



## CASE STUDY

# SAUTER Implements Sentinel EMS and RMS to Standardize their Licensing Strategy and Automate Back-Office Processes

When SAUTER was looking to standardize their global licensing strategy, they knew who they could trust. A longtime Gemalto customer, SAUTER implemented Sentinel EMS and RMS to achieve the robust protection and flexibility that they needed. With Sentinel EMS and RMS, SAUTER can rest assured that their highly valuable building & energy management & embedded device software is protected and their back office is running smoothly.

### The Back Story

Founded in 1910, the Swiss-based SAUTER Group is one of the most successful companies in the production of control and building automation systems for the heating, ventilation, and air conditioning sectors. In addition, the company provides the ability to achieve “green buildings” with the use of energy management, room automation, technical building management, and more. The company’s project portfolio includes references in all types of properties, including office and administrative buildings, research and educational institutions, hospitals, industrial premises, airports, and hotels. SAUTER’s solutions improve energy efficiency and sustain the environments of the future. SAUTER’s four main divisions—Systems, Components, Services, and Facility Management—provide all-around expertise in building management. The company has seen substantial growth throughout the years and now has 20 subsidiaries worldwide, as well as a large distributor network.

### Business Challenge

SAUTER wanted to standardize their licensing strategy and automate their back-office processes to alleviate pressure on internal resources. They also needed to ensure that any solutions implemented would not cause unwanted price increases on customers.

### Solution

The company chose a combination of Sentinel EMS, RMS and self implemented license generator due to the products’ robust protection and flexibility. By implementing the standard, but highly customizable Sentinel solutions, SAUTER could quickly apply the licensing system to their global product line.

### Benefit

With the ability to easily customize Sentinel EMS and RMS, SAUTER was able to create the perfect solution for their needs. Sentinel EMS allows SAUTER to streamline their back office, and now globally manage all products and customer licenses through one system. Sentinel RMS provides strong, robust licensing protection with ample customization and flexibility.

## The Business Challenge

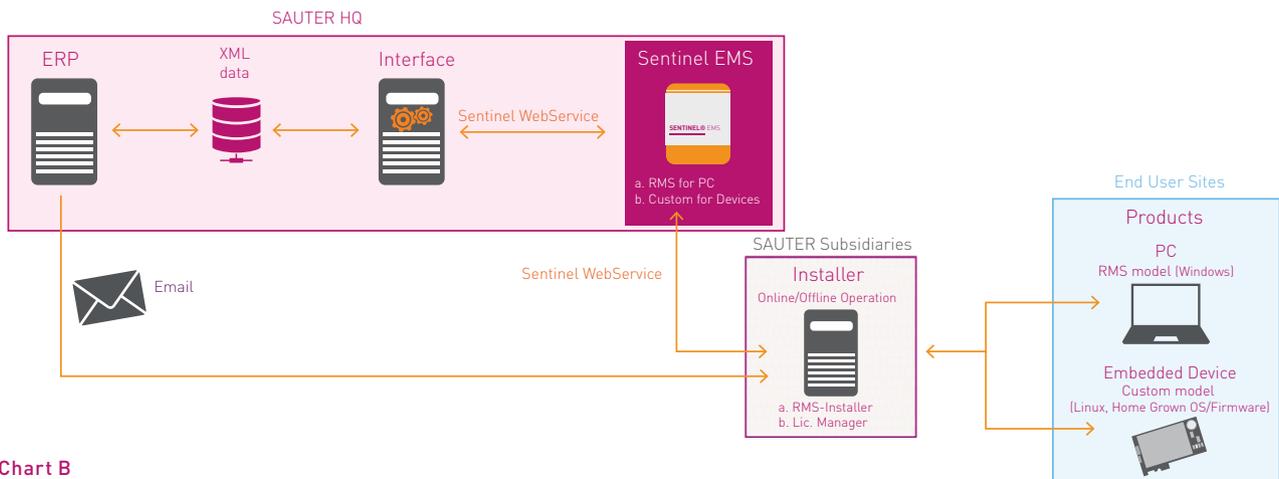
A longtime Sentinel HASP HL customer, SAUTER has always seen the value in the protection and licensing of their software. The Linux device and embedded software product line was not covered with a license solution. The company does not want to manage multiple licensing solutions, creating additional stress on internal resources, and cluttering their back-office processes. SAUTER knew that they wanted to standardize to one licensing strategy that would continue to protect their software from piracy and IP theft, while automating processes and creating a central way to handle all orders, including those from subsidiaries and distributors.

