



CASE STUDY

ANM Improves Back-office Efficiencies with Sentinel LDK EMS, Reducing Calls to Technical Support by 50%

ANM is a rapidly growing civil and structural engineering services and construction company based in India. The company was looking to better control the distribution of their software, improve back-office operations and reduce the calls to technical support. With Sentinel LDK EMS, ANM was able to solve all of their major concerns and then some!

The Back Story

Founded in 2008, ANM is a rapidly growing civil and structural engineering services and construction company based in India. ANM supports a variety of sectors, including power plants, stadiums, institutional buildings, commercial buildings, railway stations, airports and more. The company has integrated its strengths in project management with structural design, detailing services, bar bending schedules and engineering software development. Under stringent delivery, ANM offers their customers one single point of responsibility for scheduling reinforcement bars, steel scrap reduction, control over waste, and construction and commissioning. Moving forward, the company is focused on new technologies and innovation to drive their high quality products and ensure that all projects are delivered on time.

Challenges

ANM needed to gain more control over the distribution of their software, increase back-office efficiencies and reduce the number of calls to support.

Solution

The company chose Sentinel LDK EMS to protect and license their software. Combining Sentinel HL and Sentinel SL keys allows ANM to offer customers greater licensing flexibility.

Benefits

ANM has seen a dramatic drop in calls to technical support due to the greater functionality and back office support of Sentinel LDK EMS. The company can also rest assured that their software, and revenue, is protected from piracy and illegal distribution.

The Business Challenge

ANM was looking to solve three main issues that would improve business operations and customer experience. First and foremost, ANM needed to gain greater control over their product distribution to protect their valuable intellectual property and revenue.

Secondly, the company needed to improve their back-end operations and enhance customer insight. As ANM continued to grow, their back-office systems became more and more complicated, causing issues with customer orders and fulfillment. This also contributed to a high number of calls to technical support, which was the third issue that the company was looking to resolve. "We needed a solution that could not only provide us strong protection against piracy, but also improve our back-end operations and reduce support calls," explains Mr. B. Muniraja, Director at ANM Technologies.

The Solution

ANM chose to implement Sentinel LDK, Gemalto's out-of-the-box software protection, licensing and entitlement management system. With Sentinel LDK, ANM has the flexibility to offer customers either hardware-based protection through Sentinel HL, or software-based protection with Sentinel SL. Sentinel LDK also features the web-based, license management capabilities of Sentinel EMS, Gemalto's entitlement management system.

The Results

Sentinel LDK's robust protection and flexible licensing secures current revenue while allowing ANM to capitalize on new opportunities. ANM can now perform updates remotely, making it even easier for customers to have the latest versions of the company's software. Being able to remove and add features to a license without requiring the physical key, creates greater sales opportunities through upselling and cross-selling. Sentinel LDK also enables ANM to provide prospective customers with trial licenses, allowing them the opportunity to "try before they buy."

ANM is also enjoying the benefits of a more efficient and streamlined back office through Sentinel LDK EMS. The Gemalto solution also provides them with the ability to track and collect a wide variety of data which can be used to report on a variety of business metrics. "Sentinel LDK EMS provides us with an efficient system for managing our customers and licenses. We are also using the reporting module of the solution to gain deeper visibility into how our customers are using our solution," attests Mr. Muniraja.

Sentinel LDK EMS has also reduced the number of support calls by over 50%. With the stronger back-office capabilities of Sentinel LDK EMS, ANM can ensure that all customers are receiving the right licenses with the right feature set.

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Furthermore, the implementation of Sentinel LDK provides customers with a more feature rich and stable licensing solution.

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Mr. B. Muniraja, Director at ANM Technologies

ANM is also satisfied with the flexibility that Sentinel LDK provides, allowing them to choose either hardware- or software-based licenses. Customers are benefiting from the flexibility of Sentinel LDK, which allows them to use the product anywhere as long as they have a valid license.

In addition to the business improvements made with the implementation of Sentinel LDK EMS, ANM is enjoying the world-class technical and sales support that they have received with Gemalto. "We have worked directly with the Gemalto sales team and they have been extremely responsive. Even today, after sale, we can go to them with anything, and they make sure the issue is resolved," confirms Mr. Muniraja.

About ANM

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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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