



## CASE STUDY

# Gemalto Sentinel Helps Quadrature Create New Revenue Streams and Ensure Competitive Advantage

To meet evolving customer expectations for anytime/anywhere software licenses, flexible pricing models, and instant delivery, Quadrature recently chose to deploy a Gemalto Sentinel Software Monetization solution with a newly-released version of its WinPro software. And in doing so, has opened the door to business growth.

### Background

Quadrature is a leading provider of production software for industrial joineries. Its WinPro solutions are available for groups, enterprises, and craftsmen to manage the production life cycle of windows and doors – from quote to production. Its WinPro software suite enables users to create accurate quotes easily, and design vinyl, wood, or steel windows, doors, or roller shutters of any geometry. In addition, the software enables users to create automatic door and window hardware orders from popular suppliers, and drives CNC machinery in production of finished goods for just-in-time manufacturing.

As a long-time customer of Gemalto, the company protected and enforced the licensing of its WinPro software with SuperPro dongles. Quadrature also used a homegrown software-based licensing system. Due to evolving customer expectations for anytime/anywhere software licenses, flexible pricing models, and instant delivery, it became apparent there were shortcomings to Quadrature's licensing approach.

### Challenge

- > Inflexible and non-scalable homegrown license management system
- > Provide an alternative to dongle-based license enforcement
- > Satisfy market demand for post-paid-per-use model
- > Enable self-service for customers and channel partners

### Solution

- > Sentinel RMS
- > Sentinel EMS as a Service
- > Sentinel EMS Channel Portal
- > Sentinel Cloud Licensing for EMS
- > On-Site Sentinel Product Training

### Rewards

- > Maintained Competitive Advantage: by protecting trade secrets
- > Created New Revenue Streams: by expanding business models and software licensing options
- > Improved Profits: by reducing operational costs
- > Improved Customer & Channel Relations: by broadening license enforcement options & enabling self-service portal.

## Business Challenges

With more and more Quadrature customers requesting immediate software delivery, the rise of virtualized back-offices, and the high costs of logistics and shipping, dongles were no longer an optimum solution for license enforcement. Additionally, the company's homegrown licensing solution lacked scalability, while its maintenance required significant manual overhead. Furthermore, WinPro users were requesting more flexible ways to purchase the software, such as post-pay pricing models based on actual WinPro software usage.

The company knew its homegrown licensing functionality would not support these requirements and could not be expanded without significant effort that would pull its employees away from their core focus of improving WinPro and serving customers.

"When developing a new version of our WinPro software, we also rethought our methods for licensing the software to offer new possibilities to our customers. In the end, we decided to search for a more robust and flexible solution," stated Quadrature CEO, Henri Picot.

Since Gemalto had been its long-time dongle supplier, Quadrature decided to investigate Gemalto's complete licensing portfolio.

## The Solution

After careful consideration, Quadrature chose a Gemalto Sentinel solution because it could solve all the company's licensing challenges.

"We selected Gemalto Sentinel RMS with Sentinel Cloud to protect WinPro," said Picot. "We also chose Sentinel EMS-as-a-Service to manage license keys, entitlements, and enable remote product activations, upgrades, and reporting. And the Sentinel EMS Channel Portal enables our channel partners to generate, manage, and view their entitlements in the field," said Picot.

The Sentinel Training team provided Quadrature with two days of structured, on-site training that enabled the team to understand the Sentinel functionality quickly and make informed decisions about which components of the Sentinel system would work best for their needs. The added Sentinel knowledge enabled the Quadrature team to implement quickly.

## How it Works

"With EMS-as-a-Service, Gemalto ensures we have data security, fast access, and 99.99% uptime. Gemalto manages the EMS instance; performs installations, upgrades,

backups, and provides 24-hour monitoring and support," explained Picot. "Having Gemalto manage the complete as-a-service offering enables us to provide the best service to our customers and allows our employees to focus on our core business."

With Sentinel Cloud Licensing, Quadrature customers no longer need to wait for a dongle to be programmed and shipped or a software license to be generated and activated. The user can start almost instantly as the software license is locked to a user – not a dongle or a machine. Cloud license checking, sends license usage information back to Sentinel EMS, which enables Quadrature to bill the customer based on use (on a post-paid basis). As the license resides on a cloud server, the license check is performed at regular intervals; every minute, hour, day, week, etc. Quadrature maintains control and can pause or stop a license if a customer breaches their agreement. Additionally, license updates can be accomplished in near real-time.

## The Rewards

Sentinel has helped Quadrature ensure its competitive advantage by protecting the trade secrets contained in its software code and enforcing licensing of its WinPro software. Sentinel has also allowed the company to create new revenue streams by expanding its software pricing, packaging, and licensing options. Usage tracking and reporting provided by Sentinel EMS and Cloud Licensing allows Quadrature to offer its customers a post pay-per-use option based on their use of WinPro. And finally, a self-service portal has improved customer and channel relations.

"We chose Gemalto Sentinel because we saw an opportunity to grow our business, streamline our operations, expand profits, and improve our customer and channel relations," concluded Picot.

## About Quadrature SA

Quadrature SA is a Belgian company that has been in business since 1996. Its software suite, WinPro is the leading software for helping industrial joineries (groups, enterprise, or craftsmen) produce and sell windows, doors, and roller shutters. For more information, visit: [www.winpro.fr/-UK/](http://www.winpro.fr/-UK/)

## 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](http://gemalto.com/software-monetization)

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