SentinelHASP®

PRODUCT BRIEF

Features & Benefits:

- Secure and flexible software licensing and management to enhance revenues with value based business models

- Software copy protection to combat software piracy and illegal use

- Intellectual property (IP) protection to maintain competitive edge in the face of reverse engineering and intellectual property theft

- Unique Cross-Locking™ technology that enables the ISV to choose either hardware-based (dongle) or software-based (product activation) keys "on-the-fly" – completely independent of the engineering process

- Role-based tools that fully align with the software product lifecycle for enhanced efficiency, and to ensure greater operational efficiency and growth in the bottom line

- Innovative design enabling ISVs to confidently sell into companies leveraging modern technologies including virtualization

Award-winning, out-of-the-box software licensing security solution

Sentinel HASP®, formerly Aladdin HASP SRM®, is the industry's first and only software licensing and security solution to enable the use of either software- or hardware-based protection keys to enforce software protection and licensing. With Sentinel HASP, you can increase your profits by protecting against losses due to software piracy and intellectual property theft, and enable innovative business models to increase value and differentiate your products. Sentinel HASP fully integrates with your existing software product lifecycle to minimize disruptions in development and business processes.

Software Copy Protection

To ensure you get paid for every software copy being used, Sentinel HASP employs the 128-bit AES encryption algorithm. This creates a robust link between the software application and the Sentinel HASP Protection Key—preventing software piracy and ensuring authorized use of the software.

Strong Intellectual Property Protection

Sentinel HASP maintains your competitive advantage by providing intellectual property protection for your embedded software applications.

The Sentinel HASP Envelope is an automatic file wrapper that provides robust intellectual property protection against reverse engineering through file encryption, code obfuscation, and system-level anti-debugging. This ensures that algorithms, trade secrets, and professional know-how embedded in the software are secured against hackers.

Software Licensing that's Secure & Flexible

Recent trends indicate that software licensing and pricing are becoming increasingly flexible to improve customer relationships and grow revenues. Sentinel HASP features secure software licensing options enabling ISVs to offer attractive software product solutions and pricing models. Sentinel HASP supports multiple software licensing models directly out-of-the-box. Custom or specialized license options are also possible.

Role Based Software Licensing & Management

Sentinel HASP features easy-to-use role-based tools for developers, product managers, order processing and production. Their intuitive design ensures a short learning curve for optimum use of employee time and core competencies resulting in fast time-to-market and the ability to quickly respond to changing market needs.

Vendor Suite—The Sentinel HASP Vendor Suite is a set of tools to employ the solution in a role based fashion.

Business Studio—Sentinel HASP Business Studio™ is a tool that your product and marketing staff can use to prepare your software products for market. It includes all necessary functions to license and lock the application to a Sentinel HASP HL™ hardware key, or a Sentinel HASP SL™ software product key after protection is implemented.

Business Studio Server— A component of the Sentinel HASP Business Studio™, the Business Studio Server, is used to activate software and perform remote updates, using product keys.

Innovative Design

Sentinel HASP provides customers with all of the tools necessary to confidently license their applications in virtualized environments. Every customer is unique, which is why SafeNet provides multiple protection schemes for ISVs selling their product into a virtualized environment, each with a different level of flexibility.

Virtual Machine Detection and 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, therefore enabling secure licensing in a virtualized environment.

Easy-to-use Reporting and Data Analysis Tools

By activating the Sentinel HASP Reporting module, customers gain instant access to 17 out-of-the-box reports for analyzing how their software is being used and identifying the purchasing preferences of their customers. This information can be used to improve sales and marketing capabilities and overall efficacy.
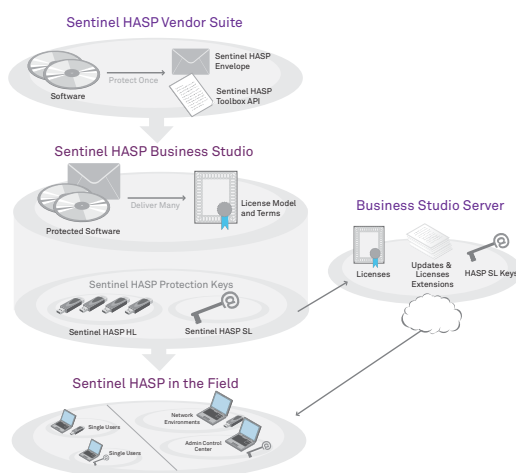
How does it work?

Your engineers build in enforcement with Sentinel HASP for releasing a single, protected binary.

Once delivered, your marketing managers are free to specify a variety of value-based software products at any time without having to re-enter costly R&D cycles. They can then distribute the software over the Internet or as a boxed product. They can charge per feature or per use. And they can distribute full-featured demo versions of the software that can be activated once the end user decides to buy. The end user receives an entitlement, and once activated, the terms of entitlement go into effect. Activation can be carried out by employing a Sentinel HASP key in one of two ways:

Sentinel HASP HL: The end user simply connects the Sentinel HASP HL key key to the USB port on their PC.

Sentinel HASP SL: The end user activates the software electronically over the Internet. The Sentinel HASP Business Studio Server receives all required information in a C2V (customer-to-vendor) file and securely transmits a V2C (vendor-to-customer) file back to the end user machine.

Sentinel HASP meets the needs of most ISVs currently seeking an easily managed protection, licensing and management system. Its unique Cross-Locking technology separates engineering and marketing processes, providing flexibility for vendors who are trying to stay competitive. Its intuitive, role-based tools make it easy for your staff to get up and running quickly. And because it comes from SafeNet, you can count on Sentinel HASP to offer the highest level of both copy and intellectual property protection available.

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