Sentinel HASP®

Integrating Sentinel HASP Business Studio Server into Your Existing Back-Office Systems

SafeNet®

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Sentinel HASP®

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Chapter 1

Introduction

This guide outlines the many ways that you can maximize the potential of your existing back-office systems, such as ERP, CRM, and business intelligence systems, through seamless integration with Sentinel HASP Business Studio Server™.

Benefits of Integration

Integration with Sentinel HASP Business Studio Server can help improve the efficiency and security of your organization's systems in a number of ways, for example:

- **Single point of access:** Personnel in all departments can access and use Sentinel HASP data and functionality using their familiar interface on their existing workstation, without the need for multiple consoles.
- **Automation of processes**: Day-to-day activities such as license activation can be automated, thus reducing the use of valuable human resources and passing on the benefit of better response times to your end-users.
- **Preventing information loss**: Integrating Sentinel HASP Business Studio Server into existing systems and their databases keeps all relevant information together, and assures that it is less likely to "fall through the cracks."

Enhancing Your Existing Systems

Sentinel HASP is a Software Digital Rights Management (DRM) solution that delivers strong copy protection, protection for Intellectual Property, and secure and flexible licensing.

Integration with Sentinel HASP Business Studio Server offers all your departments transparent access to valuable information and functions relating to your customers, products, orders, and sales.

Your personnel can continue to work with the same consoles employed for your current systems, using the systems and interfaces familiar to them, while taking full advantage of the extensive data and functionality that Sentinel HASP Business Studio Server provides.

The integration can further enhance efficiency by acting as a unifying element for the many systems and tools used in your organization.

Systems that might benefit by integration with Sentinel HASP Business Studio Server include:

- CRM systems
- ERP systems
- Order processing and fulfillment systems
- Business intelligence systems
- Sales and marketing analysis systems
- Other DRM systems

Sentinel HASP—Protecting and Licensing Your Software

Sentinel HASP is an all-in-one solution that enables you to choose a hardware- or software-based protection key, based on business considerations. Sentinel HASP software engineering and business processes are completely separate to ensure:

- Effective and efficient product development
- Quick time to market
- Immediate addressing of customer and market needs
- Comprehensive support throughout the software product's protection and licensing life cycle

For more detailed information on Sentinel HASP, refer to the *Sentinel HASP Software Protection and Licensing Guide*.

Protect Once—Deliver Many

At the heart of Sentinel HASP lies the *Protect Once—Deliver Many* concept. *Protect Once—Deliver Many* is the process of protecting your software completely independently of the process of defining sales and licensing models.

The engineering process—that is, the protection of your software—is performed by your software engineers using Sentinel HASP Envelope, Sentinel HASP ToolBox and the Sentinel HASP Run-time API protection tools.

The business processes—that is, software licensing and selection of the appropriate Sentinel HASP protection key—are performed by business management using Sentinel HASP Business Studio.

Sentinel HASP Business Studio Server

The day-to-day ordering and production processes related to the sales of your licensed products, as well as customer support functions, are performed using Sentinel HASP Business Studio.

The Sentinel HASP Business Studio application provides a user interface to the Sentinel HASP Business Studio Server, which enables all the necessary functions for the smooth operation of the ordering and production processes.

Sentinel HASP Business Studio Server also maintains a database containing a wide range of information, including data related to product licenses, sales, orders, and customers.

After integration with Sentinel HASP Business Studio Server, users of your back-office systems do not need to use the Business Studio application—they can benefit from direct access to all the important Business Studio functions and data from their existing application interfaces.

License and Product Information

Your organization's licensing plan includes the *Products* that your company wants to sell and/or distribute for evaluation, and the individual functional components that can be independently controlled by a license, referred to as *Features*.

The details of all defined Features and Products are stored in the Sentinel HASP Business Studio Server database, and are available to any integrated system.

Order Processing and Production

Staff in your organization's orders department receive and fulfil orders for Products or license updates. Products are supplied with one or more Sentinel HASP protection keys.

License updates specify changes to be made to the license terms stored in Sentinel HASP protection keys that have already been deployed.

The Sentinel HASP Business Studio Server database maintains details of all orders, together with information about the associated customers, and the license terms and memory data stored in their Sentinel HASP protection keys. This comprehensive information is available to any system integrated with Sentinel HASP Business Studio Server.

After integration with Sentinel HASP Business Studio Server, your order processing personnel can use their existing systems to define, modify and produce orders, access production information, and to store or update data in the memory of users' Sentinel HASP protection keys.

