



QUICK REFERENCE GUIDE

# 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

Gemalto'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.

#### 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!

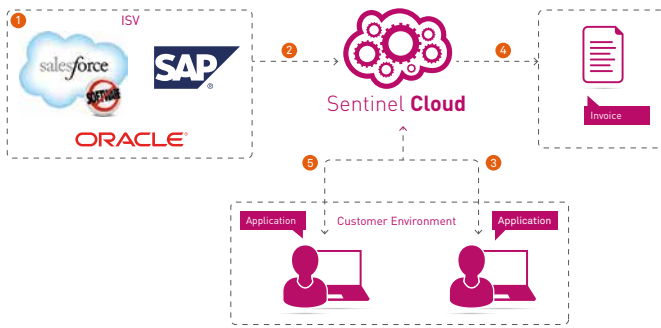
#### 4 Reduce costs associated with license key management

- 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.

## 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.

"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








## About Gemalto 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 Sentinel is the most trusted brand in the software industry for secure, flexible, and future-proof software monetization solutions. For more information, visit: [www.gemalto.com/software-monetization](http://www.gemalto.com/software-monetization)

"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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