To assure revenue for its Prismart video software and content, Gyan Era Learning Solutions Pvt. Ltd. was determined to find a way to protect and license its valuable intellectual property investment. To better serve its market, the company also sought a way to offer its Prismart e-learning videos to schools on a subscription basis. In its diligent quest to find a solution, Gyan Era Learning Solutions found Gemalto Sentinel LDK/EMS/HL Time and hasn’t looked back.

**Challenge**
- Preventing software piracy
- Protecting video content
- Offering software subscriptions

**Solution**
- Sentinel LDK
- Sentinel HL Time
- Sentinel EMS

**Results**
- Copy protection to assure revenue
- IP protection to secure software code & video content
- Subscription-based licensing for recurring revenue
- Hardware keys enforce licensing
- Quick & easy implementation

Given the considerable investment in time and resources it takes to produce our 3D video learning content and that it is the lifeblood of our business, preventing piracy and illegal distribution of our animation content is most critical for
us,” said Deepak Deopa, chief executive officer for Gyan Era Learning Solutions. The company was not using a protection and licensing technology previously but recognized that it was very important to find a solution in order to protect its software and proprietary know-how. To better serve its market, GELS also sought a way to be able to license its 3D video learning software on a subscription basis.

The Solution
GELS researched the many software licensing and protection solutions available and chose Sentinel LDK with Sentinel HL time-based tokens and Sentinel EMS from Gemalto because it was a market leader with field-proven technology. Sentinel LDK along with Sentinel EMS and Sentinel HL Time give GELS the flexibility to license its software and encrypt its video content. GELS integrated the Sentinel solution with two of its products; Prismart and LMS (Learning Management System). Prismart is a web-based application developed using Drupal and PHP which gets installed on the clients’ centralized server. The LMS is a desktop application developed using JAVA. Both applications have different features enabled to run specific video content.

“We are using the API to encrypt and decrypt content files. For LMS we are using the Sentinel LDK Envelope and DataHasp tools. Sentinel EMS is at the backend and generates time-based licenses and manages the licensing back office,” said Pawan Chuphal, operational manager for GELS. Sentinel EMS is hosted on GELS’ internal local area network. Role-based customer service users are able to generate time-based licenses that lock to Sentinel HL keys to enable subscription-based sales of the e-learning video products to the end user.

“We are using the Envelope extensively. It’s easy to use and enables us to protect both the application and the video content. Sentinel EMS is helping us to manage customers, licenses, and to update licenses remotely,” stated Pawan Chuphal.

A Gemalto Solution Specialist visited the GELS office to help integrate the solution. “Later when we implemented Sentinel with our LMS product, the integration was really fast because of the Envelope and DataHASP capability, said Mr. Pawan Chuphal.

The Results
As a result of implementing the Gemalto Sentinel solution, GELS has been able to stop piracy of its software and video content and enable recurring revenue using a subscription-based business model.

“The top benefits are quite obvious, controlled time-based licensing and protection of content. We went from piracy to no piracy,” stated Mr. Deepak Deopa. “We’ve gone from losing revenue and hard work and potentially losing the most precious thing of all, our unique art, to securing it all and actually increasing revenue. Thanks to Sentinel we are now offering subscriptions and are earning recurring revenue from our clients.”

According to Mr. Pawan Chuphal, “The Sentinel implementation has had absolutely no negative impact on the end user and it supports all operating systems and technology. The experience with Gemalto has been amazing up to this point. We get the support that we need and it looks like the start of a great relationship.”

About Gyan Era Learning Solutions Pvt. Ltd.
Prismart is an effective e-learning tool developed by Gyan Era Learning Solutions (GELS) for Bachpan schools throughout India. Using multimedia and 3D animations, Prismart is used in conjunction with the traditional concept of textbook learning. Prismart is not only proven to be an effective teaching and learning tool for teachers and students, but is also an effective marketing and promotional tool for the Bachpan franchises. It is a digital aid for teachers and students in the teaching and learning process with 100% mapping of e-content according to the Bachpan textbooks and curriculum. Prismart is a movement of modern technology that is fast becoming an essential educational aid and is increasingly being adopted by schools throughout India. For more information, please visit: www.prismartglobal.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.