

## Benefits

### **Increase Revenue**

Introduce business models that meet market needs and allow for increased revenue opportunities

Separate regular maintenance updates from new functionality to charge accordingly

Support a variety of license features and versions with a single build

### **Decrease Operational Costs**

Systems can be shipped with pre-installed licenses, enabling additional features, license renewals and updates to be easily delivered as required

Easily integrates with your order-entry and customer service systems

Diagnostic tools and templates speed development and testing, reducing time to market

### **Improve Customer Experiences**

Licensing options enable customers to purchase advanced features and new functionality easily and automatically

Decoupling regular maintenance from software functionality provides customers with a greater sense of their entitlements

### **Designed for Embedded Systems**

Optimized for resource and memory constraints

No operating system dependencies

Hardware independent

# Sentinel RMSe

*The only feature control and licensing solution designed specifically for embedded systems*

A key trend in the embedded market is the decoupling of software from hardware. This has allowed vendors to optimize revenues by pricing and selling the software and features that it enables separately from the device on which it runs.

Software is often a critical component of embedded systems. However, the problem facing many embedded vendors is in establishing the value of that software. The intrinsic value of the software that runs the process in many cases far exceeds the value of the hardware alone. By building incremental value through enabling specific features, embedded vendors can realize increased revenue from the software that powers their devices. As embedded systems vendors move towards a software-centric approach, the areas of licensing, feature management and compliance become increasingly relevant.

Sentinel RMSe is the only feature control and licensing solution designed specifically for embedded systems. It allows vendors to price, package and manage the software powering their embedded devices according to market needs.

## **Designed for Embedded Systems**

RMSe is designed specifically for the memory-constrained environments of embedded developers. A reduced footprint together with efficient use of memory allows RMSe to conform to the strictest of embedded environments.

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, has very little spare memory, and has strict performance requirements. RMSe is built with these very considerations in mind.

## **Feature Management and Control**

RMSe enables you to implement licensing in order to gain a measure of control and understanding over your intellectual property. By managing product configurations efficiently and offering flexible packaging and pricing options, you can introduce business models that meet market needs.



RMSe 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.

Various licensing models can be applied to the delivery of high value software such as:

#### *Feature-Control*

Control features based on a license

#### *Usage-Based*

Number of hours/days a feature is used

#### *Execution-Count*

Number of times a feature is used

#### *Time-Limited*

Date until which a feature can be used

## **Improved Customer Experience**

RMSe 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 a complex software upgrade process.

Incorporating licensing to control features, usage, and product configurations allows you to also facilitate customer compliance with software license agreements. Current regulatory requirements demand this type of careful tracking and documentation of licenses. Additionally, decoupling regular maintenance from software functionality provides customers with a greater sense of what they are actually purchasing and their entitlements. By allowing your customers to better manage their costs, their overall satisfaction can be greatly increased. RMSe enables you to choose a level of security that is right for your customers' needs.

## Quick Implementation

The RMSe toolkit cuts integration time by providing interfaces, utilities, diagnostic tools and documentation along with an easy to use API that lets you quickly integrate licensing into your application. Because RMSe has no hardware dependencies, it is easily ported to non-standard operating environments in which embedded systems typically run.

With customizable license enforcement options, you can lock the licenses to the unique aspects of your hardware among the other standard options available (Disk, NIC). The design of RMSe allows vendors to adjust license models and terms without the need for any software changes. This enables rapid adjustment to market conditions.

## Easily Managed Product Configurations

The Sentinel RMSe Development Kit allows you to generate multiple license options from one primary code build. By enabling you to support a variety of license features and versions with a single build, you are freed from maintaining and synchronizing multiple product configurations. This model is also effective if you are selling through a distribution channel that may configure your application prior to the end customer sale.

## Back Office Integration and Automation

Embedded system vendors often have complex fulfillment and management operations designed to deploy large quantities of hardware equipment. RMSe is designed to easily integrate with existing back office systems without disrupting operational processes already in place.

RMSe is specifically engineered to be database-agnostic and readily extensible. This allows vendors to create license delivery mechanisms that meet the needs of their IT departments, distribution channels and customers. License requests can flow through your ERP/CRM systems - eliminating the need for costly manual processes. With RMSe, you can bind the license management framework to all other processes involved in creating and delivering your products.

## Centralized Management

With Sentinel RMSe, licensing information can be stored centrally, ensuring that vital data can be shared across multiple departments. For instance, sales could track upgrades and renewals, allowing them to better identify revenue growth opportunities. 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. Sentinel RMSe lets you track and manage licenses along with the products they control.

Additionally, the ability to audit and log license terms allows vendors to ensure compliance for both internal purposes as well as regulatory requirements.

## Ease of Deployment

RMSe supports multiple activation options. Systems can be shipped with pre-installed licenses. Additional features, license renewals and updates can be delivered as required. RMSe allows licenses to be sent via e-mail, Internet, phone, fax 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.

## Superior Technical Support

The SafeNet Technical Services organization provides worldwide telephone, email and Internet-based support to our customers. Our *SafeNet Service Pledge* ensures that you consistently receive the highest level of service. The *Sentinel Integration Center* provides online resources to assist your development staff through the implementation process.

For more information  
please contact your local  
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