



CASE STUDY

Elekta Implements Sentinel RMS to Standardize Licensing Technology and Reduce Costs

As a third party licensing company, Gemalto's Sentinel RMS has enabled Elekta to incorporate more sophisticated licensing models for their medical technology software in use at over 4,000 hospitals worldwide.

Background

Elekta is an international medical-technology group, providing advanced clinical solutions, comprehensive information systems, and services for improved cancer care and the management of brain disorders. Elekta's systems are used at over 4,000 hospitals worldwide. Headquartered in Stockholm, Elekta has over 2,000 employees, including over 250 employees in product development and over 500 in support. Product development takes place in four locations: Stockholm (Sweden), Crawley (UK), Sunnyvale, CA (USA) and Atlanta, GA (USA) each specializing in particular product types. Founded in 1972, Elekta is listed on the Stockholm Stock Exchange under the ticker EKTA.

The Business Challenge

Elekta develops a variety of software products, supporting both Windows and UNIX/Linux platforms. The majority of their products were licensed with home-grown solutions, but each of these solutions was product specific and could not easily be reused on other products.

Challenge

- > Former licensing was product specific and could not easily be reused
- > Required improved tracking of licenses and the ability to offer a larger variety of license models
- > Inefficient use of R&D resources and support resources

Solution

- > Gemalto's Sentinel RMS

Rewards

- > Incorporate more sophisticated license model
- > Control over Intellectual Property and licenses
- > Reduce overall development time
- > Ability to audit and track licenses

Elekta needed to standardize licensing technology for all of their software products. The organization required improved tracking of licenses and the ability to offer a larger variety of license models. Additionally, the development and maintenance of home-grown licensing solutions were an inefficient use of R&D resources, while support resources were being wasted on the home-grown license management tools.

The Solution

The implementation of a third party licensing solution has enabled Elekta to incorporate more sophisticated license models. The Sentinel RMS Development Kit supports the widest range of licensing models in the industry, allowing Elekta to create and enforce licensing terms according to their business needs. Elekta can now also make use of time-limited trial licenses, which they were previously unable to do.

Implementation of RMS has also enabled Elekta to reduce overall development time. Sentinel RMS is one component of Elekta's applications that has already been tested and has associated support tools. "Eliminating the need to work on bespoke licensing systems has allowed our development teams to concentrate on product features that will help improve our products. The ability to promote product features using demo or trial licensing will also be a useful marketing benefit," said Mr. Davis.

Sentinel RMS also provides Elekta with various logistics benefits. The Elekta team is looking to develop a webbased tool for the management of licenses that integrates into their ERP system for customer order information and regulatory controls. One corporate-wide license management tool will enable auditing and tracking of licenses, as well as eliminate time zone bottlenecks. With Sentinel RMS, Elekta will be able to conduct offline analysis of licensing related data for existing software customers, and track maintenance and service contracts.

Evaluating License Solutions

In order to create a basic set of requirements, Elekta first reviewed how licensing was used in their existing products. Furthermore, they analyzed the workflows throughout the product lifecycle to determine whether process improvements could be made.

Elekta sought a general purpose, cross-platform licensing system that could be integrated with all of their products. A web-based licensing system that could be integrated with all their products was required to enable support personnel to create, deploy and manage electronic licenses.

The company evaluated the possibility of continuing to develop licensing solutions in-house, however, purchasing a commercial licensing system from a third party proved to be worth investigation. Seven systems were reviewed in total, with only two meeting both Elekta's cross-platform and ERP/CRM integration requirements.

After further evaluations of the short-listed systems, Gemalto's Sentinel RMS emerged as the best fit for Elekta in terms of reducing both cost and risk.

"The Gemalto Sentinel staff was both helpful and knowledgeable throughout the evaluation process, and demonstrated the reliable support that Gemalto is renowned for on several occasions. We were also pleased to see the longterm commitment Gemalto had to supporting Sentinel RMS with regular updates and advancements," said Christopher Davis, Engineering Leader, Licensing project, at Elekta.

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The Conclusion

The implementation of Sentinel RMS enables Elekta to ensure effective rights control of high-value software. Elekta has now standardized on one licensing technology for all of their software products. Sentinel RMS provided Elekta with the ability to implement a larger variety of license models in addition to alleviating drains on their R&D and support resources.

About Gemalto's Sentinel Software Monetization Solutions

Gemalto, through its acquisition of SafeNet, is the market-leading provider of software licensing and entitlement management solutions for on-premises, embedded and cloud-based software vendors. Gemalto's Sentinel is the most trusted brand in the software industry for secure, flexible, and future-proof software monetization solutions.

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