



seacert

personalization service

Customer benefits:

- **Lower Costs.** The Seacert Personalization Service offers Marlin technology adopters a way to save development costs and time-to-market. Adopters can now opt to pay a nominal per device or application fee, rather than invest in expensive specialized equipment, staff, and processes required for cryptographic operations. Manufacturers have the added benefit of only paying for keys on activated Marlin clients, instead for all products shipped.
- **Quicker Response Time and Lower Inventory.** Keys and credential packets are replenished more quickly than if an adopter runs its own service. Seacert creates the packets and loads them directly to the service, eliminating the steps of ordering, payment, delivery, and installation that a customer otherwise incurs. Shorter cycle time means less inventory carrying cost and faster response to surges in demand.
- **Economies of Scale.** Seacert supports implementations of all sizes and all adopters benefit from economies of scale-- even the smallest deployment utilizes world-class security and operational controls.
- **Flexibility.** The Seacert Personalization Service supports a variety of Marlin device types and has a highly configurable implementation to meet the varied needs of adopters.

Seacert™ Personalization Service is a cloud-based infrastructure for personalizing a Marlin device by delivering a key and credential packet that creates a unique identity for that device. This unique identity enables a device to securely interact with Marlin services that provide online access to premium content. Currently, Seacert offers the only commercially available personalization service.

Key and credential packets contain standardized and essential cryptographic objects that are required by each Marlin client. Generating these packets requires specialized skills, significant upfront and ongoing costs, and compliance to strict security standards. Personalizing each device with its unique identity adds costs to the manufacturing process, without providing an opportunity to make a better or differentiated Marlin device. Seacert provides this basic infrastructure as an online service, so that manufacturers are free to invest in processes that contribute to differentiating their products.

Business Advantages

Devices and application instances are personalized online, only when and as needed. Keys are only loaded to active devices. Marlin adopters save time and labor because Seacert manages the ordering and loading of key and credential packets and monitors servers for stock levels, performance, and intrusions.

Developer Advantages

Adopters can personalize devices based on Intertrust's Wasabi Media Suite, using the industry standard Transport Layer Security 1.0 (TLS) protocol. Devices can be manufactured in quantity with little or no individualization and later be personalized as needed. Minimal development is needed by the Adopter to use the service.

seacert personalization services

Features:

- **Device readiness** . “Bootstrap secrets” (TLS client keys) are configured into devices or SW applications during the manufacturing process to allow the online service to assess device validity at the time of personalization. Adopter may purchase these keys from Seacert.
- **Latest Amazon web service architecture**. The Seacert Personalization Service uses the latest cloud technology and is easily and quickly scalable.
- **Security**. Adopters benefit from best-in-class security including use of specialized secure facility, hardware security modules (HSM), security audits, and multiple custody operations.
- **Two layer protocol security**. Industry standard TLS security.
 - Secure channel for exchanging sensitive messaging traffic between devices and the Seacert Personalization Service.
 - Leverages server and client authentication using X.509 certificates.
 - Ensures secrecy, integrity, and replay prevention and prevents man-in-the-middle attacks.
- **Scalable Infrastructure**. Implementations can start out small and scale to respond quickly to increases in demand
- **Monitoring for restocking provided**. Seacert receives a restocking alert when device key and credential packets have sunk below a certain point pre-determined by the adopter.
- **Security and Performance Notifications**. Server monitoring ensures that the end-to-end process time is within the acceptable window and that the security barrier withstands attacks.
- **‘Test’ and ‘production’ environments offered**. Seacert provides implementations for internal testing, pilots and production.
- **Custom service option**. The standard Seacert Personalization Service supports Marlin. However, professional services are available to adapt the service to provision non-Marlin keys and credentials.
- **Complete transaction history**. Access is provided to the complete transaction history, including the unique device identifiers, transaction dates, success/failure indicators, etc. Adopters can also to include customized values specific to their implementation.

Device Requirements:

- The Seacert Personalization Service supports Sushi and Wasabi-based clients. Service can be customized to support other software clients.

Seacert Online Personalization Service: Role in Media Content Workflow

