

## Features & Benefits:

- Complete, integrated system that's ready to go, out of the box
- Role-based tools to get you and your staff up and running quickly
- Matches the license lifecycle to the product lifecycle to minimize downtime
- Real-time reporting features for improving business intelligence efforts

## Sentinel HASP Back Office Integration Assessment & Design Services

### Sentinel HASP Overview

SafeNet's Sentinel HASP integrated software licensing and security solution enables software publishers to grow their business through software protection, IP protection and secure licensing. Through its role-based tools and by combining hardware- and software-based protection into one solution, Sentinel HASP grants decision-makers the flexibility to choose the level of protection and licensing that best fits their business needs.

### Sentinel HASP Business Studio –Powerful, Role-Based Tool

Sentinel HASP Business Studio gives decision-makers the flexibility to choose license models, license terms and protection keys on-the-fly and without the need to enter additional, costly R&D cycles.

Sentinel HASP Business Studio enables product and marketing managers to prepare their software for market – in ways that deliver value that their customers will be willing to pay for. It includes all the tools required to create different software packages, including those that address the unique needs of specific customers.

Sentinel HASP Business Studio also provides powerful marketing features for the ability to track, manage and report on licenses and product registrations. Sentinel HASP Business Studio also enables integration with back-end systems, such as ERP or CRM.

### License Life Cycle Management

Sentinel Business Studio operates in a client/server environment to facilitate three major license lifecycle management workflows: license planning, production, and software activation/updates.

**License Planning.** Planning licenses is typically a business function performed by product managers or marketing managers. License planning consists of defining individual products, their business rules, license terms, and which protection key will be applied to each.

**Order Processing/Production.** Production is typically performed by operations within the software vendor's organization. Once an order from an end user has been processed, it needs to be fulfilled by the production staff.

**Software activation and remote updates.** After the software has been delivered to the end user, Sentinel HASP Business Studio Server facilitates software activations by validating and activating products via the Internet. Sentinel HASP Business Studio Server is also equipped to provide secure, online updates that are digitally signed using RSA.

**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.

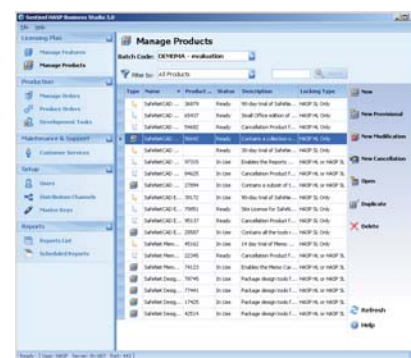
SafeNet is dedicated to the ongoing improvement of their Sentinel Software Monetization solutions, therefore the list of supported operating systems and development environments is always evolving, please visit [www.safenet-inc.com/HASPTechspecs](http://www.safenet-inc.com/HASPTechspecs) for the latest technical specifications.

## Sentinel HASP Business Studio inside your organization:

### Product and Marketing Managers

If you are a product or marketing manager, you can benefit from a variety of features including:

- **Define over 64,000 protected features.** You can define the exact level granularity you need. A feature can be an entire application, a module, or a specific functionality of the software, such as “print” or “save.”
- **Create new product variations through Protect Once – Deliver Many™.** Simply group various feature sets to create a virtually endless range of products without having to return to engineering for costly R&D cycles.
- **Define license models and specify secure license terms.** License models can specify a counter or real-time clock so your customers can pay-per-use on a subscription basis. You can even create secure demo software versions of your products.
- **Define and securely store data.** Sentinel HASP Business Studio allows you to easily define and write data, such as password, software version, or other data. This information is stored in the secure memory of the Sentinel HASP HL or SL key.
- **Specify the type of protection key.** Sentinel's unique Cross-Locking Technology™ allows you to choose the type of protection key without sending the binaries back to your engineering staff. Simply choose which protection key will be employed – HASP HL or HASP SL.
- **Track end user registrations.** This is an excellent resource for your marketing and sales teams to analyze and focus on segments of your installed customer database.
- **Leverage 17 out-of-the-box reports** to gain a better understanding of how customer purchase and use your products as well as tracking opportunities to upsell and renew existing accounts and, in turn increase the efficacy and ROI of your marketing and sales efforts.



### Production and Operations Staff

If you are a production or operations manager, you can benefit from:

- **Create orders based on pre-defined products.** You can maintain an electronic inventory of products in place of a physical inventory to save on warehousing and other costs.
- **Generate product keys.** You can enable ESD (electronic software distribution) as well as remote entitlement management, to provide your end users with the ability to activate or update their own software to reduce operating costs.
- **Update or extend licenses in the field.** You can also easily and securely update licenses or data in the field with Sentinel's unique License on Key™ and Update on Key™ technologies that increases the difficulty of tampering with your licenses or update information.
- **Track products, licenses and orders, and generate reports.** You can keep track of all your customers and their orders using the Sentinel HASP Business Studio Server database to enhance the level of your customer service, technical support, and to generate a range of reports. The Sentinel Business Studio API also enables integration with back-end systems, such as CRM and ERP.

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