



# Sentinel Cloud Licensing

An evolution in licensing

## The Synopsis

The software industry has gone through a noticeable transformation over the last decades. More software is now delivered from the cloud and user expectations are gradually changing as a result. Software vendors who want to stay competitive in this market have to provide multiple packaging options, better usability, and on-the-go access to their applications. This shift leaves on premise software vendors wondering. How can they accommodate the changing needs of their customers while remaining true to their core competencies? How can they leverage the benefits of the cloud without changing their on premise business model?

## The Solution

SafeNet's Sentinel Cloud Licensing is a user provisioning, authorization, metering and management solution that allows software publishers to deliver a cloud-like experience for on premise applications.

**Software vendors who use Sentinel Cloud Licensing are able to:**

- 1 **Collect data to enable multiple business models** – consumption, subscription, post-paid, pre-paid and hybrid. Use the same data to gather product insight, drive investment decisions and create more attractive packages.
- 2 **Improve customer experience by authorizing software access from any device** - let end users log into applications from desktops, laptops, tablets, and any other licensed devices.
- 3 **Adapt to changing market dynamics and customer requirements in real time** - modify software features in real time and allow customers to buy more features, more products and more packages instantly!
- 4 **Reduce costs associated with license key management** - manage all software licenses from the cloud and reduce inventory and support costs associated with hardware keys.

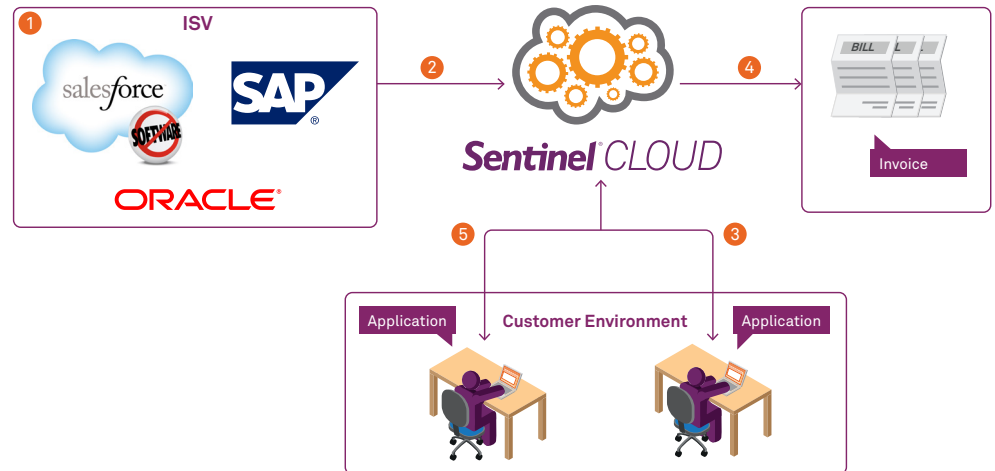
## Did you know?

Sentinel Cloud Licensing can be deployed in environments that are disconnected from the internet – the system tracks usage and records all license changes regardless of connectivity.

“*The software industry is rapidly making its way to the cloud. This not only impacts how software applications are expected to be delivered, but dramatically changes how enterprises and end users alike expect software to be packaged, controlled, and maintained*”

*Amy Konary,  
Research VP, Software Licensing and  
Provisioning, IDC*

## How it works



- 1 Customer order is entered into the software vendor's ERP.
- 2 The order flows to Sentinel Cloud and an entitlement is automatically provisioned.
- 3 The entitlement is checked through the cloud and the software vendor's application is used on premise. Customer usage data is continuously collected and stored against the entitlement in Sentinel Cloud.
- 4 The software vendor can utilize the usage data collected for billing purposes.
- 5 Sentinel Cloud can notify the customer per vendor-defined rules like entitlement expiration.

“ With Sentinel Cloud, we are able to offer usage-based pricing models to our customers, many of whom prefer to pay that way ”

Chris Markle,  
VP Engineering Services,  
Aspera

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## About SafeNet Software Monetization Solutions

SafeNet has more than 30 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. SafeNet clients are able to address each and every 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.

For more information visit: [www.sentinelcloud.com](http://www.sentinelcloud.com)

For more information: [www.safenet-inc.com/software-monetization-solutions/](http://www.safenet-inc.com/software-monetization-solutions/)

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