

CASE STUDY

Xsens Technologies Streamlines Operations & Expands Revenue with Sentinel

Xsens is a leading innovator in 3D motion tracking technology and products. To protect the sensitive IP contained in its software code and to guard against piracy, Xsens deployed a commercial software protection technology. Over time, the company realized that they needed a more robust solution. One that not only offered strong security for its IP, but also offered more comprehensive licensing and entitlement management capabilities to streamline operations and help grow its business. Xsens chose Sentinel.

Background

As part of its 3D character animation and human motion measurement solutions, Xsens developed MVN Studio, a software suite that digitizes and records human motion. The Xsens MVN [motion capture](#) system is used for various films and games in the pre-visualization (previs) or production process. Some well-known production examples include Maleficent, X-Men, Tomb Raider, Avengers, Ted, Iron Man, Wolverine, and the Superman movie, Man of Steel.

Business Challenges

With a focus on revenue growth, Xsens sought to replace the commercial protection and licensing technology it was using in order to reduce complexity, focus on the overall business process rather than just on security – and get back in control of its software licensing solution.

“We were using a commercial protection and licensing solution which was too complex in its setup and focused on security with little regard for efficient business process. In the end, we found ourselves with a very secure, yet unmanageable technical solution,” stated Job Mulder, team leader of software development, Xsens.

Challenge

- > Revenue growth
- > Reduce protection & licensing complexity
- > Focus on the overall business process in addition to security
- > Regain control of software licensing

Solution

- > Sentinel LDK
- > Sentinel EMS
- > Back-Office Integration

Results

- > Increased revenue with flexible licensing
- > Increased customer satisfaction
- > Streamlined & automated business processes
- > Reduced operational costs
- > More time for product innovation

The Solution & Implementation

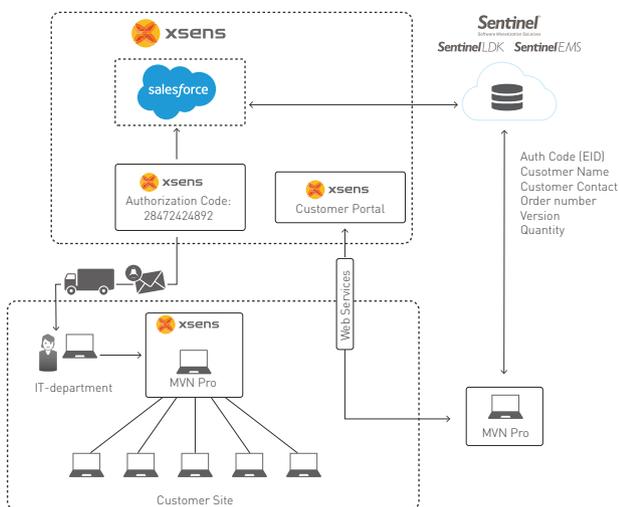
In its search for a solution, Xsens underwent an exhaustive research and evaluation process. Starting with a list of nine commercial protection and licensing vendors, Xsens quickly narrowed the search down to just two vendors. The short list included its existing software protection vendor and Gemalto Sentinel.

In the end, Xsens chose the Gemalto Sentinel Solution: Sentinel License Development Kit (LDK) and Sentinel Entitlement Management System (EMS). Xsens also engaged Sentinel Professional Services to integrate the licensing server with its CRM system. "We liked the Gemalto Sentinel business process approach, the flexibility in setup and in security levels, and we liked the Gemalto people," acknowledged Job Mulder.

The Implementation: Xsens uses Sentinel LDK for protection and licensing of MVN Studio and Sentinel EMS to manage and control licensing and entitlements.

Sentinel licensing enables Xsens to offer a 15-day Trial, a Standard, and a Pro version of MVN Studio, with support for perpetual or subscription-based licenses and software- or hardware-based protection keys.

"We rationalized our security level, licensed features to include in each version of MVN Studio and used Sentinel for software protection. Our Sentinel EMS licensing server is a hosted service and thanks to the Sentinel Professional Services team and Sentinel Connector for SFDC, it seamlessly integrates with our Salesforce CRM in order to effectively manage our licensing from a commercial and operational perspective," declared Jeroen Weijts, operations manager.



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Customers place orders using the Xsens customer portal. The Xsens Operations Department then creates an entitlement in Sentinel EMS and sends it together with a software download link to the customer by email. The user installs and activates the product by pasting the entitlement string into the activation screen. Sentinel EMS automatically tracks and uploads license entitlement and activation data into Salesforce.

The Results

Sentinel's flexible licensing, and protection methods have enabled Xsens to monetize MVN Studio – making it a very important revenue generator in support of the company's innovation strategy. "We already see big improvements compared to the old situation; our customers are happier, and we're saving time," reported Jeroen Weijts.

By deploying and integrating Sentinel LDK and Sentinel EMS with its CRM system, Xsens has reduced business process complexity, which has resulted in a more stable, and more easily maintained offering. Xsens sales people can be more proactive because they now know, in real time, exactly what licenses are running for each customer and receive automatic notifications when subscriptions or maintenance periods are ending.

Sentinel LDK and Sentinel EMS have allowed Xsens more time to focus on its core business of developing innovative pre- and production tools. With Sentinel, Xsens no longer wastes time on non-value-add activities like maintaining updates, hosting a licensing server, and replenishing licenses on the server side. "We have about 20 employees using our licensing infrastructure on a daily basis; including Sales, Support, Operations and Software Engineering," stated Jeroen Weijts. "Since deploying Sentinel, we've had no broken licenses, fewer support issues, and a process that just works."

About Xsens

Xsens is the leading innovator in 3D motion tracking technology and products. Its sensor fusion technologies enable a seamless interaction between the physical and the digital world in applications such as industrial control and stabilization, health, sports and 3D character animation. Clients and partners include Electronic Arts, NBC Universal, Daimler, Autodesk, ABB, Siemens and various other leading institutes and companies throughout the world. Xsens is fully owned by Fairchild Semiconductor, an industry icon delivering power solutions for the mobile, industrial, cloud, automotive, lighting, and computing industries. Xsens has offices in Enschede, the Netherlands and Los Angeles, California. For more information, visit: www.xsens.com

About Gemalto Sentinel Software Monetization

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.gemalto.com/software-monetization

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