



Austrian Gaming Industries: The Novomatic Group

CASE STUDY

Benefits:

- **Copying protection:** Protects software against predatory copies and unauthorised access
- **IP protection:** Prevents reverse engineering of the codes and provides powerful anti-debugging and a code obfuscation technology
- **Remote operation:** Easy for remote customers to handle, and require minimal technical support
- **Easy implementation:** The Sentinel HASP Envelope technology allows for rapid and simple implementation
- **Wide range of licensing options:** Sentinel HASP offers a large number of licensing possibilities and provides software suppliers with the flexibility they need in order to tackle specific market requirements
- **Effective management:** The Sentinel HASP Business Studio allows for both centralized tracking of Sentinel HASP-licensed applications, as well as the administration of HASP licenced managers and the Sentinel HASP HL protection

Novomatic does not take any risks when it comes to their intellectual property

As world leaders in the gaming industry, Novomatic protects their software developments against product piracy with Sentinel HASP from SafeNet (formerly Aladdin's HASP SRM).

The Novomatic Group of Companies have a very specific profile in the gaming industry due to their high degree of vertical and horizontal integration. Subsidiaries develop and produce technical components which are incorporated into the manufacturing and assembly of electronic gaming devices. Due to the nature of their business, there is always a steady flow of innovations and high-performance products being created. The dual role of operators and manufacturers is another feature of the Novomatic Group.

Worldwide, the Group employs some 14,000 people, more than 2,500 of them in Austria. In 2008 the Novomatic Group achieved a turnover of some 2.5 billion Euros.

Austrian Gaming Industries GmbH (AGI), a fully-owned subsidiary of Novomatic AG, headquartered in Gumpoldskirchen near Vienna, supplies the widest range of products in the entire sector. With more than 100,000 gaming machines sold in 62 countries in 2008, this highly specialised company is the undisputed world leader and Europe's leading manufacturer of electronic gaming equipment.

The challenge: Protecting software know-how

The company's most significant area of expertise lies within its software. Being the market leader and innovator within this sector, only reinforced how necessary it was that their intellectual property be heavily protected from unauthorized duplication and theft. It was for this reason that the company introduced Sentinel HASP HL (formerly HASP SRM) as their gaming software protection solution in 1998.

Ing. Robert Moser, CPO at AGI, explains the situation in 1998: "We decided on HASP because the protection we were using, no longer met the security requirements we needed. The decisive factor in choosing SafeNet (Aladdin at the time) was, among others, the large internal memory which was impressive even at that time."

Novomatic, now a customer of ten years, has continually increased their number of HASP licences. As the years pass, however, more complex and even more valuable software products have necessitated the introduction of a new copying protection solution with a larger internal memory. They decided to re-evaluate all of the possible solutions available in the industry. They turned to one of their development partners for an assessment, SWA Software Wizards GmbH based in Traun, not far from Linz.

“Our products are the achievement of years of expertise and specialised know-how in the sector. Our principle is to provide the best possible protection for our intellectual property, because this forms the basis for the success of our business activity worldwide. Sentinel HASP provides us with a recognised secure copying protection and digital rights management solution, which offers plenty of scope for adaptation to the client’s specific needs. And this means that Sentinel HASP accordingly fulfils all our requirements.”

Robert Moser
CPO, Ing.

Evaluation: Decision for more powerful know-how protection

SWA used a framework to evaluate and compare all of the solutions that were available to Novomatic. The choice was narrowed down to the current solution, SafeNet Sentinel HASP and a competitor. In the final analysis, it was SafeNet’s product which ultimately won through. AGI’s previously successful relationship with SafeNet coupled with the flexibility of the solution with regard to customer specific requirements made the decision easy. All the adaptations and adjustments needed for AGI were programmed by SWA.

The solution: Protection against product piracy with Sentinel HASP is of critical importance with regard to business

AGI and the entire Novomatic Group provide a clear example of just how important effective copying protection is, when applied in good time. Robert Moser can confirm this as well: “We create the whole of the games software in-house, especially the games graphics and mathematics. The special applications run on their own platforms and operating systems. As well as these system-specific protection measures, we also greatly value copying protection which is highly effective, and the safeguarding of intellectual property. With Sentinel HASP from SafeNet we have the ideal solution in place for this purpose.”

SafeNet Sentinel HASP delivers convincing performance

Sentinel HASP scores points with key criteria such as security, user-friendliness, flexibility of the tools, functional performance, and platform compatibility. It is the first software DRM solution on the market which allows the customer to choose between a hardware-based or software-based protection purely on business considerations. Thanks to the Cross-Locking™ technology, product and marketing managers can determine with a single click which protection key should be used during the life cycle of the product. The manufacturers can then decide whether the end customers must activate the software by way of a hardware protection key, or whether they should use a server-based software activation.

SafeNet Sentinel® SRM Solutions

SafeNet has more than 25 years of experience in delivering innovative and reliable software protection, licencing, and management solutions to software and technology vendors worldwide. Easy to integrate and use, innovative, and feature-focused, the company’s family of Sentinel® solutions are designed to meet the unique licence enablement, enforcement, and management requirements of any organization, regardless of size, technical requirements or organizational structure.

Only with SafeNet are clients able to address all of their anti-piracy, IP protection, licence enablement, and license management challenges while increasing overall profitability, improving internal operations, maintaining competitive positioning, and enhancing relationships with their customers and end users. With a proven history in adapting to new requirements and introducing new technologies to address evolving market conditions, SafeNet’s more than 25,000 customers around the globe know that by choosing Sentinel, they choose the freedom to evolve how they do business today, tomorrow, and beyond.

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