SafeNet

Sentinel® CLOUD SERVICES

Software licensing and entitlement management delivered in the cloud – for the cloud

The Software Industry and the Cloud

Enterprise organizations are rapidly discovering the flexibility of cloud-based applications. Recent research reveals that more than 80 percent of Enterprise organizations have already purchased or plan to invest in one or more SaaS application. For an end user, SaaS means easier budgeting, faster deployment, and reduced risk. For new market entrants and established software vendors alike, SaaS presents a new opportunity to give customers what they want—while ensuring recurring revenue streams and exploring new markets. While delivering software as a service opens many doors for software vendors, it also presents a new set of operational challenges and reintroduces all of the packaging, control, and business intelligence obstacles of the software monetization lifecycle that the traditional software industry has faced for decades.

The Challenges of Delivering Software as a Service

As early adopters of SaaS have realized, it is not easy to find the right catolog catalog segmentation, feature bundling, and pricing models. It takes time, experimentation, and, most importantly, service catalog flexibility. As with traditional software consumption, ensuring user compliance with the terms of a service agreement is critical to profitability. Before SaaS, data collection was a premium feature of most licensing and entitlement management systems used to forecast trends and make informed business decisions. In the cloud, usage data is not only used for business intelligence but is vital for supporting business critical processes, such as billing. Therefore, it is essential that cloud service providers are able to easily track, organize, and report on service usage.

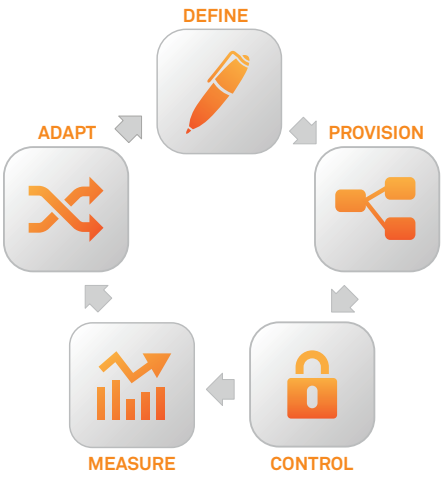
A complete software monetization solution for cloud-based service delivery must:

- → Enable sophisticated service catalog definition
- → Provide automated service agreement provisioning
- → Support feature-level user authorization
- → Allow service catalog and pricing model reconfiguration without re-engineering
- → Offer detailed service usage tracking and reporting
- → Integrate easily and seamlessly with the service providers various back office systems, enabling process automation
- → Support software delivery and management scenarios, offering software publishers a means to centrally manage all cloud services and traditional on-premise applications

Sentinel® Cloud Services – Software Monetization in the Cloud

Sentinel® Cloud Services bring SafeNet's industry-proven experience in software licensing and entitlement management to the cloud. Built leveraging the company's more than 25 years of experience delivering best-in-breed software licensing and management solutions, but architected from the ground up to support all of the unique requirements of cloud service delivery, Sentinel Cloud Services is the industry's only complete and proven solution for software monetization in the cloud.

Sentinel Cloud Services makes it quick and easy for SaaS providers to build versatile service catalogs, provision and authorize user access, measure service usage, and instantly adapt their service offerings to embrace new and evolving market opportunities. Only with Sentinel can software publishers successfully package, deliver, and manage any cloud-based application delivered to a PC, laptop, mobile device, or otherwise. Fully aligned with the software monetization lifecycle, Sentinel Cloud Services enables software publishers to:



DEFINE
service catalog and pricing models at the feature level to boost product versatility and business agility

PROVISION
service agreements instantly to improve operational efficiency and minimize manual errors

CONTROL
user authorization to enable service agreement compliance

MEASURE
customer usage for business intelligence and billing support to simplify operations and improve strategic decision-making capabilities

ADAPT
service offerings and pricing models on the fly, without the involvement of engineering, to instantly embrace evolving market demands

Features

- → Sophisticated service catalog definition
- → Automated service agreement provisioning
- → Feature-level user authorization
- → Service catalog and pricing model reconfiguration without re-engineering
- → Detailed service usage tracking and reporting
- → Back office integration
- → Centralized licensing management for SaaS & on-premise applications

Benefits

- → Service Agreement compliance
- → Product versatility
- → Business agility
- → Operations automation
- → Business intelligence
- → A single solution for all software monetization functions, delivered as a service or otherwise

Achieving Software Monetization with Sentinel Cloud Services

By 2010 nearly 65% of new product from established ISVs will be delivered as SaaS services and nearly 85% of net-new software firms coming to market will be built around SaaS service composition and delivery.

