



Making Your Web Portal Successful

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Why are we here?

Most companies want customer self-serve license management

Reduce the #1 license management expense: headcount

Companies who just need something simple to relieve immediate pain

Companies who embrace the idea of a good customer experience



Webby stuff is easy, right?

Straight Forward

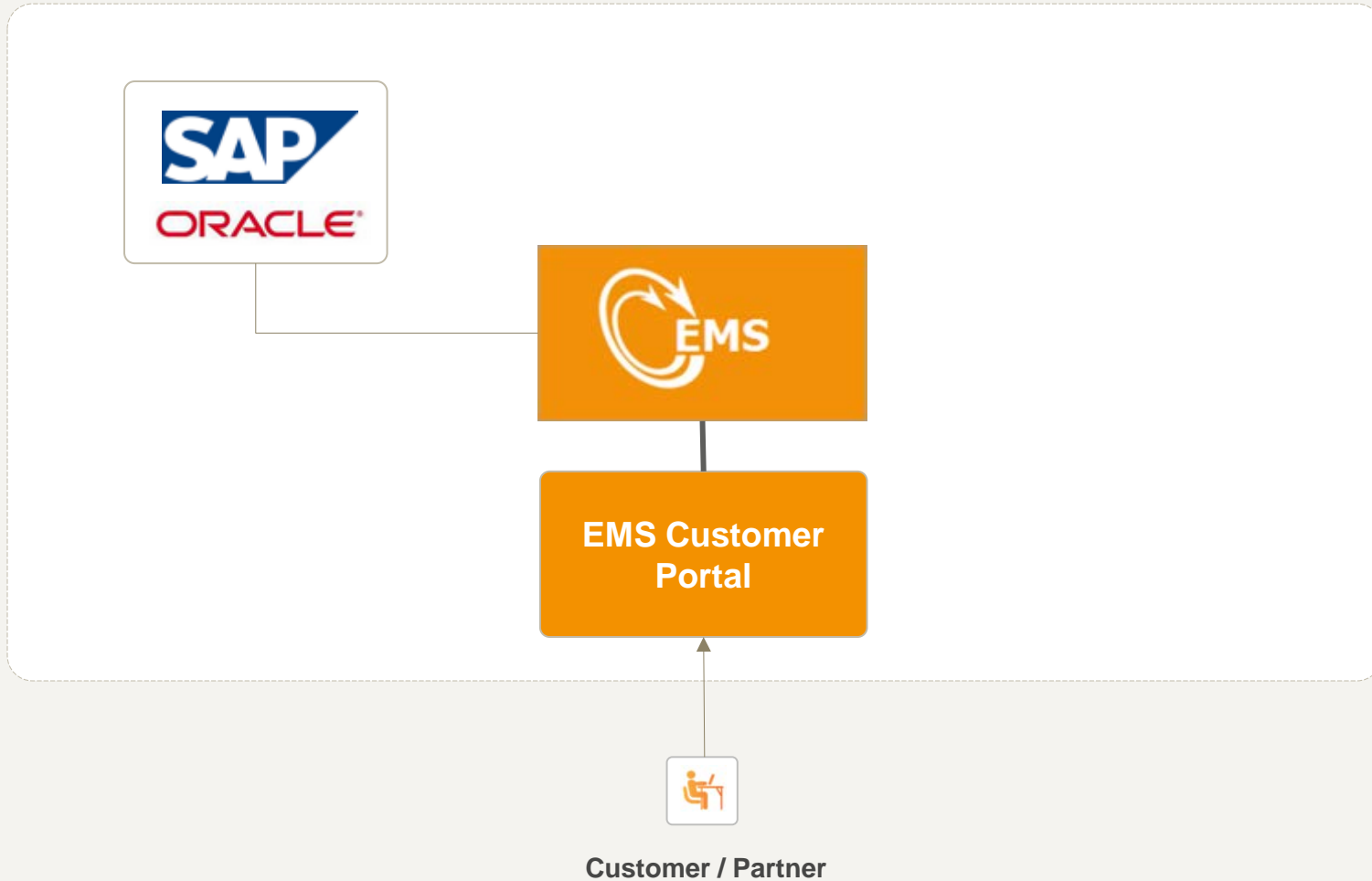
- **Product activation**
 - Single licensing technology
 - Few license models
 - Few locking methods

Complex

- **Product activation**
 - Multiple technologies
 - Multiple license models
 - Multiple locking methods
- **Asset management**
 - License rehosting
 - Reporting
- **SSO**



