



Guardant platform:  
software licensing, protection and  
sales management solutions



Guardant is a manufacturer of comprehensive software and hardware solutions for software protection, licensing and sales management.

Guardant solutions help vendors around the world maximize profits from the sale of their products.

Nº1

in the field of software licensing and protection in the markets of Eastern Europe, Central Asia, CIS and Russia

10+

million licensed software copies

2+

million devices sold



Extensive network of partners around the globe



Guardant is one of the business directions of the Aktiv Company, a developer of software and hardware for information protection. Along with Guardant solutions, the company offers products and solutions for electronic signature and authentication, as well as services in the field of consulting and auditing of information security in the business segment.

We have been helping developers around the world to fight piracy and monetize their products for more than 28 years



- Developers of on-premise software
- Web services developers
- Developers of software for internal needs
- Equipment manufacturers
- Content providers
- Mobile app developers

**3000+**  
clients worldwide



UK USA  
Turkey  
Germany

Belarus

Russia Iran

Poland Japan

China

Uzbekistan UAE

Czech Republic

Kazakhstan

# Guardant comprehensive solutions for software developers



## Software licensing and protection

The Guardant platform offers reliable and convenient solutions to protect software from piracy and illegal use; it also allows to set and monitor compliance with license restrictions on the user's side. The Guardant solution helps developers maximize profits from the sale of their software products.



## Reverse engineering protection

It is critically important for any software developer to ensure reliable protection of their products from reverse engineering. This allows not only to avoid financial losses associated with piracy and illegal use of software, but also to protect intellectual property and technological secrets from competitors. Guardant solutions allow to automatically implement multi-level layered protection using the most modern technologies.





## Equipment control

Modern devices are unthinkable without embedded software, which requires reliable protection from reverse engineering and copying. The Guardant provides reliable protection of embedded software from fraudulent users and competitors, as well as to approach hardware sales in a more flexible manner. The ability to set functional restrictions at the firmware level allows to lease equipment, realize payment for actual use; it also simplifies the process of selling additional features and unifies production.



## Sales management

The Guardant platform allows to implement any business model of software sales without changing the source code of the product. A centralized management system for the product catalog, licenses, updates and users allows the vendor to effectively monetize software products and reduce operating costs by automating the software sales process.



# The Guardant platform allows the developers to get the maximum profit from the sale of their software

1

## Licensing management system

A centralized and functional platform for managing all licenses, products, sales and customers. The solution allows to start selling according to a new business model and deliver the first licenses in a few clicks, without changing the source code of the product.

2

## Software keys

Software keys allow to sell software in the internet flexibly and securely. Developers are able to deliver their software products automatically and instantly anywhere in the world, while ensuring a high level of security.

4

## Hardware keys

Hardware keys provide secure data storage and use cryptographic algorithms to provide the maximum level of security and extensive licensing opportunities. They provide easy handling for the user.

5

## Reverse engineering protection

Solutions for reliable automatic protection of applications from hacking, reverse engineering and illegal use. In a few clicks, the developer sets up a multi-level layered protection of the application from all threats and checks whether the user has a key with the required license.

3

## Developer tools

Ready-made components and developer tools allow to integrate Guardant support in automatic mode in just a few minutes, as well as implement the closest possible integration and automation at the source code and API level. Usage examples, ready-made utilities and detailed documentation require a minimum of effort from the vendor part to protect and license the software.

6

## Technical support

A dedicated technical support team provides assistance by phone and email at all stages of cooperation with Guardant — from testing to support during the use of Guardant solutions.

