Implementaiton TuneUp

Overview

Software licensing is no longer a set-it and forget-it function for software publishers. Just as for any business, pricing and delivery models are constantly evolving. And new competitors and business models continue to emerge. Additionally, many publishers are adding new software products to their portfolios through mergers and acquisitions and are now supporting multiple disparate licensing technologies and delivery processes – each having a different customer experience.

Whatever your situation, it is important to take the time to periodically assess and realign your license enforcement to best support your business goals, competitive pressures and evolving customer needs.

While defining the business goals and vision are critical components in evolving any licensing strategy, turning high-level requirements into detailed and actionable plans is another challenge in and of itself. Gemalto understands that embarking on a software-licensing update project can touch many parts of your organization. We also understand each stakeholder will have their own sets of needs and requirements, making the overall licensing project a challenge to coordinate.

It requires a vision, a plan, an understanding of best practices, attention to detail, managed execution, and constant optimization.

Fortunately, Gemalto has a team of experienced licensing solution design consultants that can help.

Gemalto Implementation TuneUp

Intended for software publishers that are using a licensing system of any kind, this service is designed to help ensure your licensing implementation is optimized and able to scale as your business goals and products continue to evolve.

This service includes an assessment of your existing implementation as it relates to every level of the product lifecycle and provides you with a comprehensive blueprint containing recommendations on how to improve your implementation to save time, reduce costs, enhance the customer experience, or improve security.

The Implementation TuneUp blueprint will help you and your teams visualize the new licensing solution, how it works, and how it will integrate with your environment.

Your unique Implementation TuneUp blueprint will include many, if not all, of the following components. It may also include additional topics important to you.

Benefits of a Licensing Implementation TuneUp

- Expedite the license planning and design process: by taking advantage of Gemalto’s license consulting expertise and established best practices.
- Maximize revenue and reduce costs: by standardizing and optimizing your licensing models and operational workflows.
- A customized licensing Implementation TuneUp blueprint: an ideal resource to frame internal discussions – to gain clarity, consensus, and ultimately help update and advance your corporate licensing strategy.

Your current licensing landscape & vision for the future

- Your licensing pain points
- Your licensing objectives
- Your current licensing processes
- Your vision & requirements
- Your use cases

Licensing solution design elements

- Licensing solution proposal
- System integration
- Illustrations of your uses cases with the new system
- Illustrations of a proposed customer experience
- Project implementation approach recommendations
- Licensing best practices where applicable

How a Typical Licensing Implementation TuneUp Works

A typical Implementation TuneUp has multiple phases. Prior to the engagement, we set up a call to get a solid feel for where your company is now with licensing and where you think you want to be. We also try to determine how you want to leverage the TuneUp as a springboard to get there.

Following the call, you will receive a questionnaire to use as a guide in preparing for the workshop. There is no need to fill it out prior to the workshop but you should be prepared to have the appropriate people attend that can speak to each question during the on-site visit.
Implementation TuneUps typically consist of a one- or two-day discovery session held on-site at your facilities. Throughout the course of the onsite session a dedicated senior-level consultant will help identify the core objectives for your updated licensing implementation, gain a thorough understanding of your company’s business and operational processes, requirements, and use cases. These consulting engagements are custom built for every client and range from educational seminars to deep dive system and business process design.

Following the discovery session, Gemalto, at our offices, then completes the analysis and design segment. Once this segment is complete, Gemalto will deliver a high-level Implementation TuneUp blueprint for updating and optimizing your current licensing solution.

Your Implementation TuneUp engagement will be customized to address things that are important to you. A typical agenda for the on-site visit can consist of, but is not limited to, the following:

- **Licensing Best Practices**—Gemalto can present techniques employed by companies who have implemented successful software licensing programs.

- **Your Business Profile**—Gemalto will want to gain an understanding of how you are doing business. This includes a brief overview of your product lines, customers, how you are selling licenses (license types, terms, direct sales vs. channel sales, etc).

- **Your Order through Fulfillment Process**—We will spend quite a bit of time in the workshop looking at your ordering and fulfillment processes.

- **Requirements and Use Cases**—We will develop, refine and prioritize your set of licensing requirements and use cases.

- **Solution White Boarding**—A key part of many workshops is an interactive solution development session where we will begin to define project phases and how a new system will work.

- **Technology Discussions**—Your workshop will include technology deep dives as needed. These generally include product integration, IT integration and product demonstrations.

**Your Implementation TuneUp Deliverable**

Following the discovery session, SafeNet performs a thorough analysis, develops a solution design and delivers a high-value blueprint for your licensing Implementation TuneUp. The blueprint will clearly describe your licensing landscape, proposed tune-up solution, implementation phases and schedule along with other key components. Below you will find examples of the types of details your blueprint could contain:

### Licensing Requirements

A key element of an Implementation TuneUp is to examine your requirements in-depth. Your blueprint contains a categorized and prioritized requirement set.

### Use Cases

The workshop will focus on the use cases that are important to your business including order-through-fulfillment as well as product activation. The blueprint includes a prioritized set of use cases.

