Sentinel LEAP

Licensing Entitlement and Protection News You Can Use

Q1 2014

Have you had a chance to evaluate Sentinel HL, SafeNet's next generation hardware key? What are you waiting for?

LEARN MORE

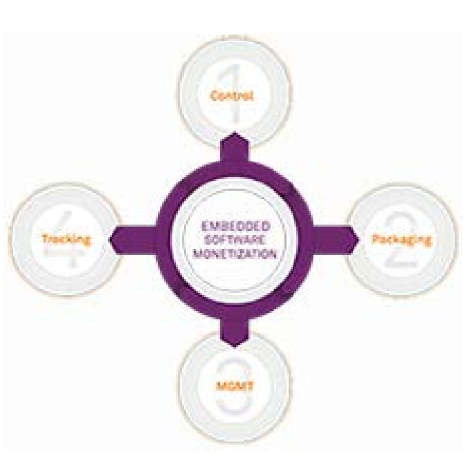
Learn more about the new features now available with Sentinel Cloud 3.4

LEARN MORE

This release of Sentinel EMS includes new features such as bulk entitlement loading, entitlement split and transfer, greater usability and improved web services.

LEARN MORE

Home



New Ways to Protect YOUR Embedded Products with SafeNet Sentinel

Today's embedded appliances are rapidly shifting to architectures that combine standardized hardware with more and more sophisticated software. This shift to software-based intellectual property is enabling more flexible and competitive pricing in an increasingly global market. This shift to software-based intellectual property also brings with it many new and unfamiliar risks for intelligent hardware vendors, such as vulnerability to counterfeiting, piracy, and device tampering. It also calls for an entirely new product pricing, packaging, and management strategy then typically applied to a traditional hardware business.

To achieve success in the rapidly evolving hardware industry, device and equipment manufacturers need to focus on the control and monetization of the software running their hardware. Utilization of software protection and licensing mechanisms will protect applications from unauthorized access while also enabling the adoption of highly efficient product configuration and management processes.

SafeNet now offers two solutions to meet the needs of the embedded market, Sentinel RMS Embedded and Sentinel LDK Embedded. These product offerings arm device and equipment manufacturers with an entirely new world of product packaging and customer lifecycle management techniques while also protecting their products from unauthorized use, tampering and reverse engineering. Some of the world's largest and most trusted device and equipment manufacturers rely on SafeNet for:

- **Award-winning Security** – License enforcement and IP protection technology for ensuring device and brand integrity, mitigating reverse engineering, and safeguarding revenue.
- **Product Configuration Management** – Generate multiple pricing and packaging options from one primary code build in order to reduce inventory costs and simplify many operational processes.
- **Flexible Business Models** – The industry's widest variety of flexible licensing models and enforcement mechanisms for enabling device and equipment manufacturers to meet the packaging demands of every customer every time
- **Remote Feature Management** – Upgrade software and control feature-level access remotely in order to simply the entire customer lifecycle management process.
- **Centralized Management and Process Automation** – Integration with the company's web-based entitlement management solution, Sentinel EMS, enabling software publishers to centralize and automate product activation, usage tracking, and ongoing end-user entitlement management.
- **Highly Portable** – Out-of-the-box Support for a broad variety of platforms and operating systems and a design that supports quick and easy custom porting.

Ready to learn more about how SafeNet's collection of Sentinel Software Monetization Solutions can protect and manage the software embedded within any piece of hardware? Visit our embedded pages today!

Industry News

Privacy Statement | Terms & Conditions of Sale | SafeNet, 4690 Millenium Drive, Belcamp, MD 21017 Tel: +1 410 931 7500
© 2014 SafeNet Inc. All rights reserved. | Use of this website signifies your agreement to the Terms of Use.

Corporate News

The NEW Embedded Market

Aurelius Wosylus currently serves as the Director of Business Development for the Embedded Market at SafeNet. However, his embedded experience starts long before that. Aurelius has over 15 years in various embedded markets including, telecommunications, automotive, medical and more. We recently sat down with Aurelius to take a peek at the changes happening in the embedded space, and where he sees the future of embedded devices and applications.

What originally got you interested in the embedded space?

I think that the first technology that got me really excited about the embedded space was FPGA (field-programmable gate array) used heavily in the telecommunication market. But the embedded market has always interested me, is the high number of requirement variations which really push innovation more than the standard PC market.

What are some of the biggest changes you see currently happening with embedded applications?

Historically, a company sold an embedded hardware device that had some software on it that was often free. Now, we are finding that due to cost pressures embedded hardware is getting standardized and that embedded applications are now differentiated by software. This fundamental change to the embedded space is making it even more critical that embedded system developers find a way to protect their software.

What is one new trend in the embedded space that you are most excited about?

