Sentinel LEAP

Licensing Entitlement and Protection News You Can Use

Q4 2014

Sentinel Cloud 3.5

The latest release of Sentinel Cloud unveils several new improvements, such as isolated networks support, enhanced deployment flexibility and granular control for detached and license caching intervals.

LEARN MORE

Sentinel Envelope for Android

We are pleased to introduce the latest addition to the Sentinel portfolio: Sentinel Envelope for Android, a file wrapper that provides IP protection for Java applications developed for Android platforms.

LEARN MORE

Sentinel RMS 8.6

SafeNet's robust license enforcement and enablement solution just got better! The latest release allows you to deploy your own isolated instance of a licenses manager.

LEARN MORE

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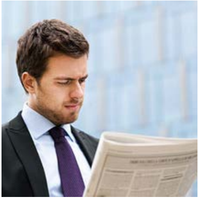
INDUSTRY NEWS

Home



The Transformation in Software Licensing Explained

In his article in the Better Software Techwell magazine, Omkarnath Munipalle, Business Development Director at SafeNet, speaks about the evolution in software licensing. Omkarnath introduces the changing dynamics of software licenses and the six key tenets that are driving the evolution in software monetization. "The rapid adoption and proliferation of cloud computing is probably the single most disruptive technological force of this millennium so far" explains Omkarnath. "The cloud, along with advancements in mobile technology and Internet of Things devices, promises to radically change forever the way business is conducted. This change spans the entire software industry value chain, including development methodologies, software delivery, new business models, and customer expectations. Needless to say, this has, in turn, transformed the way companies monetize their offerings and go to market with their software solutions. The software application market is more crowded than ever. For almost every commercially available software app, the trend is to enable editions on a wide range of platforms: an on-premise version, a cloud-delivered version, and a software-as-a-service version. Software providers are looking at not only every possible avenue to grow revenues from their current client base but also ways to expand into new markets. The next generation of software monetization is not limited to protection and licensing. It's about growth and enabling new business models."

Does your software monetization strategy enable new business models? Does it open the door to new markets? Download the latest issue of Better Software magazine to read Omkarnath's full article on the evolution of software licensing and learn about the 6 tenets driving the transformation in the industry.

Events

EVENTS

Industry News

LicensingLive! 2014 Recap

This year's industry-known LicensingLive! event took place in late October, focusing on licensing and entitlement developments within the software monetization industry. Industry analysts – including Amy Konary (IDC), Jeff Kaplan (THINKstrategies) as well as thought leader Ray Wang (Constellation Research) joined software vendors Towers Watson, Neopost and HID Global to discuss:

- Revenue opportunities in the top licensing and packaging trends
- Application delivery in the IoT
- The Sharing Economy – matching what end users want and what drives revenue
- Real Life Case Studies: Challenges and Solutions

The event closed with a round table discussion moderated by Rhianna Collier, Vice President Software Division, SIIA.

To view the presentations and learn more about previous years' events, go to the LicensingLive! website.

Live Webcast- What is the right license model for your business?

SafeNet's last quarterly Ask the Experts webcast focused on finding the "Right License Model for Your Business", and featured Duncan Jones VP, Principal Analyst at Forrester Research Inc. and Dave DiMillo, Principal Consultant at SafeNet.

Click here to view the recorded session and learn about:

- Price Vs perceived value
- The importance of understanding WHAT you want to monetize on
- Pros and Cons of various pricing models
- Usage as the base for the model of your choice
- Real life case studies

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 on *The Internet of Things: A security risk or a monetization opportunity?*, click here.

Product Spotlight

PRODUCT SPOTLIGHT

Events

Sentinel EMS 3.0, the latest release of SafeNet's Entitlement Management System, with new and improved features!

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

Sentinel EMS
SafeNet

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 can be hosted on premise or on Sentinel Managed Application Hosting Services for improved delivery, reliability and security.

The latest release of Sentinel EMS includes several new features and improvements, including:

- Channel Enhancements – the channel enhancements in EMS 3.0 allow for multi-tier channel support, enabling end users and channel partners to interact and do self-service instead of relying on you, the software publisher.
- Cloud Licensing – now that EMS supports cloud licensing, software publishers can administer and control both on-premise and cloud entitlements from the same entitlement management system.
- ESD Web Services – software publishers can now automate the definition of downloadable content into EMS using our new web services, preventing manual error and improving efficiencies.

Click here to learn more about Sentinel EMS, or contact your sales representative to upgrade to Sentinel EMS 3.0.

Sentinel LDK
SafeNet

Sentinel LDK 7.2, SafeNet's next-generation out-of-the-box Software Protection, Licensing, and Entitlement Management System, is now available!

Sentinel LDK delivers software publishers a comprehensive, out-of-the-box software monetization solution that enables them to protect their software and simplify operational processes while enhancing the end-user experience.

Sentinel LDK 7.2 unveils the following new features:

- Virtual Clock (V-Clock) – V-Clock allows Sentinel HL keys, including those without a Real-Time Clock, to support time-based licensing. Now for the first time, you can offer your customers time based licenses with Max, Pro, Net, Drive and Time keys!
- VM Live Migration – you can now allow your customers to continue to use your software uninterrupted even when the virtual machine that hosts the software is migrated between different physical machines.

Click here to learn more about Sentinel LDK, or download the latest version now!

Success Factor

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SUCCESS FACTOR

Product Spotlight

Your Success is Our Success

The focus of our business is to help you identify and implement a software monetization strategy that maximizes the value that you derive from your software offering. To help you find the solution or strategy that is best suited to your needs, we create various informative and educational assets, like this quarterly newsletter, our quarterly Ask the Experts webinars, our white papers on industry trends, etc. Are these assets useful to you as a software vendor? Do you find their content interesting? Do you think they can be improved?

Fill out this 5-question survey and help us learn what we are doing well and what we need to change! The first 50 people to complete the survey will automatically receive a $20 gift card.

Corporate

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CORPORATE NEWS

Success Factor

SafeNet in the News

Whether you are looking for software monetization in the Internet of Things era, or customer analytics for better profitability – SafeNet has a solution, and the industry knows it! In the last quarter, SafeNet was featured in many online publications across the web:

Software Monetization and the Cloud - Compliance is Key

"There are two very hot topics in the areas of software security and software monetization and they happen to use the same terminology even if they do not apply precisely to the same things..."

Is software monetization 2.0 a developer wake up call?

"As a committed reporting resource dedicated to examining the manifold machinations and maneuverings across the software application developer landscape, the Computer Weekly Developer Network recently sat down with the communications team for information security company SafeNet..."

ISVs must move with the times

"Back in June 2013, Bloor Research director Philip Howard wrote a blog summarizing some of the main points arising from his company's recent survey of the independent software vendor (ISV) market.

"Perhaps the most interesting statistic was that 75% of ISVs were still just concentrating on traditional applications that improve current processes, rather than on developing applications that enabled new ways of working," he wrote…"

Protection of intellectual property is ongoing battle

"The battle against software piracy has been ongoing for years and shows no sign of letting up. As the stakes continue to rise, the creative sector of the UK economy continues to need protection..."

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