CASE STUDY

Envitrans Reduces Software Piracy & Expands Revenue with Sentinel LDK and Sentinel EMS

For a software business, every instance of software piracy holds the potential for significant loss. Envitrans, a producer of scientific modeling software for the study of environmental issues, found itself losing money to illegal distribution of its software after the failure of several dongle-based software security solutions. Since switching to Sentinel LDK and Sentinel EMS, Envitrans has reduced piracy of its software and has increased revenue and operational efficiencies.

Business Challenges

Software piracy was seriously threatening the financial outlook for Envitrans, a creator of software for environmental professionals and organizations. Accordingly, finding a solution to alleviate the risk of such piracy, without inhibiting users, was crucial to the company's revenue moving forward.

Unfortunately, early attempts at acquiring protection from illegal distribution proved fruitless. Relationships with two security dongle providers, CopyLock and Senselock, ended due to unreliable distribution systems.

To meet its needs, Envitrans needed a flexible, but comprehensive software protection and licensing solution from a provider with a reputation for strong security, stability and reliability.

Challenge
> Replace existing security dongle technology
> Alleviate risk of software piracy without inhibiting user experience
> Find a solution that offered strong security & high reliability

Solution
> Sentinel LDK (License Development Kit)
> Sentinel HL Protection Keys
> Sentinel EMS (Entitlement Management System)

Results
> A direct reduction in software piracy
> Increased efficiency
> Significant time & cost savings
> Flexible & scalable licensing & packaging options without engineering involvement
> Superior support & accurate product deliveries

"We were experiencing illegal distribution of our software and revenue loss. Previously we had used two dongle providers to protect our software but frequently had supply problems such as the wrong key shipped, or the company/distributor shut down. So we decided to move to a more stable and reliable brand," stated Dr. Sudhanshu Kumar, Envitrans Director

The Solution

After researching alternative solutions, Envitrans moved forward with the Gemalto Sentinel family of software monetization solutions, including Sentinel LDK (License Development Kit) with Sentinel HL protection keys, and Sentinel EMS (Entitlement Management System). Using LDK, EMS, and various HL keys, Envitrans implemented a comprehensive system for combating piracy of its AERMODCloud™ and dhwaniPRO® applications.

Envitrans used the Sentinel (LDK) Envelope to protect its application binaries, then integrated the LDK licensing API to implement a variety of licensing options including restricted multiuser licensing, module-based licensing, and subscription licensing. Sentinel HL dongles enforce protection and licensing while Sentinel EMS is used to program, manage licensing and entitlements, and update the hardware dongles.

In addition to the software's ability to meet the technical challenges, Envitrans considered the reputation and stability of Gemalto and the Sentinel brand. The location of an Indian office was also a major factor in selecting Sentinel.

"It took 3 months to implement the complete Sentinel solution. We have integrated both the licensing API and Envelope to achieve the strongest security and the most flexibility in licensing. The Gemalto Sentinel team visited our office to understand our requirements and then helped us with the detailed descriptions and options to integrate Sentinel LDK with our products. During the implementation, the Sentinel team also explained how we could expand revenue by introducing various licensing models and that was really helpful."

The Results

In securing a flexible solution from a reliable vendor, Envitrans has overcome its initial challenges—and Sentinel has exceeded its expectations. "Our gains were not limited to the direct reduction in software piracy we experienced." Doctor Kumar also reports increased efficiency with the Sentinel products, noting "Envitrans saved significant time and cost by moving to [Sentinel] in terms of implementing flexible licensing with our different products."

"We appreciate the EMS product catalog capability is very flexible and scalable. We can easily define different product features and generate flexible licenses without any change in software engineering," stated Dr. Sudhanshu Kumar.

He went on to state his general satisfaction with the implementation, product support, and overall experience, and intends to integrate Sentinel software protection and licensing solutions with further products.

"The experience has been amazing. We get the kind of software protection and licensing support that we were looking for and it looks like the start of a great relationship. The efficient support we receive, as well as prompt and accurate product deliveries are highly appreciated."

About Envitrans

Envitrans was incorporated in 2010 as Envitrans InfoSolutions Private Limited, active in the area of environmental sciences. Today, Envitrans is a specialist environmental service provider in India with key expertise in the fields of computational modeling, environmental data processing, environmental information management systems, and training. For more information, visit: www.envitrans.com

About Gemalto Software Monetization

Gemalto, through its acquisition of SafeNet, is the market-leading provider of software licensing and entitlement management solutions for on-premises, embedded, and cloud-based software vendors. Gemalto Sentinel is the most trusted brand in the software industry for secure, flexible, and future-proof software monetization solutions. For more information, visit: www.safenet-inc.com/software-monetization-solutions

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