



Features & Benefits

- Prevent product tampering or reverse engineering in order to preserve product and brand integrity.
- Prevent unauthorized reproduction and distribution of your products in order to protect new and existing revenue.
- Reach new market segments with flexible packaging techniques in order to maximize revenue.
- Reduce operational costs by simplifying your inventory management, customer support, product upgrade, and contract renewal processes.
- Improve customer experience and new feature adoption rates by providing a 'touch-less' customer management process making product activation, upgrade, renewal, and support tasks easier and more likely to occur.

• **Technical Specifications** – Visit www.safenet-inc.com/RMSTechspecs

Embedded Software Monetization

Sentinel RMS Embedded is a low footprint, highly portable version of SafeNet's industry-proven enterprise software licensing toolkit, Sentinel RMS. This version is designed specifically for the memory-constrained environments typically faced by most embedded developers. Sentinel RMS Embedded allows device and equipment manufacturers to protect, price, package and manage the software powering their embedded devices according to market needs in order to maximize revenue, reduce operating costs, and improve customer experience.

How it Works

Sentinel RMS Embedded enables you to implement licensing to gain control of the software powering your device at the feature level. The ability to control your hardware at the software feature level allows you to more cost effectively manage product configurations while also enabling a wider variety of business models in order to attract and retain more customers. Feature-level control will also help to simplify and in many cases automate the processes associated with many ongoing sales and support tasks such as upgrades, renewals, add-ons, and more. Finally, the same technology used to control access to your features can be used to report on product and feature usage. This data can be used to fuel usage based business models or to generate invaluable business intelligence.

Product Configurations Management

Utilization of Sentinel RMS Embedded will allow you to generate multiple pricing and packaging options from one primary code build. By enabling you to deliver the same offering (software + hardware combination) to every customer every time and then define the level of device functionality or feature access for each end-user via licensing remotely, you will be able to reduce inventory costs and simplify many operational processes.

Flexible Business Models

The implementation of licensing enables you to offer a much broader range of purchasing and consumption business models to your end-users. With licensing you can enable free trials of certain high-value features; pre or post paid usage based pricing models, or even enter into subscription based business models. Examples of various licensing models can be applied to the delivery of high value software include:

Adoption of feature-based and usage-based pricing models provides customers with a stronger association between what they need and what they are paying for. It eliminates the dissatisfaction typically associated with fear that they may be paying for a lot of functionality that they are not actually using. This transparency will dramatically increase satisfaction and in many cases could result in greater retention and increased likelihood for more business in the future.

SafeNet Software Monetization Solutions

SafeNet has more than 25 years of experience in delivering innovative and reliable software licensing and entitlement management solutions to software publishers, technology vendors, and cloud service providers worldwide.

Easy to integrate and use, innovative, and feature focused, the company's family of Sentinel Software Monetization Solutions are designed to meet the unique license enablement, enforcement, and management requirements of any organization, regardless of size, technical requirements, or organizational structure. Only with SafeNet are clients able to address each and every aspect of the software monetization lifecycle—from copy and intellectual property protection to product catalog management and ongoing end-user experience improvement.

With a proven history of adapting to new requirements and introducing new technologies to address evolving market conditions, SafeNet's more than 25,000 customers around the globe know that by choosing Sentinel, they choose the freedom to evolve how they do business today, tomorrow, and beyond.

Additionally, the implementation of Sentinel RMS Embedded also allows you to separate regular maintenance updates from the delivery of new functionality. This assists you in differentiating between a maintenance delivery and higher value software deliveries and to charge for them accordingly, resulting in increased potential for incremental revenues.

Remote Feature Management

Sentinel RMS Embedded allows your customers to purchase advanced features and new functionality easily and automatically. These features can be enabled by means of electronic licensing rather than via a complex hardware upgrade process.

The ability to control the add/remove access to functionality and upgrade software remotely not only dramatically improves the end-user experience; it also has a significant impact on operating costs. Remote feature management will eliminate the need for costly shipments or on-site maintenance visits.

Centralized Management & Process Automation

Full integration with Sentinel EMS, the company's enterprise entitlement management system provides device and equipment manufacturers with the option to easily centralize data storage and automate many of the laborious processes associated with customer lifecycle management – from product activation to ongoing use and upgrade management-- in order to further reduce operating costs while also improving customer experience.

Centralized management improves accuracy as well by ensuring that all systems are synchronized with respect to licensing information. This also ensures that your licensing management can grow as your systems and requirements grow. Additionally, the ability to audit and log license terms allows vendors to ensure compliance for both internal purposes as well as regulatory requirements.

Designed for Embedded Systems

Because embedded systems are created for very specific tasks, every aspect of the device is designed to minimize costs. The resulting system often runs on a non-standard platform, with little ability to interact with the device beyond a basic interface or terminal. A reduced footprint helped by efficient use of memory, together with a new level of remote configuration and license management ensures that Sentinel RMS Embedded the ideal software monetization solution for hardware device and equipment manufacturers. Because Sentinel RMS Embedded has reduced hardware dependencies, it is easily ported to non-standard operating environments in which embedded systems typically run.

Ease of Deployment

Sentinel RMS Embedded supports multiple activation options. Systems can be shipped with pre-installed licenses. Additional features, license renewals and updates can be delivered as required. The solution allows licenses to be sent via e-mail, Internet, or memory keys, giving you the maximum required flexibility in deployment.

The ability to lock licenses to a system allows you to separate the licensing terms from the actual license generation. This greatly facilitates channel-based fulfillment and is especially important in regions where security is of concern. By separating the role of license distribution and license generation, vendors can maintain control over their products and increase market penetration at the same time.

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