



## PRODUCT BRIEF

# Sentinel Enterprise EMS

**A unified, web-based licensing and entitlement management platform designed to support the entire product lifecycle.**

Sentinel EMS consolidates all licensing and entitlement management processes on a unified web platform. With Sentinel EMS, software vendors and device manufacturers can manage entitlements, automate back office processes, and gain insight into product usage. Sentinel EMS supports both homegrown and commercial licensing enforcement methods and can be deployed on-premises or as a cloud service.

Sentinel EMS is a web-based licensing and entitlement management system that enables software developers and device manufacturers to maximize revenues and streamline business operations. The Sentinel EMS platform includes out-of-the-box interfaces for license generation, activation, tracking, reporting, and back-office integration and customer self-service portals.

### Versatile Packaging

Customize product packages and licensing models to meet customer needs and adapt to evolving market trends.

- > **Less Development Effort:** Build new product packages and license models quickly and easily, without additional engineering.
- > **Flexible Licensing:** Deploy popular and custom licensing models including trial, subscription, perpetual, seat-based and per-use licensing
- > **Catalog Management:** Define a feature-based product catalog to ensure accuracy, simplify distribution and increase efficiency.
- > **Protect Once Deliver Many:** Deliver the same package to individual users or across thousands of enterprise domain users.

### Customer Self Service

Deliver a wide range of customer self-service licensing and entitlement management capabilities.

- > **Cost Reduction:** Enable customers to activate and manage licenses independently via an intuitive web interface.
- > **Account Management:** Authorize customers to activate, renew, upgrade, and transfer ownership of products without contacting customer support.
- > **Web Portal Branding:** Fully customize the design of your web portal to match your company brand.
- > **Workflow Integration:** Integrate custom workflows into your web portal interface to fit in with your back-office services and applications.

### Features & Benefits

- > **Versatile Packaging:** Customize product packages and licensing models to meet customer needs and adapt to evolving market trends.
- > **Customer Self Service:** Deliver a wide range of web-based customer self-service licensing and entitlement management capabilities.
- > **Vendor-Agnostic Licensing:** Support any type of licensing enforcement method including Sentinel, homegrown and third party products.
- > **Usage Tracking & Reporting:** Utilize usage data to ensure license compliance, gain insight about use of features, and send license status notifications to customers.
- > **Multi-Channel Distribution:** Empower distributors, resellers, system integrators, and OEM suppliers to distribute, activate, and provision customer entitlements.
- > **Back-Office Automation:** Deploy a fully automated license fulfillment, delivery, tracking and reporting solution with seamless integration to back-office applications.
- > **Electronic Software Delivery:** Automate entitlement driven distribution and delivery of software and digital content.
- > **EMS-as-a-Service:** Deploy Sentinel EMS on-premises or as a cloud-based solution backed by a full range of specialized hosting services.

### Vendor-Agnostic Licensing

Support any type of licensing enforcement method including Sentinel, homegrown and third party products.

- > **Centralized Management:** Manage different licensing enforcement systems via a single interface.
- > **License Generation:** Simplify fulfillment processes and reduce the complexity of license generation with a unified management system.
- > **Multiple Deployment Models:** Support any type of deployment including on-premises, cloud or hybrid licensing and provisioning.

- > **Consistent User Experience:** Create a familiar and intuitive user experience for all products and workflows.
- > **Back-Office Integration:** Utilize web services to integrate data with ERP and CRM systems.

## Usage Tracking & Reporting

Utilize usage data to ensure license compliance, gain insight about use of features, and send license status notifications to customers.

- > **Feature Usage:** Gain insight about how your products are deployed and which features are used most.
- > **License Compliance:** Utilize entitlement tracking and reporting tools to ensure compliance to paid license usage.
- > **Business Intelligence:** Evaluate new packaging, pricing, and distribution models based on accurate usage tracking data.
- > **User Notifications:** Send product renewal, upgrade and service pack notification emails to customers.

## Multi-Channel Distribution

Empower distributors, resellers, system integrators, and OEM suppliers to distribute, activate, and provision customer entitlements.

- > **Channel Support:** Improve entitlement distribution, activation, provisioning, reporting, and support for each channel.
- > **Billing Information:** Gather activation and entitlement consumption data to ensure accurate billing.
- > **Multi-Tier Administration:** Enable business partners to access, view, and activate entitlements for end-customers.
- > **User Notifications:** Send email notifications to multiple recipients associated with a transaction or entitlement.
- > **Web Service Administration:** Perform online administration of channel partners, OEM suppliers, and third party vendors.

## Back-Office Automation

Deploy a fully automated license fulfillment, delivery, tracking, and reporting solution with seamless integration to back-office applications.

**Streamlined Operation:** Minimize time-consuming, manual data entry, reduce errors, and deploy standardized procedures to ensure compliance.

**Role-Based Administration:** Create, edit, and manage users, roles, and permissions across the organization.

**Data Consolidation:** Centralize all licensing-related customer data. Gain access to accurate up-to-date data and publish to ERP and CRM systems.

**Audit History:** Display a detailed view of entitlement transaction and activation activities.

## Electronic Software Delivery

Automate entitlement-driven distribution and delivery of software and digital content.

**Global Distribution Services:** Enable customers to access and download content or software products directly from the internet.

