



# Software and Content Monetization Technology – Current State and Trends

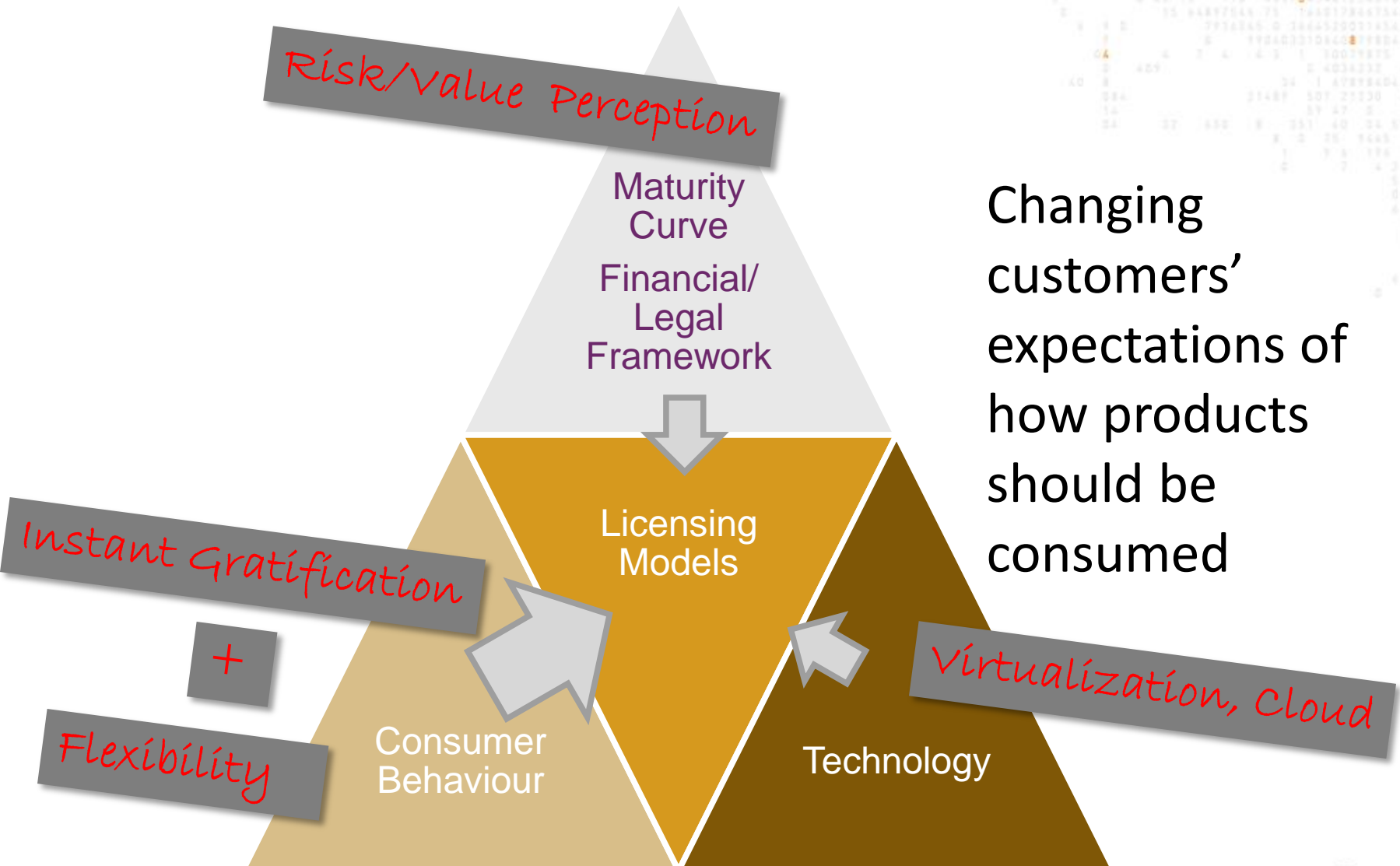
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# 2010 Trifecta



# Evolving Consumer Expectations

## Consumer

- Packaged Software
- Try before Buy
- Search and Buy On Line
- Deliver Instantly
- Subscription
- Pay Per Use

## Enterprises

- Packaged Software
- Try Before Buy
- Deployment on Virtualized Environments
- Subscription
- Custom Configuration/Bundle
- Optimal Licensing
- Availability on the go
- Pay Per Use
- Reliability
- Aligning with IT Security Policies

## Thought

Last time you bought an Audio CD/Cassette?

