



Features & Benefits

Centralized License Management Interface

- Role-based Vendor Portal
- End-User Self-Service Customer Portal

Data Collection and Reporting

- End-User Compliance Reporting
- End-user Data Collection
- Activation Tracking and Reporting

Flexible System Integration

- Out-of-the-box back office integration options

Simplification of Licensing and Fulfillment Functions

- License Fulfillment and Delivery Automation
- Quick and Easy Product Configuration

Sentinel LDK Overview

The Sentinel License Development Kit (LDK) is a comprehensive software monetization solution that pairs the award-winning security, licensing flexibility, and ease-of-use features of the Sentinel license enforcement solutions with the licensing operations management features of Sentinel Entitlement Management System (EMS) in one out-of-the-box solution.

Sentinel LDK, SafeNet’s integrated software licensing and security solution, enables software publishers to grow their business by successfully protecting, packaging, tracking, and managing their product portfolios. Through its role-based tools, and by combining hardware and software-based protection into one solution, Sentinel LDK grants decision-makers the flexibility to choose the level of protection and licensing that best fits their business needs today, tomorrow, and beyond.

Sentinel Entitlement Management System Overview

Sentinel EMS, fully integrated with Sentinel LDK, is a web-based platform that gives software publishers with centralized access to all license and entitlement management functions, providing a simple interface to their back office systems. Additionally, using the Role-based Vendor Portal makes it easy for software publishers to quickly create, implement, and manage their product catalog and end-user entitlements. Sentinel EMS also tracks and collects a wide variety of usage data, which can, in turn, be used to report on a variety of business metrics.

Centralization

Licensing is critical to a variety of functions across any organization—from sales and marketing to product management, support, and fulfillment. Sentinel EMS provides software publishers with an easy way to centralize all licensing activities company-wide. The solution also enables software publishers to empower end users to participate in several business processes associated with licensing.

- **Role-based Portal** – Sentinel LDK has a pre-defined set of roles that can be assigned to a user to enable access to certain functions. Order takers can generate and activate entitlements, Product Managers can manage product and catalog details, while Production can burn keys and produce product keys to be distributed with the product.
- **End-User Self-Service Customer Portal** – Reduces support costs and enhances the user experience by enabling end users to automatically activate, renew, and upgrade their licenses without needing to contact your customer support team.

Simplification & Automation

Sentinel EMS enables software vendors to centralize and automate manual time-consuming operations, compliance, and reporting functions throughout the entire license lifecycle. This enables software publishers to improve business operations and enhance the end-user experience.

- **License Fulfillment and Delivery Automation** – Minimize time-consuming manual data entry and tracking functions to eliminate errors, save time, and reduce fulfillment costs by automating licensing and entitlement functions.
- **Quick and Easy Product Configuration** – Reduce development and inventory costs while shortening time to market by enabling software publishers to quickly and easily build and deploy new product packages and license models without involving IT or engineering.

- **Decoupled Entitlement Creation and Activation Functions** – Decrease the frequency and cost of software production cycles and simplify the fulfillment process for your distributors. Bulk entitlements enable software vendors to create large batches of products with the entitlement IDs printed right on the box, eliminating the need for small, low-volume production cycles. Bulk entitlements also enable software vendors to provide batches of software to their distributors prior to a sale and bill the distributor upon entitlement activation, simplifying the fulfillment process for the software vendor, the distributor, and the end user.

User Registration

Sentinel LDK enables you to identify your end customer, providing insights into your customer base, and providing opportunities to market to them either directly or on behalf of your channel.

Traditionally, software vendors have had limited or no access to the end users of their products, with their most common known contacts being in purchasing or IT. With Sentinel LDK, software vendors can now require end users to complete a registration step prior to product activation. Fully customizable, this feature of Sentinel EMS allows software vendors to determine what information to collect from end users, such as title, location, email address, and much more, in order to improve marketing, sales, and customer support efforts.

Data Collection and Reporting

Sentinel EMS enables more effective product marketing, sales, and management by providing data collection and real-time reporting features that allow software vendors to more accurately forecast their renewals and upgrades, as well as determine how products are being deployed and used.

- **End-User Data Collection** – Sentinel EMS enables software vendors to identify every individual who activates a copy of their software application.
- **Flexible License Tracking and Reporting** – Increase the value of every end user and reduce operating costs by improving support, marketing, and sales effort throughout the product lifecycle with flexible tracking and reporting tools.
- **Business Intelligence** – Leverage aggregated information to identify, test, and implement new and more effective packaging, pricing, and distribution models to reach new markets and maximize revenue.

SafeNet Sentinel Software Monetization Solutions

SafeNet has more than 25 years of experience in delivering innovative and reliable software licensing and entitlement management solutions to software publishers, technology vendors, and cloud service providers worldwide.

Easy to integrate and use, innovative, and feature focused, the company's family of Sentinel Software Monetization Solutions are designed to meet the unique license enablement, enforcement, and management requirements of any organization, regardless of size, technical requirements, or organizational structure. Only with SafeNet are clients able to address each aspect of the software monetization lifecycle—from copy and intellectual property protection to product catalog management and ongoing end-user experience improvement.

With a proven history of adapting to new requirements and introducing new technologies to address evolving market conditions, SafeNet's more than 25,000 customers around the globe know that by choosing Sentinel they choose the freedom to evolve how they do business today, tomorrow, and beyond.

To download a FREE Sentinel LDK Demo Kit, visit:

<http://www.safenet-inc.com/sentinel-dk-download/>

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