SafeNet Overview

SafeNet is a global leader in information security. Founded 25 years ago, the company provides complete security utilizing its encryption technologies to protect communications, intellectual property, and digital identities, and offers a full spectrum of products, including hardware, software, and chips. UBS, Nokia, Fujitsu, Hitachi, Bank of America, Adobe, Cisco Systems, Microsoft, Samsung, Texas Instruments, the U.S. Departments of Defense and Homeland Security, the U.S. Internal Revenue Service, and scores of other customers entrust their security needs to SafeNet. SafeNet was taken private by Vector Capital in 2007.

Preserving Organisational Reputation through Compliance.

It takes many good deeds to build a good reputation, and only one bad one to lose it.

Benjamin Franklin

About SafeNet and Aladdin Knowledge Systems

In 2007, SafeNet was acquired by Vector Capital, a $2 billion private equity firm specializing in the technology sector. Vector Capital acquired Aladdin in March of 2009, and placed it under common management with SafeNet. Together, these leading global companies are the tame largest information security company in the world, and bring to market integrated solutions targeted to some of today’s most pressing security challenges. SafeNet’s advanced encryption technology solutions protect communications, intellectual property, and digital identities for enterprises and government organizations. Aladdin’s software protection, licensing, and authentication solutions protect companies’ intellectual assets and employees from piracy and fraud. Together, SafeNet and Aladdin have more than 50 years of security expertise in more than 100 countries around the world. For more information, visit www.safenet-inc.com or www.aladdin.com.
Introduction

These days a company’s reputation is everything and increasingly, commercial decisions are based upon this as purchasers seek stability and standing over and above everything else.

During times of economic uncertainty, an organisation’s reputation might be its most prominent distinguishing factor. Yet many organisations will inadvertently put their reputations at risk when associated with software licence compliance. Many organisations today are failing to ensure their own compliance to their suppliers licensing terms. Over the past few months many organisations have fallen foul of negative publicity associated with non-compliance, and the results of this can be incredibly damaging.

As the owners of the intellectual property, vendors are prepared to use their rights to pursue those that do not remain compliant to their software usage terms. Penalisation is common practice and could even result in long and costly legal procedures, when the vendor is simply trying to protect their revenues. The flipside to this is the negative publicity that is associated with the end-user when they are taken to court. Additionally the vendor also appears to be “the bad guy” and their own reputation as a supplier can be damaged.

“We build our reputation by helping other people protect theirs.”

Chris Fedde, President and Chief Operating Officer.

One of the many arguments consumers use to support their case is that they do not have the tools and processes available to easily verify compliance. Most end-users feel it is the responsibility of the vendor to ensure that their customers are provided with the tools to verify that they have purchased the correct number of seats they are entitled to. Without the correct license management system, many software vendors struggle to provide their end customers with sufficient means to monitor and verify the distribution of licenses. And thus the argument continues...

With increasing prevalence of compliance regulations, it is imperative that software vendors have the ability to provide their customers with the means to easily and accurately determine that they are compliant. It is a win-win situation for both vendor and licensee: the vendor ensures it protects and maximises revenue; the licensee can accurately measure and confirm their compliance and ensure the reputation of their business remains intact. Regardless of the perception of who should take the responsibility of ensuring compliance, there are many methods available today to allow the vendor to play an active role.

The vendor can offer its customer online entitlement ‘dashboards’ or portals. This offers a reassuring level of self-service for the end customer, who can be empowered to govern the way the licenses they have purchased are allocated. End customers will quickly identify a high level of additional value in their vendors offering when they have the ability to allocate, relocate and deactivate licenses at free will from a central location.

For even greater self sufficiency, an end customer may prefer to manage the measurement of their license distribution and usage within the confines of their own organisation. Again, vendors can provide their customers with the tools and guidance to monitor and audit the way their licenses are being used.

The end customer can at any time measure and if needed declare the way the vendor’s software is distributed and used. These are some of the methods that the vendor can adopt to ensure that not only are their revenues maximised, but they also provide a positive experience to their customers. The vendor is no longer considered to be just an enforcer, but is regarded as an organisation that cares about the reinforcement of a partnership with its customers.

Looking at the above examples, it can be seen how a vendor can help ensure that its customer’s compliance is maintained, and this has a direct link to ensuring that their reputation is kept intact. And if the end customer’s reputation is maintained, then so is that of the vendor’s.

“A reputation once broken may possibly be repaired, but the world will always keep their eyes on the spot where the crack was.”

Joseph Hall.

“We build our reputation by helping other people protect theirs.”

Chris Fedde, President and Chief Operating Officer.