FM, Audio On Demand

Change is inevitable - the only variant being the pace of change

# Vendors – Dilemma or Opportunities?

## Multitude of Delivery Mechanisms

- > Packaged Software
- > Annual/Time-based Subscription
- > On-line Delivery
- > Trial-ware

## Managing Part Numbers/SKUs

- > Feature Based Pricing

## Managing through Sale Channels

## Managing Development and Test Efforts

- > How do I roll out so many different SKUs?
- > Time-to-Market for every new Business Model that needs to be offered

## Managing Entitlements

## And I still have to worry about the



# Piracy – Some Scenarios

## Casual Piracy

- > Sharing within social circle is not understood to be an issue
- > Enabling individuals to stay honest

## Piracy as a serious business

- > Organized cartels copy software and protect it for their own monetization
- > Increasing the cost of piracy to a point where it is no longer beneficial

## Channel

- > Accountability of Revenue

## Overdue Subscription Revenue

- > Gentleman's agreement
- > Enabling a mechanism to keep customers from defaulting/delaying their payments

- > Maintaining healthy relationship

# Piracy – Some Scenarios (Contd.)

## Enterprise Compliance

- > How many copies are being used? Central Management of Licenses
- > Ready for Virtualization
- > Enabling Honest People Stay Honest

## Software As A Service

- > Sharing of credentials

## Functionality/Load Compliance

- > Typical to Enterprise Systems
- > Either Build and Deliver Custom Built/Packages solutions
- > Or Rely on Gentleman's agreement
- > Account Relationships are important

Many more....

# Technology

## Only a piece of Solution

- > Work on raising Public Awareness and strengthening the implementation of Legal framework needs to continue
- > Can only help elevate the cost of Piracy

## Technology Introduction needs to be carefully planned

- > Customer Experience shall be paramount
- > Remind yourself at every stage - Customer is the very reason for your being in the business. Do not make Fighting Piracy as the end objective - it is just one of the pieces of overall puzzle

## Your Partners in eco-system remain critical

- > Positioning shall always be with respect to expanding the business
- > What New Business Models does it enable for your Customers and Partners



# Convert Opportunity into Advantage

## Changing Customer Experience

- > Enabling Instant Gratification
- > Enabling Trials
- > Enabling faster turn around times to customer upgrade requests

