

## psmtec Wins Big with SafeNet Sentinel LDK and Sentinel EMS, Increasing Efficiencies and Reducing Costs

### CASE STUDY



*psmtec, a developer of gaming machines and software for casinos and arcades, has been a SafeNet Sentinel customer since 2008, originally using Sentinel HASP HL and Sentinel Business Studio. Based in Germany, the company decided to implement SafeNet's newest hardware-based licensing solution Sentinel LDK combined with Sentinel EMS into their gaming systems and software. This implementation increased efficiencies and decreased costs, improving overall processes at psmtec.*

### The Back Story

psmtec, a family company based in the Swabian Illertissen, strives to develop, produce and distribute innovative, premium gaming machines and software for casinos and arcades. With their motto "Personal – Target-Oriented – Fair," the company is driven to make the best and most exciting games, leading to the ultimate play experiences. The company creates the gaming devices, equipment and games used to entertain thousands each year.

### The Business Challenge

From the beginning, psmtec knew that they needed a robust licensing tool and time based licenses to protect their gaming software and hardware against manipulation. The development of gaming software is extremely cost intensive, requiring a high number of engineering and developer hours, and psmtec needed to ensure that their investment was protected. The company looked for a hardware key that would fit well into the USB port of their embedded device to create the strongest protection possible.

In addition, the company required a solution that would allow for quick and easy updates. "In the gaming market, the development and distribution of new games is an ongoing process to satisfy player needs. Therefore, to stay competitive new updates of games must be distributed many times a year. We needed a solution that would simplify that process for our customers," explains Mr. Peter Schmid, Business Informatics (FH) at psmtec. In order to meet regulatory requirements, psmtec also wanted a solution that would allow them to set expiration dates on their software.

### Business Challenge

psmtec needed to ensure that the investment of their gaming software was protected. In addition, the company needed to guarantee that updates to the software were efficient and simple for customers.

### Solution

psmtec combines the robust protection provided in SafeNet Sentinel LDK with the streamlined entitlement management functionality of Sentinel EMS.

### Implementation

Since Sentinel HL keys are backward and forward compatible, psmtec was able to easily move from their HASP legacy keys to the new form factors and easily migrate over to SafeNet' flagship product, Sentinel LDK.

### Benefit

Since Sentinel LDK pairs Sentinel license enforcement solutions with the Sentinel Entitlement Management System (EMS), psmtec can operate at a quicker, more efficient rate. This out-of-the-box solution allowed the company to reduce costs, saves time and increases customer satisfaction.



## The Solution

psmtec originally chose to implement SafeNet Sentinel HASP HL and Business Studio to license and protect their software. While they enjoyed the robust protection of the SafeNet solution, they decided to evaluate SafeNet's newest hardware solution, Sentinel HL, to see if this would even be a better fit for their embedded hardware platform.

The Sentinel HL key was the perfect fit for psmtec. The new Sentinel HL keys are fully backwards compatible with the Sentinel HASP implementation, making it easier for the company to transition to Sentinel LDK, SafeNet's flagship software licensing solution. Sentinel LDK pairs the award-winning security and flexibility features of the Sentinel license enforcement solution with the licensing operations management features of the Sentinel Entitlement Management System (EMS) in one out-of-the-box solution.

By implementing Sentinel LDK with EMS, psmtec is able to create a stronger entitlement management process than previously found with Sentinel Business Studio. In addition, the new solution allows for use of unlimited features, making it possible for psmtec to manage the licenses of over 70 different games and many different software bundles.

## The Results

psmtec could not be happier with the Sentinel products and the optimal operational and technical SafeNet support. The Sentinel HL token is a much better fit for their embedded devices, and the protection is stronger than ever before. In addition to the improved hardware token the Safenet envelope helps to prevent the software from manipulation. Furthermore, the keys are easy to switch out, making the update process seamless for partners and service technicians.

The Sentinel LDK time based licensing allows psmtec to meet the regulatory requirements for their industry. Each Sentinel HL hardware key is programmed to only allow for a certain period of gaming, making it even easier for customers to ensure regulatory compliance and the external clock in the key ensures the strongest possible enforcement.

All in all, SafeNet Sentinel LDK with EMS makes the protection and entitlement process for psmtec more efficient and easier for customers. For example, with Sentinel EMS, psmtec is able to minimize the time needed to program entitlements, and keys can be programmed in parallel.

“Due to the SafeNet Sentinel Toolkit available in Sentinel EMS, we are able to perform our maintenance process in the field within 10 minutes per platform. Previously these updates were taking much longer! The Sentinel Solution helps us to be more efficient and saves us time and costs.”

**-Mr. Peter Schmid, Business Informatics (FH) at psmtec**

## About psmtec

PERSONAL. TARGET-ORIENTED. FAIR.

At psmtec, our motto reflects the commitment with which we seek a cooperative, long-term relationship, creating the best condition for mutual success with you.

As a future-oriented family company based in the Swabian Illertissen, we develop, produce and distribute innovative premium gaming and entertainment devices throughout the German-speaking area. Our expertise in the casino industry is based on more than 25 years of experience in this sector.

To strive to meet the highest standards of quality by developing all of our software and hardware products in our own think tank - always guided with the goal of providing each guest with the perfect game. Every single game is developed in-house by our team of highly talented and motivated programmers, graphic and sound designers. <http://www.psmtec.de/>

## About SafeNet

SafeNet has more than 30 years of experience in delivering innovative and reliable software licensing and entitlement management solutions to software publishers, technology vendors, and cloud service providers worldwide.

Easy to integrate and use, innovative, and feature focused, the company's family of Sentinel Software Monetization Solutions are designed to meet the unique license enablement, enforcement, and management requirements of any organization, regardless of size, technical requirements, or organizational structure. Only with SafeNet are clients able to address each and every aspect of the software monetization lifecycle – from copy and intellectual property protection to product catalog management and ongoing end-user experience improvement.

With a proven history of 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.

<http://www.safenet-inc.com/software-monetization-solutions>



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