



SERVICE BRIEF

Back-Office Integration

For Gemalto Sentinel EMS users who wish to grow their software business, Sentinel EMS Back-Office Integration is a professional service that helps reduce operational expenses and improve profitability. Unlike manual license fulfillment, which is costly, time-consuming, error-prone, and restrictive on sales models and channels, the Sentinel Back-Office Integration Service binds software licensing with disparate operational systems to streamline and automate key business and licensing workflows, improve business visibility, and ultimately, drive business growth.

Overview

A strong connection between the system that generates and manages your software licensing and entitlements and your back-office systems is a vital part of any successful licensing solution and can provide invaluable insight about your customers.

Without connecting these systems, tedious, manual work is necessary to associate customers, orders, and fulfillment information with their respective license entitlements. The Sentinel EMS Back-Office Integration Service allows you to reduce the time and effort required to associate CRM, ERP and other back-office system information with your software entitlement information.

Sentinel EMS Back-Office Integration Service

Gemalto offers a comprehensive back-office integration service to assist with the design and integration of Sentinel EMS functionality with your existing back office systems. This service provides a professional assessment of your organization's specific requirements, viewed from a software licensing & entitlements perspective, plus detailed recommendations for implementing an integration plan that incorporates Sentinel EMS into your existing business systems and processes. Gemalto Professional Services will implement and integrate connectors that interface with the EMS Server and your back-office systems in a manner that best meets your business requirements. Sentinel EMS was strategically designed with back office integration in mind.

Benefits of Back-Office Integration

Integrating Sentinel EMS with your back-office systems can deliver significant benefits. Back-office integration allows you to achieve greater efficiency in processes, particularly those that operate across the overall product lifecycle. It enables increased visibility for multiple functions within your organization, ensuring that less information "falls through the cracks." Integration also enables you to better respond to customer requirements and requests for support.

However, not all organizations are the same. Each has its own processes and procedures throughout the product life cycle that have evolved with the organization in response to specific needs. The range of possibilities is extensive and may include integration with order systems to facilitate order entry and fulfillment, ERP systems to simplify order management and logistics, and CRM systems to improve account management, tracking, and technical support.

Benefits

- > **Facilitate and automate:** license order entry, management and fulfillment in ERP/ CRM systems.
- > **Ensure data integrity:** across back-office and entitlement management systems.
- > **Improve:** account management, tracking, customer service and support
- > **Sell more:** know exactly which customer licenses are used and which are about to expire, allowing for automatic renewal and up-sell opportunities
- > **Plan ahead:** enable your sales and marketing teams to plan, launch, and execute sales campaigns to your existing customer base
- > **Adapt:** empower your marketing team to track sold products and license usage across your installed base – allowing for improved up-sell campaigns
- > **Gain greater business visibility:** a centralized information database enables improved data collection and analysis capabilities for better visibility and customer management
- > **Empower customer service:** grant your customer support teams access to the most updated data on customer license entitlement and consumption status directly from your CRM.
- > **Reduce costs:** by avoiding tedious manual work.

Common Back-Office Systems Integration Scenarios

Sentinel EMS to CRM Integration

The primary reason for integrating Sentinel EMS with your CRM is to associate software entitlements and activations with your CRM contacts. The ability to access the most up-to-date license data as account assets within the CRM brings value to multiple functions within your company:

- > **Marketing:** Track product adaptation and licenses usage across customers to plan and launch marketing campaigns.
- > **Sales:** Plan and launch up selling campaigns based on customer install base.
- > **Customer Care:** Access updated customer license entitlement data and consumption status directly from SFDC.