Products for Trial or Grace Period Use

In Sentinel HASP, Products that are intended for distribution as trialware or for use during a grace period are referred to as *Provisional Products*.

The Sentinel HASP Business Studio Server database maintains details of all distributed Provisional Products, including those subsequently converted to fully licensed Products, and those approaching the end of their trial period. This data is accessible through any integrated system.

Software Activation and Online Updates

Product activation and online license updates are performed by means of the Sentinel HASP Business Studio Server when your software is at the end user's site. These functions are available to any system that has been integrated with Sentinel HASP Business Studio Server.

The Sentinel HASP Business Studio Server database maintains details of all Product activations and license updates.

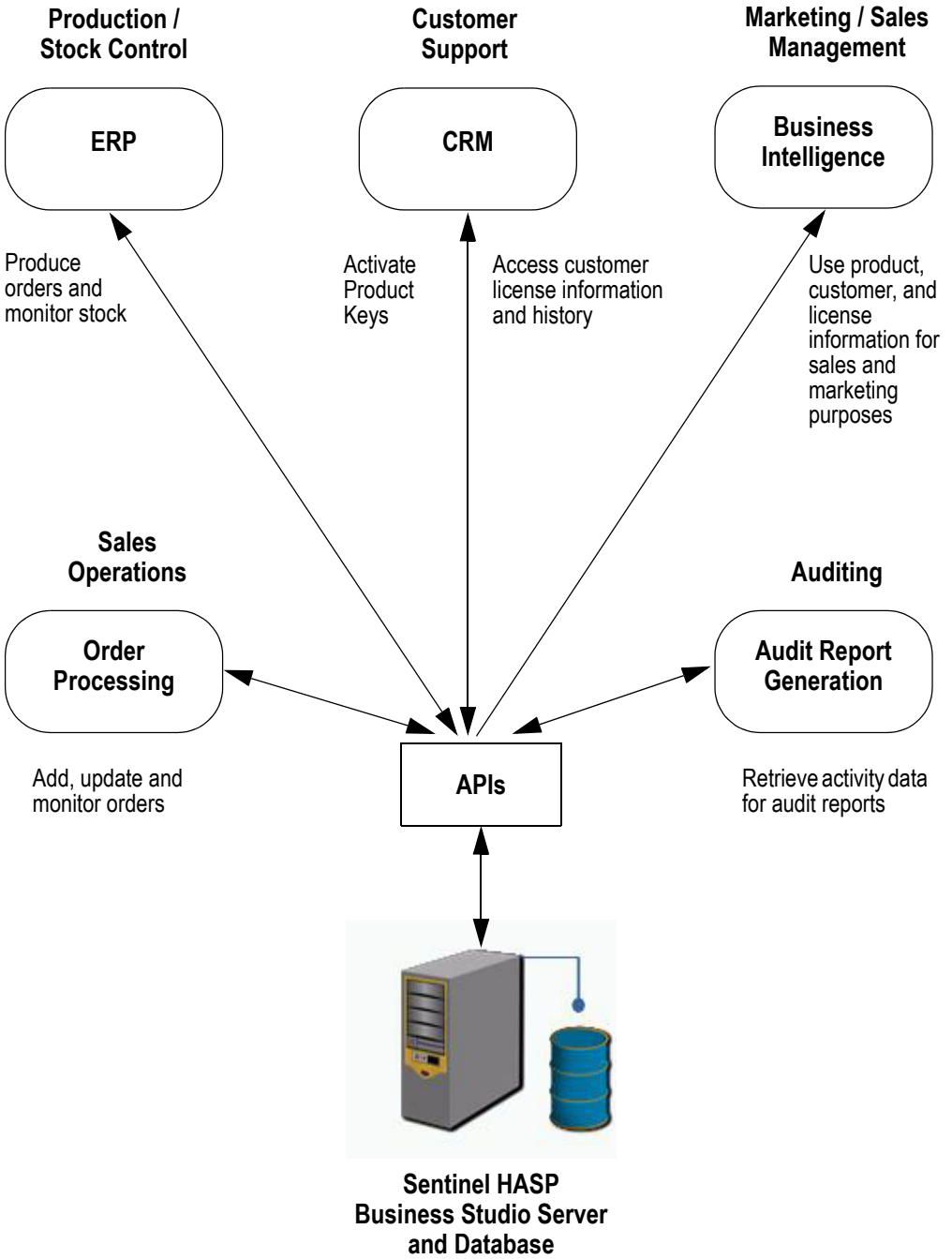
Designing the Integration to Suit Your Requirements

Integration with Sentinel HASP Business Studio Server is based on API connections, and can be implemented in a SOAP Web Services environment if required, enabling maximum flexibility and versatility.