One change in the market that I'm really excited about, is the shift of small companies not only being able to compete with large embedded device manufactures, but will lead the way in embedded innovation. By moving the focus to software applications over device manufacturing, small companies can now fully compete in the industry and drive innovation.

What do you see as the biggest challenge or obstacle facing embedded device manufacturers?

I think we'll be seeing a push for embedded device manufacturers to create systems that can communicate with each other through a common "language." A communication platform that standardizes formats for information to be exchanged would be change for most companies that like to define their own data formats.

What solutions does SafeNet offer to meet the needs of the embedded market?

SafeNet offers several software monetization solutions tailored specifically to securely manage software embedded within any piece of hardware – from networking appliances and medical devices to mobile handsets and industrial automation equipment. The Sentinel Embedded Software Monetization Solutions offer device and equipment manufacturers with all the tools they need to effectively protect their products from tampering and reverse engineering while also opening up an entirely new world of packaging and opportunities to maximize profitability.

SafeNet currently offers two solutions to protect and monetize embedded solutions:

- *Sentinel RMS Embedded* – Ideal for customers working with software based licensing, this highly portable version of Sentinel RMS is designed specifically to meet the challenges of memory-constrained embedded environments. This solution already covers a wide range of platform support, however further support to derivative or non-standard platforms is also available. Multi-environment or existing RMS customers can expect a common development experience.
- *Sentinel LDK Embedded* - This highly portable version of Sentinel LDK provides hardware-based license enforcement for device manufacturers and software vendors selling into the Embedded market. Incorporating the strongest security available, Sentinel LDK stores license data within the memory of the hardware key utilizing cryptographic means and its license portability quickly transfers licenses to new or replacement devices.

Visit our Sentinel Embedded pages now!

Events

Privacy Statement | Terms & Conditions of Sale | SafeNet, 4690 Millenium Drive, Belcamp, MD 21017 Tel: +1 410 931 7500
© 2014 SafeNet Inc. All rights reserved. | Use of this website signifies your agreement to the Terms of Use.

Industry News

Effective Software Licensing in Virtual Environments

In our most recent "Ask the Experts" webcast session we examined the current trends and evolution of virtualization. There are many end-user drivers for going virtual including cost and time savings, compliance, reliability, increased flexibility, scalability, and green initiatives. While network virtualization helps enterprises to reduce costs, it poses a challenge for software publishers who have traditionally relied on the ability to bind licenses to physical assets providing greater control over access to their software. As virtualization continues to evolve becoming a fully virtualized, autonomously managed and scalable infrastructure, ISVs will need to evolve as well. Software publishers are now in need of new tools to track, control and manage the use of their applications when they are being deployed in highly advanced networks.

View this webcast to:

- Learn about the risks associated with software deployment in virtual environments
- Find out about industry best practices for licensing in virtual environments
- Discover how SafeNet's cloud-based solution will eliminate all dependency on node locking when licensing in virtual networks

View the recorded version today!

Live Webcast - Leveraging Usage-based Business Models as a Monetization Strategy

Join our webcast on March 25 on "Leveraging Usage-based Business Models as a Monetization Strategy".

In this webcast you will learn how you can take advantage of real-time application usage data to offer new business models or derive insights to drive product strategy and growth.

Join this webcast to know:

- How software publishers are using cloud licensing to gather usage information
- How to leverage Cloud licensing for pure play as well as on-premise applications
- What "Cloud connected licensing" is and how this helps with usage and measurement

Whether you are a SaaS provider looking for better ways to package your service and enable multiple pricing models or an on-premise vendor who wants to take advantage of cloud licensing to better serve your customers, this webcast is for you.

Register Today:

March 25, 2 PM (EDT)

March 25, 11 AM (HKT)

March 25, 11 AM (IST)

Success Factor

Privacy Statement | Terms & Conditions of Sale | SafeNet, 4690 Millenium Drive, Belcamp, MD 21017 Tel: +1 410 931 7500
© 2014 SafeNet Inc. All rights reserved. | Use of this website signifies your agreement to the Terms of Use.

Events

New Entitlement Features and Usability Improvements Available with Sentinel EMS 2.9

SafeNet's highly scalable, web-based enterprise license and entitlement management solution, Sentinel EMS enables ISVs to improve business operations, leading to enhanced end-user experience and maximizing profitability. Sentinel EMS provides organizations with a variety of valuable features such as:

- *Centralized License Management Interface* – enables software publishers to improve lifecycle management capabilities, reduce support costs and enhance the end-user experience
- *Simplified Licensing and Fulfillment Functions* – allows organizations to replace manual, time-consuming processes related to licensing
- *Data Collection and Reporting* – reduces operational costs and gains valuable insight into how and when products are being deployed
- *Flexible System Integration* ¬– allows ISVs to centrally manage disparate licensing systems and offers a single, consistent interface to employees, partners and end-users.

