



## CASE STUDY

# Software Licensing Blueprint & Sentinel EMS Optimize Licensing of Software Driven Medical Devices

This leading medical device company serves global healthcare markets and has used Gemalto Sentinel RMS license management system for several years to effectively protect, control features and enforce licensing of its hardware products. In an effort to improve the customer experience and to further tighten the integration of licensing into their back office systems, this medical device manufacturer sought the counsel of Gemalto Professional Services.

### Situation

Historically a medical device company, the company had increasingly relied on its innovative software to drive its hardware products and to differentiate its offerings in the marketplace.

The company had been protecting and licensing its key product lines using Gemalto Sentinel RMS. "Having the ability to control device features and software usage using license enforcement allows us to go to market with more creative solution offerings and gives our customers peace of mind that they are operating within their license terms," said the device company's Software Services Manager.

### Business Challenges

Though pleased with its licensing solution, the medical device manufacturer faced additional challenges over time:

"Even though we've been very happy with Sentinel RMS and have found it to be an effective tool for controlling configuration and use of our products. Lately we decided to embark, on a mission to improve our licensing implementation even further," remarked the company's Business Application Manager. "We wanted to take our licensing up a

notch—to fully monetize our software investments." The company's mission was twofold: to integrate and streamline its back-office and operational processes, and to enable users to download and activate its medical device software through the Web.

### Software Licensing Blueprint

To turn this vision into reality, the company sought the counsel of Sentinel Professional Services. After an initial conversation, it was mutually decided that strategic analysis and license optimization planning were in order.

The consulting engagement began with a Licensing Workshop. "Sentinel Professional Services conducted an on-site consulting workshop in which we identified requirements, 15 different use cases and workflows for the new licensing back office," said the company's Software Services Manager. "Gemalto then produced a 'Licensing Blueprint' which helped us to visualize and socialize internally, how the new licensing system and back-office integration would work and what the customer experience would be."

## The Next Gen Licensing Implementation

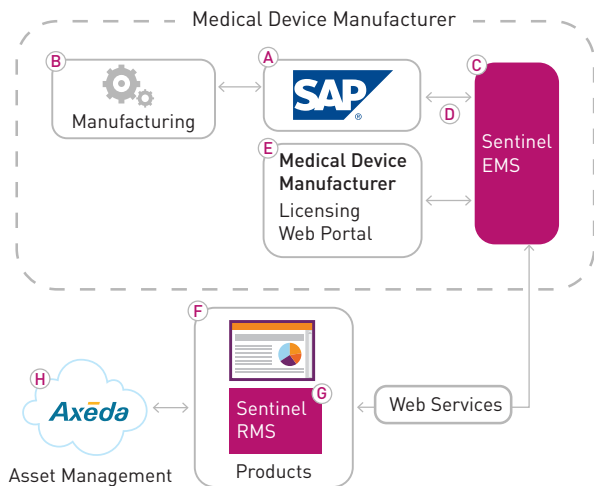
"We wanted a flexible solution that allowed us to support our diverse licensing and entitlement needs. Driving decision factors were the ability to connect to SAP fronted by a web interface and it was important that we continue to partner with a company that is a leader in this space," stated the company's Business Applications Manager.

Based on Gemalto recommendations and using the Licensing Blueprint as a guide, the medical device manufacturer is transitioning from Sentinel RMS BackOffice to Sentinel EMS to manage license activations. Sentinel EMS features Web services that enable seamless integration of licensing with the company's fulfillment workflows.

Key elements of the device manufacturer's next gen licensing implementation include:

- An automated data flow with SAP
- A custom Web portal integrated with Sentinel EMS
- Product activation with Sentinel EMS using Web services
- Devices protected with Sentinel RMS which are activated in manufacturing, are built to stock (no customer on entitlement).

### Next Gen Licensing Components



- A. SAP—ERP used to initiate and fulfill orders
- B. Medical Device Manufacturing—Produces equipment and fulfills orders
- C. EMS—Gemalto Sentinel EMS, hosted by the device manufacturer
- D. SAP to EMS connector—Facilitates data flow between SAP and Sentinel EMS and vice versa
- E. Medical Device Manufacturer's Licensing Web portal—Externally-facing interface that allows customers to download medical device software and activate licenses over the Web
- F. Medical Device Manufacturer's Products
- G. Sentinel RMS library—Gemalto Sentinel RMS embedded within medical device manufacturer's software and utilities
- H. Axeda—Axeda system used by medical device manufacturer for asset management

## Results

The company is currently in the process of upgrading its licensing back-office system to the latest version of Sentinel EMS, which will offer even greater ease of use for its customers, streamlined fulfillment processes, and reduced operational costs. "When released into production, we hope to increase customer satisfaction by allowing users to activate their medical devices online – quicker and easier than they can today," said the company's Software Services Manager.

By integrating licensing with its other back-office systems, data will automatically flow between systems, which will enable license activation reporting and provide better insight into customer assets. Previously, it was difficult to connect a customer to a medical device that was 'built to stock' and sold through distribution. Now when a customer upgrades their system through the Web portal, they provide a serial number and the system automatically searches that serial number and connects the upgrade data to the original device that was purchased. This seamless sync with internal back-office systems will provide invaluable business intelligence. Everyone, from product management to sales, customer service, support, and operations will now know what each of their customers have purchased and what they're actually using.

When asked about the consulting engagement and working with Gemalto, the Software Services Manager replied, "Our experience with Gemalto has been very positive." "And Gemalto resources are knowledgeable and available to assist with our specific implementation needs as well as more general support questions," added the Business Applications Manager.

### About the Medical Device Manufacturer

This global medical device manufacturer offers a wide array of digital and connected diagnostic healthcare solutions that help reduce risk and enhance workflow in a variety of clinical settings—resulting in improved safety, satisfaction, and patient outcomes.

### About Gemalto Sentinel Software Monetization Solutions

Gemalto is the market-leading provider of software licensing and entitlement management solutions for on-premises, embedded, and cloud-based software vendors. Gemalto Sentinel is the most trusted brand in the software industry for secure, flexible, and future-proof software monetization solutions. For more information, visit: [www.gemalto.com/software-monetization](http://www.gemalto.com/software-monetization).

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