You can choose from a range of Sentinel HASP integration options, enabling your organization to design and implement the integration model most suited to your specific requirements.

Each organization selects the type of functions and data required, determines which systems are to be integrated, and generates its own individual design for the integration.

The diagram on the following page outlines some of the possible integration options.


Production / Stock Control
Customer Support
Marketing / Sales Management
ERP
CRM
Business Intelligence
Produce orders and monitor stock
Activate Product Keys
Access customer license information and history
Use product, customer, and license information for sales and marketing purposes
Sales Operations
Auditing
Order Processing
Audit Report Generation
APIs
Add, update and monitor orders
Retrieve activity data for audit reports
Sentinel HASP Business Studio Server and Database

Adding Value to Your Business Intelligence Systems

Integration with Sentinel HASP Business Studio Server enables instant access to the huge repository of information relating to sales of your licensed and trial products, including customer preferences, conversion of trialware, license usage and capacity, and so on.

This data can be used in conjunction with your existing sales and marketing analysis tools to provide up-to-date sales and marketing statistics that you need at your fingertips.

Marketing and Product Management Data

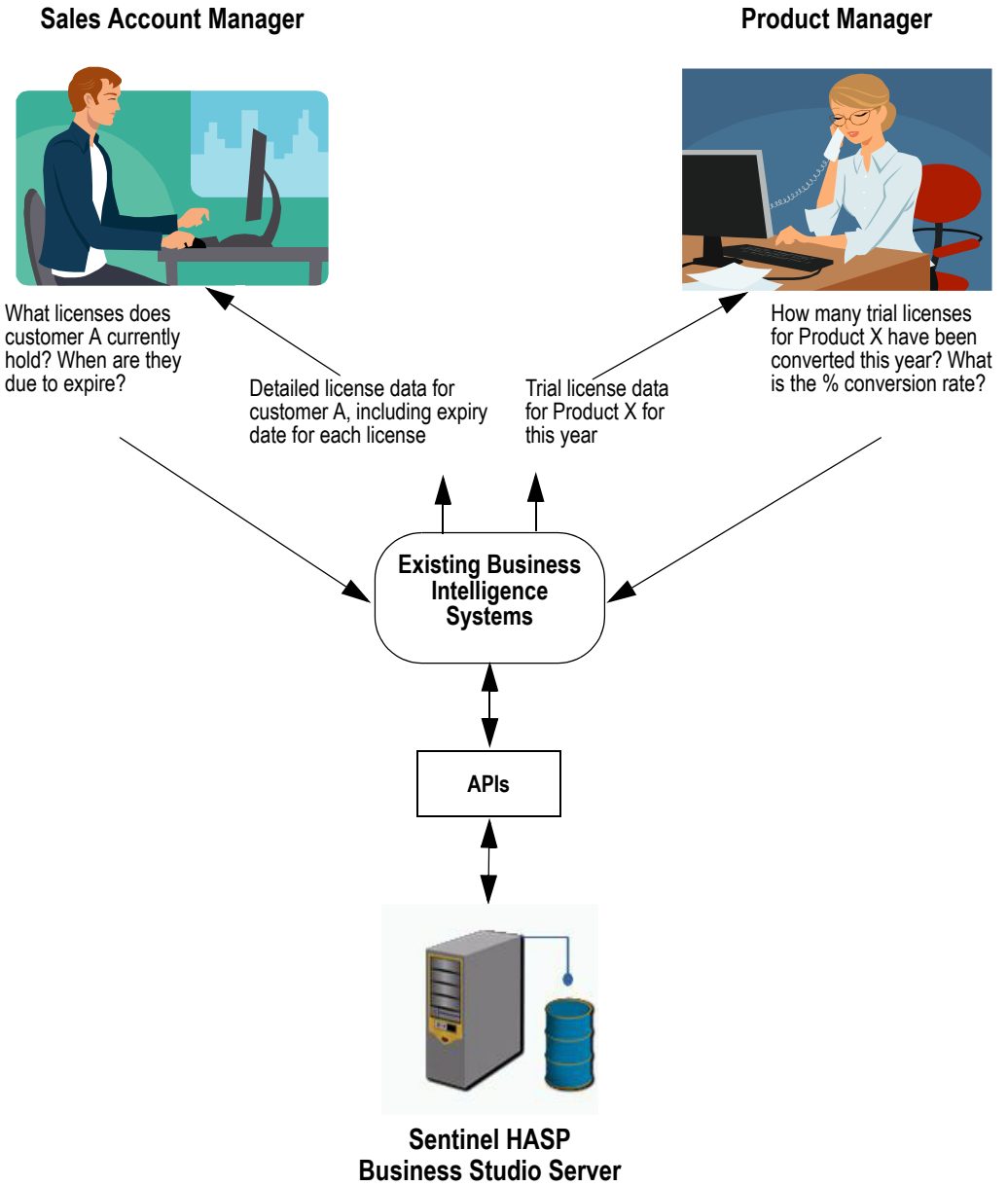
Product Management and Marketing personnel can use the information retrieved from the Sentinel HASP Business Studio Server to analyze, for example, which Products, Features, and license types are selling well and in which market, to monitor conversion trends for trialware, and much more.

