Sentinel Newsletter

Licensing Entitlement and Protection News You Can Use

Q3 2014

This release of Sentinel EMS includes new features for managing your virtual licensing, as well as channel enhancements – providing multi-tier channel support.

LEARN MORE

SafeNet now offers Managed Services – a cost-effective, outsourced service of your Sentinel entitlement management system. Enjoy secure, fast and reliable hosting in addition to complete operations management throughout your application lifecycle.

LEARN MORE

The latest release of Sentinel Cloud allows to generate and control licenses in deployments that are disconnected from the internet.

LEARN MORE

Home

The Internet of Things is gaining popularity and the world is becoming more connected. Is this good news for you?

You have undoubtedly heard of the Internet of Things – a multitude of devices and services all inter-connected - but have you stopped to think how money can be made off this seemingly limitless connected environment?

Companies in the know are looking not only at innovating on these products and services but are also thinking how to monetize on their offering.

How do they offer the ideal business model? How do they segment their offering? What do they offer and to whom? What do they charge for and how do they bill?

Companies in the IoT space must understand how their customers use their products in order to effectively build and adapt their solutions to ensure an ideal customer experience and maximize their bottom line. – Examples include:

Plant managers increasing production line efficiency by processing real-time usage data that helps machine builders plan their maintenance programs. Hospital management improving patient care levels by collecting and analyzing data from equipment such as beds (from medical patient data to battery life). Financial institutions collecting data from ATM devices in the field - from amount of cash in the machine to local malfunctions that can be remotely diagnosed for preventive maintenance. All software driven devices have the ability to communicate with an external device and with each other.

According to a blog post published by First Class Business, "For IoT-focused companies, the biggest challenges come not in developing smart software or even in marketing software-equipped hardware objects. Rather, the greatest challenge is to develop smart software that delivers consistent software generates 100 percent of the revenues the developer is entitled to."

SafeNet offers sentinel 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. Sentinel Embedded Software Monetization offer device and equipment manufacturers with all the tools they need to effectively protect and manage the software embedded within their devices.

Learn More

Events

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Industry News

Save the Date – The One and Only Software Licensing Conference is Right Around the Corner: LicensingLive! 2014, October 21st & 22nd

This year's theme is your *Software Monetization Strategy Ready for the Connected World*™ – highlights the breadth and depth of how the software business is evolving into real-time and highly flexible models to meet customer demands and needs. It's a rare opportunity to learn and network with several of the industry's foremost recognized analysts, subject matter experts, product managers and colleagues.

Subjects to be discussed include:

- Application delivery in the IoT
- The Sharing Economy – matching what end users want and what drives revenue
- Real Life case studies that focus on challenges and solutions
- Round table discussion moderated by Rhianna Collier, Vice President Software Division, SIIA
- Hands on learning tracks

For a full agenda, click here.

Don't miss out! - Register today!

Lunch & Learn: Three Software Licensing Trends that Customers Value and Drive Revenue – Register Now!

Join us on September 11th at The Capital Grille in McLean VA for a lunch and learn, featuring R. "Ray" Wang, Principal Analyst & Founder and Chairman of Constellation Research, Inc. and founder of the blog, A Software Insider's Point of View.

Our keynote speaker, "Ray" Wang will present the Three Software Licensing Trends that Customers Value and Drive Revenue.

Business models in software are rapidly changing. The shift from on-premise to recurring revenue models is here. Bolstered by a shift in buyers from tech-savvy folks to business savvy decision makers, software vendors must prepare for this new shift. From trends in cloud licensing to managing upgrades and uplifts while satisfying customers, you won't want to miss this exclusive and interactive session.

Register Now

SafeNet Sponsors Cloud Licensing Expo with Exhibit and Executive Speaker Panelist on IoT- September 18th

Shlomo Weiss will be speaking as a panelist in the Executive Roundtable at 3:40 PM where he will share approaches and learnings on building a successful IoT business.

SafeNet's Software Monetization team of licensing experts will be available at the demo station to show you the latest and greatest functionalities and talk about trends in anywhere licensing – the new norm!

Come by for your chance to register and win your very own Jawbone UP!

