

FEATURE BRIEF

SentinelEMS

A Simple Integration Process for Streamlining Your Back-office Systems with Sentinel EMS

Background

As many organizations' product portfolios continue to grow, supporting all the processes associated with their product licensing lifecycle can become unmanageable. Whether inherited through acquisitions or attributed to out-dated homegrown implementations, IT and Operations departments can find themselves maintaining multiple disparate license generators, and even more troublesome, the integration of multiple licensing systems into their business critical ERP, CRM, billing, and marketing systems. These internal constraints make it extremely difficult to evolve in today's licensing landscape. Introducing the role of centralized entitlement management simplifies internal processes, thus greatly improving licensing-related interactions among all departments within your organization and with your customers. Continue to read and learn how Gemalto's entitlement management system, Sentinel EMS, can easily streamline your back-office, saving time, money and resources.

Scalable, Web-based, Enterprise License and Entitlement Management Solution

Sentinel EMS is a centralized system for managing and automating all licensing activity including: entitlement generation, registration, activation and license distribution. It provides software publishers with comprehensive views and reports of licensing across products and back-office systems while providing end users with simple, self-service options for managing their own entitlements and licenses.

Simplified System Integration

Sentinel EMS is fully integrated with Gemalto's Sentinel RMS, Sentinel LDK and Sentinel Cloud solutions but designed to support any licensing system. Sentinel EMS provides a seamless

Benefits

- > **Centralized License Management Interface:** With vendor and enduser portals, Sentinel EMS provides increased visibility for partners and distributors.
- > **Data Collection and Reporting:** Customizable license tracking and reporting allows for greater business intelligence with Sentinel EMS.
- > **Flexible System Integration:** Architected to support any pack office system, Sentinel EMS provides you with a means to centrally manage disparate licensing technologies by integrating directly with your ERP and CRM system.
- > **Simplification of Licensing and Fulfillment Function:** Streamlining the manual, time-consuming tasks associated with your entire licensing lifecycle, Sentinel EMS automates license fulfillment, activation and management processes.

Out-of-the-Box (OOTB) fully certified and non-obtrusive integration to third party applications using a variety of optional connectors. This enables a streamlined interface to various ERP and CRM systems, such as SAP, Oracle, and SalesForce.com. For software vendors delivering their applications as a service via the cloud, Gemalto also offers an out of the box connection between the Sentinel EMS component of our cloud licensing solution, Sentinel Cloud, and the Dell Boomi Atomsphere. This connector provides software vendors with a quick and easy way to integrate Gemalto software licensing to any of the the 72+ applications connected to the Dell Boomi Atomsphere.

With Sentinel EMS, a software publisher's existing workflows can be enhanced without having to redesign or change any existing mission critical components. Once integrated into an existing system, Sentinel EMS provides complete real-time visibility into existing accounts, existing license terms, entitlements, and activations bringing value to multiple functions within the organization.

Out of the Box and Fully Certified Connectors

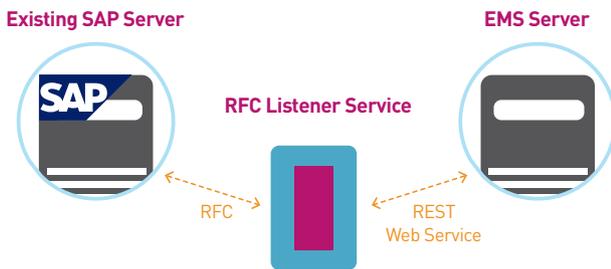
Customer insight is paramount to your business. Uncover ways to save money and create a competitive edge, while nurturing your customer relationships with Sentinel EMS.

Sentinel SAP Connector



The Sentinel EMS SAP Connector is a Windows service that can be installed on a separate server or on the same server running the Sentinel EMS. The Connector communicates with SAP using standard SAP RFC protocol and with EMS via the EMS REST API.

Refer to the [SAP Connector for Sentinel EMS Feature brief](#) for more detailed information.



Upon initiation, the Connector reads all required parameters from an INI system configuration file. This file will also set the SAP Connector log level and relative location, allowing for the simple installation, configuration, and maintenance of the SAP Connector. Once the Connector is setup, there is a

flow of information that permits the creation of entitlements in Sentinel EMS. This information includes the SAP session ID obtained from Sentinel EMS, the product ordered, relevant start and end dates, and the contact's email. In return, an entitlement ID is generated in Sentinel EMS, returned to SAP and stored with the relevant order data.

