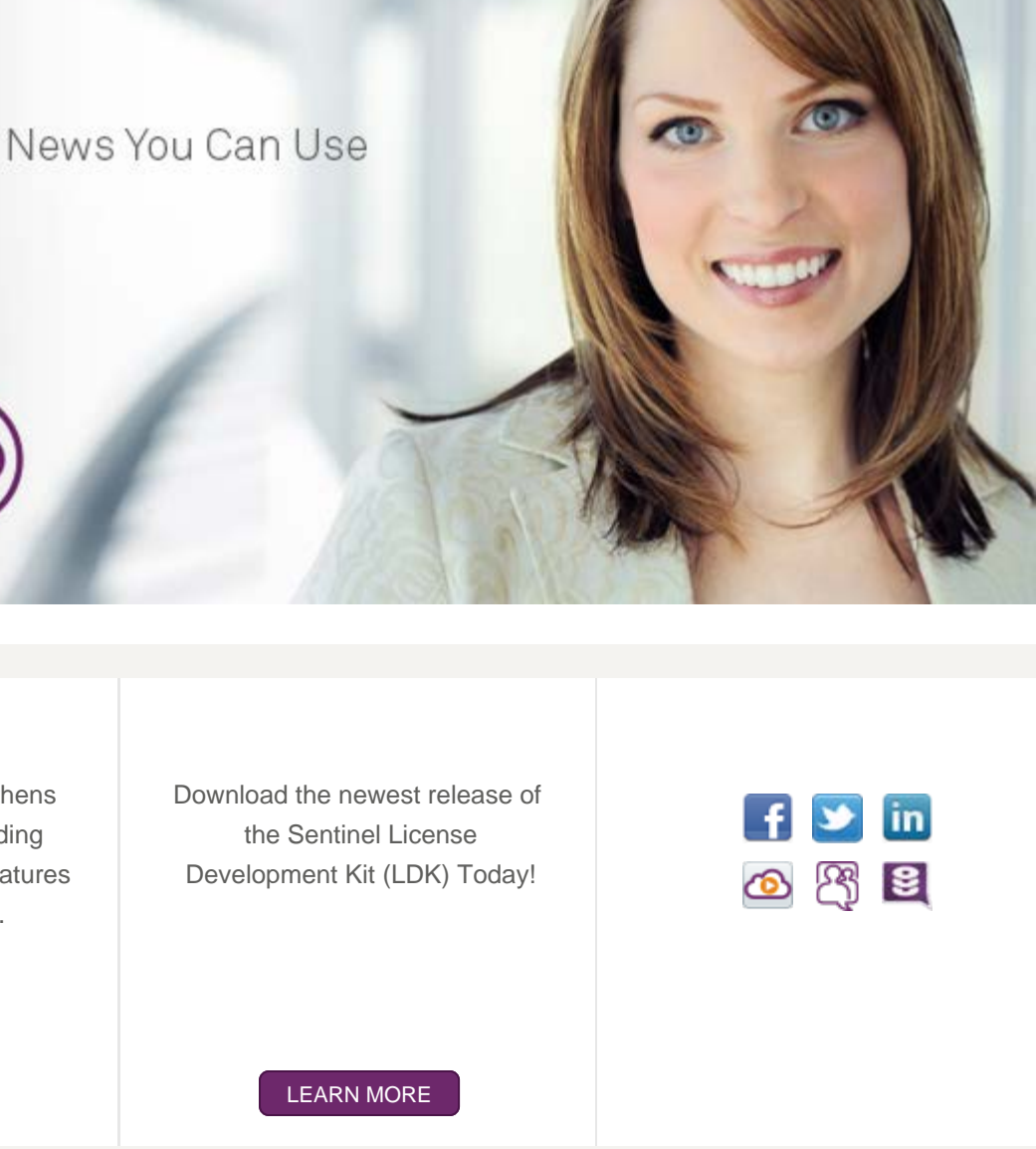
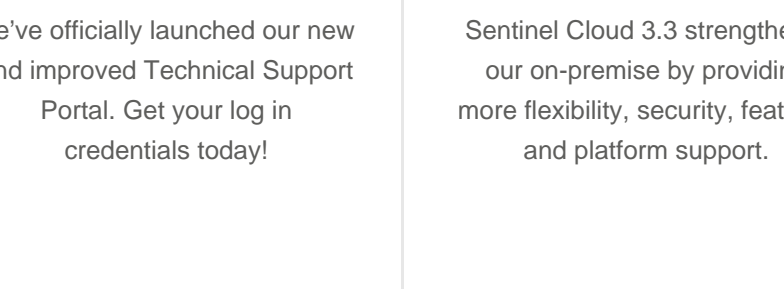