## Lowering Number of Product SKUs

- > Reaping Benefits of economies of scales

## Lowering Cost of Post Sale Support

- > Dealing with lesser number of SKUs
- > Enabling faster turn around times

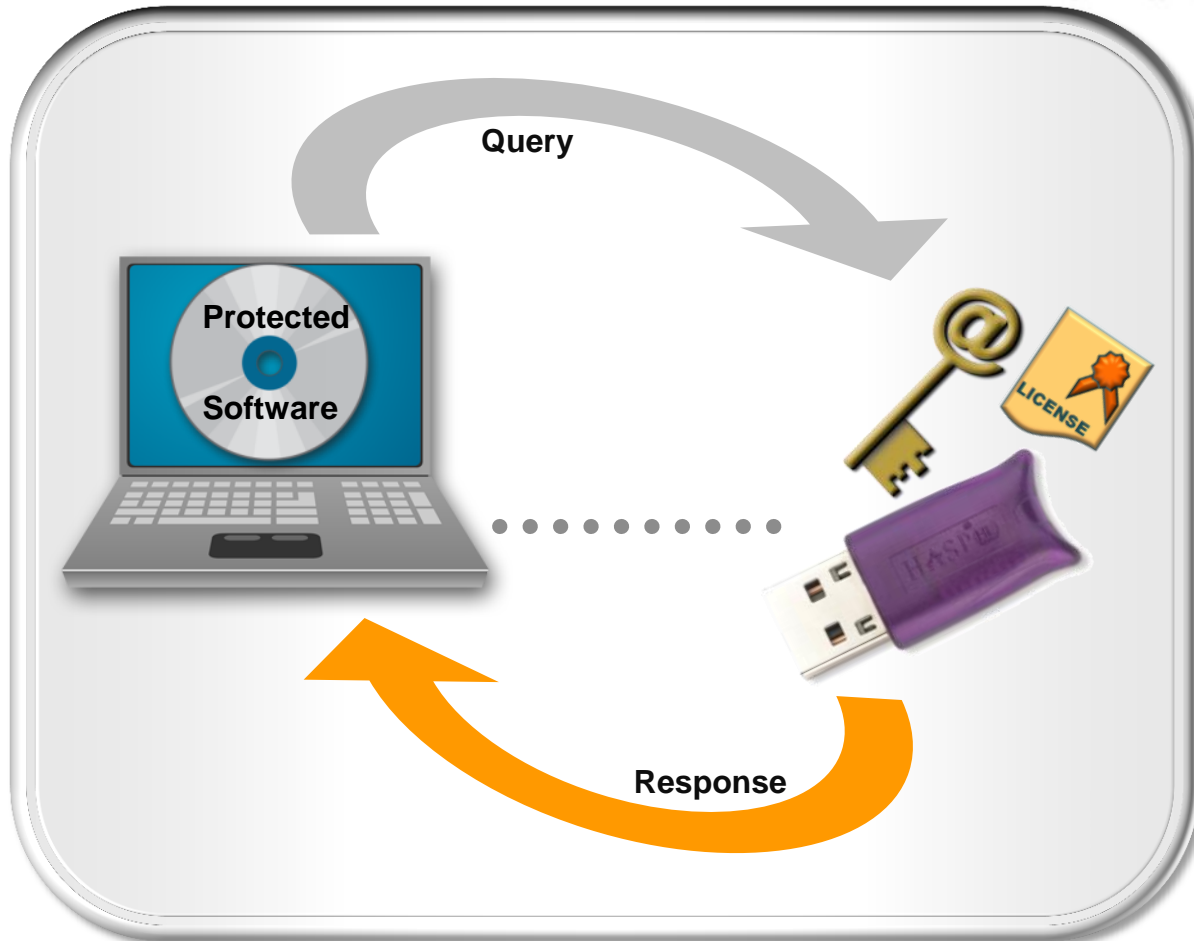
## Lowering Cost of Development

## Enabling IT/Security Compliances for Customers

## Enabling Customers to reap benefits of

# How it works - 101

System works only if key and license are available

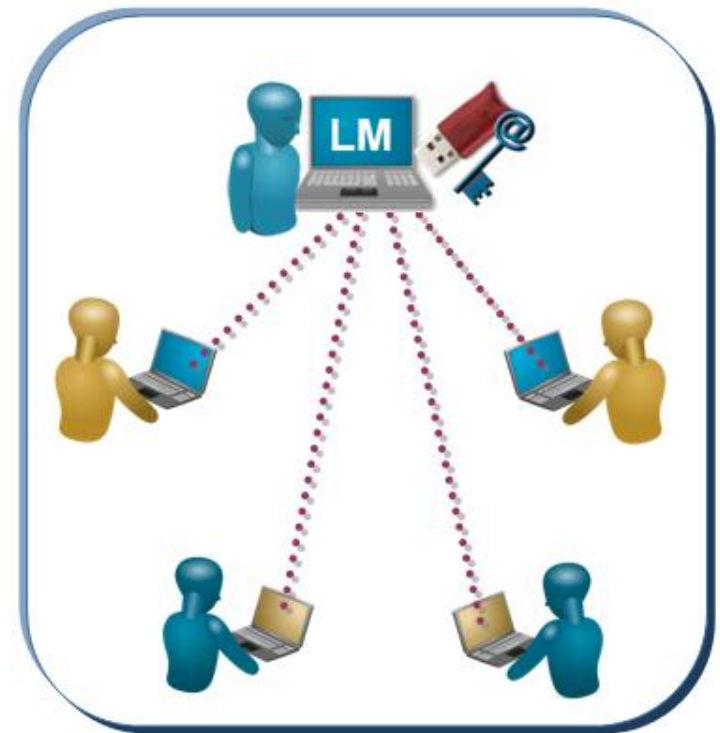


# Support for Network Environments

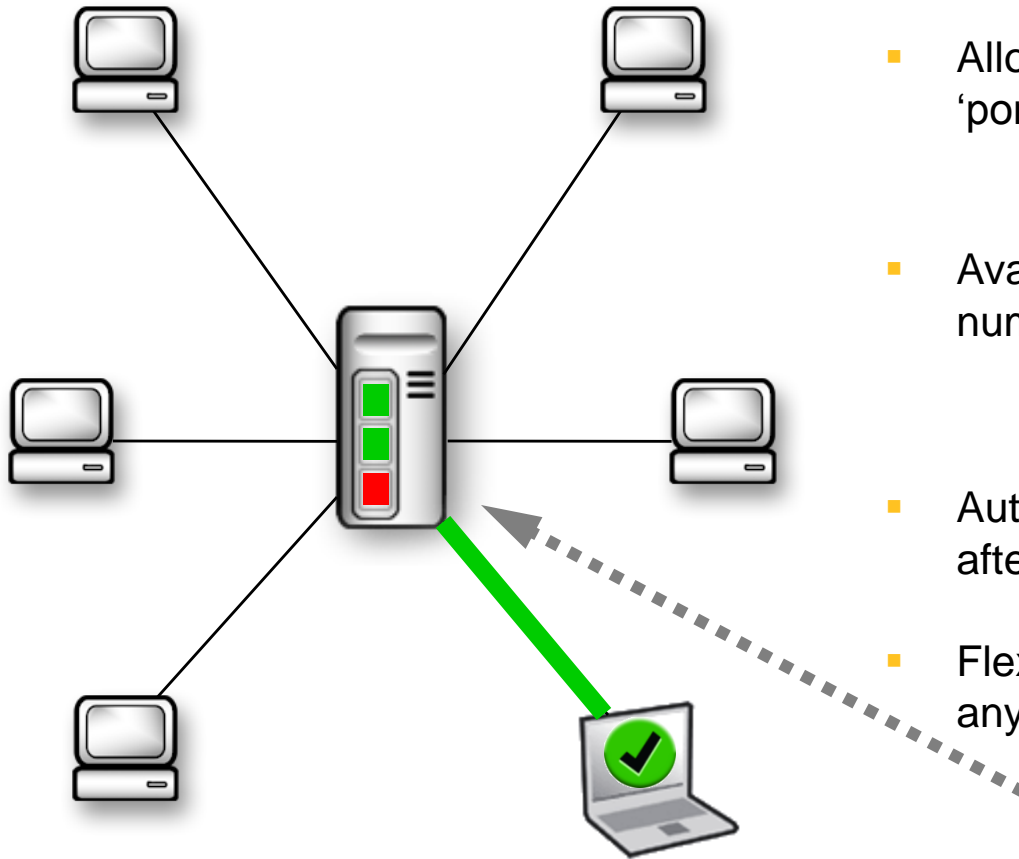
Single key manages concurrent users in the network

Client stations are “lock-less”

Centralization of Licensing allows for monitoring software usage and license compliance



# Support for On-The-Go Environments



- Allows users to claim a temporary 'portable' licence from the network.
- Available network licences decremented by number of commuter licences in use.
- Automatic reclaim of licence by the server after a defined period of time.
- Flexibility to check the license back in anytime

