

Thales Sentinel Powers Flexible On-Demand Licensing for Schleißheimer

Background

Schleißheimer produces a large number of software tools, especially in the automotive industry. Their products are innovation drivers in intelligent cars, intelligent systems and other new technologies. The company has pioneering software systems for leading car manufacturers such as Daimler, Audi and VW, Porsche, Toyota and Alfa Romeo.

Their main product, CanEasy, is a simulation and diagnosis tool for software developers in the automotive industry. With CanEasy, customers can control and test the software for the control units [ECU] under real conditions that communicate via CAN, Automotive Ethernet, SOME/IP and so on. CanEasy benefits from user-driven development, as Schleißheimer GmbH itself is active in the development of such ECUs. This results in easy handling with fast and flexible implementation for testing and analysis, which leads to lower costs than with other development tools.

Schleißheimer is based in Germany due to its extensive work with the automotive industry. They also work with customers and partners all over the world, with a special focus on Asia.

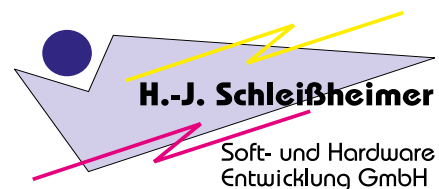
Challenge

Schleißheimer originally employed a third-party technology to license their CanEasy software. When the company learned that their existing software licensing provider could not provide a correct and much needed update, Schleißheimer decided to look for an alternative.

Schleißheimer quickly realized that their need to find a new licensing provider could be an opportunity. They used the situation to examine their current licensing challenges and future plans, determining proactively what they needed. This was done before vendor selection, which enabled them to be truly strategic in selecting a partner who would assist their business as a true partner.

Over the course of this process, the company took a look at what needs were not currently being met by their existing system. They quickly realized that their existing licensing system for CanEasy did not enable important functionality, such as online software activation. It also couldn't meet customer demand for hardware-based software security keys.

Additionally, the system did not allow customers the transfer of licenses between computers. This problem was especially pronounced with floating licenses, as the licenses could not be moved by the customers: In order to move a license, customers had to first prove the need for a relocation, such as a server failure. Otherwise, Schleißheimer could not confirm whether the old license had been deactivated. This was a burdensome process which held the company back and frustrated customers who demanded flexibility with their licensing.



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— Hans-Joachim Schleißheimer, CEO of Schleißheimer GmbH.

Fundamentally, the process of managing licensing and entitlements for CanEasy was complex and time consuming for both Schleißheimer and its customers. This negative experience provided a poor customer experience, and left the company at risk of losing customers.

As part of the selection process, Schleißheimer examined their future plans for the CanEasy product. The company wanted to extend the product line by offering multiple versions of the product. This would use flexible licensing to enable or disable different features and functionality depending on customer needs. In addition to delivering these as packaged software products, the company also wanted to offer each of these as subscription-based on-demand services.

The Solution

Schleißheimer chose Thales Sentinel as their partner, using out-of-the-box software protection and entitlement management to achieve the many goals they had set for their licensing project. The company was attracted to the web-based license management capabilities provided by the system. Within a few weeks of contacting Thales Sentinel, the licensing project was scoped, and over the next eight weeks the concept was further refined and implemented.

Schleißheimer chose Thales Sentinel due to a full range of demands, including flexible licensing, strong security, multiple floating licenses, easy online software activation, and re-hosting of licenses to other computers. In addition, they found the Thales Sentinel team to be a real benefit. As Sascha Kuhn, software developer explained, "We use the Sentinel API to query licensed features. Using Sentinel, we create the licenses for the software products. Then we email our users the necessary license keys. We also use Sentinel for subsequent online activation to install licenses. Furthermore, users can borrow individual seats from a network license and re-host their licenses to another computer."

When asked about their experience working with Thales Sentinel, Sascha Kuhn replied, "We were pleased with the excellent quality of pre-sales support. All integration issues were clarified before purchase and implementation proceeded exactly as described. Technical support was very responsive whenever we encountered a problem," said Sascha Kuhn, software developer for CanEasy.

Results

"The first and most obvious advantage of moving to Thales Sentinel was the simple and transparent pricing structure. Beyond that, the technical benefits of the Thales solution are many," said Sascha Kuhn, software developer for CanEasy. "Floating licenses are no longer based on license files. With Sentinel, they run as a central service. IP addresses are configured directly within the licensed applications. Our customers' system administrators prefer it that way and we can implement more modern architectures."

Thales Sentinel provides the security and flexible licensing that Schleißheimer needs, which enables them to better meet their customers' needs. Schleißheimer customers benefit from the simple application of the licensing system such as the licensing server and automatic online activation.

"Sentinel has given us a great deal of flexibility in how we package our products and enable features," said Hans-Joachim Schleißheimer, CEO of Schleißheimer. The company now offers their analysis and testing environment CanEasy in four product editions: Professional, Standard, Basic and RichPanel Runtime.

"The four product editions offer our users a matching functional scope. Eliminating function overkill helps our customers save money," said Mr. Schleißheimer. "Combined with our innovative buy and rental models, users get full flexibility. Everyone receives the right functions at the right time."

With the help of Thales Sentinel's licensing technology, Schleißheimer is now able to market four different versions of their CanEasy product for purchase and online activation. In addition to on-premise versions, customers also have the option of subscribing to the company's CanEasy On Demand software service.

"Companies already rent and lease company cars or CRM systems. With the help of Sentinel, CanEasy on Demand now brings this flexibility to automotive tools," stated Mr. Schleißheimer. "Companies can simply decide on a project-to-project basis how many CanEasy on Demand workplaces they need."

Schleißheimer has been very happy working with Thales Sentinel, and realized the potential benefits of licensing. As a result, they have recently expanded the scope of their work beyond CanEasy to include other Schleißheimer products.

About Schleißheimer

Schleißheimer GmbH is specialized in software and hardware development for microcontroller real-time systems. The company also performs software tests according to the standards of the automotive industry []. Furthermore, Schleißheimer develops software and hardware products based on the company's own software for modern microcontrollers as prototypes or in small series. The company offers its own line of software tools for development, analysis and simulation of CAN, LIN and many other bus systems.

Schleißheimer's best-known products are the simulation and analysis environment CanEasy, the subscription service CanEasy on Demand, as well as the test and development software Automation & Testing Suite [ATS] for test coverage measurement. The company has decades of experience in the development of automotive control units for suppliers and OEMs such as Continental AG or John Deere.

For more information, visit: www.schleissheimer.de/en/

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.