Sentinel LEAP

Licensing Entitlement and Protection News You Can Use

Q4 2013



We've officially launched our new and improved Technical Support Portal. Get your log in credentials today!

LEARN MORE

Sentinel Cloud 3.3 strengthens our on-premise by providing more flexibility, security, features and platform support.

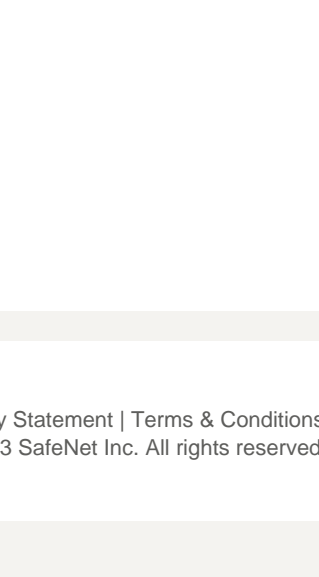
LEARN MORE

Download the newest release of the Sentinel License Development Kit (LDK) Today!

LEARN MORE



Home



We've Launched – Log into our New Technical Support Portal

We've officially launched our new and improved Technical Support Customer Portal! This new system is just one of the many improvements that SafeNet is making to enhance our customer service and your overall experience with our company.

Our new portal contains a more robust Knowledge base with improved documentation as well as a better way to manage your service requests. As a new user of the portal you will experience:

- Greater visibility into ticket statuses
- Faster resolution times
- Better self-service capabilities

If you have not already received your login credentials for the new portal, please click [here](#) to receive them from our team.

For more detailed information on how to navigate around the new portal, please refer to the [Technical Support Customer Tutorial](#). We also recommend that you check out this [FAQ reference guide](#); it will answer any additional questions you may have regarding the transition from C3 to Siebel.

Once logged in, you will find that all of your Service Requests (open and closed) have already been transferred over from the old system. You do not have to worry about re-entering any pre-existing tickets. If you do not see an accurate recreation of your SR queue, please contact support@safenet-inc.com and we will update your account immediately.

What to expect in the future:

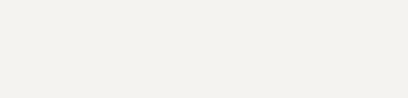
Moving forward, we plan to take advantage of other platform advancements, such as customer forums, live chats, etc. We will keep you apprised as we continue to make enhancements.

We appreciate your business and please let us know if you need anything throughout this transition.

Best Regards,

Your SafeNet Team

Industry News



The Software Company Back Office: A House of Cards

Back-office software technologies are an integral part of the back-bone that supports business.

However, when the "enterprise" using enterprise resource planning (ERP) software happens to be a software company, back-office systems fall short of providing critical flexible support. Manual workarounds for processes such as recognizing subscription license revenue, reconciling entitlements, and dealing with a contract paper trail have been nearly good enough in the past, but fixing operations is a key requirement for many software companies.

Does the back office within software companies matter? Just ask the customer who is still waiting for the correct activation code months after their PO was processed. Or, the prospect who just wants to know how much it costs and what they need, but keeps getting different answers from everyone that he asks. Or, the partner who isn't able to fulfill customer orders or answer customer questions because the licensing portal rarely reflects the proper entitlements. The back office also matters a lot to the product manager who can't respond to competitive pressures (or create a new opportunity) with a new licensing approach because the back office can't support it and won't be able to do so for months.