Sales-related Information

The following are just some examples of the sales-related data that can be retrieved using the Sentinel HASP Business Studio Server integration:

- Order information—by Product, license type, order status, customer, date range, order type, and combinations of these
- Customer information—order history, Products purchased, license details, number of seats
- Customers with expired licenses
- Customers with licenses about to expire
- Customers with Provisional Products whose trial period is about to expire
- Provisional Products converted to full licenses
- Percentage conversion rate and details

The following diagram illustrates sample scenarios using the integration with Sentinel HASP Business Studio Server for sales and product management purposes.



Adding Value to Your ERP and Order Processing Systems

Integrating your ERP and order processing systems with Sentinel HASP Business Studio Server enables your staff to process, produce, and monitor orders for your licensed software using their existing systems, while benefiting from the comprehensive functionality provided by Sentinel HASP Business Studio.

Order-related Functions and Data

After integration, order processing staff can:

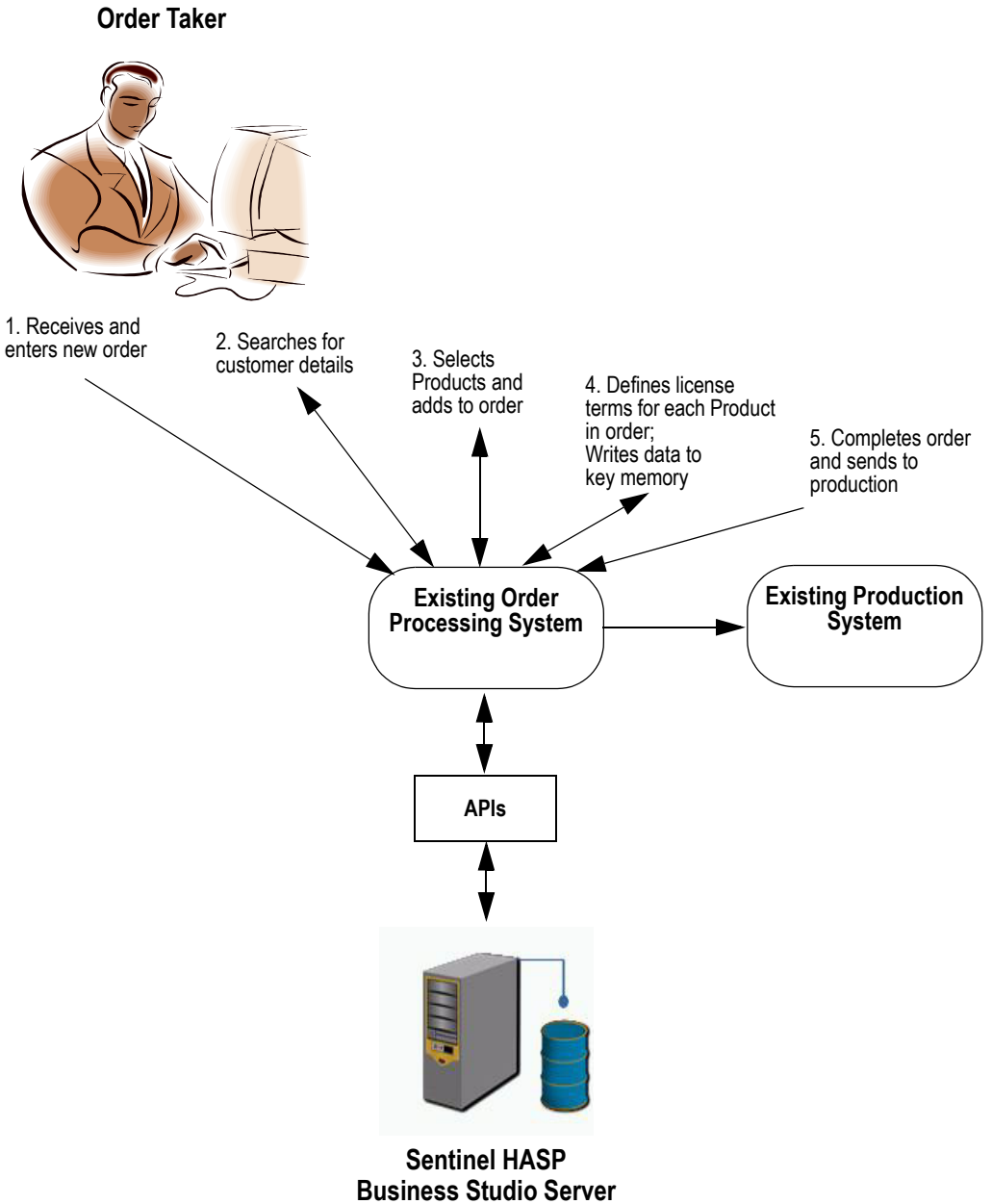
- Search for customer details
- Enter new orders
- Define license terms for orders
- Modify existing orders
- Submit orders for production
- Access detailed order information in various ways, for example, by date range, customer, license type, Product, Sentinel HASP protection key ID, order status, order number, and combinations of these.