Got a glimpse of the event & register!

Live Webcast – The Internet of Things: A security risk or a monetization opportunity?

Join our Q3 Ask the Experts webcast on September 22nd at 2pm EDT or on September 15 at 11am HKT & 11am IST to discuss the potential of the "Internet of Things" has for software vendors and intelligent device manufacturers, and understand what tools and technologies will lead to successfully embracing this trend.

Learn:

1. Why the Internet of things is relevant to software vendors
2. SWOT analysis - Is the "Internet of Things" right for me?
3. 7 actions you can take now

Register now:

NORAM - September 22 at 2 PM EDT
APAC - September 15 at 11 AM HKT
APAC – September 15 at 11 AM IST

SafeNet's Ask the Experts is a quarterly webcast series introducing new trends in the licensing, entitlement and protection space. To access the previous session, click here

Product Spotlight

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Events

Stop worrying about your servers. Stop worrying about uptime. Let us take care of that.

Did you know? SafeNet now offers Managed Services - a Managed Application Hosting Service for your Sentinel entitlement management system. What does this mean to you? It means that you can outsource all infrastructure and IT tasks associated with your Sentinel entitlement management system.

Some of the benefits of Managed Application Hosting Services are:

- Secure, fast and reliable hosting - SafeNet's Managed Hosting Service is SLA driven, guaranteeing 99.99% uptime, providing data security and allowing for undetectably fast access.
- Complete operations management throughout the application lifecycle – SafeNet performs installation, upgrades, patches, data backups, as well as 24 hour monitoring and support.

Having difficulty managing EMS operations in-house? Looking to operationalize cloD? Managed Application Hosting Services may be right for you!

Please contact your sales representative for more information

Success Factor

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Product Spotlight

GeoID Maps the World with Sentinel LDK

GeoID, a leading software provider for the visualisation and creation of interactive virtual landscape models, has deployed Sentinel LDK (Licensing Development Kit), our comprehensive software monetization solution, to protect the intellectual property of its innovative software and improve licensing management for its customers.

One of GeoID's surveying products, Virtual Surveyor, creates a virtual environment from data acquired through unmanned aerial systems. This technology allows surveyors to create a survey in the virtual environment instead of doing manual measurements in the field. The entitlement management features of Sentinel LDK have improved GeoID's back office process, improving visibility into customer activity and decreasing administrative efforts.

"We are confident that with Sentinel LDK, our valuable and innovative visualisation software is secure while our customers can easily move licenses from one computer to another through the Sentinel HL Pro and Network hardware keys. While our software users have the flexibility they require, we are protected against theft and misuse of our IP," said Tom Op't Eynde, Manager at GeoID.

The Sentinel LDK Trialware feature also provides GeoID a solution for creating secure, controlled demo versions of their software so prospects are able to try before they buy, increasing GeoID's market reach and revenue potential.

"SafeNet Sentinel LDK makes our life much easier in terms of managing our customers and their licenses. The reduction in administrative time devoted to licensing is a huge cost saver for us. The solution provides us both with the software licensing protection that we need as well as the licensing flexibility that our customers want," Op't Eynde added.

Can you also protect your software with Sentinel LDK? Learn more about our flagship Software Monetization solution now!

Corporate

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Success Factor

Gemalto & SafeNet: Creating a Worldwide Leader in Enterprise Security

On August 8, 2014, SafeNet announced that it has entered into a definitive agreement to be acquired by Gemalto, a leading digital security leader in digital security (read the news release here). This transaction, like any transaction of its kind, is subject to several regulatory approvals and is expected to close by the end of 2014. Once closed, SafeNet and Gemalto will form one of the largest security companies in the world, focusing on protecting digital identities, transactions, data, and software applications – from the edge to the core.

SafeNet's products will continue to be supported by Gemalto upon completion of the transaction. After the deal closes, both companies will work collectively to enhance the combined product strategies in an effort to create more value to our customers. Longer term, we will increasingly capitalize on the synergies of the two companies and continue to bring innovative solutions to market. We look forward to presenting you with the additional security solutions available through the combined entity.

More information on Gemalto can be found at www.Gemalto.com.

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