<table>
<thead>
<tr>
<th>Use Case Description</th>
<th>Use Case ID</th>
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</thead>
<tbody>
<tr>
<td>New customer order for a product that includes network (floating) and/or standalone licenses</td>
<td>1</td>
</tr>
<tr>
<td>Installer activates network or standalone licenses through the product interface</td>
<td>2</td>
</tr>
<tr>
<td>Installer activates network or standalone licenses through the web portal</td>
<td>3</td>
</tr>
<tr>
<td>Installer activates licenses for a system not connected to the internet</td>
<td>4</td>
</tr>
<tr>
<td>Installer wants to move (re-host) a license from one system to another without contacting EMS in the background</td>
<td>5</td>
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<tr>
<td>Customer’s system where license is installed is dead. Installer wants to reactivate the license within EMS so it can be used on another system</td>
<td>6</td>
</tr>
<tr>
<td>Customer needs to disable a license on a system</td>
<td>7</td>
</tr>
<tr>
<td>Customer places incremental order</td>
<td>8</td>
</tr>
<tr>
<td>Upgrade to a new version</td>
<td>9</td>
</tr>
<tr>
<td>Licenses for test boxes</td>
<td>10</td>
</tr>
<tr>
<td>Licenses for engineering teams</td>
<td>11</td>
</tr>
<tr>
<td>Licenses for license teams</td>
<td>12</td>
</tr>
<tr>
<td>Licenses for Marketing programs</td>
<td>13</td>
</tr>
<tr>
<td>Licenses for educational purposes</td>
<td>14</td>
</tr>
</tbody>
</table>
Workflows
Having a clear understanding of the current fulfillment chain is an important component to most licensing system designs. Your blueprint includes current system workflows if necessary.

TuneUp Solution Overview
Gemalto will propose a solution that serves the requirements and use cases. The blueprint will provide a detailed overview of all key solution elements.

TuneUp Solution Workflows
The solution workflows are where the use cases get applied to the new system design. The blueprint provides diagrams and step-by-step illustrations for your most important use cases giving you a solid feel for how the new system will behave.

User Experience
Your TuneUp solution design will include a clear representation of your user experience within your cases.

Project Phases and Timeline
It is common for companies to implement a fully functional licensing system over time. The workshop will help identify whether a phased approach is needed and which elements should be included in each phase.

Gap Analysis
Your blueprint includes a matrix showing the requirements that are met with an out-of-the-box Gemalto solution, requirements that can be met with Gemalto Professional Services, requirements met by other means and any requirement gaps.
Requirements
Prior to engaging in a Gemalto Licensing Solution Design Workshop you will be asked to:

1. Define a set of licensing business goals and requirements.
2. Participate in a pre-workshop fact-finding call.
3. Assemble a team capable of speaking to the topics outlined on the pre-workshop questionnaire.

Expert Licensing Consultants and Implementation Professionals
Gemalto’s Software Licensing Professional Services Organization features the industry’s most sought after software licensing system design, implementation, optimization, and management experts. Gemalto’s team of Software Licensing Professionals have been trusted by the world’s largest software and technology vendors to define, design, and deliver some of the industry’s most sophisticated licensing Ecosystems. Each of Gemalto’s Software Licensing Professionals bring an unparalleled amount of experience designing, launching, and managing some of the industry’s most complex licensing systems that manage millions of installed software seats including enterprise-level development tools from IBM Rational and Telelogic as well as CAD/CAM solutions from PTC. Gemalto’s Software Licensing Professionals fully understand the need to focus on integrating your licensing solution into your business processes in a way that serves the myriad of organization needs across your enterprise. Gemalto specializes in designing overall licensing solutions and sustainable programs.

The team of software and project management professionals are dedicated to tailoring Gemalto’s licensing and entitlement management solutions to fit into the business processes and back office systems unique to each organization. They are experienced with providing solution to ISV’s operating in various market segments and around the world, and have delivered a wide range of customized technical solutions using a variety operating systems, development platforms, and interface protocols. Gemalto is proud to guide software and technology vendors through the entire life of their licensing project.

Find out more
Contact your Gemalto Sales Representative to request a no obligation, phone consult and find out if a Gemalto Implementation TuneUp is right for you.

For more information on Gemalto’s complete portfolio of Software Monetization Solutions for installed, embedded, and cloud applications visit www.safenet-inc.com/sentinel.

Complementary Service Offerings

Software Monetization 101
Intended for software publishers completely new to software licensing, Gemalto offer a series of on-demand webinars and white papers created by our Software Licensing Consultants. These free resources outline the scope and impact of licensing within an organization and then provide best practices for kick starting your licensing process. For a full list of on-demand resources please visit: www.SafeNet-inc.com/SoftwareMonetization101.

JumpStart
JumpStart provides clients with the most comprehensive installation, configuration, training, and deployment service for their licensing and/or entitlement management implementation and go-live efforts. Variations of the Jumpstart service are available for Sentinel LDK, Sentinel EMS, and Sentinel Cloud customers.

Back-Office Integration
Most organizations have established order processing and fulfillment systems in place. Tight integration with these back-office systems is a critical factor in the success of any licensing implementation. This service provides clients with a team of experts who specialize in the creation and implementation of the necessary customizations, extensions, and plug-ins to ensure seamless integration between their Sentinel licensing system and all relevant back-office systems.

MySentinel
Intended for Sentinel customers, this service provides clients with the ability to identify and implement a variety of customizations in order to personalize their licensing environments for employees and end-users. Common customization requests relate to UI and workflow personalization.

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