| Products Reports EMS Entitlements EMS Activations EMS Synchronizations EMS Configuration | | | | | |
|--|--------------------------------------|-----------------|--------------------------------------|--------------------------------------|-------------|
| All | | | | | |
| Printable View Help for this Page | | | | | |
| New: All Get Edit Create New View | | | | | |
| New EMS Activation | | | | | |
| Action | EMS Activation ID | Activation Date | EMS Entitlement | Product Key | EMS Product |
| Edit Del | 0e5c1541-ca81-4efb-b576-5b8d76b0d06 | 31/01/2011 | b99f694b-6269-43df-a524-880c-9d247dd | b379cab4-372f-4302-b322-c0b2e6307747 | CADViewer |
| Edit Del | aeddb843-1cd8-4b17-b7ad-b008d7459a97 | 31/01/2011 | 37564f6-9c14-41bc-ab9c-cfeb2a96319 | 1b9cbe88-ccda-4c25-b09c-2ba24c1d865 | CADViewer |
| Edit Del | f37ea11b-bf18-4ece-91d4-a13608461ef3 | 31/01/2011 | 37564f6-9c14-41bc-ab9c-cfeb2a96319 | 1b9cbe88-ccda-4c25-b09c-2ba24c1d865 | CADViewer |
| Edit Del | 9850f87c-58e2-4aa1-8a45-588bc8b5b50 | 31/01/2011 | c87e66ab-ab48-4b1c-89e6-3300c146299a | | |
| Edit Del | 1222328-896d-4177-aa78-b6904112a7 | 31/01/2011 | b99f694b-6269-43df-a524-880c-9d247dd | | |
| Edit Del | 6b3951e-8014-4b60-873b-d717003ad1d | 31/01/2011 | 37564f6-9c14-41bc-ab9c-cfeb2a96319 | | |
| Edit Del | 1a0970d3-2701-460a-ab29-43c11395b4da | 31/01/2011 | 37564f6-9c14-41bc-ab9c-cfeb2a96319 | | |
| Edit Del | cac9ebd9-0381-4083-ad10-759c92c0097 | 31/01/2011 | 6b794c72-a51a-4ba7-8f1e-3b5de59eae0 | | |
| Edit Del | 43b3b2af-1cf9-46a9-a998-8616b2c7a2a9 | 27/01/2011 | 67ec894d-477f-46c0-b8b3-20ede91a34fd | | |

Entitlements & Activations as Assets in CRM

Scheduler Setting

Save Scheduler Job Disable

Schedule a synchronization that will be automatically executed on a weekly or monthly interval.

Scheduler Job Created By
Scheduler Next Fire Time
[Edit Scheduler Time](#)

☒ Weekly
☐ Monthly

Rekurs every week on
☒ Sunday ☒ Monday ☒ Tuesday ☒ Wednesday ☒ Thursday ☒ Friday ☒ Saturday

Start: 10/02/2011 [10/02/2011]
End: 13/02/2011 [10/02/2011]
Preferred Start Time: Hour: 2 AM Minute: 00

Admin Configuration Panel

Account License Expiration Report

Report Generation Status: Complete

Report Options:

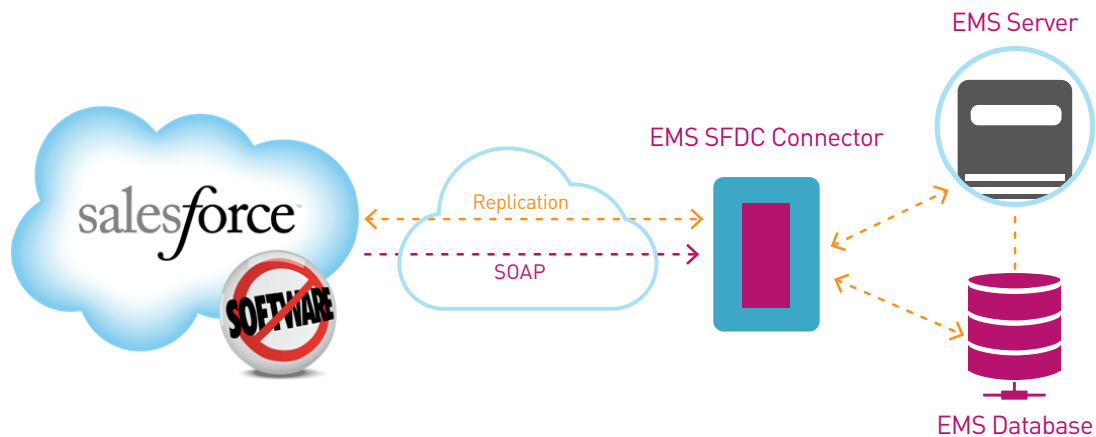
Summarize information by: [None] Summarize information by: [None] [My critical exp. entitlements] [Show] [Time Frame: [None] Range: [None]]

