

Maximize the Value of Your Software



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www.thalesgroup.com

THALES

Sentinel

Software Licensing Solutions

Sentinel is the leading global brand for software licensing, delivery, and protection. Our solutions enable customers to generate new revenue streams, improve operational efficiency, increase customer satisfaction, and gain valuable business insights.

About Thales

The people you rely on to protect your privacy rely on Thales to protect their data. When it comes to data security, organizations are faced with an increasing number of decisive moments. Whether the moment is building an encryption strategy, moving to the cloud, or meeting compliance mandates, you can rely on Thales to secure your digital transformation.

Decisive technology for decisive moments.

Revenue Generation

Generate new revenue streams, minimize revenue leakage and capture new revenue opportunities from your existing customer base.

Offer Flexible Business Models

Expand your customer base by offering any type of pricing model including subscription, perpetual, seat-based and per-use licensing.

Capture Revenue Opportunities

Convert "Try and Buy" opportunities into direct sales and identify products or services that deliver added-value to customers.

Minimize Revenue Leakage

Reduce lost revenue through licensing enforcement, IP protection and prevention of intentional or unintentional misuse.

Customer Satisfaction

Create a highly personalized and fully connected user experience to increase customer satisfaction, reduce churn and strengthen brand loyalty.

Offer Customer Flexibility

Leverage your licensing platform to maintain your competitive edge and keep up with evolving customer demands.

Deliver Customer Self-Service

Create a superior "on-demand" experience for your brand with the widest range of easy-to-use customer self-service features.

Keep Customers Up-to-Date

Make sure your customers know about the latest software features, available upgrades and licensing renewal dates with targeted and personalized notifications.

Operational Efficiency

Simplify supply chain processes, ensure business continuity, minimize risk, and reduce operational overhead.

Simplify Software Supply Chain

Overcome complex supply chain processes with automated workflows, electronic software distribution and full integration with back-office applications.

Ensure Business Continuity

Make sure your software licensing platform meets your business needs, operational requirements, and service level expectations, now and in the future.

Minimize Business Risk

Protect your business from unreliable, high-risk homegrown systems with an industry proven enterprise licensing platform.

Reduce Operational Overhead

Reduce software licensing and distribution costs significantly by eliminating the need for dedicated and costly staff overhead.

Business Insights

Eliminate time-consuming manual software license management and generate meaningful business data and reports.

Anticipate Customer Attrition

Reduce customer churn by identifying unused entitlements, non-activated licenses and unpaid subscriptions.

Identify Revenue Loss

Monitor software licenses expirations, generate online reports and distribute automatic renewal notifications directly to your customers.

Know Your Customer

Monitor the health of your business throughout the customer lifecycle with accurate licensing enforcement and entitlement management tracking capabilities.