Software licensing operations impacts the daily business of a software company as well as its partners, customers, and even shareholders. Poor practices and technologies can reduce business agility, create manual work, increase the likelihood for error, and compromise the company's relationship with its partners and customers. Most software companies' back offices show plenty of room for improvement.

Part of the challenge is that there are many stakeholders but no clear owner. Product management, engineering, customer support, legal, sales – all of these teams are impacted by licensing and entitlement management, but most can work around poor processes and technologies to meet their KPIs even if they are less efficient or effective than they otherwise could be. Foundational business issues, such as the lack of a top-down operational strategy, can exacerbate the dysfunction. Better technology won't make such dysfunction go away.

The good news is that small improvements can have a big impact. To start addressing back-office dysfunction, software companies should:

- Determine ownership and provide appropriate resources and recognition
- Develop a philosophy for functions such as compliance enforcement
- Get buy-in from management and include establishing a clear connection between operations and revenue – whether gained or lost
- Build a common technological framework
- Plan for ongoing change

The problems caused by poor back-office support contribute to the challenges –such as new market entrants with more flexible models –that traditional software businesses face in responding to competitive pressures. Just like back pains, poor back-office issues impact every move a software company makes. You can ignore these issues in the short term, but failing to address them can end up being debilitating in the long run.

Looking for more news concerning the software industry? Visit [LicensingLive](#) today!

Events



Stronger Security with SafeNet AppOnChip

SafeNet's newly launched feature, AppOnChip, facilitates an inseparable binding of the Sentinel hardware key to the application. This fully automated process presents software vendors with a list of compatible functions from their application, which can then be loaded and executed, encrypted and signed, on the hardware key itself. This additional security measure makes it the most secure software licensing implementation in the market.

In our recent Ask the Experts session, our sales engineers walk you through the features and benefits available with AppOnChip, including:

- **Stronger Security** – AppOnChip provides stronger protection from unauthorized software use by requiring the token to be present for the application to execute.
- **Easy Implementation** – The process of binding the software to the hardware key, analyzing which code can be executed on the token and converting code into token-executable form is entirely automated – no engineering efforts are required.
- **Maximum Licensing Flexibility** – The protected code blocks do not utilize any of the storage space of the hardware key, ensuring that the ISV has maximum memory available for license storage.
- **No headaches for legitimate end users** – AppOnChip functionality is transparent to the end users' experience.
- **No Operational Burden** – No additional requirements to update the keys in the field if a new version of the software is released.

Watch our most recent Ask the Experts webcast session to learn more about AppOnChip today!



Effective Software Licensing in Virtual Environments

With the virtualization of servers, desktops, and more becoming commonplace, it is paramount for software producers to be able to track, control, and manage the use of their applications once deployed in these highly advanced virtual networks.

While network virtualization helps Enterprise organizations to reduce costs and become more efficient, these environments have created a huge problem for software producers, who have traditionally relied on the ability to bind licenses to something physical in order to control access and avoid overuse. In virtual environments, it is very easy to, maliciously or unintentionally, duplicate license rights when spinning up new instances, or to move a license from one instance to another freely.

There are several solutions in the market today, all with varying limitations, for helping software producers to cope with this challenge. SafeNet recently announced a cloud-based solution for managing this risk which eliminates all dependency on node locking – the first and only solution on the market to eliminate all risk associated with license management in virtual environments!