Currently, the company uses three different types of hardware components: PCs under Windows, Linux devices and embedded devices. SAUTER needed to reduce the number of hardware variants being used, while keeping their full product portfolio.

In order to compete with market pricing, SAUTER needed a solution that would allow them to protect and license their software without creating exorbitant price increases to customers. The company needed to ensure that any solution implemented would allow them to keep prices competitive within the industry and fair for their customers.

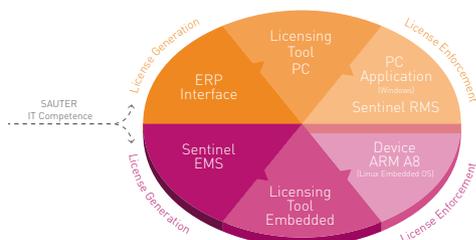
### Chart A

Licensing Architecture and IT Systems



### Chart B

Introduction of license management for all SAUTER products requires IT competence and Gemalto solutions/tools in the following areas:



## The Solution

The company faced the difficult decision of whether to build a homegrown entitlement management solution or purchase one from a third-party vendor. License management for all product variants had to be designed and implemented to create an overall unified product licensing strategy demanding soft locking for all products and central license management. As a longtime customer, they decided to take a look at Gemalto's entitlement management solution, Sentinel EMS. Ultimately, SAUTER chose a combination of Gemalto's Sentinel EMS and RMS solutions and a proprietary license generator to manage and protect all of their product lines globally.

In choosing to implement a third-party licensing and entitlement management solution from Gemalto, plus SAUTER's competence in computer science resulted in a very short integration time. Furthermore, the company was able to self-integrate Sentinel EMS and RMS into their back-office with only five days of training from

Gemalto's Professional Services team. All in all, after just three months of implementation, SAUTER had Sentinel EMS and RMS up and running through all of their products, including RMS for Windows and proprietary license generating for Linux devices and embedded devices (Chart A).

"Now, my team can focus on their core competencies instead of worrying about our licensing and entitlement management. We can all rest assured that things are running smoothly with Sentinel EMS."

—Dominique Kunz, Head of Applied Science, SAUTER

## The Results

By implementing Sentinel RMS, SAUTER has a robust license enforcement and enablement solution for all of their products. However, the solution is also very flexible and easily customized, allowing SAUTER to fit the Sentinel solution into their products, not the other way around. When combined with Sentinel EMS, Sentinel RMS provides a complete license management and software license enforcement solution providing a variety of benefits for SAUTER, including unified licensing for existing and new products with following functionality:

- > Product activation and revocation with EMS Webservices
- > Product license activation online and offline
- > Virtual Machine detection
- > Allow multiple network devices, thus multiple fingerprints (up to seven)
- > Support both (dependable) license protection with HASP HL and RMS in one application executable
- > Encryption of applications included

Sentinel EMS also provides SAUTER with one tool to manage all of their products and customer orders, streamlining their back office and automating internal processes. The solution also provides SAUTER with the ability to offer installation online and offline, accommodating all customer needs.

Another way that SAUTER is meeting customer needs through EMS is with the implementation of feature-based license management and remote updates. The company can easily add or remove features based on customer needs through remote license updates, without any inconvenience to the customer (Charts C1 and C2).

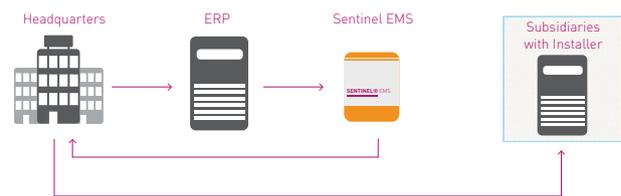
Sentinel EMS and RMS allow the company to keep prices down as well, with the implementation of a flat rate pricing system. "The pricing was very reasonable. We know that we are providing the highest level of security and licensing, without affecting our customer's bottom line," explains Mr. Kunz.

