Schuhfried GmbH Maximizes ROI of its Psychological Test System with Sentinel

Each year, more than 13 million computerized psychological tests are administered using the SCHUHFRIED Vienna Test System software. With inadequate licensing technology and a new VTS software release planned, the company decided to search for a more secure and robust software protection and licensing solution. The decision to deploy Gemalto Sentinel LDK/EMS/HL has enabled SCHUHFRIED to more fully monetize its software development investments, protect its intellectual property, and better serve its customer segments.

Background
SCHUHFRIED GmbH was the first company in the world to develop a psychological test system. Still the leading test software for psychological assessment today, the Vienna Test System (VTS) is used by more than 5,600 business customers in 67 countries. In addition to the VTS software, SCHUHFRIED’s product portfolio also includes CogniPlus, a cognitive training and rehabilitation program, and Biofeedback 2000x-pert, a modular biofeedback system that uses Bluetooth wireless technology. All three products are designed to work together.

Challenges
SCHUHFRIED GmbH planned to release new versions of its VTS product. In addition to new features and improvements to the VTS testing software, the company wanted to introduce multiple industry-specific versions of for use in personnel, neuro, sports, and traffic psychology.

SCHUHFRIED had been using a legacy licensing technology to protect its software but, over time, found it was not particularly reliable or effective due to limited functionality and error-prone processes.

The company recognized the need to find a more secure and robust software protection and licensing technology to secure the valuable intellectual property contained in its software code and the 120 different proprietary and copyrighted psychological tests. SCHUHFRIED also needed the ability to license specific features and tests in order to create VTS packages for specific customer segments, and then to copy protect and enforce license compliance to prevent unauthorized use of the VTS software once in the field.

Challenge
- Preventing unauthorized software copies & use
- Protecting intellectual property
- Enabling or disabling features or tests

Solution
- Sentinel LDK
- Sentinel EMS
- Sentinel HL SL

Results
- IP Protection to secure trade secrets
- Copy protection for maximized ROI
- Better response to market needs
- Strong license enforcement
- Reduced Operational Costs

CASE STUDY
Schuhfried GmbH Maximizes ROI of its Psychological Test System with Sentinel

Schuhfried GmbH has maximized the Return on Investment (ROI) of its Psychological Test System by implementing Gemalto’s Sentinel LDK/EMS/HL licensing solution. This decision has enabled the company to better monetize its software development investments, protect its intellectual property, and better serve its customer segments.
Schuhfried GmbH Maximizes ROI of its Psychological Test System with Sentinel - Case Study

The Solution

Schuhfried GmbH researched its options for a new software protection and licensing solution. After careful consideration, the company chose to replace its legacy solution with Sentinel LDK, Sentinel EMS, and Sentinel HL.

“One of the reasons we chose Sentinel is because we received very good presales support,” said Mr. Thomas Eberhartl, head of software & IT for SCHUHFRIED GmbH. “We very quickly realized that Gemalto would be a good partner. The references of the product itself were also crucial. Since the Vienna Test System is sold worldwide we therefore had to rely on a licensing technology that has a certain reputation and could ensure our customers stay in compliance.”

SCHUHFRIED uses Sentinel to protect and license its many products. Using Sentinel, SCHUHFRIED need only maintain one set of code for the VTS software which contains all 120 of the psychological tests and special features or modules. The company then uses the Sentinel feature-based licensing functionality to create and package specific VTS software versions and to define which parts of the software and tests each version will contain.

Sentinel also enables SCHUHFRIED to license its software for use on a single workstation or to supply floating licenses for multiple simultaneous users to access the VTS software hosted on a server either on-premise by the customer or by SCHUHFRIED. Once a customer purchases, the company then delivers the VTS administration software and a Sentinel HL dongle to enable and enforce licensing of the VTS software and test options each customer chooses.

SCHUHFRIED also automated its internal order and fulfillment processes by integrating its ERP system with the Sentinel EMS Web Service. “Employees of the SCHUHFRIED back office give orders in our ERP program and receive at the end – an ‘almost’ automatically fired dongle,” said Mr. Thomas Eberhartl.

From the start of the Sentinel implementation to the first release took only about six months. The final touches and back-office integration of Sentinel EMS took approximately five months. “Throughout the implementation phase, we were well looked after by Gemalto. I would describe the support as exemplary and exceptional,” said Mr. Eberhartl.

“Since the introduction of Sentinel LDK, licensing of the Vienna Test System has been virtually trouble-free,” stated Mr. Eberhartl. “Using the Gemalto solution, the VTS can be licensed easier and more securely.”

The Results

Fewer Burdens on Engineering Resources

Sentinel provides SCHUHFRIED the ability to provide the complete VTS software code set to all of its customers, using the Sentinel licensing technology to enable specific features and psychological tests – without engineering involvement.

Improved Packaging

With the flexibility to license features and psychological tests using Sentinel, SCHUHFRIED is able to create and package it software for specific market segments and customer needs.

Secured Trade Secrets & Enforced License Compliance

Many of the proprietary tests in the VTS software are subject to very specific and complex license terms. Implementing Sentinel LDK, has enabled SCHUHFRIED to secure the trade secrets in its code and ensures license compliance by controlling which tests are used by each customer, and how many users can simultaneously access the licensed software and tests.

Reduced Operational Costs

As a result of integrating the licensing back office functions of Sentinel EMS with SCHUHFRIED’s ERP system, operational processes have been automated; thereby reducing errors and operational costs.

When asked about SCHUHFRIED’s overall experience with Gemalto, Mr. Eberhartl replied, “Cooperation with Gemalto is very professional and if we have problems or questions, Gemalto always helps us very quickly. Our licensing implementation could therefore be described as a ‘picture book’ project.”

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Thomas Eberhartl, head of software & IT, SCHUHFRIED GmbH

About SCHUHFRIED GmbH

SCHUHFRIED is an internationally-oriented company providing products and services in the fields of psychological assessment, cognitive training and biofeedback. The prize-winning, owner-managed family firm, founded in 1947, has its head office in Moedling near Vienna and employs 60 staff. With one subsidiary (France) and sales networks and distributors in 41 countries, SCHUHFRIED has a global foothold. At the same time it is firmly committed to its location in Austria, where all its products are developed and manufactured. Twenty-five percent of its turnover is invested in research and development. For more information, please visit: www.SCHUHFRIED.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.