



SERVICE BRIEF

Software Licensing Workshop: Strategy Design & Architecture Development

While defining the business goals and vision are critical components to developing or 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 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 Licensing Solution Design Workshop

The Licensing Solution Design Workshop is intended for software publishers in the midst of building or rebuilding their software licensing strategy or implementation. The goal of the workshop is to develop a customized licensing solution blueprint that meets the needs of your business.

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

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

Your current licensing landscape

- > Your licensing pain points
- > Your licensing objectives
- > Your current licensing processes
- > Your requirements
- > Your use cases

Licensing solution design elements

- > Licensing solution proposal
- > System integration
- > Illustrations of your uses cases with the new system

Benefits

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 optimizing your licensing models and operational workflows.

A customized licensing blueprint: an ideal resource to frame internal discussions – to gain clarity, consensus, and ultimately help advance your corporate licensing strategy.

- > Illustrations of a proposed customer experience
- > Project implementation approach recommendations
- > Licensing best practices where applicable

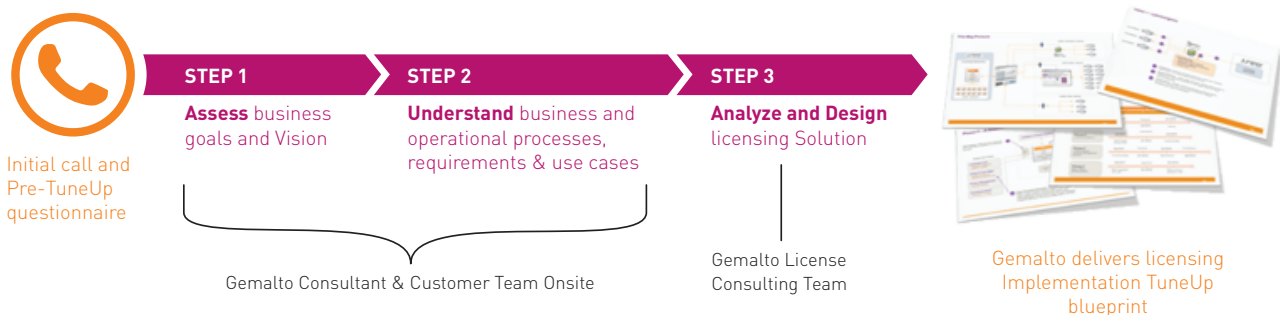
Benefits of the Licensing Solution Design Workshop

- > **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 optimizing your licensing models and operational workflows.
- > **A customized licensing blueprint:** an ideal resource to frame internal discussions – to gain clarity, consensus, and ultimately help advance your corporate licensing strategy.

How a Typical Licensing Solution Design Engagement Works

A typical Licensing Solution Design Workshop 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 workshop 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.

Fig. 1 The typical flow for a Licensing Design Solution Workshop.



Design workshops typically consist of a one- or two-day discovery session held on-site at your facilities. Throughout the course of the on-site session a dedicated senior-level consultant will help identify the core objectives for the 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 will complete the analysis and design segment of the workshop and will develop a high-level blueprint for integrating a new licensing solution into your business.

Your workshop 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).

A Typical Workshop Agenda

- > Your Business Profile
 - > Your Order through Fulfillment Process
 - > Requirements and Use Cases
 - > Solution White Boarding
 - > Technology Discussions
- > **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.

Agenda

Your workshop will be customized to meet your needs. Below you will find an example of a typical agenda for the 2-day on-site component of the workshop:

Licensing Design Solution Workshop - Day 1		
TIME	SEGMENT	TOPICS
8:00	Workshop Kickoff	<ul style="list-style-type: none"> > Introductions > Attendee workshop goals > Workshop format and expectations
8:30	Licensing Best Practices	<ul style="list-style-type: none"> > 7 Steps to Successful Licensing Implementations > Revenue recognition with license enforcement
9:30	Business Drivers	<ul style="list-style-type: none"> > Current business pain points > Top level project goals and timescales
10:00	Product and License Profile	<ul style="list-style-type: none"> > Current product portfolio > Current sales models > Maintenance sales model > Software trial/evaluation model > Future sales models (Cloud, SaaS, etc) > Sales channel profile > Sales channel pains and requirements
1:00	Order through Fulfillment Process	<ul style="list-style-type: none"> > Detailed illustration of the current order and license fulfillment process and customer experience > Order and license fulfillment requirements and use cases > Desired customer experience and requirements and use cases
3:00	License Enforcement	<ul style="list-style-type: none"> > Review of current license enforcement system > License enforcement requirements and use cases > Desired license enforcement customer experience
4:30	Recap	<ul style="list-style-type: none"> > Summary of key findings > Refine Day 2 agenda