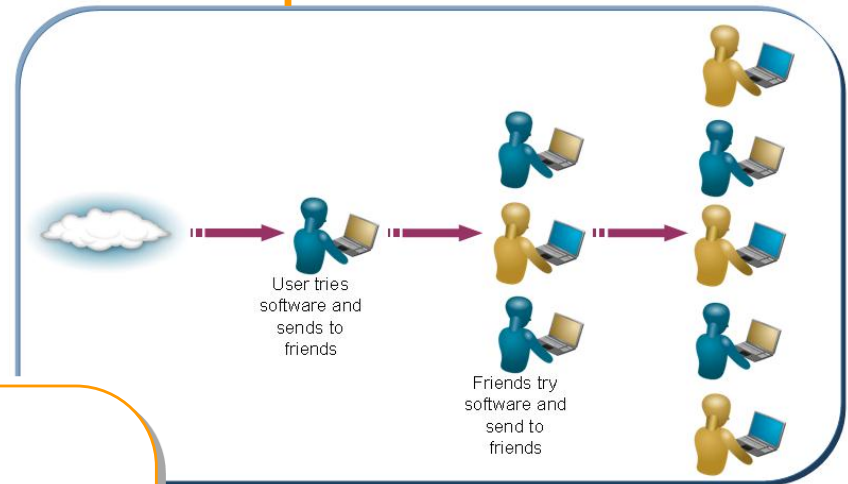
# Powerful Marketing Tools

Secure Trialware  
Super-Distribution  
Integrated Reports  
End-user registration

## End-User Registration



## Super-Distribution



# Robust IP Protection

Anti-reverse engineering protects code from prying eyes

Automatic file encryption and code obfuscation

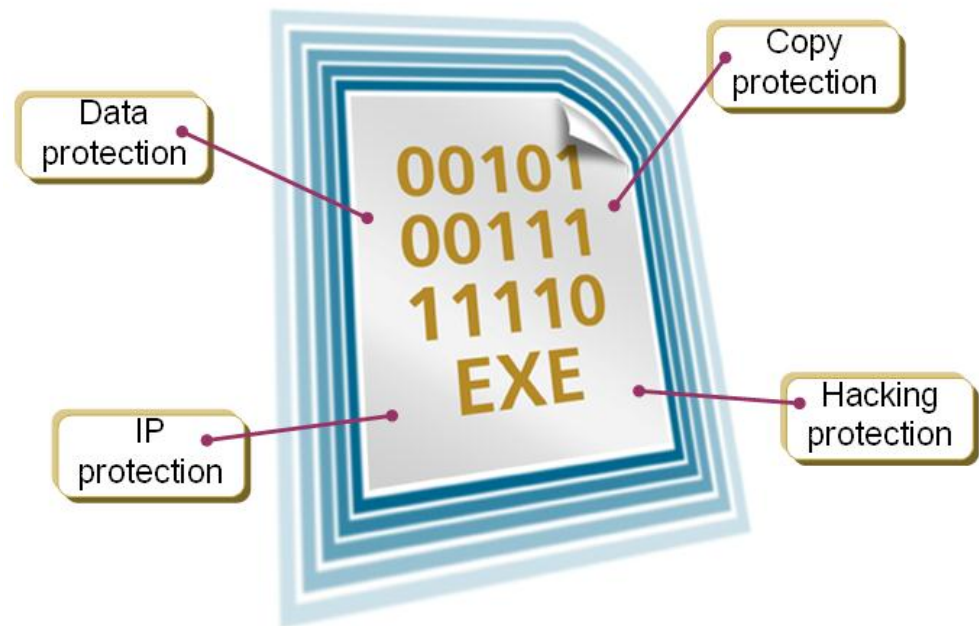
System level and application level anti-debugging

