THALES

Inasoft Reduces Support Costs, while Improving Customer Experience with Thales Sentinel

Background

Inasoft specializes in software development, particularly in the fields of robotics and control technology. They have a particular expertise in machine/plan engineering. Inasoft works in a variety of industries from food to pharmaceutical and automotive, developing specialized solutions to meet specific needs.

For over a decade, Inasoft has developed and distributed 'SQL4automation', a software solution for industrial use, which connects PLC and robotic controls directly with relevant SQL databases. They work with large customers, from Mitsubishi Electric to Siemens, Schneider Electric, and other leaders in the field. The SQL4automation connector is a single software solution which is completely hardware independent – meaning that it is compatible and can be used with all major PLC and robot controllers, regardless of manufacturer.

Challenges

Previously, the Inasoft SQL4automation connector was protected by its own licensing system, which Inasoft realized was not particularly secure. The company was about to release a completely new programmed version of the SQL4automation connector software and before doing so, needed to guarantee maximum protection for this valuable new software product.

The company's legacy licensing solution also required a time-intensive license renewal effort in cases of hard disk failure or preventative disk replacements. This process had two main drawbacks: it required support time and resources, which are expensive, and it offered a poor customer experience, as the customer had to wait and was often frustrated by the process. Inasoft realized that for their innovative software, they needed licensing that would power them to grow, not hold them back.

Inasoft also found support costs escalating because of their customers' licensing issues. These problems required Inasoft staff to travel to customer sites in order to troubleshoot and resolve problems. Inasoft wanted the ability to address licensing issues remotely via the internet instead of traveling to the customer site.

inasoft
EINFACH : FLEXIBEL

" Sentinel has improved the customer experience and saved us from having to hire additional support staff to deal with licensing issues. Implementing the Sentinel solution has saved us a lot of time, and as a result, is reducing our operational costs."

– Ruedi Gloor, CEO, Inasoft GmbH

Solution

After reviewing its options, Inasoft chose Thales Sentinel to handle licensing for its SQL4automation product. When asked about the main factors that drove Inasoft's decision to go with Sentinel, Reudi Gloor, CEO for Inasoft replied, "Prompt service and support. Thales Sentinel provides an online support portal which corresponds exactly to our needs."

In addition, Thales Sentinel enables Inasoft to let users demo a full-featured trial version of their software. The trial option enables users to better understand the value Inasoft can provide them, and provides them with a real opportunity to benefit from this software. Previously, Inasoft had no such ability to offer trialware.

Inasoft is now able to offer three distinct versions of its software. All three versions of SQL4automation use an ODBC database connection and run as a service. Using Thales Sentinel, Inasoft is able to create, maintain, and manage many different licensing models for its SQL4automation products. Inasoft enables and enforces the licensing terms to match individual end user requirements and applications.

Results

With Thales Sentinel, Inasoft can be more responsive to customer needs through secure and flexible licensing that meets their needs, instead of the customer having to change what they need to meet Inasoft's capabilities. The implementation took only weeks and Inasoft has been very satisfied with the Thales Sentinel products, the level of sales and technical support, and response times.

In particular, Inasoft was satisfied by moving their licensing to the cloud; Thales Sentinel's software enables Inasoft staff to easily solve end user licensing issues remotely, significantly reducing expenses of travel and time to solve problems. Customers get the answers they need more quickly, and at a lower cost to everyone. The license portability offered by Thales Sentinel has saved Inasoft support resources and improved the customer experience.

"Sentinel has improved the customer experience and saved us from having to hire additional support staff to deal with licensing issues. Implementing the Sentinel solution has saved us a lot of time, and as a result, is reducing our operational costs." stated Mr. Gloor.

About Inasoft

Inasoft are experts in software services and professionals in the field of control engineering and robotics. Specializing in projects for machine and plant engineering, Inasoft is also experienced in the database connection of industrial systems, through its leading SQL4automation product. The company's goal is to provide customers with smart solutions and equipment and since 2005, has been providing conceptual, clean, and equally simple software solutions for the food, pharmaceutical, automotive, and packaging industries as well as applications for tool feed production, watches, medicine, electrical, and coins. Inasoft works in close cooperation with their customers to create efficient and optimal solutions and successful products. For more information on Inasoft, visit: http://www.inasoft.ch/

About Thales

The people you rely on to protect your privacy rely on Thales to protect their data. When it comes to data security, organizations are faced with an increasing number of decisive moments. Whether the moment is building an encryption strategy, moving to the cloud, or meeting compliance mandates, you can rely on Thales to secure your digital transformation.

Decisive technology for decisive moments.