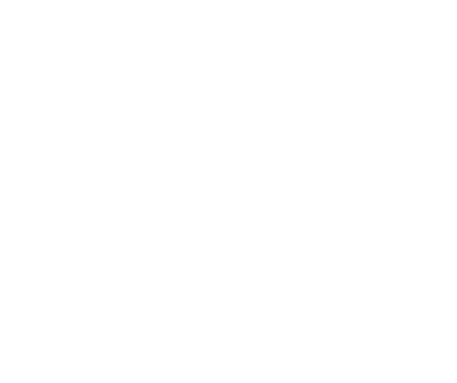
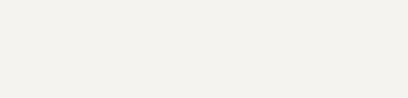
Join experts from SafeNet and IDC as they address:

- The risks associated with software deployment in virtual environments
- Solutions for Licensing in Virtual Environments - Past, Present, and Future!
- Industry Best Practices – Turning virtualization from a headache to an opportunity!

Join us for our next Ask the Experts webinar session, "Virtualization and effective Software Licensing in Virtual Environments."

Register Today!

Success Factor



Sentinel LDK 7.0

Sentinel License Development Kit (LDK) is a comprehensive software monetization solution that, for the first time, pairs the company's award-winning software copy and intellectual property (IP) protection features with the web-based, license management capabilities of Sentinel EMS, SafeNet's entitlement management system. Sentinel LDK also features Sentinel HL, the company's newly released hardware-based software protection platform. As a result, Sentinel LDK will deliver software publishers a comprehensive, out-of-the-box software monetization solution that will better enable them to confidently protect their software and simplify operational processes while enhancing the end-user experience and ultimately maximizing their software revenues.

Sentinel LDK 7.0 is SafeNet's next-generation out-of-the-box Software Protection, Licensing, and Entitlement Management System. In addition to adopting the benefits of Sentinel EMS and Sentinel HL, Sentinel LDK 7.0 also marks the release of several exciting new features, including:

- **AppOnChip**
 - Enhanced Reverse Engineering Protection - Leverage the market leading cryptographic hardware key executing parts of your application directly from the hardware key itself.
 - IP Protection - The ultimate solution in IP protection, protect your valuable IP using a secured cryptographic hardware key and execute directly from the dongle so that your IP is never in the clear!
- **Driverless for Sentinel HL Net and Sentinel HL NetTime keys** - Removes any need to install or upgrade third party components like device drivers that are required to run the software.
- **Added Support for SL Legacy licenses** - Sentinel LDK now provides added flexibility to support SL Legacy licenses, created by Sentinel HASP Business Studio.
- **Support for Windows CE** - The Sentinel LDK Run-time Environment (version 5.95) and Envelope deliverables are now supported for Windows CE versions 5.0 and 6.0.

How can SafeNet's AppOnChip software protection technology benefit you?

- **Stronger security**—Because AppOnChip forces a small piece of code to run on the token, and the results are necessary for the application to fully execute, the application will fail to execute without the hardware key. Software vendors can choose which specific code blocks should be protected via an easy-to-use graphical interface.
- **Easy implementation**—The process of binding the software to the hardware key, analyzing which code can be executed on the token, and converting code into token-executable form is fully automated—no engineering effort is required.
- **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.
- **Internal processes are unaffected**—Protected applications do not require version tracking at the software vendor's end, and key updates in the field are not required for new versions of the protected software.
- **No headaches for legitimate end users**—AppOnChip functionality is transparent to the end user.
- **Currently available at no extra cost**—AppOnChip's introductory offer is available to all vendors at no extra cost with Sentinel LDK 7.0. In future releases, the use of AppOnChip may require the purchase of a separate license module.

So get started today! Learn more about [Sentinel LDK](#) and [AppOnChip](#) now!



Sentinel LDK 6.4 Embedded for Linux ARM

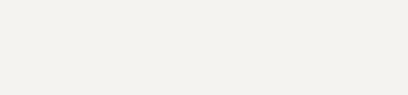
Sentinel LDK Embedded for Linux ARM is a low-profile version of Sentinel LDK, available for the first time for devices that utilize ARM processors. Many embedded devices have fewer hardware resources compared to desktop or server machines. The disk storage space is usually a flash chip, and the memory (RAM) is often in an integrated chip on the board or device. The capacities and bandwidths available are far more limited than standard desktop environments.