SAUTER was also able to free up internal resources through the automation capabilities of Sentinel EMS and Gemalto Web Services. The team can now focus on their core competencies instead of worrying about licensing and entitlement management, and can rest assured that things are running smoothly with Sentinel EMS.

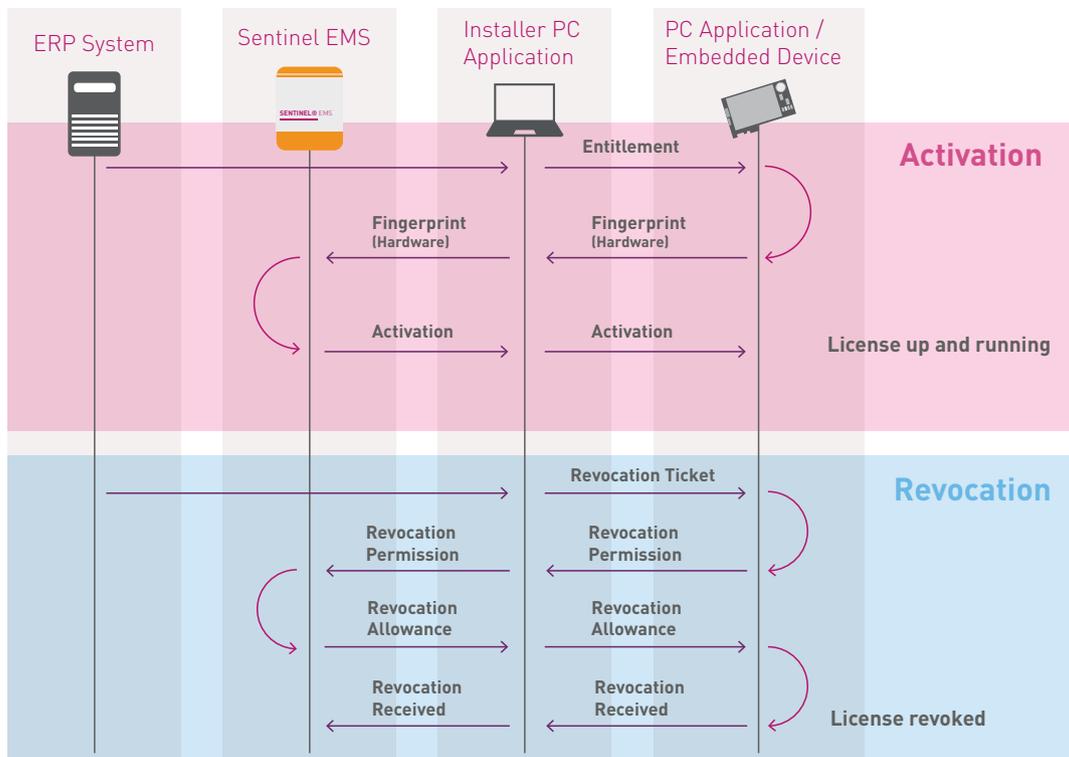
### Chart C

Licensing Workflow from SAUTER to End User

#### C1)



#### C2) Automated Licensing Workflow from SAUTER to End User



## About SAUTER

The Swiss-based SAUTER Group is considered in many parts of the world to be one of the technologically leading companies in the fields of building automation and system integration. As a specialist, SAUTER develops, manufactures and markets energy-efficient solutions in building management systems.

The company's project portfolio includes well-known references in the following types of property: offices and administrative buildings, research and educational institutions, hospitals, industrial and laboratory premises, airports, leisure complexes and hotels. The company's four divisions—Systems, Components, Services and FM—provide holistic expertise in building management: SAUTER creates sustainable environments.

For more information on SAUTER, please visit:

<http://www.sauter-controls.com/en/company-sauter.html>

## About Gemalto Sentinel Software Monetization Solutions

Gemalto is the market-leading provider of software licensing and entitlement management solutions for on-premises, 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. For more information, visit: [www.gemalto.com/software-monetization](http://www.gemalto.com/software-monetization).

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