Run Report Now | Get | Hide Details | Customize | Save | Save As | Delete | Printable View | Export Details

| Account | EMS Entitlementment ID | EMS Activation EMS Activation ID | Activation Date | EMS Product | License Expiry Date |
|--------------|--------------------------------------|--------------------------------------|-----------------|------------------------------|---------------------|
| Golden Shree | 433388a2-478f-4823-9784-b02890a59009 | 0a0f00e-2387-4548-8a7f-4583a9a27823 | 08/02/2011 | Test mass Product insert 584 | 24/02/2012 |
| Golden Shree | 9587198b-3846-45c4-88b0-83a17368a13c | 657ad815-1a86-4a4a-9a07-7743d6b25a | 08/02/2011 | License | 01/01/2011 |
| Golden Shree | 7631aae-d653-435e-80a2-1a80a407238c | c52e5544-d0f8-4f01-2a68-4c23b3bc57b | 08/02/2011 | PaintShop | 25/02/2012 |
| Golden Shree | c27925b-4448-4968-32ab-3a51a80a00f1 | 0a22a0b8-55c5-48b5-5011-47f8d35a6a | 08/02/2011 | SanDisk | 24/02/2012 |
| Golden Shree | 0801a0e-3058-cf8e-9a17-34443707a9d4 | 210a2045-523a-cf8e-9a0b-c080d4d8a61c | 08/02/2011 | Quantum Crystal 2000V | 01/01/2011 |
| Golden Shree | 4749d0d-4a37-470b-3286-11a72537ab11 | 00927a1a-bae-4611-a756-32d6a4711919 | 08/02/2011 | Test mass Product insert 595 | 28/02/2012 |
| Golden Shree | 528444da-8256-4958-b0f1-af09f748c | 2a6f2d63-31e5-4098-8aa1-2fc6dc5333 | 08/02/2011 | CADViewer | 31/12/2008 |
| Golden Shree | 18126ba-2072-4810-8a65-5c0b7f4d7584 | 6118440e-7307-4226-8018-818a2a172d7 | 08/02/2011 | VisualStudio | 01/01/2011 |
| Golden Shree | 18126ba-2072-4810-8a65-5c0b7f4d7584 | 1ba30c1c-a146-4022-8a42-320aa38a495 | 08/02/2011 | VisualStudio | 01/01/2011 |
| Golden Shree | 8792028-8323-4a61-a6c1-c08f1a6050 | 61072227-a242-432a-8779-300aa9a50a6c | 08/02/2011 | Quantum Crystal 100V | 31/03/2011 |
| Golden Shree | 18a5a336-2626-4918-a868-7ac02084548 | 60887e-5c0b-4955-8674-7288c228047c | 08/02/2011 | License | 01/01/2011 |
| Golden Shree | c0f0f0d-5c71-4787-8b15-aee1a00b090 | 65562d01-c15a-4d8e-8265-a26191a0a021 | 08/02/2011 | Fireware | 16/01/2012 |
| Golden Shree | 892110a0-a053-4298-88a2-58a099a0a0a2 | 08033a61-319a-4205-818c-7c71a79708d | 08/02/2011 | GoogleMaps | 01/01/2011 |
| Golden Shree | 66a1178-430b-8ba-9a3a-95c4200a0a2 | ab4d4d4d-4b1c-4c08-8a0b-c6a6d949730a | 08/02/2011 | Chrome | 29/02/2012 |
| Golden Shree | 653a0d3-1007-49a7-8805-832a309d0a0f | a4502a0f-420e-4f9a-9954-6c203444303 | 08/02/2011 | GoogleDocs | 25/06/2011 |
| Golden Shree | 666c45c-8044-484b-bb7c-1d5d5d5d0202 | 6520b30-9c30-4309-8746-5480c1c4a0b0 | 08/02/2011 | GoogleMaps | 01/01/2011 |
| Golden Shree | 15C0ba0e-8915-4209-30b-303220b30b3 | 6002ba26-2a09-4a5d-88e6-483a0b11319 | 08/02/2011 | Chrome | 31/12/2008 |
| Golden Shree | c5b718e-4004-4444-9214-0a0138013a0f | 0a10c5e-555e-f008-801b-50c2700ba | 08/02/2011 | Chrome | 24/03/2011 |
| Golden Shree | a20c5e5-2a11-4106-89c1-4b20a6a580a | a502ba26-211e-4605-aede-2a08c4a51c5 | 08/02/2011 | GoogleMaps | 01/01/2011 |

License & Entitlement Reporting Capability in CRM

The diagram below illustrates how Sentinel EMS integrates with one of the industry's most popular on-demand CRM applications, Salesforce.com. The synchronization between Salesforce.com and Sentinel can be automated according to parameters you can configure.