With the newest release of Sentinel EMS, users will now enjoying several new features and improvements, including:

- **Bulk Entitlement Loading** gives ISVs the ability to load entitlements in bulk, rather than one at a time.
- **Entitlement Split and Transfer** makes it possible for software publishers to split entitlements without requiring a new ERP transaction. Additionally, end-users can easily spread entitlements across their organization as the need arises.
- **Nothing is stored on the token**—Unlike competitive solutions, all of the code resides on the hard drive of the machine running the protected application. Only at run time, a small piece of code is executed on the token. User memory on the key is not impacted.
- The design of Sentinel EMS 2.9 has been enhanced to create a **seamless, user-friendly experience** for ISVs. The newest version of EMS has a better look and feel, superior entitlement modification flow, and a single operation for entitlement creation.
- With the **improved Web Services Tool**, it's never been easier to search, retrieve, modify and delete entitlements. Entitlement generation can now be accomplished with a single Web Services call!

Download the newest version of Sentinel EMS today!

Secure Your Place in the Embedded Industry with Sentinel HL Board and Chip

If you're an equipment manufacturer in the high-tech sector, you have probably noticed the world's inevitable evolution from hardware to software. Whether you are in the business of selling software-driven equipment for the automotive industry, imaging tools for the medical industry, or coin-operated machines for the gaming industry, the transition from hardware to software is most likely impacting you.

An increasingly important part of the value you bring to your customers now lies in the software you provide. As you evolve from being a pure hardware company to a company that offers solution-specific software, you can expect to be exposed to several challenges, such as intellectual property theft. You will also discover that it is crucial to protect, license, and manage the software in which you now invest considerable resources.

How can you protect your IP, license your embedded software and prevent its unauthorized use and distribution? SafeNet's Sentinel HL Board and Chip are the new additions to the line of Sentinel HL hardware-based protection keys. What distinguishes the Board and Chip from other keys in the Sentinel HL family is that they are specifically designed to protect embedded software when used in conjunction with Sentinel LDK Embedded (SafeNet's comprehensive software monetization solution for the embedded market). Their miniature size makes them ideal for the constrained embedded environment, without compromising on the software security that you require. Whether you wish to solder the HL Chip into your device during the production stage or simply plug in the HL Board during the final assembly stage, SafeNet Sentinel HL will secure your software, as well as your place in an ever changing industry.

Visit us online for technical specifications on the Sentinel HL Board and Chip.

Success Factor

Privacy Statement | Terms & Conditions of Sale | SafeNet, 4690 Millenium Drive, Belcamp, MD 21017 Tel: +1 410 931 7500
© 2014 SafeNet Inc. All rights reserved. | Use of this website signifies your agreement to the Terms of Use.

Product Spotlight

Have You Made the Switch to Sentinel HL?

Last year, SafeNet introduced Sentinel HL, the company's next generation of hardware-based software protection tokens. The Sentinel HL keys are offered in a new, contemporary design while maintaining full backwards compatibility with your existing Sentinel HASP HL, Hardlock and SuperPro implementations. Additionally, they allow you to take full advantage of forward compatibility with our next generation software licensing solution, Sentinel LDK.

Within the last year, customer feedback has been overwhelmingly positive and feature development continues to surpass anything else offered in today's market. Aside from being fully backwards compatible with Sentinel HASP, Hardlock and SuperPro, Sentinel HL keys provide you with an array of features and benefits, including:

- **Increased Security** – All Sentinel HL hardware-based protection keys employ a highly secure SmartCard chip providing the utmost security against malicious hardware attacks such as Differential Power Analysis (DPA) and electron microscopy
- **Highly Customizable Token** – Provides more real estate for the purpose of a personalized logo or text
- **Future Proof** – Add future functionality and enhancements to in-the-field deployed keys using our unique UpdateOnChip™ mechanism

Have you had a chance to evaluate your options? Now is the time to start transitioning from your Sentinel SuperPro, HASP, Hardlock or HASP4 keys, so you can take advantage of the two newest major 'game changing' features:

- **Driverless Capabilities** – no need to install device drivers on end-user machines. Removing driver dependency means reduced issues in the field, less customer support calls, and increased end-user satisfaction.
- **New AppOnChip! Triple-layer Protection** – also supporting the driverless configuration, AppOnChip facilitates a virtually inseparable binding of the hardware key to the application, providing stronger protection from unauthorized software use than ever before.

So get started today and learn more about Sentinel HL on the Sentinel Customer Community!

Privacy Statement | Terms & Conditions of Sale | SafeNet, 4690 Millenium Drive, Belcamp, MD 21017 Tel: +1 410 931 7500
© 2014 SafeNet Inc. All rights reserved. | Use of this website signifies your agreement to the Terms of Use.