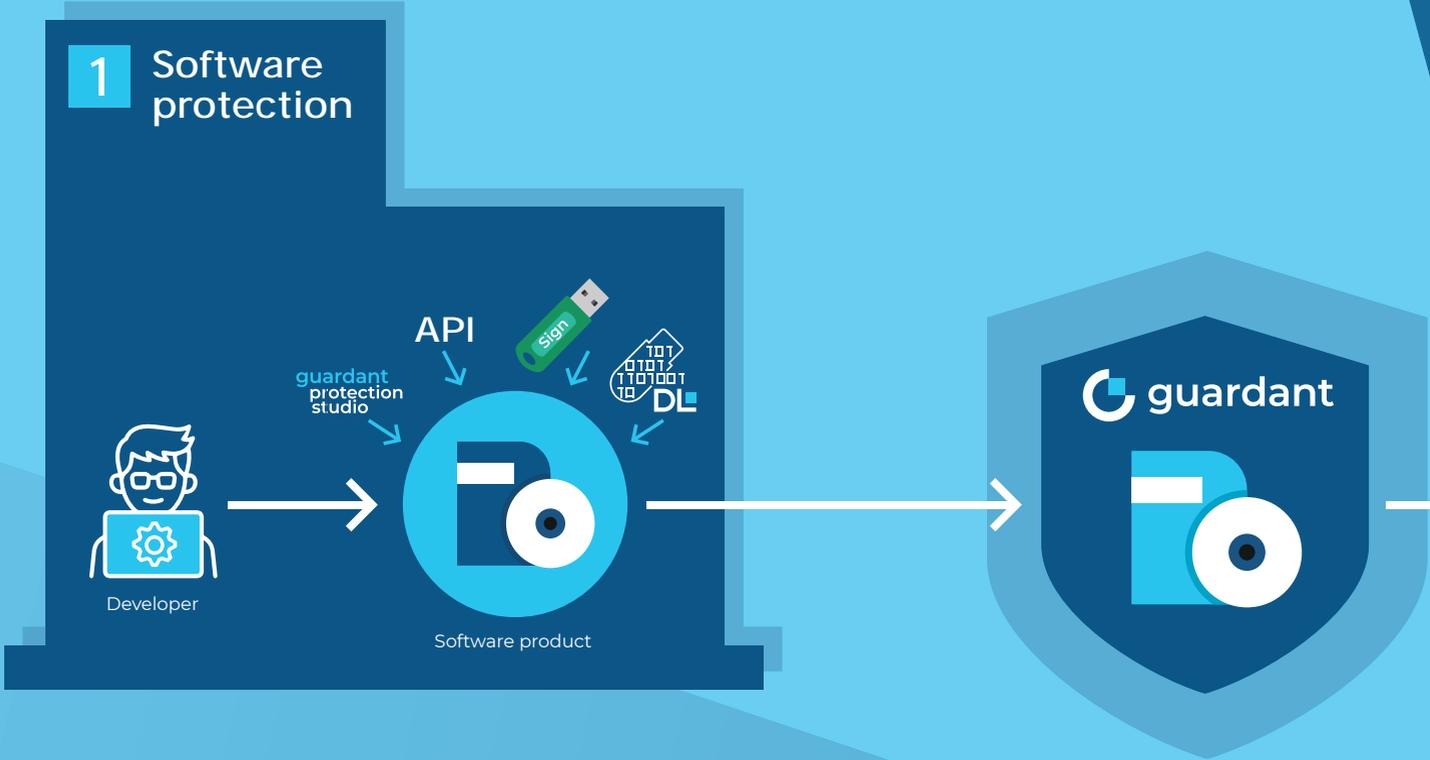
7

## Consulting

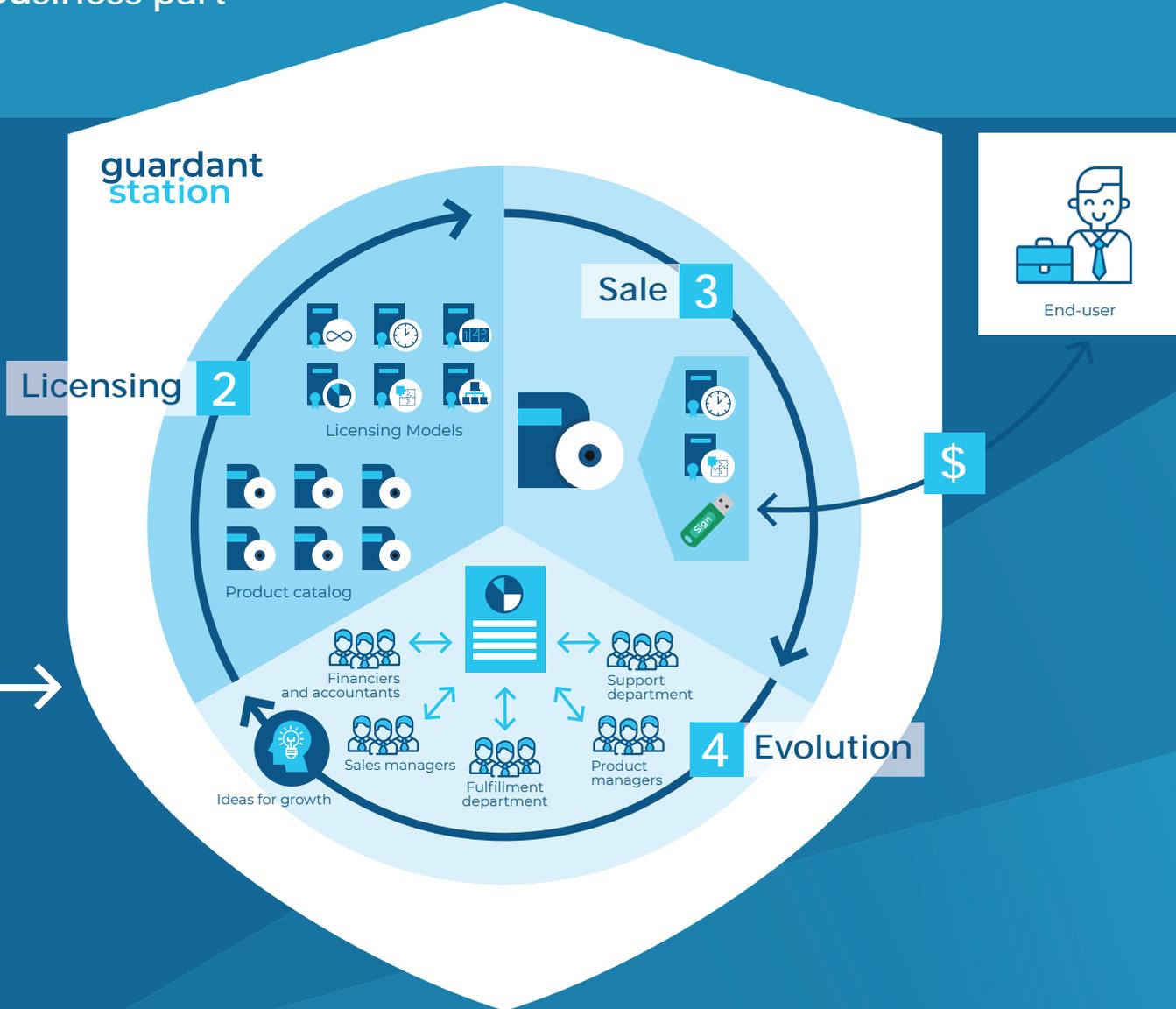
The Guardant team has been helping thousands of developers around the world to license, protect and sell software effectively for more than 20 years. To date, we have accumulated unique experience and knowledge about all aspects of software monetization, which will help Guardant customers increase revenue from the sale of products.

# Software monetization process with Guardant

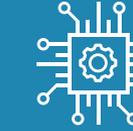
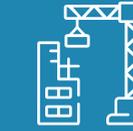
## Technical part



## Business part



# Use cases of Guardant solutions



## Video surveillance

For companies creating solutions in the field of video surveillance and video analytics, Guardant offers a reliable and flexible tool for controlling the number of channels, video cameras, video streams that will be available to end users. The developer gets the opportunity to license and sell each of the components of his solution flexibly and separately without making changes to the source code of the product.



## Protection against illegal copying for CAD software

Manufacturers of CAD software are particularly susceptible to the actions of intruders and can lose up to 50% of their revenue due to their actions. Therefore, software manufacturers use Guardant solutions to reliably protect their products from reverse engineering and to control compliance with license restrictions.

## Sales automation

One of the most important growth points for mass-market software manufacturers is the reduction of operating costs associated with the registration of sales and export of their products. Therefore, many companies in the field of trade automation use the Guardant platform to automate the entire process of selling and delivering of licenses. This approach allows to reduce operating costs several times, scale down the number of errors caused by the human factor, and increase user loyalty.



## Medical equipment management

It is a modern trend among manufacturers of medical equipment to control and manage the features of devices at the software level. The Guardant platform provides vendors with the opportunity not only to sell the device itself, but also to rent it out, charge for actual use, and sell additional modules separately. With the help of Guardant solutions, all these restrictions are set and controlled at the software level, which allows to unify production, make the sales process more flexible and gives the opportunity to enter new markets.



# Guardant consulting

The monetization strategy of each product is unique and must take into account many factors. The Guardant team, having extensive experience in protection and licensing, provides support at all stages and helps answer different questions:



## Building protection

Threat model analysis, design of protection architecture, selection of tools and products



## Organizing the sales process

- Building effective vendor operational processes related to software sales
- Automating the processes of creating, registering and updating software licenses



## Developing sales model

- Studying the industry segment in order to determine the most promising licensing models and best global practices
- Recommendations on the choice of pricing policy depending on the chosen licensing strategy



## Defining a business development strategy

Analysis of promising trends in the development of the industry segment, identification of growth points, development of a future strategy for software monetization

Guardant is directly interested in the success of its customers' business and is ready to share its experience and knowledge.

Contact us and we will be happy to help you earn more by selling software.



# Our clients and partners



positive technologies



# Contact us



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