- IDC

Sophisticated Service Catalog Definition

Enterprise customers are used to consuming software through sophisticated licensing models. This expectation does not change when the same applications transform into services offered via the cloud. Therefore, in order to achieve maximum profitability, cloud service providers require the flexibility to easily and efficiently bundle their application to reach a range of unique market segments. Sentinel Cloud Services feature a flexible framework supporting a rich array of license models, enabling customers to utilize a wide variety of business controls. The services make it quick and simple for cloud service providers to create and manage service catalogs, feature bundles, and licensing models on the fly. Having the required building blocks to easily create and maintain a sophisticated service offering allows cloud service providers to grow their business and focus their valuable R&D resources on delivering core service value.

By 2015, there will remain no business computing category that hasn't moved to the Cloud

- Saugatuck Technology

Automated Service Agreement Provisioning

Sentinel Cloud Services enable customers to simplify provisioning and service management with contract creation, activation, and modification. The automation of service agreement provisioning allows for increased accuracy and reduced operational costs, and provides a scalable licensing solution. By connecting back office systems through a standard Web services interface, the entire lifecycle of a customer's contract can be efficiently managed and automated.

Feature-level Authorization

Sentinel Cloud enables service agreement compliance with feature-level control, making it easy for cloud service providers to easily maintain multiple levels of access to their service, and allowing customers to optimize how they consume the service. Additionally, feature-level authorization enables cloud service to introduce new or highly popular features at a premium to maximize market applicability and profitability.

By 2015 65%+ of all NEW business applications will be Cloud-based or Hybrid

- Saugatuck Technology

Detailed Service Usage Tracking and Reporting

The solution's usage tracking and reporting features enable service providers to analyze data and identify trends in order to improve business decision-making capabilities, and instantly respond to emerging market opportunities. Sentinel Cloud aggregates granular usage data from all the instances of your application to drive automated rating and billing solutions to improve operations efficiency and accuracy.

Service Catalog and Pricing Model Reconfiguration without Engineering Involvement

End user requirements, budgets, and business objectives change daily. Service catalog flexibility, both in pricing and functionality, is required to realize emerging new business opportunities on the fly and prevent customer attrition. The unique design of Sentinel Cloud Services enables SaaS providers to instantly reconfigure feature sets and business models based on dynamic market feedback and usage data collected by the entitlement management system, allowing service providers to instantly embrace evolving market demands.

Centralized Licensing Management for SaaS & On-Premise Applications

Maintaining a centralized licensing platform for both SaaS and on-premise offerings allows for increased operational efficiencies and an improved customer experience. Managing all licensing technologies (on-premise applications protected with SafeNet licensing, on-premise applications protected with homegrown licensing, and cloud-delivered services) with a single management platform provides software publishers with a consistent view of customer contracts, usage, and product consumption. Additionally, Sentinel Cloud Services enable customers to improve the end user experience by providing access to all product offerings through a single self-service portal in a consistent, professional, and user-friendly way.

Reaching the Mobile Market with Sentinel Cloud Services

Cloud applications are dependent on Internet connectivity to function and therefore can be utilized by any Web-connected device, including, but not limited to, PCs, laptops, and mobile handsets. As mobile handsets, such as smartphones, evolve, they are becoming increasingly dependent on Web access to run some of their most sought-after features and apps. This growing acceptance for Web-dependent mobile devices is lowering the barrier of entry into the mobile market for software vendors. Engineered specifically to support the catalog, licensing, and consumption management of any Web-dependent software service, Sentinel Cloud Services provides software vendors with a complete solution to provision, control, and manage usage of mobile cloud applications.

Sentinel Cloud Services – The Components

Sentinel Cloud SDK

This lightweight component contains eight easy–to–use licensing APIs. The Sentinel Cloud SDK authorizes licensing decisions, and caches usage data, which is passed in batch to SCC.

