

SERVICES BRIEF

Sentinel® Cloud Services

Feature-based user provisioning, authorization, metering, and management solution for Software delivered as a Service

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 applications. 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 previously faced by the traditional software industry.

The Challenges of Delivering Software as a Service

As early adopters of SaaS have realized, it is not easy to find the right 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.

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 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

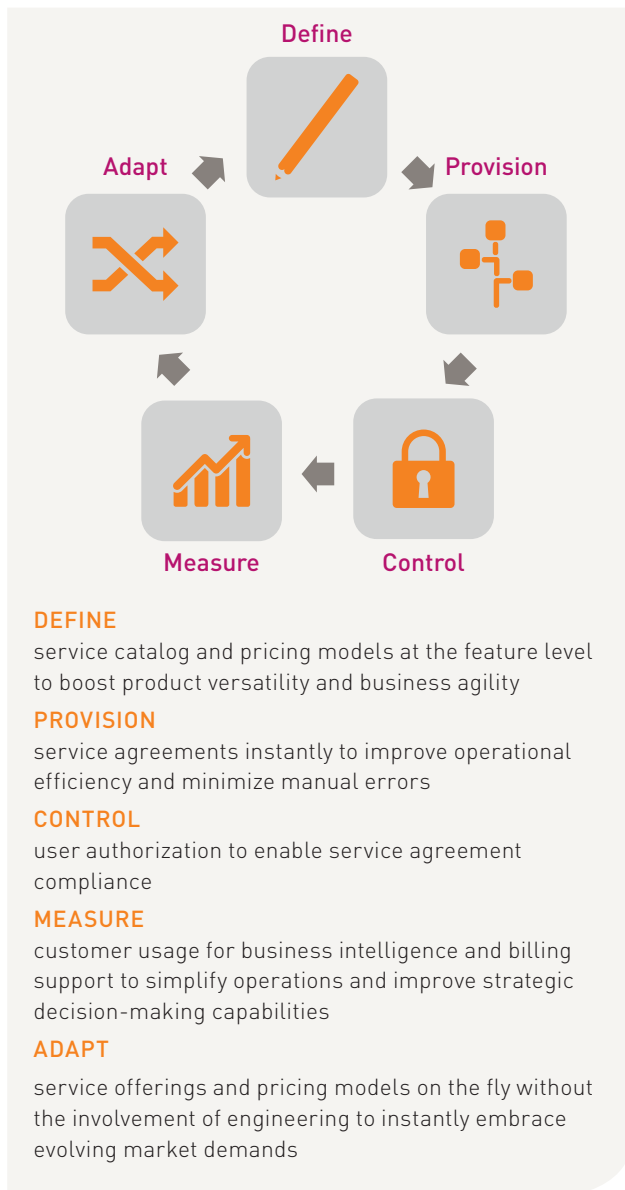
Sentinel® Cloud Services – Software Monetization in the Cloud

Sentinel® Cloud Services brings Gemalto's industry-proven experience in software licensing and entitlement management to the cloud, making it quick and easy for SaaS providers to authorize user access at the feature level, measure service usage for billing and business intelligence purposes, and instantly adapt their service catalog to embrace new and evolving market opportunities. Granular usage data is aggregated from all the instances of your application to drive the creation of usage records to drive automated rating and billing solutions to improve operations efficiency and accuracy.

Sentinel Cloud Services Feature Descriptions

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 & 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 arms cloud service providers with the required tools to grow their business and focus their valuable R&D resources on delivering core service value.



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.

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.

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 Services also simplifies the billing process for SaaS vendors by making usage reporting customizable 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.

Centralized Management for SaaS & On-Premise Applications

Maintaining a centralized licensing platform for both SaaS and on-premise offerings allows for both increased operational efficiencies and an improved customer experience. Managing all licensing technologies (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.

More About Gemalto

Gemalto Sentinel Software Monetization Solutions

Gemalto 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 Gemalto 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 in adapting to new requirements and introducing new technologies to address evolving market conditions, Gemalto'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 on Gemalto's complete portfolio of Software Monetization Solutions for installed, embedded, and cloud applications please visit www.safenet-inc.com/sentinel

Learning more about Sentinel Cloud Services

For more information about Gemalto's Sentinel Cloud Services including live webcasts, flash demonstrations, and beta program application please visit www.sentinelcloud.com or contact our team dedicated to Sentinel Cloud Services by emailing SaaS@safenet-inc.com

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