Licensing Design Solution Workshop - Day 2

TIME	SEGMENT	TOPICS
8:00	Solution Whiteboard Session	<ul style="list-style-type: none"> > System architecture > Order through fulfillment workflows of major use cases <ul style="list-style-type: none"> • New license purchase • Renewal license purchase • Upgrade • License rehost > Customer experience definition
1:00	Sentinel EMS	> Demonstration of core order and license fulfillment use cases with Sentinel EMS
2:30	Backoffice Integration	<ul style="list-style-type: none"> > Sentinel EMS integration with SAP ERP > EMS integration with Salesforce CRM > Legacy data migration to EMS
3:30	Project Phasing	> Develop project implementation phasing alternatives based on timescales and business needs
4:40	Recap and Wrap	<ul style="list-style-type: none"> > Summary of key findings > Action items > Next steps

Your Licensing Workshop Deliverable

Following the discovery session, Gemalto performs a thorough analysis, develops a solution design and delivers a high-value blueprint for your licensing workshop. The blueprint will clearly describe your licensing landscape, proposed workshop 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 a licensing workshop is to examine your requirements in-depth. Your blueprint contains a categorized and prioritized requirement set.

Area	Teradata Requirement
Enforcement	Ability to control access to the product based on entitlement
Enforcement	Ability to control access to the product at the feature level
Enforcement	Ability to control access to the product for a specific version
Enforcement	Ability to lock access to a specific piece of hardware
Enforcement	Support for standalone and concurrent license models
Enforcement	Ability to control access based on capacity or token entitlement
Enforcement	Support for trials and evaluations
Enforcement	Fault tolerant license servers
Enforcement	Control usage of data models
Back Office	Back office entitlement management
Back Office	Back office license generation solution for all required license models: standalone, concurrent, trial, capacity, token
Back Office	Support for customer self-service license generation
Back Office	Ability to control permissions in licensing backoffice based on role
Back Office	Ability to query entitlements and redistribute previously generated licenses
Back Office	Support for Enterprise License Agreements
Back Office	Ability to report on entitlement and license generation
Back Office	Ability to generate proprietary licenses
Back Office	Integration with ERP and CRM systems
Cloud and SaaS	Scale for future support of SaaS and cloud based applications

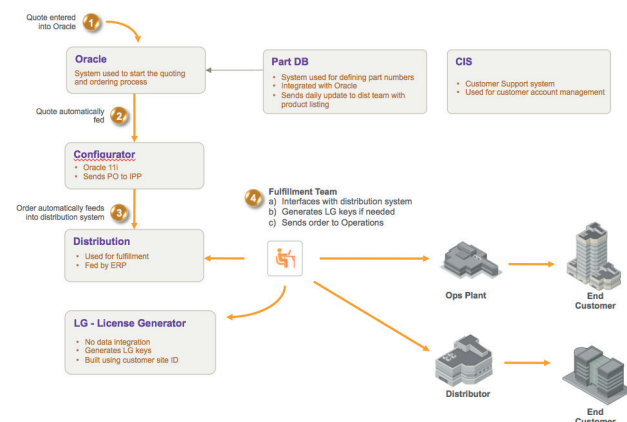
Use Cases

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.

Use Case Description
1 New customer order for a product that includes network (floating) and/or standalone licenses
2 Installer activates network or standalone license through the product interface
3 Installer activates network or standalone license through the web portal
4 Installer activates licenses for a system not connected to the internet
5 Installer wants to move (re-host) a license from one system to another without contacting EMS in the backoffice
6 Customer's system where license is installed is dead. Installer wants to reset the license within EMS so it can be used on another system
7 Customer needs to disable a license on a system
8 Customer places incremental order
9 Upgrade to a new version
10 Licenses for test boxes
11 Licenses for engineering teams
12 Licenses for Sales teams
13 Licenses for Marketing programs
14 Licenses for Educational purposes

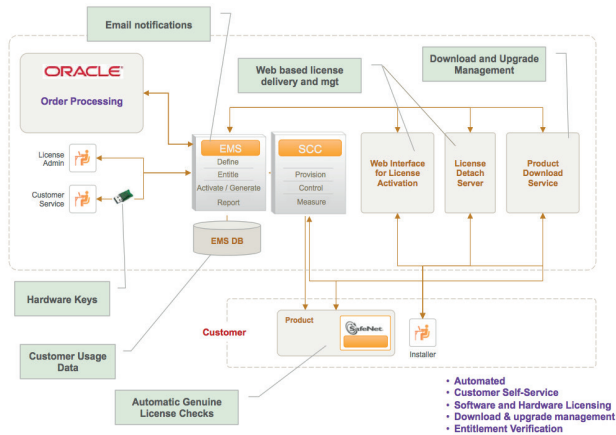
Workflows

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.



