TEXA S.p.A. Receives a Large Return on Investment as Gemalto Sentinel Eliminates Piracy of Their Software - Case Study

Backstory
TEXA S.p.A. is a European leader in the design, production, and construction of multi-brand diagnostic tools. Their variety of solutions include air conditioning recharge stations, emission gas analyzers, and remote diagnostic devices for cars, motorcycles, trucks, buses, agricultural vehicles, and marine engines.

Founded in 1992, TEXA is a young company with a strong propensity for technical innovation and the research of new solutions for multi-brand vehicle diagnostics. The company currently employs 30 percent of its workers in research and development activities in the hardware, software, firmware, and testing sectors. The organization's 450 employees and vast number of dealers are located in offices around the world, including Spain, France, the United Kingdom, Germany, Poland, Russia, Japan, and the United States. Partnerships with Magneti Marelli, Ducati, Johnson Controls, Sagem, Siemens, AD Parts, Piaggio Group, Benelli, Pagani, Renault Trucks, Eurorepar, and Google further reinforce the value and sophistication of their software.

Challenge
➢ To prevent piracy and reverse-engineering of their IDC4 software

Solution
➢ Gemalto Sentinel provides superior software protection without disrupting the end-user experience

Benefits
➢ Gemalto Sentinel has eliminated piracy of TEXA's IDC4 software.
➢ End users can easily activate their software without any disruptions.
➢ Gemalto's technical support team consistently provides a superior level of assistance.
Business Challenge

The IDC4 software embedded within TEXA’s diagnostic tools is quite extensive, managing products from wired/wireless diagnostics and emission analysis to air conditioning services and measurements. This unique technology has taken years to perfect and is highly regarded in the automotive, agricultural, and marine industries. “Protecting the intellectual property of our IDC4 software is essential. It allows us to maintain our competitive edge and has a direct impact on our revenue,” said Ing. Michele Tonon, Software Development Team Leader, TEXA S.p.A.

Along with reverse-engineering, TEXA also needed to protect their software subscriptions from piracy. Customers obtain the latest technical data and diagnostic solutions via the Internet, so controls needed to be implemented to ensure only those with a license could access the software. “In the past, our applications were protected by proprietary software solutions, however, these did not provide a sufficient level of protection and did not guarantee that we were immune from the cloning of our data,” stated Ing. Mirco Dariol, Senior Software Developer, TEXA S.p.A. It was time for TEXA to enlist the protection of a third-party solution.

Solution

After thoroughly researching other companies, TEXA was most confident in the Gemalto solution. “Gemalto Sentinel has an excellent reputation, and is recognized by our major partners and database suppliers as having the most robust protection in the industry,” added Ing. Samuele Zoia, Software Developer Analyst, TEXA S.p.A.

The company’s software packages now use the hardware-based Sentinel HL keys equipped with the Sentinel Envelope. The Sentinel Envelope and DataHASP tools wrap the application, encrypting and controlling access to the software data files so that only TEXA’s authorized users and the hosting software can decrypt and upload them. “In this way algorithms and trade secrets are secured against hackers,” said Zoia.

The implementation of the Sentinel solution was completed in only a few months. “We were very satisfied with Gemalto’s technical support team. They were always there to help and extremely informative,” said Tonon. Sentinel functionalities ensure the overall protection and distribution of the IDC4 software. “We did not want to disrupt our customers. The software needed to be as safe and protected as possible but had to remain easy to install for the end user,” stated Dariol.

Rewards

With Gemalto Sentinel, TEXA is able to provide their worldwide customer base with reliable, efficient, and up-to-date instruments, and protection of their IDC4 diagnostic software. TEXA also appreciates the flexibility of the solution. Further explained by Zoia, “The advantage for the end customer lies in the simplicity of installing the hardware key, and in the guarantee of secure and tested software. We can say, so far, that our experience with Gemalto has been very positive.”

The organization is already seeing a return on their investment. “Without Gemalto Sentinel protection our software would be ‘free of charge’ on the Internet through e-mule or torrent type channels, and we would certainly not have the same number of subscriptions,” said Dariol.

TEXA is currently evaluating the use of Sentinel’s software-based solution for several customers that have expressed the need for more advanced capabilities.

About TEXA S.p.A

TEXA was founded in 1992. Today, the company is Europe’s top name in the design, production, and sale of diagnostic instruments for cars, bikes, commercial vehicles, agricultural vehicles, and marine engines. TEXA is present all over the world with a deep net of dealers; its subsidiaries are in Spain, France, the U.K., Germany, Poland, Russia, Japan, and the United States. For more information visit http://www.texa.com.

About Gemalto

Gemalto 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: gemalto.com/software-monetization

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