Sentinel LEAP

Licensing Entitlement and Protection News You Can Use

Q3 2013

Sentinel EMS 2.8 provides a variety of benefits for ISVs, improving customer experience and reducing costs. Click here to learn more!

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Visit our LicensingLive! Video Cloud Channel to watch our short videos on the latest support and education on SafeNet Sentinel Products.

LEARN MORE

The newest release of Sentinel Cloud provides software publishers and end users the benefits of using a cloud connected licenses for on-premise software.

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Home

Your Customers are Tired of Paying for “Shelfware”

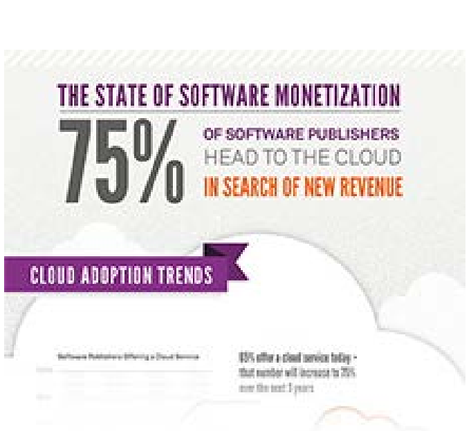
ISVs are looking to monetize their services and solutions through a usage-based, pay-per-use business model. End-users want to make sure that they are only paying for the software that they consume. The whole concept of “shelf-ware,” software that you pay even though you won’t use it, was an on-premise problem that was supposed to go away with the rise of the cloud. However, many ISVs are positioning the cloud as pay-as-you-go, but really offering it as a subscription model. So what’s the solution?

In a recent presentation at SIIA’s 2013 All About the Cloud, SafeNet’s own Shlomo Weiss explained the motivations moving your peers to pay-per-use and some real world examples. Whether you’re a pure cloud or on-premise vendor, there are reasons you should at least consider a usage based business model. For on-premise vendors, it’s all about defending your market share. You want to be able to offer a “cloud-like” experience, charging with a pay-per-use model while delivering your application on-premise. If you’re a pure cloud vendor, you need an innovative business model to go after on-prem customers who need the usage based business model.

All in all, it sounds easier said than done. Luckily, Shlomo has given us three real world examples, including a pure cloud vendor, an on-premise vendor with a cloud service and a strictly on-premise vendor. Furthermore, Shlomo walks you through four common objections of usage based business models, and how you can overcome them. Check out his presentation to learn more about each example, and see how their success stories could help you!

Industry News

Corporate News



Is your head in the cloud?

