FEATURE BRIEF

Improving Your Customer Experience with Sentinel EMS

Background

Companies are continuously trying to enhance their customer experience, but it's becoming especially difficult for software vendors to maintain and provide a 'user-friendly' experience. Major shifts in technology have greatly altered today's licensing landscape. Applications are being consumed in a variety of ways and end user expectations are growing. Unfortunately, traditional software licensing models are unable to meet these expectations. Moving to the next level, by offering greater transparency and presenting your customers with more practical software pricing and packaging options can be challenging. Often times it requires reorchestrating rigid back-office systems and disjointed internal processes.

By using an entitlement management system, organizations can streamline their back-office systems and internal processes, making it possible to easily offer customized license models and also improve upon the way that they deliver these options to the end user. Customers get exactly what they need in an easy, expeditious manner.

Organizations are choosing Sentinel EMS as their entitlement management system because of its simple, feature-focused design and compatibility with modern technologies. The flexibility of Sentinel EMS guarantees that all of your current systems will work together, simplifying internal processes and greatly improving licensing-related interactions with your customers!

Sentinel EMS Is a centralized system for managing and automating all licensing activity including: entitlement generation, registration, activation and license distribution. It provides software publishers with comprehensive views and reports of licensing across products and back-office systems while providing end users with simple, self-service options for managing their own entitlements and licenses.
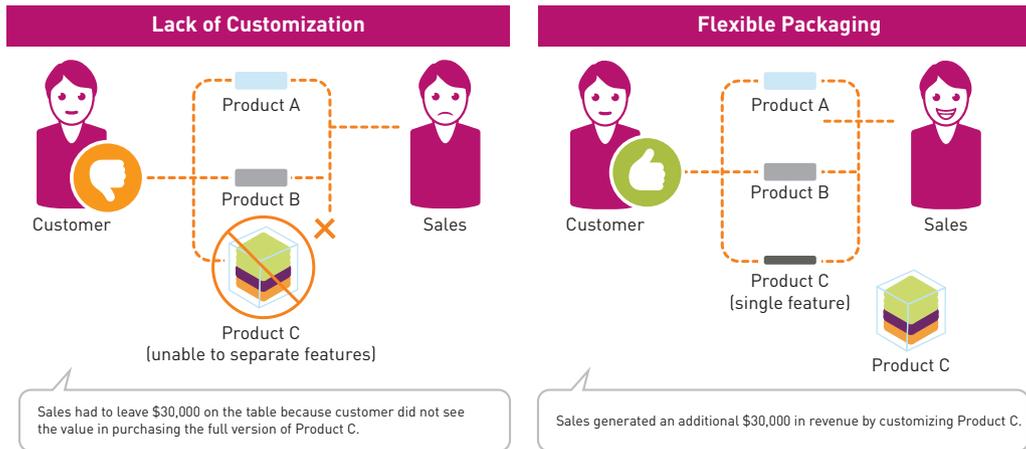
Sentinel EMS Deployment Options

For organizations wishing to expedite implementation times and appreciate benefits sooner, Sentinel EMS is also offered as a hosted version. With our hosted version you can reduce the costs associated with deploying your own hardware, alleviate the burden of IT resources and much more.

Continue to read and learn how Gemalto's entitlement management system, Sentinel EMS, can save your organization time, money, and resources. Sentinel EMS consistently provides exceptional customer service throughout every stage of the software licensing lifecycle! Compare the customer experience with Sentinel EMS vs. without Sentinel EMS.
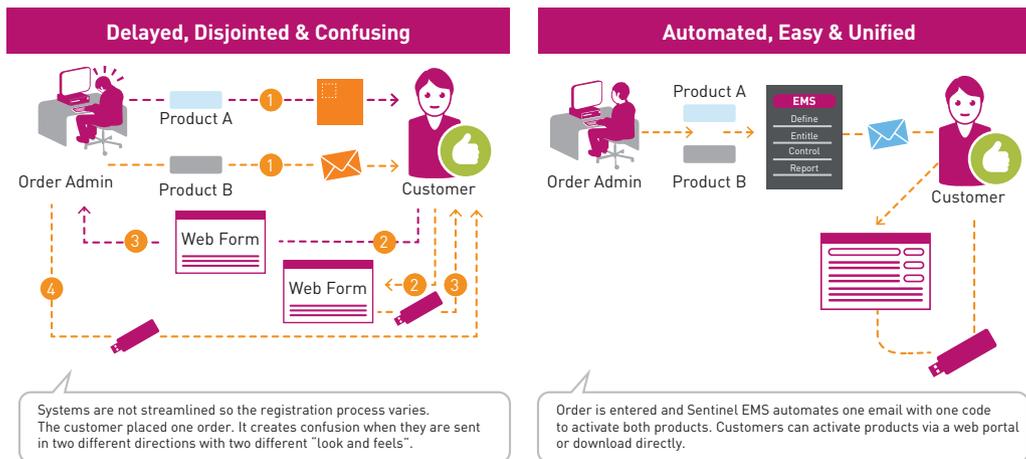
The Sales Process

With Sentinel EMS, your Sales team can accommodate customers by creating specialized software packages 'on the fly', ensuring satisfaction while maximizing revenue.

Lack of Customization	Flexible Packaging

Customer — Product A, Product B, Product C (unable to separate features) — Sales

Sales had to leave $30,000 on the table because customer did not see the value in purchasing the full version of Product C.

