Imagine a software technology that could automatically identify individuals that pose a threat to safety and security – by scanning crowds of people on the streets, or in places like airports, stadiums, or train stations. Imagine a marketing world where you could instantly identify a person’s demographics when they walk into your store and then use that data to meet their individual needs and improve service. HERTA software products make all this possible. To replace its homegrown licensing system with a commercial solution that offered strong encryption and more business model and integration flexibility, HERTA chose Gemalto Sentinel and is now reaping the rewards of making the switch.

**The Company**
HERTA is a worldwide leader in biometric security software applications and specializes in facial recognition technology, which is one of the least invasive and most accepted biometric technologies. Often used as a form of identification and access control, facial recognition is also used in video surveillance to automate and accelerate the process of identifying individuals in groups. It is also useful to access and develop customer records and profiles. Additionally, facial recognition can be used in marketing to develop demographic data leading to better customer segmentation and end user experience. Key verticals use HERTA software including government, law enforcement, banking, transportation, and retail; with use cases ranging from authentication and surveillance to emotion recognition.

**The Challenge**
To enforce licensing of its state-of-the-art software HERTA developed a homegrown solution. But the lack of strong encryption and the inability to implement new license models on diverse hardware platforms, along with the possibility its intellectual property could be compromised, led HERTA to seek out a commercial licensing and software monetization solution. “We were using an internally-developed solution. The lack of strong encryption presented one of the biggest challenges for our intellectual property. We also were lacking a robust licensing tool that would allow us to implement new licensing models. Our processes were taking too long, and our intellectual property was at risk of being compromised,” explained Mr. Baha Ersin, Pre-Sales & Operations Manager for HERTA.

**Challenge**
- Securing software IP
- Accommodating new business model requests
- Maintaining & supporting homegrown licensing system

**Solution**
- Sentinel LDK SL
- Sentinel EMS Activation Portal

**Results**
- Strong IP encryption to secure trade secrets
- New feature-based and per device business models
- Reduced operational costs
- Increased revenue & profit

The facial recognition value chain is complex and includes software and SDKs, middleware, databases, modeling and analytics solutions, services, and consulting. In this highly competitive market with many global players, it was critical that the HERTA software integrate seamlessly with this complex business ecosystem.
“Facial recognition is a growth market that is moving very fast. As part of this increasingly complex market, our mission is to provide added-value software security tools focusing on face recognition technologies that seamlessly integrate with different products and applications in the value chain. The lack of a robust licensing solution was limiting our ability to grow and protect our intellectual property,” explained Mr. Javier Rodriguez Saeta, HERTA CEO.

“We were using a highly manual process to activate and update licenses in the field; including Trialware. That led to additional costs and a longer time to market than we wanted. We needed to reduce the sales cycle and simplify our internal licensing processes so we could focus on our core competence – developing the best face recognition software in the market,” Mr. Ersin stated.

Additionally, managing Trialware in a cost-efficient manner was paramount for HERTA – from proof of concept to final implementation.

HERTA was unable to offer its software in the new ways its customers wanted to pay. Increasingly, clients wanted to license the software based on which features they activated, and the number of cameras enabled to access the HERTA software. The company also required a licensing solution with a strong entitlement management system that would allow it to customize deployment for each customer easily. And because the software is sold through multiple partners and distribution channels, the licensing solution needed to be distribution-ready.

“We wanted the ability to activate product features based on individual customer requirements. We also needed to accommodate different hardware platforms, and we needed to do it fast because we were in the process of launching a new product line,” said Mr. Ersin.

The commercial software licensing solution needed to meet several critical requirements. It needed to be strong enough to protect the company’s intellectual property but flexible enough to accommodate feature-based licensing and easy remote updates in the field. It also needed to support the sale of its software through partner and distribution channels. “Fundamentally, we were looking for a tool to optimize and reduce operational costs, accelerate time to market, and improve the customer experience,” Mr. Ersin stated.

HERTA Security Secures IP, Encrypts Data and Creates New Revenue Models by Replacing Homegrown Licensing with Gemalto Sentinel - Case Study

The Implementation

“When we selected Sentinel, we decided to implement Gemalto software monetization and licensing best practices into our product portfolio and by extension, into our client ecosystem,” Mr. Rodriguez Saeta stated.

HERTA worked closely with the local Gemalto Software Monetization team to accelerate the implementation process and accommodate the launch of its new software products. HERTA’s Engineering and Development teams were involved in the planning and implementation. Sales and Operations were also consulted to ensure customer experience was considered. It took less than three months from initial contact to fully implement the Gemalto Sentinel solution.

HERTA integrated Sentinel LDK SL into its existing product range for facial recognition running on Windows, Mac, and Linux ARM platforms. The Sentinel Envelope functionality was used to encrypt the source code, and Sentinel EMS in the back office manages entitlements for floating, node-locked licensing, and time-based licensing for Trialware.

The Results

Sentinel has enabled HERTA to streamline its licensing operations and open new customer-driven revenue streams by introducing new business models. “In essence, what we purchased from Gemalto is a set of ready-to-integrate licensing best practices that provide tremendous value to HERTA. Sentinel is easy to use but packed with functionality. Since deploying Sentinel, we have reduced our operational costs, which has led to a better return on investment and improved customer experience,” said Mr. Rodriguez Saeta.

From an internal staff perspective, the response has been positive on all fronts. Operations are happy with the reduced time to market and support costs while Marketing and Sales are benefiting from shorter sales cycles and an improved customer experience.

“It was very easy to implement, almost out of the box. It took less than three months from start to final integration with our commercial software solution. Having local presales support was instrumental to the rapid implementation,” said Mr. Ersin. “And because Sentinel is distribution-ready, it has enabled us to streamline the trial to product activation process, reduce our logistic costs, and optimize our sales cycle.” HERTA Marketing Executive, Ms. Laura Blanc added, “The customer activation portal is a great tool for activating licenses in the field. It is highly customizable and has improved the customer experience; bringing us closer to the individual user.”

For more information on HERTA Security, visit: www.hertasecurity.com/en

About Gemalto

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: gemalto.com/software-monetization

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