



## CASE STUDY

# Miko Maximizes Software Revenue & Reduces Operational Expenses with Gemalto Sentinel

MIKO is a certified 1C partner that sells and supports 1C software. The company also develops its own software based on the 1C platform. When the MIKO team decided to integrate telephony features with various 1C configurations, they knew they needed a commercial licensing system to help monetize the software over its entire product lifecycle, and to integrate licensing with its back-office to help streamline the sales and delivery process. The company chose Gemalto Sentinel and is now reaping the rewards.

### Business Challenge

MIKO was embarking on a new development project to introduce "Telephone Panel for 1C Users," a modern, easy-to-use product to enable users to place calls directly from 1C, record calls, and perform call analysis across a wide variety of phone systems. The new software would allow account managers to quickly browse the customer's relationship history and past sales and even discreetly consult upper management, all from a single interface.

The company faced challenges. It needed to license and then monetize the new software throughout the entire product lifecycle and also automate and streamline the sales and upgrade process. The architects of this new product understood that reality and began discussing possible solutions during the product development stage.

### Challenges

- > Monetize software over entire product lifecycle
- > Automate sales operations
- > Integrate internal back-office systems

### Solution

- > Sentinel LDK (License Development Kit)
- > Sentinel HL hardware- and Sentinel SL software-based protection keys
- > Sentinel EMS (Entitlement Management System)

### Results

- > Streamlined operations
- > Automated the online software sales, activation, and upgrade process
- > Improved customer satisfaction
- > Reduced operational expenses

## The Solution

"Our primary concern was not protection or even licensing when looking for a solution," stated Nikolay Beketov, MIKO CEO. "It was more important to select and integrate a platform with all the required features. That platform had to provide the ability to monetize our software product over its entire lifecycle."

"We considered several systems, including both domestic and international competitors of Sentinel, but we selected the Sentinel solution for a number of reasons. It has all the features we needed and the price was reasonable. We also took into account the fact that our customers are 1C users and they are familiar with the Sentinel protection keys. The Russian Sentinel software monetization team was also quite trustworthy, on both a professional and a personal level. We thought that if a problem came up, these guys would do their best to fix it ASAP."

During the implementation phase MIKO integrated its CRM system (1C) with Sentinel EMS. "We enter customer data once in 1C, and with one press of a button the data is synchronized with Sentinel EMS and the customer is registered in the system. This saves time and reduces error-prone manual work. The same applies to the product generation process," said Beketov.

The software product is sold via the website. Potential customers may download and evaluate MIKO products for free using Sentinel-enabled trial licenses. Customers, who decide to purchase the product, then complete their order on the website.

When an order is created, the data first goes to 1C, and then to Sentinel EMS. Based on the requirements specified by the customer in the order, the system automatically defines the product limitations (the license) as well as the type of license key: hardware (Sentinel HL) or software (Sentinel SL). The product is created in Sentinel EMS and is automatically copied to 1C. After payment is received, a manager verifies the order and sends the product to the customer. This can also be automated. The customer receives the activation key and activates (or updates) the product.

With the help of Sentinel, all MIKO operations are now automated:

- > Receiving the order
- > Recording the order in the CRM database
- > Generating the order
- > Receiving payment information
- > Shipping

If manual operations are required, such as getting license activation keys, writing licenses into the protection keys, or providing offline license activation, they are performed in the familiar 1C environment instead of in a third-party system that employees may not have learned yet.

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## Results

MIKO is now licensing and monetizing its software using the Sentinel solution, which, through integration with back-office systems, has automated and streamlined its operations. Using Sentinel, MIKO is now able to offer trial versions of its software, online orders, electronic software activation and upgrades.

Mr. Beketov affirmed, "We were right about the quality of Sentinel support. During the implementation process, all the issues were solved very quickly with the help of Sentinel's Russian support service. And if the issues were more complex, the local Sentinel support team contacted its corporate support service."

"We are happy with Sentinel and with its further development," Beketov said. "We are glad that the Sentinel platform is improved with each new version, and we get new features. We are using relatively new features, such as license transfer from one user to another, product usage in driverless mode, and improved license-cloning features. The Sentinel system is very flexible, so we can quickly react to the changing needs of each customer and of the market as a whole. The platform is constantly being improved, and all the improvements are in line with modern requirements and with our needs," stated Nikolay Beketov.

## About MIKO

MIKO, based in Russia, has expertise in implementation management and CRM systems. The company's primary focus area is implementation, installation, and support of 1C software. With a learning center that is 1C-certified, MIKO employs highly qualified professionals, which are able to solve any challenge. MIKO also focuses on solutions that integrate 1C and telephony, and the company has launched several 1C-compliant solutions that are implemented by its partners in Russia and abroad. Since 2012, MIKO has been an official distributor for Plaintel, GMBH and sells Askozia enterprise telephony solutions. Since 2014, MIKO has been an official dealer for Ipmatika and sells enterprise telephony solutions under the Yeahlink and Yeastar brands. In 2015, MIKO became a 1C Mass Solutions Development Center. For more information, visit: [www.miko.ru](http://www.miko.ru)

## About Gemalto 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 Sentinel is the most trusted brand in the software industry for secure, flexible, and future-proof software monetization solutions. For more information, visit: [www.safenet-inc.com/software-monetization-solutions](http://www.safenet-inc.com/software-monetization-solutions)

  
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