

psmtec Wins Big with Thales Sentinel, Increasing Efficiency and Flexibility

The Back Story

psmtec is a gaming machine and software developer, with a focus on developing, producing, and distributing innovative, premium gaming for casinos and arcades. With their motto "Personal – Target-Oriented – Fair," the company aims to make the best and most exciting games and gaming machines, leading to the ultimate play experiences for their end-users. The company creates gaming devices and equipment such as slot machines, which are used by large numbers of people every single year.

They also produce gaming software, having developed more than 100 successful games in the market. The psmtec team of passionate programmers provide software that offers an immersive experience, and have maintained a position as leaders in the gaming industry for more than 30 years. Although the company is based in Germany, their customers and users are located throughout the world.

The Business Challenge

From the beginning, psmtec knew that they needed a robust licensing tool including time-based licenses to protect both their gaming software and hardware against manipulation. Gaming software development is extremely cost intensive, requiring

engineering and developer hours, and psmtec knew they needed to protect their investment. The company looked for a licensing solution that would fit their needs, including the strongest protection possible.

In addition, psmtec required a solution that would allow for quick and easy updates. "In the gaming market, developing and distributing new games is an ongoing process. Therefore, to stay competitive, new updates must be distributed multiple times a year. We needed a solution that would simplify that process for our customers," explains Mr. Peter Schmid, Business Informatics at psmtec. psmtec also needed a solution that would allow them to set expiration dates on their software. That aspect is necessary in order to comply with different regulations and allow their machines to be used in many different countries.

The Solution

psmtec originally chose to implement Thales Sentinel to license and protect their software using hardware keys that worked with their embedded devices. Over more than 10 years as a Thales Sentinel customer, they have migrated to different applications Thales Sentinel offers, in order to meet their shifting needs, and to support both their hardware and software needs as they evolve.

With Thales Sentinel, psmtec has been able to provide flexible license enforcement and management. They also enjoy the ability to customize the use of unlimited features, allowing them to manage licenses of so many different games and various software bundles.



psmtec

" With Thales Sentinel, psmtec has been able to provide flexible license enforcement and management. The Thales Sentinel solution helps us to be more efficient and saves us time and costs."

– Mr. Peter Schmid, Business Informatics (FH) at psmtec

In addition to protecting their products, Thales Sentinel's Entitlement Management System also enables psmttec to clearly see and understand the state of the different entitlements they sell. This enables them to package and price dynamically, to optimize for revenue or alter products quickly.

The Results

psmttec could not be happier with the Thales Sentinel products and the operational and technical support they received from the local team. The Thales Sentinel solution is a great fit for their embedded devices, and the protection is stronger than ever before. Furthermore, the update process is seamless for partners and service technicians. Mr. Schmid notes "we are able to perform our maintenance process in the field within 10 minutes per platform. Previously these updates took much longer. The Thales Sentinel solution helps us to be more efficient and saves us time".

Thales Sentinel time-based licensing also allows psmttec to meet the regulatory requirements for their industry. Each hardware key is programmed to allow a certain period of gaming, making it even easier for customers to ensure regulatory compliance, as the external clock in the key ensures the strongest possible enforcement.

Overall, working with Thales Sentinel has enabled psmttec to protect their devices and software in the ways that they needed, while enabling them to comply with all regulations. In a complicated industry such as gaming, the ability to effectively license and protect has made a significant difference to the company's ability to grow with a focus on gaming, rather than on licensing.

About psmttec

PERSONAL. TARGET-ORIENTED. FAIR.





We develop, produce and distribute innovative premium gaming and entertainment devices. Our expertise in the casino industry is based on more than 25 years of experience in this sector.

We strive to meet the highest standards of quality by developing all of our software and hardware products in our own think tank - always guided with the goal of providing each guest with the perfect game. Every single game is developed in-house by our team of highly talented and motivated programmers, graphic and sound designers. <http://www.psmttec.de/>

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.

> cpl.thalesgroup.com <    

Contact us – For all office locations and contact information, please visit cpl.thalesgroup.com/contact-us

Business Challenge

- Needed to protect both hardware and software in the complex gaming industry
- Needed to be able to offer time-limited licenses to comply with regulations
- Needed to be able to easily provide updates to hardware and software

Solution

- Thales Sentinel LDK
- Thales Sentinel EMS
- Thales Sentinel Hardware Dongles

Result

- Seamlessly updates products as needed, several times a year
- Easily complies with all regulations, meeting standards in many different countries
- Protects software and hardware against improper use, securing expensive intellectual property