Data file protection

Multiple random security layers

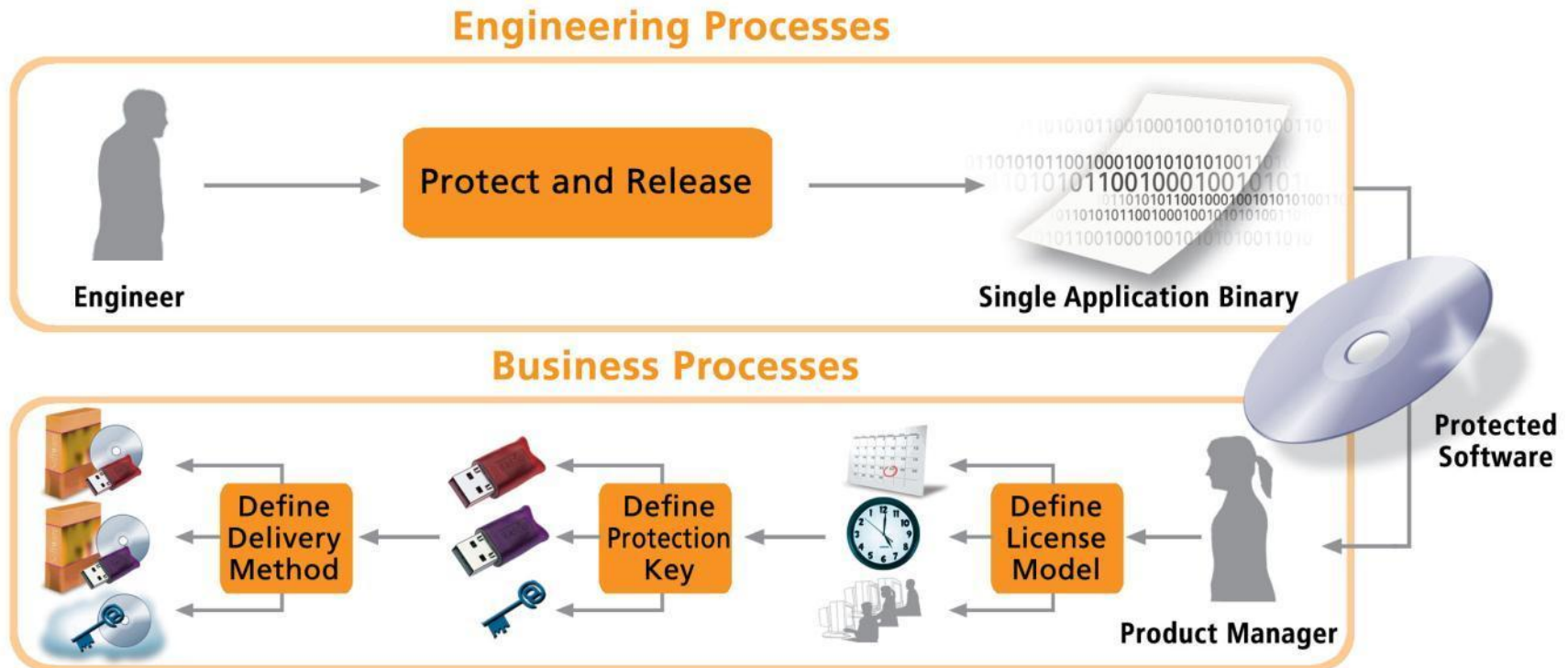
Secure communication channel

## HASP SRM Envelope











# Designed to Protect Once—Deliver Many

- Separation of Engineering Processes from Business Processes
- Automatic Protection & Licensing
- Unique Cross-Locking™ Technology (Windows, Mac, Linux)
- Physical Shipment or Online Product Activation

