BlackCat Networld SL Implements Sentinel SL to Protect and Monetize their Unique Educational Software

The Back Story
BlackCat Networld SL is a market leader in the B2B education sector in Spain. Selling virtual education programs, educational software titles, and e-books, the company is one of the leading audio visual companies in Spain. The company has two major titles in their catalogue to support the highly dynamic automotive industry. Their Electromecánica de Vehículos ebook solution provides the educational training requirements needed for a career in auto mechanics and repair technology to students nationwide. Secondly, Enciclopedia Virtual del Automóvil is targeted to independent garages, and is focused on automotive mechanics and the repair technology involved in the use of diagnostic software and mechanical skills to maintain, repair, and modify automobiles and their various parts. The company recently began internationalizing, opening new markets for their audio/visual content in the U.S. and Mexico.

The Business Challenge
The rapid advancement in technology within the industry requires automotive technicians to constantly review training to stay up to date with new developments on mechanical and electronic technology. With constant changes to training, it is vital that BlackCat Networld SL is able to easily update content and quickly release these updates to the market. "It is paramount to keep our content updated, keeping the highest quality in our software offering, and to do it fast," attests Jesús Sánchez Pérez, General Manager, BlackCat Networld SL.

Case Study
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Challenge
As the training used within the automotive industry is constantly changing, it was vital that BlackCat Networld SL could easily update content and quickly release these updates to the market. In addition, the company needed to ensure that their valuable and unique educational audio visual software was protected, and that every copy could be monetized.

Solution
With the implementation of Sentinel SL, BlackCat Networld SL is able to improve speed and flexibility, while ensuring that their software is protected and monetized.

Benefit
Since deploying Sentinel SL, the company is able to improve speed and flexibility, while ensuring that their software is protected and monetized. BlackCat Networld SL is also able to increase time to market with the use of remote updates.

BlackCat Networld SL is able to easily update content and quickly release these updates to the market. It is paramount to keep our content updated, keeping the highest quality in our software offering, and to do it fast," attests Jesús Sánchez Pérez, General Manager, BlackCat Networld SL.
But sending updates quickly and easily was only half the battle. BlackCat Networld SL needed to ensure that their valuable and unique educational audio/visual software was protected, and that each and every copy can be monetized.

The Solution
BlackCat Networld SL knew that they needed a licensing system that would be flexible enough to guide the company’s development and internalization processes while still enabling the rapid delivery of their software on demand. They were also in search of a solution that would provide them with the ability to manage trialware, as well as the capabilities to react quickly to constant updates and releases. In addition, the company needed a solution that would seamlessly integrate with their back office system. For the past three years, BlackCat Networld SL has trusted their software to Gemalto Sentinel SL. Not only did the Sentinel solution provide the company with everything they needed, utilizing a third-party licensing solution allowed them to optimize internal resource and avoid distracting staff from their core competencies.

The Result
Gemalto Sentinel SL provides BlackCat Networld SL with everything they were looking for from a licensing solution, and then some! With Sentinel SL, the company is able to improve speed and flexibility while ensuring that their software is protected and monetized. “By standardizing to a Gemalto licensing management solution, we’ve achieved greater speed and flexibility, allowing us to better adapt to market needs,” explains Mr. Jesús Sánchez Pérez. BlackCat Networld SL is also able to increase time to market with the use of remote updates. “One key point on reducing time to market is the ability of the Sentinel licensing solution to implement a highly flexible model that can be update remotely, saving us time and money,” said Mr. Jesús Sánchez Pérez. The Sentinel Trialware Module provides the company with the ability to generate trial licenses of their software, generating new sales while providing vital information for product development. Furthermore, the Sentinel solution integrated well with the company’s back office. “Gemalto Sentinel has been able to protect our intellectual property, monetize our software offering, support our marketing and business development efforts, and integrate well with our back office system. The Sentinel SL solution really covered all of our needs,” attests Mr. Jesús Sánchez Pérez.

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-Jesús Sánchez Pérez, General Manager, BlackCat Networld SL

BlackCat Networld SL knows that they have a partner with Gemalto. With a Gemalto technical support team located in Spain, the company is able to receive prompt and thorough support. “Having a Gemalto Technical Support Team in Spain is crucial for us. It is very important for us to have a rapid response time in local language to support our client requests and new product launches. We are happy with Gemalto’s Tech Support,” explains Mr. Jesús Sánchez Pérez. With a Gemalto Sentinel solution in place, BlackCat Networld SL can rest assured that their software is securely protected and efficiently monetized. In addition, the company can allow their employees to focus on their core competencies and leave the licensing to Gemalto. “By implementing a Gemalto licensing solution, we are able to increase our speed to market as well as optimize internal resources. A main benefit of using Gemalto is that we are now able to avoid deploying internal resources to build and support a proprietary licensing system. We know we are trusting our solution to the experts,” says Mr. Jesús Sánchez Pérez.

BlackCat Networld SL looks forward to working with Gemalto as their solution evolves. “We are considering moving to the cloud for a new growth revenue stream. We are happy to know that Gemalto has a cloud solution and is ready to grow with us,” said Mr. Jesús Sánchez Pérez.

About BlackCat Networld SL
BlackCat Networld SL is a market leader in the B2B education sector in Spain. Selling virtual education programs, educational software titles, and e-books, the company is one of the leading audio visual companies in Spain. The company has recently started the process of internationalization, opening new markets for their audio-visual content in the US and Mexico among other countries. To learn more about BlackCat Networld SL, visit: https://www.blackcatnw.com/

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.