**Cost Reduction:** Eliminate the need for costly manufacturing, distribution, and delivery of software to customers.

**On-Demand Scalability:** Support any file size for both low volume and high volume releases.

## EMS-as-a-Service

EMS can be deployed on-premises or as a cloud-based solution backed by a full range of specialized hosting services:

- > Fast access to EMS applications and services
- > Guaranteed 99.99% uptime
- > Complete lifecycle management
- > Built-in data security mechanisms
- > Automatic upgrades, service packs and data backup
- > 24-hour monitoring and support services
- > Skilled application support

## Benefits of Sentinel EMS-as-a-Service

- > **Focus on Core Business:** Sentinel EMS-as-a-Service enables companies to focus all activities and resources to the core business with no wasted effort
- > **Ready-to-Go EMS Platform:** When you use Sentinel EMS-as-a-Service all your applications and services are already installed, tested and easily configured without any development.
- > **Less Setup & Operational Costs:** The costs of deployment, operation, and maintenance for "shared" hardware and software components are much lower when compared to the traditional on-premises model.
- > **New Features & Upgrades:** Benefit from periodic upgrades, new features and applications when they become available with no additional development effort.
- > **Best Practices:** Sentinel applications and services include technical expertise and field-proven processes, procedures, and workflows.

## Sentinel Licensing Methodology

Sentinel products are backed by a solid, field-proven licensing methodology designed to reduce development effort and ensure fast-time-to-market for different license models, product variants, and deployment methods.

Sentinel separates the software protection process from the business process of licensing which enables you to define new products with no development effort.

### Methodology:

**Protect Once:** Define parameters once as part of the license, to reduce configuration of your applications during implementation.

**Deliver Many:** Deliver the same software package to individual users or across thousands of enterprise domain users, with no dependence on new product engineering.

**Evolve Often:** Adjust the license policy for different customers, market verticals, and regions.

### How it Works:

**Parameter Configuration:** Define parameters as part of the license, to reduce configuration of your applications during implementation.

**Single Code Build:** Support multiple feature builds and release versions with a single code build.

**License Fulfillment:** Generate license models at fulfillment for the distribution channel with no time-consuming development or configuration.

## Technical Specifications

This section contains information about the platform architecture for EMS-as-a-Service and application requirements for Sentinel Enterprise EMS.

Platform Architecture for Sentinel EMS-as-a-Service	
Hosting Service Provider:	The EMSaaS platform is hosted by Amazon Web Services (AWS); a recognized market leader in cloud services. AWS has a global reach and the largest number of cloud applications in the industry.
High Availability:	The recommended configuration is to use two EMS server load balancers configured in a high-availability (HA) configuration. The failure of a single ESM server in a non-HA configuration can result in the permanent loss of keys and data. A minimum of two ESMs servers are suggested for HA purposes, with each EMS server in a different Availability Zone. This configuration ensures that network, datacenter, storage, or compute failures do not affect customer experience.
Data Backup & Recovery:	Amazon Relational Database Services (RDS) provide automatic data backups and snapshots for a period of up to 10 days. Data recovery may incur a maximum loss of data for a period of 5 minutes. All application server components are redeployed within minutes should there be an instance failure or a need to return to a known good application or system version.
Quality of Service:	All hosted applications come with guaranteed 99.99% uptime. Sentinel deployments use multiple front-end and back-end monitoring, alerting, and log analysis tools to ensure rapid detection of application issues and high quality of service levels.
Development Environment:	Gain access to a development environment for evaluation and testing of new product features and releases in an isolated environment. The development environment features redundancy monitoring capabilities, and technical support services.
Application Requirements for Sentinel Enterprise EMS	
Operating Systems	<ul style="list-style-type: none"> <li>&gt; Windows Server 2008, and 2012 (64 bit)</li> <li>&gt; Windows 7, 8, 10</li> </ul>
Java Runtime Environment	<ul style="list-style-type: none"> <li>&gt; Java Runtime Environment (JRE 8 update 45)</li> <li>&gt; Microsoft .NET Framework 2.0</li> <li>&gt; Microsoft Windows Installer (MSI) 4.5</li> </ul>
Apache Tomcat 8 Server	Apache Tomcat 8 as a server or service
Microsoft SQL Server	You may install on either a local or a remote computer. <ul style="list-style-type: none"> <li>&gt; Microsoft SQL Enterprise/Standard/Express 2008 x86/x64</li> <li>&gt; Microsoft SQL Enterprise/Standard/Express 2008 R2 x86/x64</li> <li>&gt; Microsoft SQL Server 2012 (64 bit)</li> </ul>
Web Browser	<ul style="list-style-type: none"> <li>&gt; Microsoft Internet Explorer (32-bit) version 8 onwards</li> <li>&gt; Mozilla Firefox version 13 onwards</li> <li>&gt; Google Chrome version 20 onwards</li> </ul>

### About Gemalto Sentinel

Gemalto is the market-leading provider of software licensing and entitlement management solutions for on-premises, embedded, and cloud-based software vendors. Gemalto Sentinel is the most trusted brand in the software industry for secure, flexible, and future-proof software monetization solutions.

Visit our website at: [www.gemalto.com/software-monetization/entitlement-management](http://www.gemalto.com/software-monetization/entitlement-management)

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