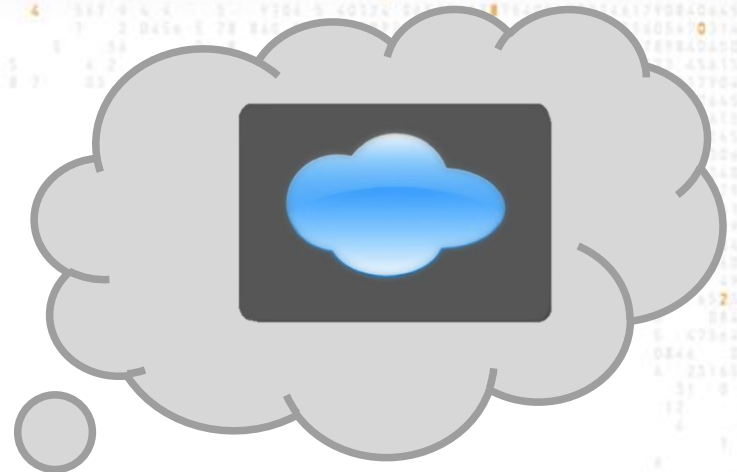


# Rich Variety of Protection Keys

HASP Model		Encryption Algorithm	Unique ID Number	RW / ROM Memory	Number of Licensed Features	Flash memory
<b>HASP HL Basic</b>		AES 128 bit	—	—	—	—
<b>HASP HL Pro</b>		AES 128 bit	32bit	112 / 112 bytes	38	—
<b>HASP HL Max</b>		AES 128 bit	32bit	4 / 2 KB	231	—
<b>HASP HL Time</b>		AES 128 bit	32bit	4 / 2 KB	231	—
<b>HASP HL Net</b>		AES 128 bit	32bit	4 / 2 KB	231	—
<b>HASP HL NetTime</b>		AES 128 bit	32bit	4 / 2 KB	231	—
<b>HASP HL Drive</b>		AES 128 bit	32bit	4 / 2 KB	231	2GB / 4GB
<b>HASP SL</b>		AES 128 bit	32bit	4 / 2 KB	8,000	—



What our customers and prospects are thinking about



# Eliminating Shared Access to SaaS

## How SaaS Pass Works

### 1 SETUP: PERFORMED ONCE

#### End-User

#### Receives:

- Username+Password
- HASP SRM Product Key
- Login Application



### 2 LOGIN TO SERVICE

#### Authorized End-User & PC



Username + Encrypted Password

✓ Access to Service Allowed

#### Unauthorized PC



Username + Encrypted Password  
(from Authorized End-User)

✗ Access to Service Denied

WWW

# The Cloud

**Sentinel™ Cloud Services** is a feature-based user provisioning, authorization, metering, and management solution for Software delivered as a Service.



**DEFINE** service catalog and pricing models at the feature-level to boost product versatility and business agility

**PROVISION** service agreements instantly to improve operational efficiency and minimize manual errors

**CONTROL** user authorization to enable service agreement compliance

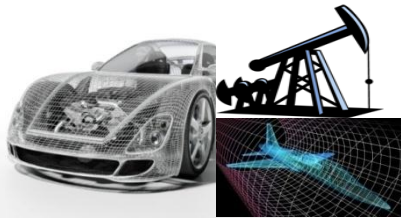
**MEASURE** customer usage for business intelligence and billing support to simplify operations and improve strategic decision-making capabilities

**ADAPT** service offerings and pricing models on the fly without the involvement of engineering to Instantly embrace evolving market demands

**Sentinel™ Cloud Services – Software Monetization in the Cloud**

# SafeNet *Sentinel*<sup>™</sup> Verticals – Some Examples

SafeNet's software protection, licensing, and management solutions have been successfully adopted by a variety of vertical markets, many which rely on software for automation, computer assisted design, testing, regulatory compliance and performance.



**Petro-chemical, Industrial, Automotive, and Aerospace** CAD/CAM and engineering applications



**GIS** applications and equipment software



Commercial **Gaming** equipment and testing software



**Media & Broadcast** applications and equipment software



**Medical & Healthcare** applications and software for commercial and consumer devices, and equipment



**Printing & Publishing** design, layout, and process management applications



**Mobile & Telecom** billing, network management/performance, and analysis applications



Other **enterprise, financial, accounting, educational, and operating** applications

# Software Licensing & Management Customers



# Summary

The way software is consumed and delivered is changing

Piracy is a real issue but has to be balanced with Customer Experience

Technology exists today to facilitate Business Decisions



# SafeNet Corporate Overview

# SafeNet Fact Sheet

The largest company exclusively focused on the protection of high-value information assets

→ **Founded:** 1983

→ **Ownership:** Private

→ **Revenues:** ~\$450 million

→ **Size:** Global success with more than 25,000 customers in 100 countries

→ **Employees:** 1,600 in 25 countries

Thank You

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