Sentinel Salesforce.com Connector



The Sentinel Salesforce.com Connector allows for the management and tracking of all Sentinel EMS activation data, status, consumption and account entitlements directly from an existing Salesforce.com environment. The connection from the Salesforce.com system is achieved using the SOAP interface (web-services based) which uses a basic messaging framework upon which web services can be built.

Refer to the [Sentinel EMS Salesforce.com Connector Feature brief](#) for more detailed information.

Software publishers can map Sentinel EMS license entitlements, license products and activation data with Salesforce.com accounts as customized objects. Various organizational entities (such as Sales, Product Management, Marketing and Customer Care) can query these objects directly by using Salesforce.com built-in reporting tools and create real-time or scheduled batch reports. Extended visibility from Salesforce.com into Sentinel EMS can provide the organization's Sales team the right tools to better manage customer relationships beyond the initial sale, allowing for increased profitability, customer satisfaction, and improved customer retention.



Quicker implementation cycle

No need to redesign mission critical components, resulting in quicker integration cycles and reduced risk

Sentinel EMS Deployment Options

Sentinel EMS can be implemented as a hosted version to reduce your operational costs and IT burden in a much shorter timeframe so your organization can begin to appreciate the value of Sentinel EMS sooner. Moving forward, Sentinel EMS will be offered as a service to further extend the deployment options available to you. Today Sentinel EMS serves as the backbone of Gemalto's Cloud offering which is the industry's first and only software licensing and entitlement management delivered as a service for successful control and monetization of cloud services including but not limited to software as a service (SaaS) applications.

IT services independence

Reduced overhead, lower costs and improved internal services

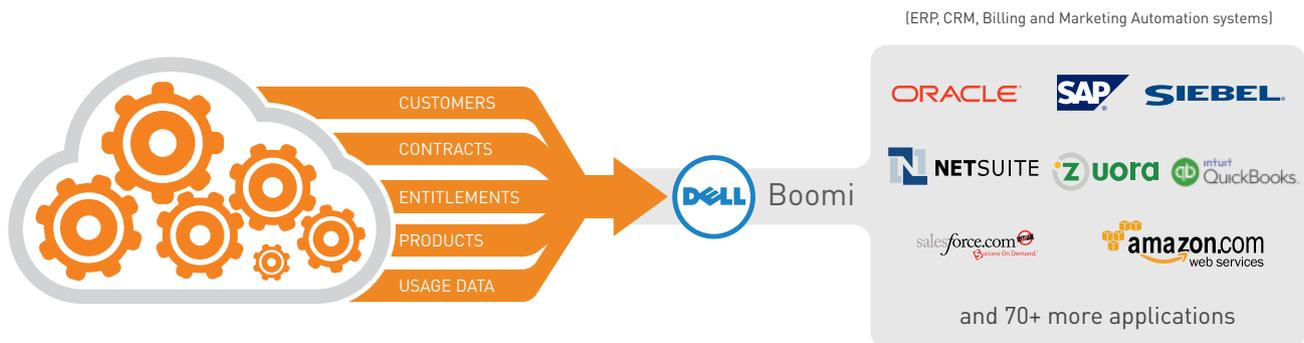
Sentinel Cloud AtomSphere Connector

For customers interested in leveraging a cloud-based integration platform, Gemalto offers the Sentinel Cloud AtomSphere Connector – providing customers with quick and easy integration with all applications connected to the Dell Boomi AtomSphere. As the recognized leader in the integration platform space, Dell Boomi's AtomSphere includes connections to the industry's most popular and widely deployed cloud-based and on-premise applications such as, Salesforce.com, SAP, OpSource, Zuora, Amazon, NetSuite, Twitter, and Facebook.

Leveraging the tight integration the AtomSphere can provide a connection between Sentinel EMS and your most critical back office applications. You can easily automate many business processes including but not limited to customer onboarding, billing support, product catalog synchronization, and ongoing customer management.

Improved business processes

Inherent data backup, SLA (Service License Agreement) based uptime, high availability, and redundancy/concurrency as options



Whether hosted or on-premise, Sentinel EMS can save your organization time and money by allocating additional IT department resources. To learn more about how Sentinel EMS can improve internal workflows and enhance your customers' experience, please view our other two supplements within this series:

- > [Reaching Business Objectives and Company Goals with Sentinel EMS](#)
- > [Improving Your Customer Experience with Sentinel EMS](#)

About Gemalto's 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's Sentinel is the most trusted brand in the software industry for secure, flexible, and future-proof software monetization solutions.

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

Follow Us: licensinglive.com

 GEMALTO.COM