Operational Functions and Data

Production staff using integrated systems can:

- Produce orders for licensed Products, Sentinel HASP protection keys and license updates
- Monitor order fulfilment
- Monitor the number and type of keys supplied
- Access detailed order information, as above

The diagram on the following page illustrates a sample scenario using an order processing system integrated with Sentinel HASP Business Studio Server.


Order Taker
1. Receives and enters new order
2. Searches for customer details
3. Selects Products and adds to order
4. Defines license terms for each Product in order; Writes data to key memory
5. Completes order and sends to production
Existing Order Processing System
Existing Production System
APIs
Sentinel HASP
Business Studio Server

Adding Value to Your CRM and Customer Support Systems

After integrating your CRM and customer support systems with Sentinel HASP Business Studio Server, your staff will be able to use their familiar systems to access a wide range of customer information, and to perform online license activation for customers.

Customer support management will benefit from the information made available through the integration with the Sentinel HASP Business Studio Server database.

Processes such as license activation can be fully automated using the integration with Sentinel HASP Business Studio Server.

Customer-related Functions and Data

Using integrated systems, customer support personnel can:

- Activate licenses for customers, using a Customer-to-Vendor (C2V) file submitted by the customer
- Locate customers in a variety of ways, for example, by name, order status, order number, Sentinel HASP protection key ID
- Access customer license information, including current license details, license history and activation history
- Access details of individual Sentinel HASP protection keys and Product Keys, including their non-confidential contents, activation and usage history

Customer Support Management Data

Customer support management can use their integrated system to retrieve information on, for example:

