Following Several Acquisitions, Sage Implements Gemalto Sentinel RMS to Harmonize a Multitude of Disparate Licensing Systems

Replacing seven homegrown licensing systems required the cooperation of every department within Sage. Sentinel RMS was implemented into Sage business software, using a three-tiered approach, ensuring the smoothest transition for both customers and employees. Sage provides business software, services and support to small and medium sized businesses globally.

Background

Although Sage is an international company, they have built their success on understanding and meeting the needs of customers in their local markets. In fact, about 90% of their products and services are developed and supported locally. Sage provides ERP, CRM, HR and Payroll software tailored to the needs of small and medium-sized businesses.

Throughout the years, acquiring other companies has allowed Sage to continue to expand internationally. These acquisitions introduced many different products, technologies and license models to the organization. However, every product team needed to maintain its own licensing system. Sage was left with the challenge of integrating seven different licensing systems into their operations and fulfillment processes.

These homegrown systems were hindering internal communications, resources and the valuable time of employees.

Challenge

- Protect the company’s valuable business software.
- Unify and automate the licensing of Sage Schweiz Products.
- Separate the sales from the release cycle and give the “definition” of a new product (by license) from R&D into product marketing department.

Solution

- Sentinel RMS

Rewards

- Robust and flexible protection.
- Recouped lost revenue from customers through automated registration.
- Unified licensing throughout all product lines
- Reduced revenue leakage from piracy and unauthorized use
- Ability to track and manage licenses
- Enhanced customer satisfaction
- Flexibility on designing new products without R&D involvement
- Reallocation of internal resources – 30% of our administration resources could be shifted into customer service.
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The Journey

Sage realized they had to convert all of their licensing systems into one and contemplated building a system internally. “Sage is an expert on our customers and internal processes; however, we needed a system that would also protect against anti-piracy and simplify the “modeling” of new products. Our former licensing systems did not solve this problem,” stated Ingo Sievers, Marketing Director at Sage. Therefore, Sage decided to look for experts on anti-piracy license protection. After researching various companies, Sage chose Gemalto Sentinel.

The Solution and Implementation

Sage chose Sentinel RMS for its robust license enablement and enforcement capabilities, as well as its flexibility in designing new offerings outside the [12 month lasting] development cycle. Sentinel RMS provides Sage with control and visibility into how their applications are deployed and consumed.

It was important to Sage that they introduced their software, integrated with Sentinel RMS to their customers with as little disruption as possible. They chose to implement using a phased approach. Initially, they implemented Sentinel RMS into Sage Private Finance. Since Sage Private Finance was a new product, it gave the organization a perfect opportunity to launch and test the software in the field without disturbing their current customer base.

The Sage Private Finance implementation was a success, and soon after Sage integrated Sentinel RMS into two other product lines: Sage Start and Sage 100. This time, they successfully integrated Sentinel RMS with their back office systems, order and fulfillment processes.

Finally, Sentinel RMS was integrated into existing products, Sage 50 and Sage 200. These products have a large installed base consisting of thousands of customers. Sage extended their back office systems to also support license activation through an easy-to-use customer web interface.

The Rewards

Thanks to the capabilities of Sentinel RMS, Sage licensing models’ are really differentiated. “Sentinel RMS is extremely flexible, our customers can buy the modules of our software that they need for the way they really need it,” said Mr. Sievers. Before the Sage customer service team had to manually issue paper certificates, now customers can simply activate their product over the internet. This automated process requires that customers register and since it’s fully integrated with the Sage CRM system, it can verify if information entered on the registration page is accurate and auto-fill the order.

I can concentrate on the core business much more than before. Sentinel RMS provides the piracy protection, flexible licensing and support that have allowed Sage to provide a better customer experience.

-Ingo Sievers, Marketing Director of Sage at Switzerland.

“The customer registration process brought a lot of licensing history to the surface and exposed many unregistered customers. We were able to generate additional business by clearing up the discrepancies with these customers and receiving the compensation we were owed,” said Mr. Sievers. “We were also able to re-allocate 30% of administration staff into customer service areas, once customer activation and registration became automated. Now our customer support and sales teams can focus on customer demands and not worry about licensing problems.”

Prospective customers can also download trialware versions of Sage’s software. As Mr. Sievers stated, “Prospects can easily download evaluations of our products for 60 days and then register to purchase and activate the product.”

Sage intends to implement Sentinel EMS in the future to further integrate their back office systems and improve the buying process for customers. There will be a closed customer area to upgrade to new products, take advantage of specialized promotions and trial complementary products. Sentinel EMS will also provide an area where Sage can manage licenses and entitlements with partners and resellers.
About Sage

Sage provides an extensive range of solutions which make it easier for customers to manage their business processes. Whether it be their financial software enabling better cash flow management, their CRM software helping to build profitable customer relationships or their HR and Payroll offerings being used to improve employee performance and ensure legislative compliance, Sage’s software and services enable customers to run their businesses more effectively and overcome the challenges of today’s business environment. For more information visit, http://www.sage.com/company/about-sage.

About Gemalto Sentinel

Gemalto is the market-leading provider of software licensing and entitlement management solutions for on-premise, 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.

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