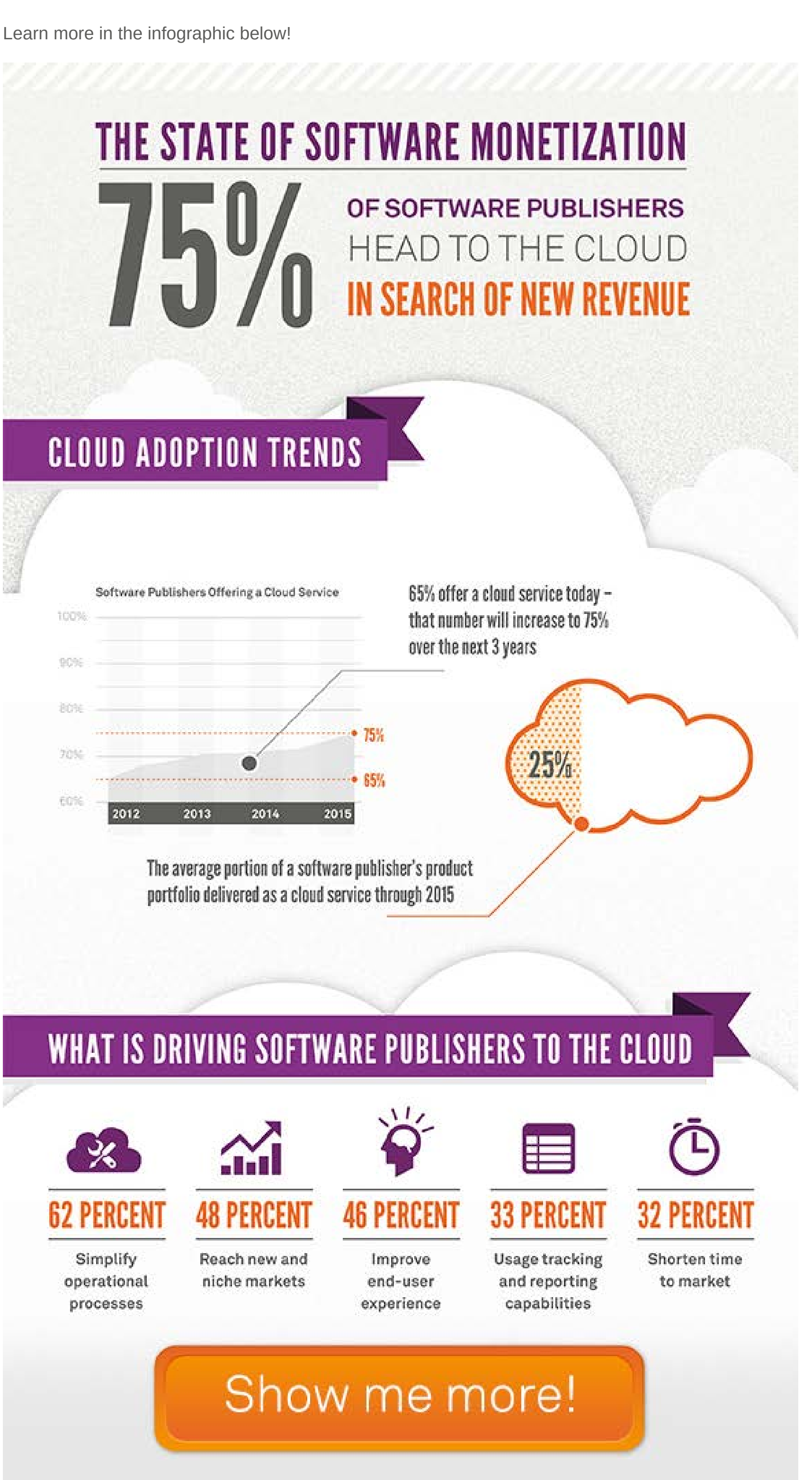
75% of software publishers will head to the cloud during 2013 in search of new revenue. “We’re expecting to see a rise in the adoption of software-as-a-service as developers and users alike look to take advantage of the benefits that the cloud can offer,” explains Rhianna Collier, Vice President of the SIIA’s software Division.

Software monetization market leader SafeNet, Inc. and the Software & Information Industry Association (SIIA) released additional results of a joint survey of more than 600 software developers and 200 enterprise software end users, revealing current trends, adoption rates, and drivers of cloud-based software delivery.

Key Findings:

- **Three-quarters** of software publishers plan to be in the cloud by the end of 2013; Hybrid models expected to dominate through 2017
- More than half of software publishers expect operating costs to decline once in the cloud; **25 percent** still cite cost and complexity as biggest barrier to entry
- **35 percent** of enterprise end users cite inflexible licensing as #1 software consumption headache; Close to half of software publishers expect to improve end-user experience with cloud

Learn more in the infographic below!



Events

Industry News

Take Back Your Back Office

In our experience there is one thing keeping ISVs throughout the world from replacing manual licensing processes with automation - it’s their back office! It’s not uncommon to accumulate a labyrinth of systems that before too long take on a life of their own. Companies want to enhance their offering and ultimately improve the customer experience but don’t know where to start.

Start here – In our latest Ask the Experts webcast “Taking Back Your Back-office – Start Automating Your Business Processes and Heighten the Customer Experience” you will learn how some of our customers were able to streamline their back office, saving time and money through entitlement management and business automation. This session will provide a comprehensive starting point as we:

- Cite the top licensing challenges associated with a dysfunctional back office
- Answer the major concerns and fears around changing the current structure
- Detail the business benefits derived through entitlement management and automation
- Unveil the features included in our newest version of Sentinel EMS, SafeNet’s complete licensing and entitlement management system

So don’t let your back-office get even more tangled and disjointed. View our webcast and start your back-office revolution today!

Get Ready for LicensingLive 2013!

LicensingLive! is headed back to Cupertino, CA October 9th and 10th! Save the date and don’t miss out on the largest concentration of licensing experts under one roof! Reserve your seat today!

In addition to the exciting speaker line-up, our experts will be on site to answer all of your software licensing questions! Can’t wait until October? View the video recordings of ALL of last year’s sessions here!

