# SafeNet

# Sentinel
### Software Monetization Solutions



# Sentinel HASP® Trialware
**FEATURE BRIEF**

## Features & Benefits:

- Expand marketing capabilities to improve efficacy and increase ROI
- Gain traction in previously untapped markets by increasing accessibility to your application(s)
- Increase market share and revenue by turning your tryers into buyers
- Significantly reduce your time to market with user-friendly tools

## The ideal solution for creating secure, controlled demo versions of your software

SafeNet's Sentinel HASP enables business growth and profitability through strong software copy protection, unmatched intellectual property protection, and secure licensing and product activation. Sentinel HASP fully aligns with the software product life cycle and features easy-to-use role-based tools for developers, product managers, order processing, and production. Sentinel HASP ensures a short learning curve and optimum use of employee time and core competencies - ensuring quick time-to-market and the ability to quickly respond to changing market needs.

## Improve your marketing strategy today!
Offering trialware is a powerful and widely used method for marketing all types of software, including consumer and business applications, as well as games and other embedded software applications. Trialware converts potential customers into paying customers by allowing evaluation of your software products and their features.

## Protecting your Intellectual Property & Revenue
Sentinel HASP Trialware is a software-based solution for creating, protecting, and distributing secure demo versions of your software products. Because your demo software functions according to limited trial terms, it's important to ensure that these terms cannot be tampered with and that the software no longer functions once the demo version expires. Sentinel HASP Trialware ensures your Intellectual Property and software revenues are protected.
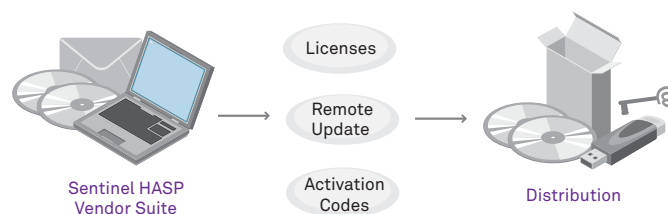
## Turning Tryers into Buyers!
Once your potential customer is ready to buy, Sentinel HASP makes it easy to fully enable your software using an electronic activation key or a physical hardware key.

## The Protect Once – Deliver Many Concept
Sentinel HASP features easy-to-use role-based tools for developers and product managers. With Sentinel HASP, you can protect your software product once and then license, lock and distribute it through many different channels.

### Step 1: Sentinel HASP Vendor Suite (Developer Tools)
In the last stage of development, just before the software is delivered to QA, the software developer uses the Sentinel HASP Envelope feature to apply powerful anti-piracy and Intellectual Property (IP) protection, without the need to access the application source code. A single protected application or module binary is then released.



Sentinel HASP Vendor Suite — Licenses, Remote Update, Activation Codes — Distribution
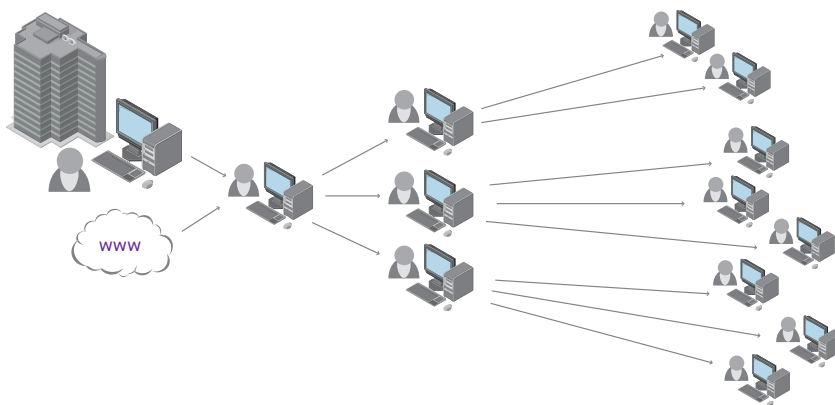
**Step 2: Sentinel HASP Business Studio (Business Tools)**
The product manager uses Sentinel HASP Business Studio to apply trial license terms to the protected application—expiration date (configurable up to 90 days), number of executions permitted, features enabled, etc.

**Step 3: Distribute via electronic download, CD, viral marketing, etc.**

## Trialware - The Ultimate Marketing Tool
Using Sentinel HASP Trialware to create demo versions of your software becomes your ultimate marketing tool—users who share them pass along secure, controlled demo versions of your software, creating a super distribution channel, increasing your revenue potential, and keeping your IP safe—true viral marketing.



- Cut your time-to-market with user-friendly tools that make building secure demo versions of your software quick and easy.

- Expand your market research capabilities by using trialware to test new markets or upcoming product capabilities.

- Streamline and secure your product development efforts by using trialware for beta testing.

- Create different demo versions for each product line or market by customizing each to run for a specific number of days, or executions, or with a certain number of enabled features.

- Protect and license your demo product once and then distribute it through multiple channels (electronic download or on CD).

- Turn secured pass-along software copies into a super-distribution channel for new revenue opportunities. Users can pass your trial version to as many friends as they choose, exposing its capabilities to many others who can evaluate your software for the same trial period.

SafeNet is dedicated to the ongoing improvement of their Sentinel SRM solutions, therefore the list of supported operating systems and development environments is always evolving, please visit www.safenet-inc.com/HASPtechspecs for the latest technical specifications.

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