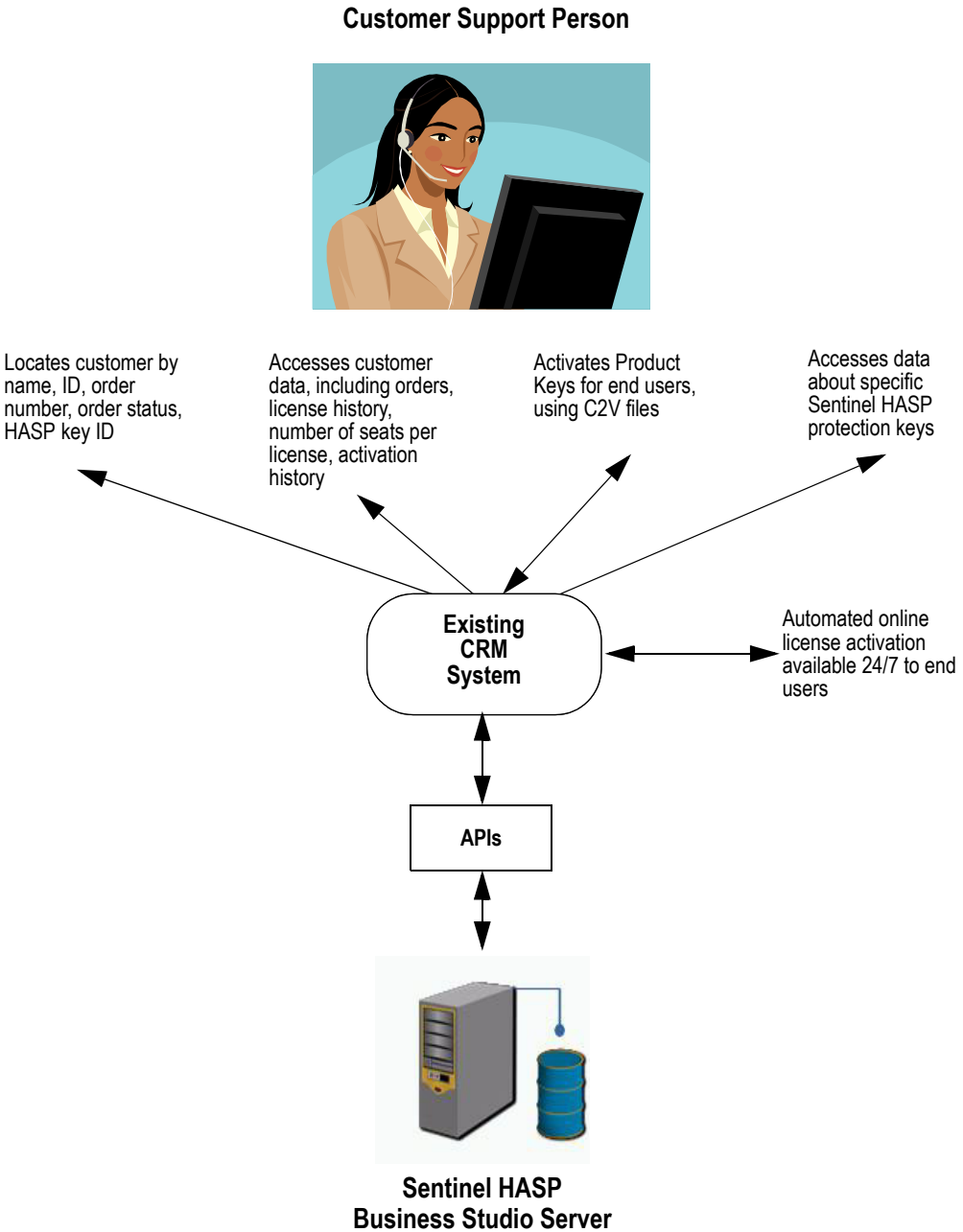
- Total activations by date
- Customer license history, including orders, upgrades and downgrades shipped to specific customers
- Customer activation history

Automated Secure Online Activation

The integration can enable online activities such as license activation to be automated, resulting in a significant saving in the use of human resources. Your end users would also benefit from better response times from the automated service that could be available 24/7.

The section of the Sentinel HASP Business Studio Server that controls license activation may be installed separately from the rest of the server. In this way, end-users can be given restricted access for the purpose of license activation only, without having access to the entire server, which can be well within the organization's network, behind the firewall.

The diagram on the following page provides examples of the ways that CRM systems can be used when integrated with Sentinel HASP Business Studio Server.


Customer Support Person
Locates customer by name, ID, order number, order status, HASP key ID
Accesses customer data, including orders, license history, number of seats per license, activation history
Activates Product Keys for end users, using C2V files
Accesses data about specific Sentinel HASP protection keys
Existing CRM System
Automated online license activation available 24/7 to end users
APIs
Sentinel HASP Business Studio Server

Auditing Your Systems

The combination of Sentinel HASP APIs and the Sentinel HASP Business Studio Server database offers you a comprehensive range of reporting options, enabling you to produce detailed activity and historical reports to suit your specific auditing requirements.

The integration enables your organization to comply with standard regulatory requirements for transparency of reporting.

Planning and Implementing the Integration

The integration with Sentinel HASP Business Studio Server is offered as a flexible, modular process—you decide how many, or how few, of your existing back-office systems to integrate, and in what stages.

The result of this process is a high-level design developed specifically for your organization. Based on this design, you can decide how to implement the integration, and with whom.

SafeNet's Professional Services personnel will be pleased to work with you to find the optimal solution for your enterprise.