Not sure what LicensingLive! is all about? View these short videos of last year’s attendees, explaining their favorite part of LicensingLive!

Success Factor

Events

Sentinel Cloud 3.2 has Arrived!

What’s so special about Sentinel Cloud 3.2? We’re glad you asked. The newest release of Sentinel Cloud revolutionizes the software licensing landscape by allowing software publishers and end users the benefits of using a cloud connected licenses for on-premise software.

Highlighted features and benefits:

- Next-Generation Software Licensing Experience (for applications delivered on-prem)- Cloud licensing offers the ultimate licensing platform: full control and visibility for software publishers coupled with an enhanced end user experience for classic on-premise applications
- User Centric Licensing- Delivery/Use of license based on WHO you are, not what machine you first installed from
- Enhanced Licensing Experience for Virtualized Environments - Cloud Licensing solves the software licensing for applications deployed in Virtual environments by providing freedom from node locking
- Usage Based Pricing - New Business Models (for on-prem apps) - Usage based licensing models allow users to first use the software and provides aggregated usage information necessary to prepare a bill. Gain more insight from your customers by tracking detailed end user feature usage
- Common Back Office for On-Prem and Cloud Delivered Services - Manage entitlements for both on-premise delivered applications as well as cloud delivered services from the same Entitlement Management Experience
- Remote Control - Managing licenses for your on-premise deployed applications with Sentinel Cloud gives the ISV unprecedented remote control access to the state of the license, ability to instantly pause/start a subscription, or learn when the license was used last
- Licensing Platform Delivered as-a-Service - Deploying a licensing platform for an ISV’s business has never been easier! With Sentinel Cloud, both entitlement management system and the license manager are hosted in the cloud by SafeNet removing IT costs and constraints when licensing a solution

Just released – Sentinel EMS 2.8

Sentinel EMS is a Web-based solution that provides software publishers with a centralized tool for all license and entitlement management functions, a simple interface to their back office systems, and a variety of advanced data collection and reporting functions. These features enable customers to improve business operations thereby enhancing the end-user experience and maximizing profitability.

Sentinel EMS 2.8 provides immense benefits for software publishers, including:

- Centralized management of internal access to EMS through existing directory services
- Electronic software delivery portal allowing ISVs to manage the delivery of software and patches to end-customers based on entitlements
- Flexible support for preferred technologies, meeting enterprise data center technology standards

These benefits supply ISVs with flexible technology options, reduced internal support and production costs, simplified user administration, improved customer satisfaction and more!

Get started and download EMS 2.8 today!

Success Factor

Product Spotlight

Meet YOUR SafeNet Team - David Read, Sales Engineer

What’s it like to be a sales engineer at SafeNet? We were wondering the same thing. We recently sat down with SafeNet’s own Dave Read, a sales engineer in North America, to learn more.

Originally from the UK, Dave attended Royal Holloway, University of London receiving his Bachelors of Science in Financial and Business Economics. Dave started working at SafeNet in 2004, holding positions in sales before making the transition to sales engineer. In 2008, Dave moved from the UK to the US, and has enjoyed it ever since. Dave specializes in Back Office Integration and Web Services, Sentinel RMS, Sentinel LDK and Sentinel Cloud.

What does a sales engineer actually do?

Typically the SE process has always focused on engineering only, which is ok but not the whole picture. It’s very easy to fall into the trap of answering just technology based questions without understanding “What does the customer want to do?”, “How will this fit into the current back office system?” and “Do I have a big enough problem that costs enough for me to change.” I think my sales background really helps me to look at the situation past just the technical requirements and down to the real business problem at hand.

Can you run us through an average day in the life of an SE?

Eat, Sleep, Licensing - Repeat.

SE’s don’t really have a typical day. One day we are in the office, the next we are working for 15hours at home and the day after –travelling to customer sites to present workflows and ideas. The job always presents a new challenge, which makes it a lot of fun.

What’s your favorite part of being an SE?

Engaging and working with customers. The real skill in being an SE is listening to a customer’s problems, absorbing the information, and providing a solution that meets both the technical requirement and the business need. Being a part of the whole process and hearing a customer’s success story from implementing your solution… there’s nothing better than that.

How do you spend your time outside of the office?

Hmm… good question. When I’m not saving the world one licensing and entitlement solution at a time, I’m probably boating or shooting skeet. I also enjoy eating spicy food – the hotter the better! Indian and Korean are my favorite!