












The ability to protect the software application itself is just as important as being able to control and monitor usage. In addition to preventing unauthorized use and distribution of software, an ISV needs to be certain that the code of the application is safe from theft, tampering, and reverse engineering. Strong intellectual property (IP) protection allows software publishers to prevent industrial espionage and actively maintain their competitive advantage. Beyond the powerful encryption algorithms found between the protected application and the Sentinel SL protection key, all Sentinel software protection and licensing systems offer additional means of wrapping and protecting your application executables and DLLs in a virtually impenetrable shield. The Sentinel Envelope wraps your protected application to provide robust IP protection against reverse engineering through file encryption, code obfuscation, and system-level anti-debugging. The Sentinel Envelope creates multiple random layers of protection for each file, making it extremely complex and time consuming for hackers to remove while ensuring that software code is safe from exposure.

### Secure and Flexible Licensing with Sentinel SL

By employing Gemalto software license enforcement solutions, you will gain access to the industry's widest variety of flexible software licensing models. The list of available licensing models is always growing. In today's highly competitive software landscape, an ISV's ability to differentiate themselves using new and innovative licensing models can make more of a difference between business won and business lost than some product features can. Focused on quick time to market and licensing flexibility, Sentinel SL supports the following license models:

	<b>Perpetual</b> – Once purchased the software can be used indefinitely.
	<b>Feature-Based</b> – Enable or disable product features based on the user's needs and budget.
	<b>Pay-Per-Use</b> – Employ counters to charge end users for the number of executions or units they consume.
	<b>Network Concurrency</b> – Enable multiple sessions in a network environment.
	<b>Time-Based/Subscription</b> – Enable subscription or rental of software for a specific time period. The end user pays a monthly subscription fee that covers the initial software package plus periodical updates. Period can be enforced either by expiration date or time from first use.

	<b>Custom Licenses</b> – Flexibility to create complex licenses models to best suit business needs using counters, secure memory and unique ID.
	<b>Trialware (try-before-you-buy)</b> – A software-based solution for creating, protecting, and distributing secure DEMO versions of your software products.
	<b>Commuter</b> - A license that can be temporarily detached from a network pool center to enable off-line use of your protected software.
	<b>VLK (Volume License Key)</b> - A license model that enables you to sell a pool of licenses to an organization, without requiring product activation on every machine, while still enforcing the maximum number of installed workstations.