Option 1 – EMS web portal



Option 1 – The EMS Customer Portal

314bf68e-0ad1-440c-ba25-c3687b9115b9

Change Language ▼

▼ Entitlement Details

Start Date: 01/15/2014

End Date: Never expires

Allow Activation: Yes

Allow Revocation: Yes

▼ Associated Product and Features

Activate Revoke

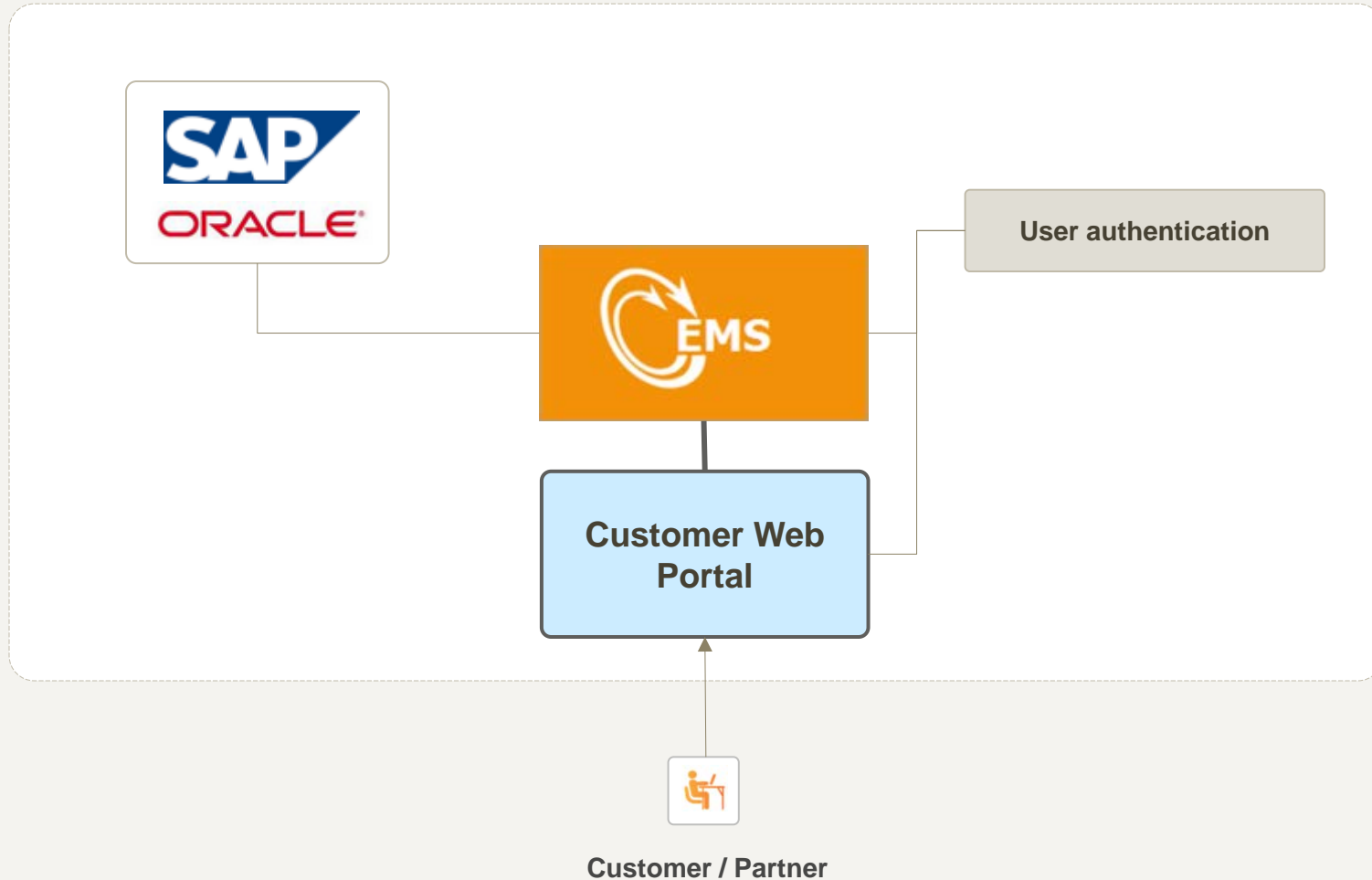
<input checked="" type="checkbox"/>	Product	Start Date	End Date	Quantity
<input checked="" type="checkbox"/>	ActivID Standalone 1.0	01/15/2014	Never expires	25 out of 25
<input checked="" type="checkbox"/>	ActivID Maintenance 1.0	01/15/2014	10/01/2015	25 out of 25
<input checked="" type="checkbox"/>	HD EasyLobby 1.0	01/15/2014	Never expires	750 out of 750

► List of features associated

► Previous Activations (Total 0)



Option 2 – Custom portal leveraging EMS web services



Don't tell me.

Show me.





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My HP Licensing

Here's what we're gonna do...

