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SCHUHFRIED Reduces Costs and Better Meets Customer Needs with Thales Sentinel

Background

Many decades ago, SCHUHFRIED developed the world's first psychological test system, called the Vienna Test System, or VTS. Today, the company is still the global leader in the testing field, as they have more than 70 years' experience, and their products are used throughout the world.

More than 13 million tests are administered in dozens of countries each year using the SCHUHFRIED system, and those tests serve a wide variety of purposes. They can evaluate topics such as fitness to drive, human relations, clinical purposes, sports, research, and more. SCHUHFRIED products are well-known for being easy to use, even as their use cases are complex.

In addition to the VTS software, SCHUHFRIED's product portfolio also includes CogniPlus, a cognitive training and rehabilitation program, and Biofeedback Xpert, a modular biofeedback system that uses Bluetooth wireless technology. All three products are designed to work together.

Challenges

SCHUHFRIED was planning new versions of their flagship VTS products. As a part of that process, they wanted to introduce multiple industry-specific versions of their tests to better meet their customers' needs. Since each of the industries their customers are in is unique, different customers needed different versions of the same system, and SCHUHFRIED wanted to be able to meet their specific needs.

SCHUHFRIED had been using a legacy licensing technology to protect their software. Over time, they found that their existing licensing system was not particularly reliable or effective, due to limited functionality and error-prone processes.

The company recognized the need to find a better way to secure and more efficiently monetize the valuable intellectual property in their software in the 68 countries throughout the world that use their testing in more than 31 languages.

SCHUHFRIED also needed the ability to license specific features and tests, as well as to copy protect and enforce license compliance to prevent unauthorized use of the VTS software once in the field. Essentially, their software was cutting-edge, and they needed their licensing to match.

SCHUHFRIED

" Since the introduction of Thales Sentinel, licensing of the Vienna Test System has been virtually trouble-free," stated Mr. Eberhartl. "Using the Thales Sentinel solution, we can license VTS more easily and more securely."

— Thomas Eberhartl, Chief Operation Officer, SCHUHFRIED

The Solution

SCHUHFRIED researched their options for a new software protection and licensing solution. After careful consideration, the company chose to replace their legacy solution with Thales Sentinel.

"One of the reasons we chose Sentinel is because we received very good presales support," said Mr. Thomas Eberhartl, Chief Operation Officer at SCHUHFRIED. "We very quickly realized that Thales Sentinel would be a good partner. The references of the product itself were also crucial. We sell the Viena Test System worldwide and therefore had to rely on a licensing technology that had a certain reputation and could ensure that our customers stayed compliant."

SCHUHFRIED uses Thales Sentinel products to protect and license their many products. SCHUHFRIED needs to maintain one set of code for the VTS software which contains all of the many psychological tests and special features or modules. The company uses the Sentinel feature-based licensing functionality to create and package specific VTS software versions and to define which parts of the software and tests each version will contain. This helps them to meet the goal they had set of being able to offer distinct versions of their software to different audiences.

Thales Sentinel also enables SCHUHFRIED to license their software for use on a single workstation or to supply floating licenses for multiple simultaneous users to access the VTS software, which can be hosted on a server either by the customer or by SCHUHFRIED. This flexibility is important to today's customers, whose ways of working change quickly.

In addition, SCHUHFRIED also automated their internal order and fulfillment processes by integrating their ERP system with Thales Sentinel. "Employees of the SCHUHFRIED back office give orders in our ERP program and receive an 'almost' automatically fired dongle," said Mr. Eberhartl.

The first stage of implementation took six months, with the final touches and back-office integration of Thales Sentinel another few months. "Throughout the implementation phase, we were well looked after by Thales Sentinel. I would describe the support as exemplary and exceptional," said Mr. Eberhartl.

The Results

Sentinel provides SCHUHFRIED the ability to provide the appropriate VTS software licenses and entitlements to each of their customers, using the Thales Sentinel licensing technology to enable specific features and psychological tests, without engineering involvement.

With the flexibility to license features and psychological tests using Thales Sentinel, SCHUHFRIED can create and package their software for specific market segments and customer needs, enabling them to expand their market reach, and maintain their position as a leader.

Challenge:
- Enable feature-based licensing to better meet the needs of a wide range of customers
- Protect valuable intellectual property
- Reduce time spent on licensing and manual errors, which can be expensive

Solution:
- Sentinel LDK
- Sentinel EMS
- Sentinel HL SL

Results:
- Are now better able to meet the needs of customers from different industries
- Increased flexibility in licensing, for any number of users
- Strong protection of valuable IP and compliance with various types of regulations

As a result of integrating the licensing back office functions of Thales Sentinel with SCHUHFRIED's ERP system, operational processes have been automated, with both errors and operational costs reduced as a result.

Many of the proprietary tests in the VTS software are subject to very specific and complex license terms. Implementing Thales Sentinel has enabled SCHUHFRIED to secure the trade secrets in their code and ensure license compliance by controlling which tests are used by each customer, and how many users can simultaneously access the licensed software and tests.

When asked about SCHUHFRIED's overall experience with Thales Sentinel, Mr. Eberhartl replied, "Our partnership with Thales Sentinel is very professional and if we have problems or questions, they always help us very quickly. Our licensing implementation could therefore be described as a 'picture book' project."

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.