Sentinel LDK Embedded for Linux ARM provides a subset of the full Sentinel LDK. This version supports Sentinel HL (Driverless configuration) standalone keys on a Linux ARM platform. Licensing implementation is done using the LDK Licensing API. As a result, the Run-time Environment and the protected application require less storage space and fewer runtime resources than are required when using the standard Sentinel LDK.

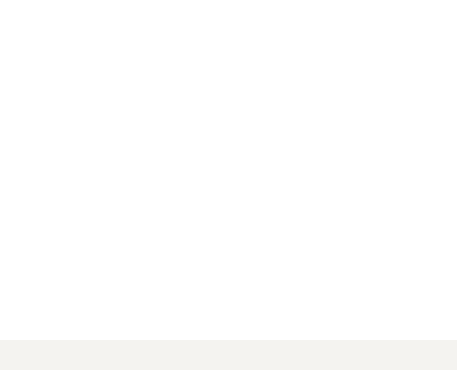
- Sentinel LDK Embedded 6.4 requires Sentinel LDK for license generation.
- Supported Platforms for End Users
 - The Sentinel LDK Embedded Run-time Environment and protected applications can be installed under the operating system: Ubuntu 11.10
 - The Sentinel LDK Embedded Run-time Environment and protected applications can be installed on the platform: Beagle Board xM (ARM Cortex-A8 or compatible CPU)

Download Sentinel LDK Embedded for Linux ARM today!!

Success Factor



Product Spotlight



Meet an SE – Mark Horvath

This quarter, we sat down with one of our North American Sales Engineers, Mark Horvath. Mark has his degrees including a Bachelor's of Science Degree in Electrical Engineering/Computer Science (BSEE/CS) from the University of Illinois at Chicago, a Master's of Business Administration (MBA) from Hood College, and a Master's of Science Degree in Cybersecurity from the University of Maryland, University College.

Before joining the team, Mark worked for subcontractors related to the U.S. Department of Defense (DOD), mostly relating to military avionics, and vetronics (vehicle electronics). After many years, he decided to round out his background and began pursuing more "enterprise-level" and "commercial" opportunities, bringing him to SafeNet. Mark has been with SafeNet's Software Monetization team for almost three years, and has loved every minute of it. From the great location, to the innovative projects and amazing workforce, Mark knows that SafeNet is the place for him.

What does a sales engineer actually do?

Often, when interfacing with a customer for the first time, I jokingly like to refer to myself as "...the technical half of the sales team's brain..." In other words, while the SafeNet Account Manager will work with the customer to ensure that their business needs are met, the SE manages the "technical half" of the requirements; we provide our customers with the technical knowledge and level-of-comfort that our product can meet their needs.

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

There's no such thing as "...an average day..." for an SE! Our lives vary from heavy customer interactions to "quiet time" where we devote our effort to learning the latest technologies. Unlike a traditional development engineer, who may work on one, two, maybe three projects maximum at any one time, we may be juggling six...ten customers at once. It is critical that we work hard to ensure that each customer receives the answers that they need, and we're dedicated to providing that level of service. When we have our "quiet time" moments, the disciplined SE will use this time to stay abreast with new product capabilities.

What's your technology specialty?

I enjoy embedded systems and understanding the inner workings of operating systems – I find that Linux is a fun playground.

If you weren't an SE at SafeNet, what would you be doing?

If I weren't at SafeNet, I'd venture I'd go back to my roots in the embedded world, probably one associated with cybersecurity.

If I weren't an SE, I'd be a beer brewmaster. Some already know that I'm an avid beer homebrewer, and I also love cooking. Both of these offer parallels to engineering given the process and creativity required to ultimately produce a quality product.

If that didn't work out... then I'd settle being a Formula 1 racecar driver, but I'd have to find some sponsors with a lot of money, and maybe lose some weight.