Sentinel EMS to ERP Integration

The primary reason for integrating Sentinel EMS with an ERP system is to leverage existing ERP workflows and extend them to include entitlement information from Sentinel EMS. Integration provides automatic synchronization of customers, contacts, and product definitions between Sentinel EMS and your ERP – making it virtually seamless to generate licensing entitlements from within your ERP system.

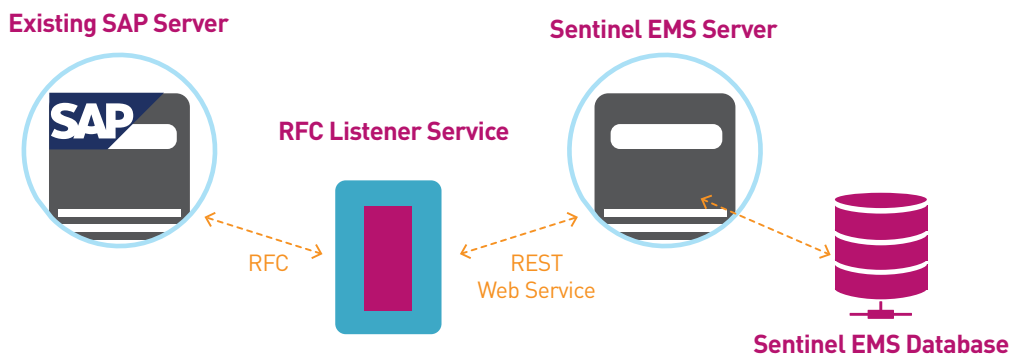
Once integrated, the ERP system has an instant interface to Sentinel EMS workflows, including the ability to:

- > **Create a new customer:** a firm that orders entitlements
- > **Create a new contact:** a contact point (name and e-mail address) that belongs to the customer. This is where the new license entitlement will be sent.
- > **Create a new product:** a material(product) that has a license to be generated as part of an entitlement
- > **Generate a new entitlement:** This function allows the customer contact to generate a license. Each entitlement can include one or more products to be delivered to the contact. The entitlement ID generated by EMS is returned to the ERP and can be stored with the customer/contact technical data in the ERP (or CRM) system.

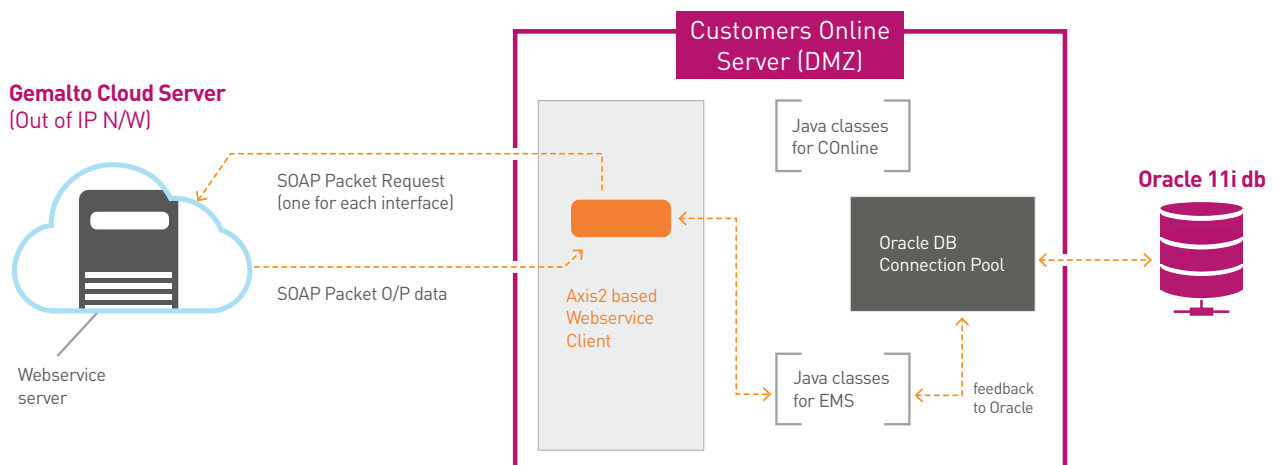
The diagrams below illustrate how Sentinel EMS integrates with two of the industry's leading ERP systems, SAP and Oracle.

