

Total Software License and Monetization Market:
Competitive Landscape, Global 2015



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