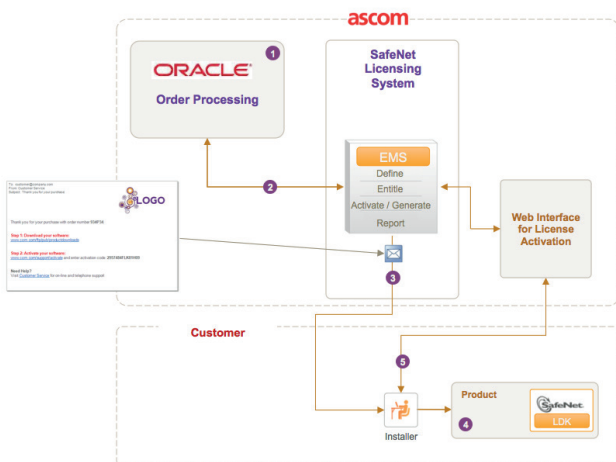
TuneUp Solution Overview

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



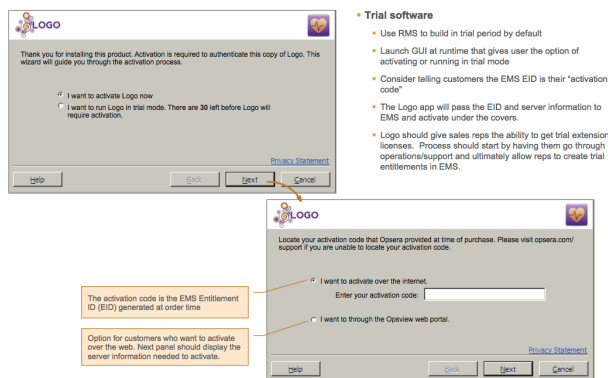
TuneUp Solution Workflows

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.

Project Milestone	Phase 1	Phase 2	Phase 3
Implement EMS in the back office	X		
Migrate customer data from LG to EMS	X		
Integrate EMS with Oracle	X		
Integrate EMS with CRM	X		
EMS web portal	X		
Integrate RMS with Logo Professional (Q2 2013)	X		
Full automation with customer notifications	X		
Integrate RMS Logo Enterprise (Q3 2013)		X	
Integrate EMS with download service for ESD		X	
End of life proprietary LG		X	
Enable license controls for SaaS using Sentinel Cloud			X
Track license usage			X
Offer capacity based pricing metric			X

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.

Area	Teradata Requirement	Sentinel RMS	Sentinel EMS	Sentinel Cloud
Enforcement	Ability to control access to the product based on entitlement	✓		
Enforcement	Ability to control access to the product at the feature level	✓		
Enforcement	Ability to control access to the product for a specific version	✓		
Enforcement	Ability to lock access to a specific piece of hardware	✓		
Enforcement	Support for standalone and concurrent license models	✓		
Enforcement	Ability to control access based on capacity or token entitlement	✓		
Enforcement	Support for trials and evaluations	✓		
Enforcement	Fault tolerant license servers	✓		
Enforcement	Control usage of data models			
Back Office	Back office entitlement management		✓	
Back Office	Back office license generation solution for all required license models		✓	
Back Office	Support for customer self-service license generation		✓	
Back Office	Ability to control permissions in licensing backoffice based on role		✓	
Back Office	Ability to query entitlements and redistribute previously generated licenses		✓	
Back Office	Support for Enterprise License Agreements		✓	
Back Office	Ability to report on entitlement and license generation		✓	
Back Office	Ability to generate proprietary licenses		✓ PS	
Back Office	Integration with ERP and CRM systems		✓ PS	
Cloud and SaaS	Scale for future support of SaaS and cloud based applications		✓	✓

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 Professional 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 the Gemalto Licensing Workshop is right for you.

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 and JumpStart Express

Introducing any new system into an organization's operating processes is difficult; why not make sure you get it right the first time. Intended for new Gemalto customers, the two variations of this implementation service provides clients with installation, configuration, training, and deployment assistance for their licensing and/or entitlement management implementation go-live efforts.

Contact Us: For all office locations and contact information, please visit www.safenet-inc.com

Follow Us: licensinglive.com

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Find Out More

Contact your Gemalto Sales Representative to request a no obligation, phone consult and find out if the Gemalto Licensing Solution Design Workshop is right for you.

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> Sentinel Video Cloud

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> Blog

<http://www.licensinglive.com/>



> Sentinel Customer Community

sentinelcustomer.safenet-inc.com

JumpStart Express focuses on the product installation process and is intended to ensure a smooth, out of the box deployment experience. For more detailed product configuration, user training, and data modeling Gemalto offers a more comprehensive Jumpstart package.

Periodic Implementation Tune-Ups

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.

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security to be free