| Test Function Module: Result Screen | |
|-------------------------------------|-------------------------------------|
| Test for function group | ZSAFENET_EMS |
| Function module | ZEMS_CREATE_ENTITLEMENT |
| Uppercase/Lowercase | <input checked="" type="checkbox"/> |
| RFC target sys: | EMS_B0 |
| Import parameters | Value |
| IV_SESSION_ID | 3B62455EE5C00CB6A9BE9AB73FE95B69 |
| IV_ENTIT_START_DATE | 2010-03-14 |
| IV_ENTIT_END_DATE | 2011-03-14 |
| IV_CUSTOMER_NAME | SafeNet |
| IV_CONTACT_EMAIL | john.smith@safenet-inc.com |
| IV_ACTIVATION_CRED_NUM | 100 |
| IV_REQ_USER_REGISTRATION | 1 |
| IV_ORDER_NUM_REF_ID | 1 |
| IT_EMS_PRODUCT_INFO | 1 Entry |
| IV_EMS_PRODUCT_INFO_LENGTH | 1 |
| Export parameters | Value |
| EV_STATUS | 0 |
| EV_MESSAGE | success |
| EV_ENTITLEMENT_ID | ad4bec0f-cbc2-4927-ab2e-987f49c7e |

Sentinel EMS integration with SAP



Sentinel EMS integration with Oracle



How We Work

We recognize that meeting milestones and ensuring a successful deployment is critical. Therefore, we assemble a Gemalto Professional Services team that specializes in integration planning and deployment. We also assign a dedicated project manager to oversee the entire integration project and keep it on schedule. Your Gemalto project manager will:

- > Act as the single point of contact while providing end-to-end direct project management
- > Work with you to define the project scope, goals, and deliverables based upon your business objectives
- > Communicate expectations to all project team members
- > Monitor and report on project status, using a project tracking document, to keep all parties apprised of where the project stands at any point in time
- > Recommend and document best practices for deployment and integration of Sentinel EMS with your existing business systems
- > Escalate problems or concerns if necessary

Requirements

Prior to engaging in a Gemalto integration project, we ask that you:

1. Assemble a cross-functional team with representatives from the various functional areas of your business that are essential to conducting the needs assessment and integration planning. You must have a licensing plan, which details how your software products are to be licensed. If you wish to contract Gemalto Professional Services to create a licensing plan for you, please consult your Gemalto sales person.
2. Assign a Project Manager to act as a single point of contact for all issues related to the integration and be responsible for:
 - > Management direction required to meet project deliverables.
 - > Ensuring availability of information and resources needed by the Gemalto consultant to complete his/her assignments.
3. Determine the desired business benefits your organization would like to achieve by connecting EMS with other systems.
4. Determine the various use cases in which entitlements will integrate with your back office systems.

Find Out More

Request a no obligation, 15-minute phone consult to see if our Back-Office Integration Service is right for you.

Expert Software 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 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 is 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 how integrating EMS with your back-office systems can help drive revenue for your business.

Complementary Service Offerings

Salesforce.com Connector Sentinel EMS

The Salesforce.com Connector for Sentinel EMS is a powerful add-on that provides software publishers with an instant link between their existing Salesforce.com CRM and the Sentinel EMS system.

SAP Connector Sentinel EMS

The SAP Connector for Sentinel EMS is a powerful add-on that provides software publishers with an instant link between their existing SAP ERP system and Sentinel EMS.

Implementation TuneUp

Intended for users of any commercially-available or homegrown licensing system, this service is designed to ensure you are taking advantage of all that your licensing system has to offer as your business goals and software products evolve. This service includes an assessment of your existing implementation as it relates to every level of the product lifecycle and a comprehensive set of recommendations for how to improve your implementation to save time, reduce costs, enhance the customer experience, or improve security.

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

About Gemalto's Sentinel Software Monetization Solutions

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

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