# Sentinel® EMS

**PRODUCT BRIEF**

## Features

### Centralized License Management Interface
- Role-based vendor portal
- Increased visibility for partners and distributors
- End-user self-service portal

### Simplification of Licensing and Fulfillment Functions
- License fulfillment and delivery automation
- Quick and easy product configuration
- Create bulk entitlements
- Improve end-user experience
- Load Bulk Entitlements
- Entitlement Split
- Entitlement Transfer
- Entitlement History
- Multi-tier channel Support
- Multiple emails associations with entitlement
- ESD Web Services

### Data Collection and Reporting
- End-user data collection
- Simple end-user compliance reporting
- Business intelligence
- Customer product notifications and renewal reminders

### Flexible System Integration
- Modern back-office integration options
- License generator agnostic design
- Consolidate customer data

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

Sentinel EMS is a Web-based solution that provides software publishers with a centralized tool for all license and entitlement management functions, a simple interface to their back-office systems, and a variety of data collection and reporting tools. These features enable you to improve business operations, thereby enhancing the end-user experience and maximizing profitability. The system's simple, feature-focused design and compatibility with modern technologies makes Sentinel EMS easy to deploy and use for software publishers, their partners, and end-users, alike.

## Centralized License Management Interface
Sentinel EMS enables software publishers to improve lifecycle management capabilities, reduce support costs, and enhance the end-user experience by offering a centralized license management interface for employees, partners, and end-users.

- **Role-based Vendor Portal—**Easily create, implement, and manage users, roles, and privileges that will enable customer service, sales, marketing, fulfillment, and product management employees to leverage a single system to improve customer relations and product lifecycle management.

- **Increased Visibility for Partners and Distributors—**Empower your business partners and distributors to act on behalf of their customers. With Sentinel EMS, partners can distribute, activate, and revoke product entitlements, reducing time and support costs. EMS provides the ability to track and bill your channel based on their consumption.

- **End-user Self-service Portal—**Reduce support costs and enhance the user experience by enabling end-users to automatically activate, renew, upgrade, and re-host products without needing to contact your customer support team.

## Simplification of Licensing and Fulfillment Functions
Sentinel EMS provides organizations with a way to replace manual, time-consuming processes related to licensing. By automating licensing fulfillment, activation, and management capabilities, you can streamline operations, compliance, and reporting functions throughout the entire licensing lifecycle.

- **License Fulfillment and Delivery Automation—**Minimize time-consuming manual data entry and tracking functions to eliminate errors, save time, and reduce fulfillment costs by automating licensing and entitlement functions.

- **Quick and Easy Product Configuration—**Reduce development and inventory costs while shortening time to market by enabling fulfillment teams, product management, operations, and sales to quickly and easily build and deploy new product packages and license models without involving IT or engineering.

- **Create Bulk Entitlements—**Simplify the fulfillment process for your distributors by enabling channel end-users to do their own license activations. Sentinel EMS allows you to create large batches of your software entitlements prior to a sale. Then, by leveraging activation data, you can bill the user accordingly.

- **Improve End-user Experience—**Improved business operations mean a better end-user experience! Sentinel EMS provides customers with a foolproof way to validate account details and receive products. Moving forward, you can empower your customers with many other self-service capabilities.

- **Load Bulk Entitlements—**Improve productivity and reduce operational costs by automating the loading of entitlements from a file to facilitate migration of  legacy entitlements and implementation of new programs.

- **Entitlement Split—**Flexibility in entitlement management allows you to respond  to end customer requests to reconfigure entitlements without having to cancel,  return, and reissue entitlements via the ERP or ordering system.

- **Entitlement Transfer—**Enables you to administrate entitlements in the event of  mergers or acquisitions, where assets must be updated to reflect new/different  ownership.

- **Entitlement History—**Provides you a view of entitlement transaction history

- **Multi-tier Channel Support—**Supports the ability to associate multiple Channel Partners to a given entitlement such that all associated partners have access to the entitlements. All channel partners identified to entitlement will have access to view and perform activation transactions to the Entitlement on behalf of end-customer.

- **Multiple Emails Associations with entitlement—**Allows you to associate multiple email addresses to a single entitlement to support notification of entitlement transactions.