Customer — Product A, Product B, Product C (single feature), Product C — Sales

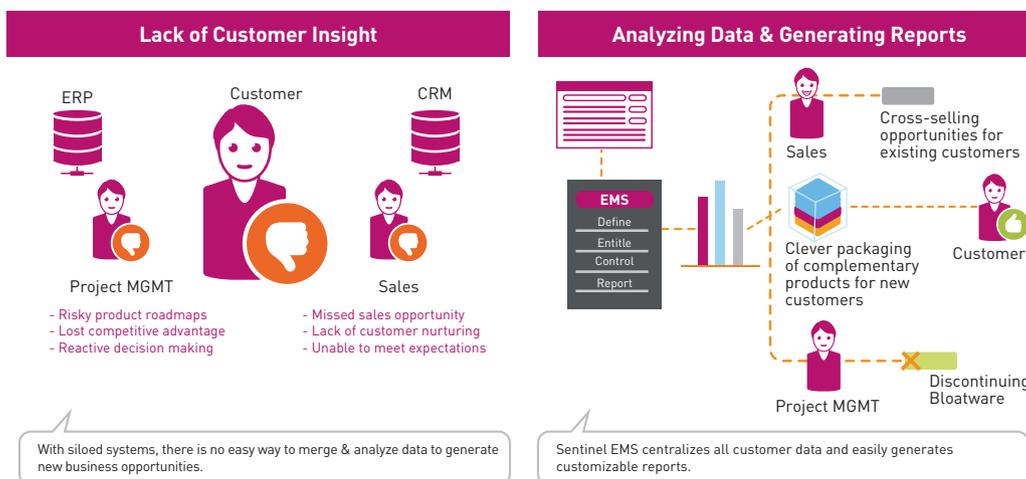Sales generated an additional $30,000 in revenue by customizing Product C.

The Registration Process

Sentinel EMS provides a very professional, automated and user-friendly process for delivering products to customers. It's the perfect way to welcome clientele to your company!

Delayed, Disjointed & Confusing	Automated, Easy & Unified

Order Admin — Product A, Product B — Web Form — Customer

Systems are not streamlined so the registration process varies. The customer placed one order. It creates confusion when they are sent in two different directions with two different "look and feels".

Order Admin — Product A, Product B — EMS (Define, Entitle, Control, Report) — Customer

Order is entered and Sentinel EMS automates one email with one code to activate both products. Customers can activate products via a web portal or download directly.
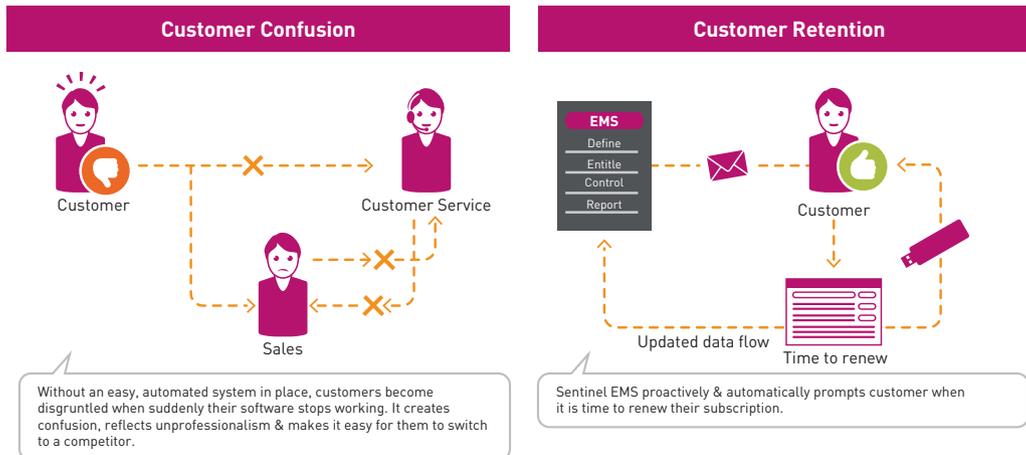
The Registration Process

Customer insight is paramount to your business. Uncover ways to save money and create a competitive edge, while nurturing your customer relationships with Sentinel EMS.

Lack of Customer Insight	Analyzing Data & Generating Reports

ERP — Customer — CRM

Project MGMT
- Risky product roadmaps
- Lost competitive advantage
- Reactive decision making

Sales
- Missed sales opportunity
- Lack of customer nurturing
- Unable to meet expectations

With siloed systems, there is no easy way to merge & analyze data to generate new business opportunities.

EMS (Define, Entitle, Control, Report)

Sales — Cross-selling opportunities for existing customers

Clever packaging of complementary products for new customers — Customer

Project MGMT — Discontinuing Bloatware

Sentinel EMS centralizes all customer data and easily generates customizable reports.

The Renewal Process

Make it as easy as possible for customers to continue doing business with your organizatiotn! Sentinel EMS automatically updates customers when it's time to renew. Plus, with Sentinel EMS role-based portal, everyone within your company has full visibility to account information so inquiries are handled efficiently and effectively.

Customer Confusion	Customer Retention

Without an easy, automated system in place, customers become disgruntled when suddenly their software stops working. It creates confusion, reflects unprofessionalism & makes it easy for them to switch to a competitor.

Sentinel EMS proactively & automatically prompts customer when it is time to renew their subscription.

The Future Process

When your organization is ready, Sentinel EMS can also be installed as a hosted version, as it serves as the backbone of Gemalto's cloud licensing and entitlement management solution, Sentinel Cloud. Sentinel Cloud is the industry's first and only software licensing and entitlement management delivered as a service for successful control and monetization of cloud services including but not limited to software as a service (SaaS) applications.

To learn more about how Sentinel EMS can improve internal workflows and seamlessly integrate into your back office, please view our other two supplements within this series:

> **Reaching Business Objectives and Company Goals with Sentinel EMS**

> **A Simple Integration Process for Streamlining Your Back-office Systems with Sentinel EMS**

About 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.

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