



CASE STUDY

With Gemalto Sentinel HL Drive Keys, Virtualware Protects and Monetizes their Software While Optimizing End-User Experience

Virtualware Group is a business group of technology companies that specializes in the development of hardware and software solutions based on immersive and interactive technologies. As the Spain-based company began the process of internationalization, they recognized the need for a third party solution that could monetize and protect their intellectual property while ensuring an optimal end-user experience. They found exactly what they needed in Gemalto Sentinel HL Drive Keys.

The Back Story

Founded in 2004, by three IT engineers, Virtualware Group is among the pioneering companies dedicated to developing solutions using virtual reality technology. Virtualware Group is a business group of technology companies that specializes in designing and creating innovative hardware and software solutions based on immersive and interactive technologies. The company has recently begun the process of internalization and currently offers their high-tech value-added solutions, products and services through offices in the United Kingdom, Spain and Latin America, as well as through partners around the world. Virtualware creates software that spans several verticals and industry sectors including, serious gaming, digital signage, stereoscopic immersive systems, virtual reconstruction and e-medicine applications. Virtualware develops technology solutions that help manage illnesses in areas as diverse as psychology, neurology, physical therapy and many more.

The Business Challenge

With a highly talented staff focused on innovation, Virtualware needed a way to ensure that they could protect and monetize all of their valuable intellectual property. "Virtualware's most powerful weapon is our multidisciplinary team that focuses its enormous talent on applying new technologies," explains Marketing and

Challenge

As the company began to internationalize, Virtualware knew that they needed to protect their valuable intellectual property while reducing time to market and enhancing customer experience.

Solution

Virtualware chose to implement Gemalto Sentinel HL Drive Keys to protect and license their VirtualRET product line.

Results

With the Sentinel HL Drive keys, Virtualware has a licensing system that is flexible enough to guide the company's development and internationalization process, and strong enough to protect their valuable IP and monetize every copy of their software.

Communications Manager, Aida Otaola. Business Unit Manager, Julio Álvarez elaborates, "Innovation and creativity are a part of our DNA at Virtualware. Our team focuses their talent on each and every project, and we need to protect their hard work and effort, as well as our investment."

The Solution

Virtualware chose to implement Gemalto Sentinel HL Drive hardware keys. This solution offers a unique set of features including the Partitioning Utility, in which protected applications are stored onto the CD-ROM partition of the key and shipped directly to the customer. "This solution gives our clients the possibility of moving our software between computers with only minimal installation, while ensuring that our software is protected and our license terms are met," explains Mr. Álvarez.

As the company expanded abroad, they also realized the need for an easier way to update their software that would increase their time to market. Lastly, Virtualware was extremely concerned with maximizing end-user experience and ensuring greater portability of their products.

The Results

Virtualware currently uses the Sentinel HL Drive keys on their VirtualRET product line, designed for the cognitive-behavioral treatment of anxiety disorders through exposure to virtual reality. With Sentinel HL Drive, Virtualware can protect their valuable intellectual property and monetize every copy of their software solutions while still offering their customers full portability and greater convenience. "We needed a solution that would monetize and protect our intellectual property while supporting marketing development efforts through flexible licensing, packaging and advanced software delivery capabilities. We found that solution in Gemalto Sentinel HL Drive Keys," confirms Mr. Álvarez.

Sentinel HL Drive also provides Virtualware with the benefits of trialware, which makes it possible for prospective customers to evaluate their software and features for a limited time. Virtualware can create, protect and manage secure demo versions of their software increasing exposure to potential customers and decreasing the length of the sales cycle.

As Virtualware began to internationalize, reducing their time-to-market became a top priority. With Gemalto Sentinel HL Drive Keys, Virtualware can perform updates remotely, enabling the rapid delivery of their software on demand. "With the flexibility of Sentinel HL Drive, we now have the capacity to adapt our software and react to end user needs by bringing new releases and updates into the market quickly," attests Mr. Álvarez.

"We needed a solution that would monetize and protect our intellectual property while supporting marketing development efforts through flexible licensing, packaging and advanced software delivery capabilities. We found that solution in Gemalto Sentinel HL Drive Keys."

-Julio Álvarez, Health Business Unit Manager,
Virtualware Group

Virtualware can now focus their team's talent and motivation on developing their software, and leave the licensing and protection to Gemalto Sentinel. "One of the main benefits of using Gemalto Sentinel, is that we can avoid deploying our highly skilled and talented team on building and supporting a proprietary licensing system, allowing us to truly optimize our internal resources," confirms Mr. Álvarez. Virtualware also benefits from easy access to local technical support from Gemalto Spain representatives who provide guidance on implementation, training and support.

"We are very happy with Gemalto Sentinel Technical Support in Spain. It is very important for us to have a rapid response time in local language to support our clients requests and new product launches," explains Mr. Álvarez

The Future

Looking forward, the company plans to utilize the Sentinel HL technology into new product lines as they are developed. In addition, Virtualware will start using the Sentinel HL MaxMicro key in their VirtualRehab product line. VirtualRehab is an innovative product for the rehabilitation of patients with disabilities that combines motion capture system (kinect technology) with video gaming. Currently, the product is only available through SaaS which is not ideal for some of their customers. The miniature size of the Sentinel MaxMicro key is virtually invisible, decreasing the possibility of accidental breakage, making it ideal for this type of equipment.

About Virtualware Group

Founded in 2004 by three IT engineers, Virtualware Group is a business group of technology companies that specializes in the development of hardware and software solutions based on immersive and interactive technologies. The company offers high-tech, value-added solutions, products and services through their offices in the United Kingdom, Spain and Latin America, as well as through their partners around the world. Their software spans several verticals and industry sectors including Serious Games, Digital Signage, Stereoscopic Immersive Systems, Virtual Reconstructions and e-medicine applications. To learn more about Virtualware, visit: <http://virtualwaregroup.com/en>

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.

Contact Us: For all office locations and contact information, please visit www.gemalto.com/software-monetization

Follow Us: [licensinglive.com](https://www.gemalto.com/licensinglive.com)

 GEMALTO.COM


security to be free