- **ESD Web Services—**Allows you to configure product download and delivery using the Web Services.

## Data Collection and Reporting
By utilizing Sentinel EMS customizable license tracking and reporting features, product marketing, sales, and management can start turning those hunches into hard facts. Reduce operational costs and gain insight into how and when products are being deployed with flexible usage and reporting tools.

- **End-user Data Collection—**Identify and gain direct access to anyone who activates a copy of your software application with end-user registration data collection. Now, software vendors can require end-users to complete a fully customizable registration form prior to product activation. Collect valuable customer insight—such as title, location, and email address—in order to improve marketing, sales, and customer care efforts.

- **Simple End-user Compliance Reporting—**Improve the customer experience with straightforward entitlement tracking and reporting tools that keep end-users from inadvertently exceeding paid license usage.

- **Business Intelligence—**Leverage the system to identify, test, and implement new and more effective packaging, pricing, and distribution models in order to reach new markets and maximize revenue.

- **Customer Product Notifications and Renewal Reminders—**Send targeted emails to pre-designated customers about promotions, patches, upgrades, and renewals in any language. Proactively remind end-users to renew and upgrade their products, alleviating service disruptions and churn.

## Flexible System Integration

Sentinel EMS, fully integrated with SafeNet's Sentinel RMS, LDK and Cloud solutions can also be used with any licensing technology. Sentinel EMS provides you with a means to centrally manage different licensing systems via a single, consistent interface to employees, partners, and end-users for managing their software licenses.

- **Modern Back-Office Integration Options—**Reduce or eliminate costly and time-consuming manual processes by integrating directly with your ERP and CRM system or by leveraging a modern inter-system communication implementation like an ESB.

- **License Generator Agnostic Design—**Simplify fulfillment processes and ease the pain of complex mergers and acquisitions with a single management system for all your license generators and enforcement technologies.

- **Consolidate Customer Data—**Centralize all licensing-related customer data and publish it to your ERP and CRM systems.  Moving forward, all departments can access complete and up-to-date details.

**Sentinel EMS fully integrates with the following SafeNet products:**

### Sentinel RMS

When combined with Sentinel RMS, the company's industry-leading, flexible enterprise license enablement solution, Sentinel EMS provides a complete solution for license management and enforcement. Sentinel RMS is a robust enterprise licensing toolkit focused on flexibility and scalability. Sentinel RMS provides support for any desired license model from single seat, concurrent, and metered to service-oriented models. Designed to manage features and capabilities in hardware systems as well as corporate network applications, Sentinel RMS is deployed by some of the industry's largest enterprise software vendors and equipment manufacturers. Sentinel RMS features support for a broad range of operating systems and platforms.

### Sentinel LDK

The Sentinel License Development Kit (LDK) is a comprehensive software monetization solution that pairs the award-winning security, licensing flexibility, and ease-of-use features of the Sentinel license enforcement solutions with the licensing operations management features of Sentinel Entitlement Management System (EMS) in one out-of-the-box solution. Sentinel LDK enables software publishers to grow their business by successfully protecting, packaging, tracking, and managing their product portfolios. Through its role-based tools, and by combining hardware- and software-based protection into one solution, Sentinel LDK grants decision makers the flexibility to choose the level of protection and licensing that best fits their business needs.

### Sentinel Cloud

Sentinel® Cloud Services bring SafeNet's industry-proven experience in software licensing and entitlement management to 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.

## Sentinel Managed Application Hosting Service

Sentinel Managed Application Hosting Services provides an option to outsource infrastructure and IT requirements for Sentinel EMS. SafeNet's Managed Hosting Service is SLA driven, guaranteeing 99.99% uptime, providing data security and allowing for undeniably fast access. In addition, managed services provides complete operations management throughout the application lifecycle – SafeNet performs installation, upgrades, patches, data backups, and provides 24 hour monitoring and support.

## Professional Services and Technical Support

The SafeNet Professional Services team is available to help you plan for and implement Sentinel EMS, allowing you to fully realize its benefits in an optimal timeframe. The SafeNet Technical Services organization provides worldwide telephone, e-mail and Internet-based support to our customers. Our SafeNet Service Guarantee ensures that you consistently receive the highest level of service.

## 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**

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