SDProget, a leader in industrial electrical design, finds the perfect balance with Gemalto’s Sentinel dual licensing—hardware protection with software flexibility.

SDProget wanted to improve the end-user experience while guaranteeing strong protection of their intellectual property. Now, with the flexibility of Gemalto’s Sentinel HL and SL, the company can safely perform field updates and offer trial licenses.

A leading company in the civil engineering and electrical industry, SDProget, based in Italy, has been meeting the design and machinery automation requirements of its clients for over 20 years. The company develops CAD products based on an AutoCAD platform for the design, processing, and documentation of electrical schematics. End users can design and process single-feed and multi-polar electrical drawings, including power and auxiliary, PLCs, and planimetrics. To achieve their final project, their SPAC® software suite—Spac Automazione, Spac Start, Spac Start Easy Sol, Spac Start Render and Spac Caneco—aims to optimize all stages of industrial automation design with software for budgeting, dimensioning, controlling and monitoring.

The Challenges
- Protect intellectual property (IP)
- Protect competitive advantage
- Improve customer experience
- Multiple licensing options
- Ease of implementation
The Back Story
SDProget, a leader in industrial electrical design, finds the perfect balance with Gemalto’s Sentinel dual licensing—hardware protection with software flexibility.

The Business Challenge
SDProget wanted more flexibility with their licensing solution. “We needed to maintain the same level of protection but also wanted to incorporate trial versions into our licensing process,” stated Morando. In short, the organization wanted to leverage their licensing system not only to protect their software but also improve the end-user experience. Upgrading their protection presented the opportunity to improve the way they were delivering their software and much more!

The Solution
SDProget discussed their needs with Gemalto, who recommended Sentinel HL and SL because of their multi-purpose functionality. The Sentinel line provides an easy conversion from trial version to full version, with software and hardware, and local or network key. Best of all, it is an easy process for the end user. SDProget also researched Rockey and Flexera solutions but ultimately decided that Gemalto had the best solution for their needs. “The final choice of Gemalto over the competition was determined by the licensing coverage for both hardware and software, and in particular, the possibility of running the trial versions at a fixed cost and easily converting them into full versions,” said Morando. “With Gemalto’s strong presence in the market, I was confident that there would not be any driver or operating system compatibility problems.”

The Implementation
After integrating the organization’s CRM system with Gemalto Sentinel license generation and entitlement management, SDProget was able to incorporate more flexibility into their licensing system. The HL and SL protection is applied to all products in the SPAC® software suite. SDProget created two different license models for its Spac Automazione and Spac Start, in which licenses are supplied either individually using HASP HL-MAX or in groups using HASP HL-NET with individual licenses. Keys only have to be shipped once, and new feature updates and renewals can be done automatically using HASP SL. “We send out over 3,000 updates annually, so being able to automatically update features saves a lot of time and resources with less disruption to our customer base,” stated Morando.

“The support for the product is wonderful. We have used Gemalto’s Technical Support team during this implementation phase and they always answer questions promptly, identifying issues and providing accurate solutions to our development team.”

-Davide Morando, Design and Development at SDProget

The Results
Since deployment, SDProget appreciates the robust protection and flexibility that Sentinel offers. The company is now able to vary the implementation of product features to fit their specific needs, and to secure the licensing and intellectual property in the software products their customers have purchased. Best said by Antonella Peirolo, Marketing Department, “We love the ability to deliver trial licenses to prospects. It shortens the sales cycle and allows us to easily convert opportunities to customers.”

Customers also appreciate how easy it is to activate their products. “The quest for innovation, the intent of which is to offer our customers the best solution, has brought us to Gemalto products,” said Peirolo.

About SDProget
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To learn more about SDProget, visit: www.sdproget.it/EN/