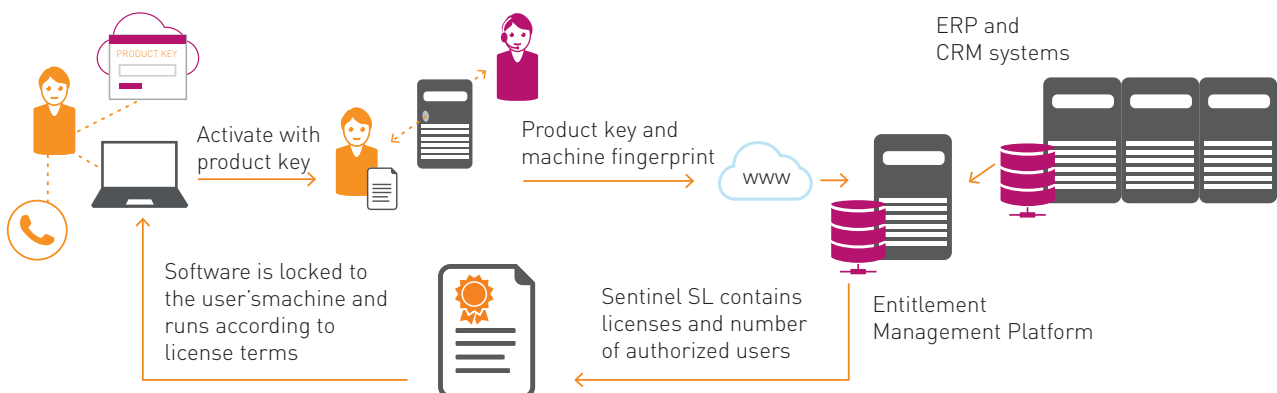
### No Fuss Installation

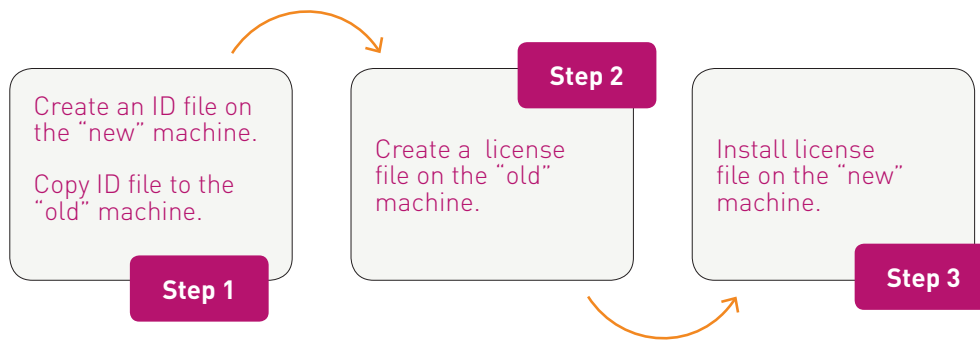
Sentinel LDK offers a hassle-free approach to software deployment using a User-mode, software-based license key. This mechanism allows software vendors to deploy their protected application without the need of installing additional Gemalto components on the target machines which may sometimes require administrative rights. This unique approach allows for unmanned installations to take place irrespective of the end-user's administrative rights on the target machine, drastically reducing any delays or additional overhead as they relate to mass deployment.

### Product Activation with Sentinel SL

Sentinel LDK features product activation that allows software publishers to deploy their software either over the web or through traditional physically shipped products. In either case, the software must be activated prior to initial use. Activation can be accomplished through a self-service end-user web portal, automated via a secure web transaction, or manually through an email exchange. Upon activation, the end user may use the software in a fully functional or restricted mode with an optional grace period of up to 90 days.

For this process to take place, the end user electronically transmits a unique product key supplied by the software vendor to a remote server. A Sentinel SL protection key, containing the license terms, is sent back and installed on the end-users' machine to activate the software. All product activations are secured with an SSL-based (Secure Socket Layer) communication channel between the end-user machine and the activation server. All files are encrypted and digitally-signed for secure transmission while preventing tampering.





### 3-Step License Re-host

Sentinel LDK introduces a unique feature providing software vendors with a simple mechanism (enabled or disabled on a per-user basis) allowing end users, without contacting the ISV, to transfer an SL license from one machine to another in 3 easy steps.

This unique offline implementation empowers the end customers allowing them to move an existing license on their own, offline, without any involvement by the ISV – greatly reducing support costs of the licensing system (to the ISV), while providing more control and an enhanced end-user experience.

### Control Software in Virtual Environments

Sentinel SL provides customers with the necessary tools to confidently license their application in virtualized environments. Every customer is unique, which is why we provide multiple protection schemes for ISV's selling their products in virtualized environments, each with a different level of flexibility.

- > **Virtual Machine Detection & Deny** – Enables ISVs to detect the presence of a virtual machine (VM), and simply allow or disallow license authorization.
- > **Virtual Machine Binding** – This feature enables ISVs to lock a license to several unique traits of a VM and to prevent replication or “cloning” of the software application, enabling secure licensing in a virtualized environment.

### 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.

### The long-term benefits of this solution are:

- > **End-User Control** – Users can re-host an existing license without contacting the ISV (both before and after the license transfer)
- > **License Flexibility** – Licenses can be transferred without contacting the ISV, providing more dynamic end-user support without the need to move/transfer an existing license.
- > **Lower ISV Costs** – Allows the end user to move the license without requiring any interaction/intervention on behalf of the ISV.

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