With SafeNet Sentinel, AEOL Protects their Market-leading Training Software while Driving Back-office Efficiencies.

For over 10 years, AEOL, the current market leader of driver training software in Spain, has depended on SafeNet to protect their software applications—all 65,000 copies currently in use. The recent international expansion of their business warranted a more scalable solution that integrated with their back office and provided air-tight protection with efficient end-user capabilities. They chose Sentinel hardware keys to fully monetize their software.

The Back Story
There are 10,000 driving schools in Spain, with over 30,000 teachers and roughly 600,000 students each year—making driving training one of the most important, dynamic, and fastest growing sectors in the education industry. Commanding 60 percent market share in Spain, AEOL provides top-of-the-line software to driving schools that is visually stunning, while combining cutting-edge content and an exceptional end-user experience. In fact, in the last 5 years, 7 out of 10 driving students in Spain have studied for their exam using an AEOL solution.

Aside from Spain, the company currently has 22 software titles available in 10 languages and sold in seven countries, including Portugal, Mozambique, and Poland.

AEOL is also extremely involved within the community, leveraging its driving expertise and goodwill. They financially support initiatives for victims of road accidents, as well as VIVIR+, which educates young people on responsible attitudes towards driving. The company also created AEOL TV, the first television channel in the world dedicated to keeping the public updated and informed on road safety.

Challenge
AEOL needed a software licensing solution that would fully protect their unique driving training software from illegal copying, while still enabling quick and easy software delivery and remote updates for staff and end users.

Solution
SafeNet Sentinel protects AEOL software while improving back-office operations.

Results
With the implementation of Sentinel, AEOL can focus on their core competencies while knowing that their software is protected.

The Business Challenge
AEOL manages over 100 content updates to their software every year, making it critical that they have an efficient process on the back end to ensure rapid updates. “Software licensing touches almost every department throughout our company, from our content department to operations, IT, and accounting. We needed a licensing system that would bridge our back-office CRM and ERP systems to provide quick updates to the end user,” said
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Mr. José Ignacio Martínez Colomer, AEOL Managing Director & founding partner “Timing” is critical. It is paramount to keep our content up to date and to do it fast, while keeping the highest quality standards for our software.”

Catering to a large international audience also required that AEOL had the flexibility to offer their end users a multitude of software packages and features based on varying consumer needs. While flexibility is vital for AEOL’s software success, so is protection. As a market leader, the company has spent years developing their software. “For AEOL, it is imperative to protect our intellectual property, and our investment in resources, effort, and creativity. We must protect our software,” explains Mr. Pedro Juan Marcos Abraila, AEOL IT Manager.

The Solution

Since 2000, AEOL has trusted their software to SafeNet. With the strength and security of the Sentinel Envelope, AEOL is certain that their data and content are protected. The implementation of SafeNet Sentinel hardware keys has also improved AEOL’s back-office processes, enabling the highest level of coordination and communication with all company departments. “Sentinel has perfectly adapted to our back-office operations, supporting our marketing, logistics, and accounting functions seamlessly,” said Mr. José Ignacio Martínez Colomer. With the robust strength to protect their valuable IP and the flexibility to deliver rapid updates, SafeNet Sentinel is the only solution for AEOL.

Mr. Pedro Juan Marcos Abraila attests, “With Sentinel, we can protect our intellectual property and ensure that every copy of our software solution is monetized.”

The Results

By standardizing to a SafeNet licensing management solution, AEOL has been able to achieve more speed and flexibility. Mr. Julio Aparicio Esteve, Sales Manager & AEOL shareholder states, “Our new system allows us to introduce new licensing models that adapt to ever changing market conditions. For instance, we now offer trialware to potential customers; what a great selling tool! With SafeNet Sentinel, we can easily respond to market and end-user demands, as well as quickly adapt to the latest driving education trends.”

AEOL is also pleased with the high level of technical support they have received with SafeNet over the years. “With more than 6,000 clients all over the world, it is critical for us to work alongside a company with a strong global presence. We must be able to guarantee that our enforcement and licensing solution allows us to respond quickly to our client requests and support new product launches,” explains Mr. Julio Aparicio Sanchis, AEOL General Manager & founding partner.

The Sentinel solution allows AEOL to focus on their driving training software, leaving its licensing to SafeNet. “We can focus on our core competencies of developing and selling great software and content. We rest easy knowing that SafeNet is protecting our products,” affirms Mr. Julio Aparicio Esteve.

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-Mr. Pedro Juan Marcos Abraila, IT Manager, AEOL

About AEOL

Since 1999, AEOL has been creating driver training software in Spain. The company developed its flagship product, with over 40,000 licenses sold throughout Spain. With 10,000 driving schools in Spain, over 30,000 teachers and roughly 600,000 students each year—driving training is one of the most important, dynamic, and fastest growing sectors in the education industry. Commanding 60 percent market share in Spain, AEOL provides top-of-the-line software to driving schools that is visually stunning, while combining cutting-edge content and an exceptional end-user experience. In fact, in the last 5 years, 7 out of 10 driving students in Spain have studied for their exam using an AEOL solution. The company began to expand in 2007, now opening offices in Portugal, Mozambique, and Poland. As the company continues to grow, they remain focused in providing global solutions to advance the technology utilized by driving schools around the world.

To learn more about AEOL, visit their website: http://www.autoescuelasonline.es/

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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