Sentinel Cloud Connect (SCC)

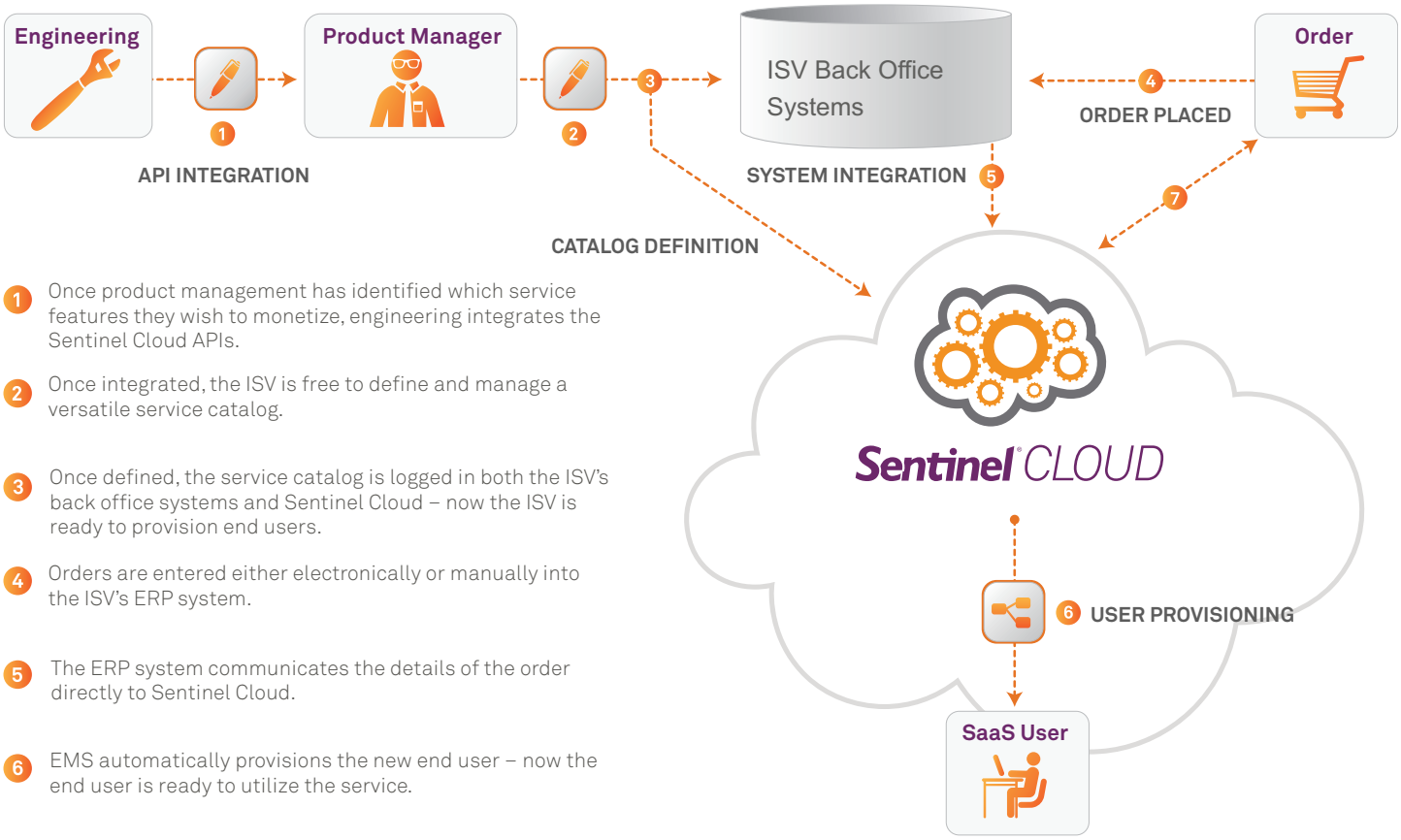
SCC activates service agreements, processes and aggregates usage records, and manages coordination of the Sentinel Cloud runtimes, user authorization communications, and global decision making.

Sentinel EMS

Integrated directly with an ISV's back office systems, Sentinel EMS handles contract provisioning and management, and all reporting functions, as well as service catalog definition and customer management.