- **HP Customer Portal Demo**
- **Martin Pedersen - Stellar**
- **Advice for SafeNet customers**

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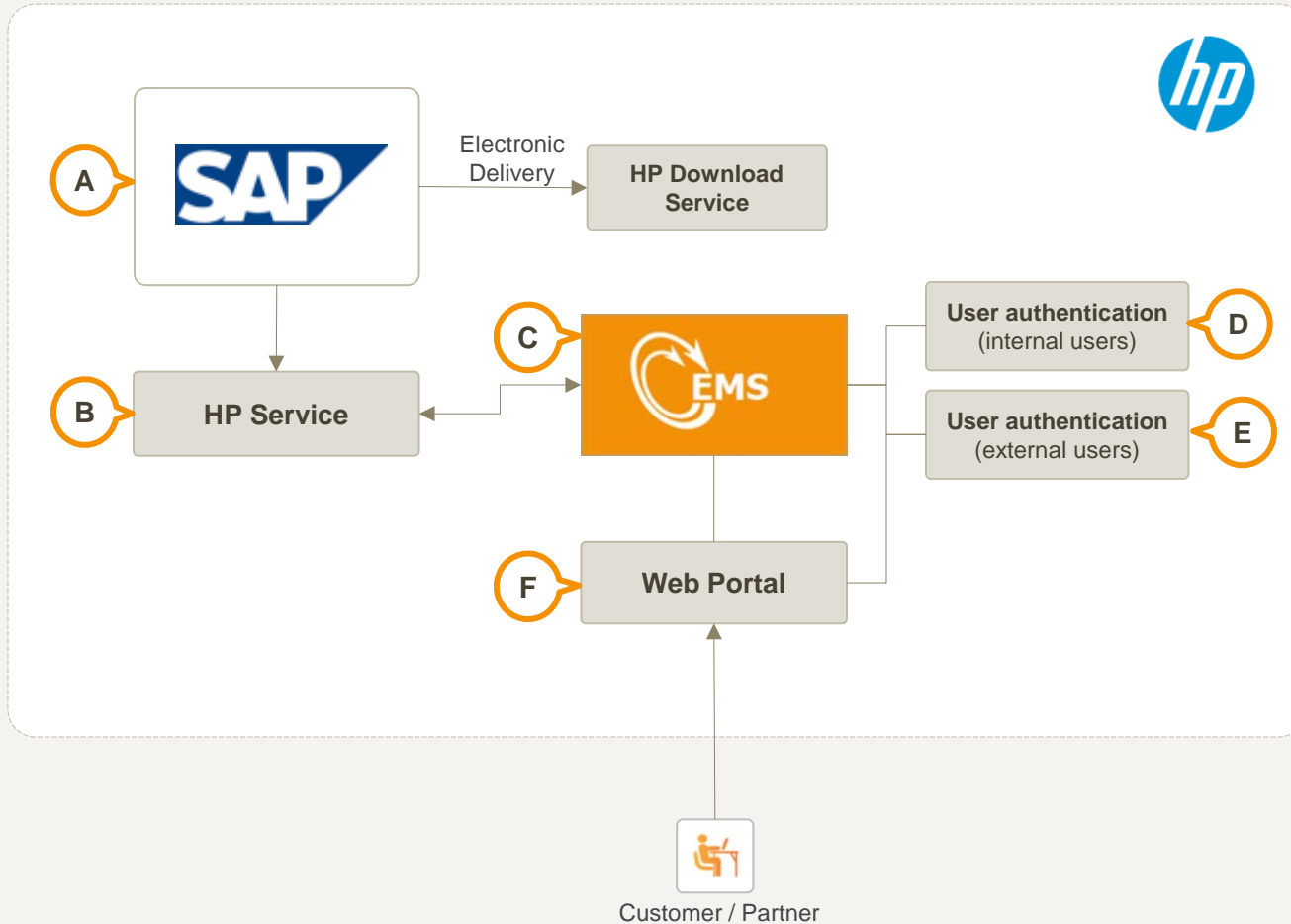


HP Project – Key points

- HP is transitioning their global licensing backoffice **Sentinel EMS**
- The HP EMS backoffice will support **~50 license generators** of varying proprietary and commercial technologies
- HP will rely on EMS to manage upwards of **70,000** products and **5,000,000** entitlements
- HP customers will activate using a **custom web portal** developed as part of the SafeNet project
- The portal must **hide inherent complexities**
- The portal is integrated with two user authentication services for **SSO** and is **tightly integrated with EMS**
- EMS enhancements done for HP are rolled into the GA EMS product



HP Licensing System Components



System Components

- A. HP SAP system for order management
- B. HP global license service – license generators plug into GLiS
- C. Sentinel EMS, supporting:
 - 5,000,000 entitlements
 - 70,000 products
 - 50 license generators
- D. User authentication service for internal HP users
- E. User authentication service for external users
- F. Customer licensing web portal

Dave's Keys to Success

1. **Detail** your customer experience
2. Try to visualize your **user's point of view**
3. Resource properly & know your **limitations**



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