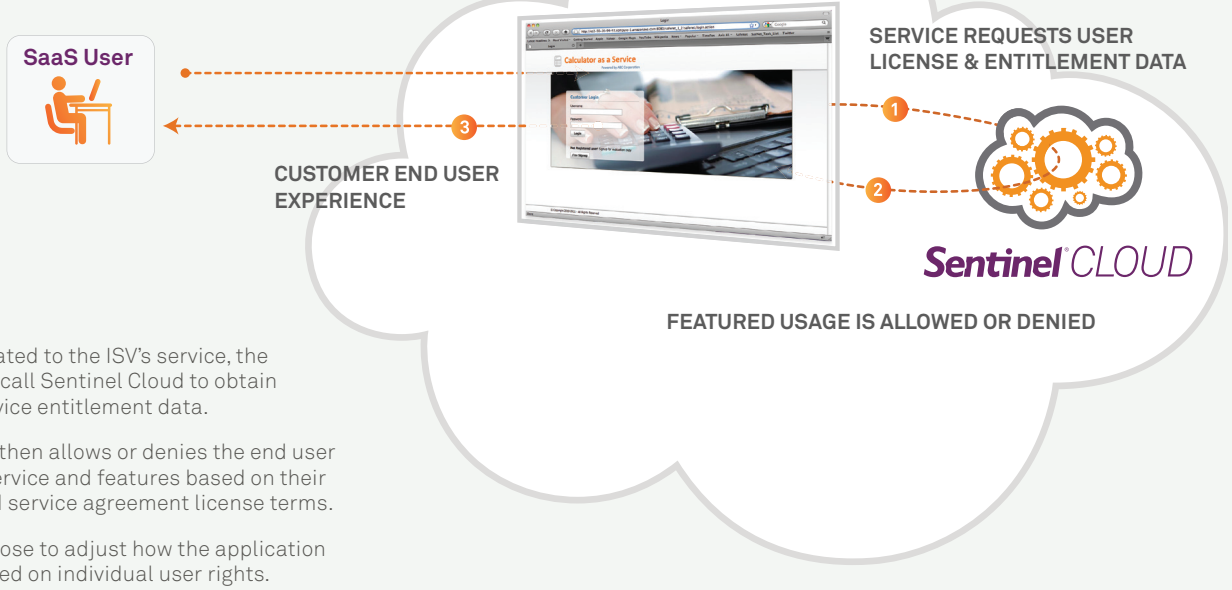
Sentinel Cloud Services in Action – How it works

Service Catalog Definition and Provisioning



1. Once product management has identified which service features they wish to monetize, engineering integrates the Sentinel Cloud APIs.
2. Once integrated, the ISV is free to define and manage a versatile service catalog.
3. Once defined, the service catalog is logged in both the ISV's back office systems and Sentinel Cloud – now the ISV is ready to provision end users.
4. Orders are entered either electronically or manually into the ISV's ERP system.
5. The ERP system communicates the details of the order directly to Sentinel Cloud.
6. EMS automatically provisions the new end user – now the end user is ready to utilize the service.
7. The ISV can use Sentinel Cloud to track entitlement status and customer usage, and simplify customer support efforts.

User Authorization Control and Management



1. Once authenticated to the ISV's service, the application will call Sentinel Cloud to obtain license and service entitlement data.
2. Sentinel Cloud then allows or denies the end user access to the service and features based on their entitlement and service agreement license terms.
3. The ISV can choose to adjust how the application is rendered based on individual user rights.

Service Usage Tracking and Reporting

1. Sentinel Cloud collects and processes all service usage

2. ISVs can use the usage data to support various functions, such as billing and other back office operational processes. The service usage data also provides valuable insight, such as service usage preference and regional trends, to support product management needs and more.

3. The ISV can use the business intelligence derived from Sentinel Cloud to adapt their service catalog quickly and easily to proactively embrace new and evolving market segments. Sentinel Cloud's Protect Once, Deliver Many™ feature prevents an ISV from having to re-engineer their service in order to introduce new packaging models.

4. ISVs can also choose to allow their end user to access their entitlement and service usage data, offering maximum transparency.

Did you know...

Sentinel Cloud offers service providers a web services interface to allow a software publisher to integrate licensing on any platform using any development environment. This is in addition to the traditional method of providing a run-time for standard environments and platforms.

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 and technology vendors worldwide. Easy to integrate and use, innovative, and feature-focused, the company's family of Sentinel® 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 all of their anti-piracy, IP protection, license enablement, and license management challenges while increasing overall profitability, improving internal operations, maintaining competitive positioning, and enhancing relationships with their customers and end users.

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.

Sign up for a free trial today: www.sentinelcloud.com

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