THALES

Thales Sentinel Manages Licensing & Packaging Lifecycle for Intelligent Medical Devices and Informatics Software

A leading manufacturer of intelligent medical devices and informatics software needed a solution that would allow its internal departments to more easily manage the licensing and packaging of their vast portfolio of hardware equipment and related software for the medical market. The solution was Thales Sentinel LDK, which enabled the company to deliver optimum value to its medical customers around the world.

Background

This company develops and manufactures medical equipment and software used by medical facilities around the world to treat cancer. With a global customer base of over 2,000 medical facilities, and an annual product release schedule, the company constantly monitors various geographical markets and customer needs in order to produce the most appropriate hardware and software products and feature sets – regardless of which region the company is selling into.

Business Challenges

The company's portfolio consists of over 20 hardware devices and software – with an aggregate of over 200 features to choose from when packaging into products. With so many

packaging combination possibilities and an annual product release cycle, the company was fortunate to have employed a license management system to streamline its licensing and packaging processes.

But, when the original license management system the company employed to streamline its licensing and packaging processes became obsolete and was no longer supported, it was time to upgrade.

While investigating the upgrade, the Business Project Leader for the company discovered, "The upgrade was going to be a huge and very costly project. That's when we decided we would also evaluate other licensing solutions in the market."

The Search for a Better Solution

The company took a close look at its requirements and chose to evaluate a number of different license management tools. "Some of our products contained only two features and some contained 50 features – with some being dependent on others and some being quite independent of the others. We needed the flexibility to really move things around when packaging up products and we needed a way to keep track of it all," said the Business Project Leader.

"We not only evaluated features based upon our requirements, we looked at total cost of ownership. We considered the cost to upgrade the current product, plus maintenance, and operating costs. And then of course, we looked at the costs associated with starting from scratch with a new license management tool," he continued.

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>
> – Business Project Leader, Medical Device Manufacturer

The Solution

After careful evaluation, the company chose Thales Sentinel LDK to manage the license and packaging process for its intelligent medical devices.

> " In the end Sentinel was by far the best option for us. It was easiest to use, had the best security, and provided the most flexibility,"
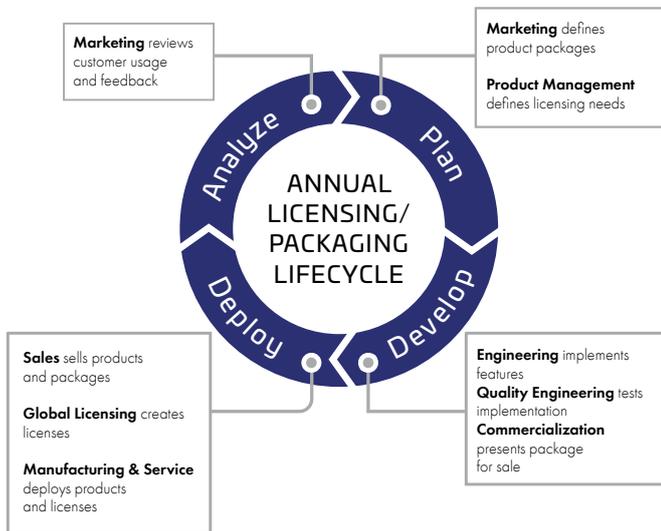>
> – Volunteered the Project Leader.

With the help of Sentinel LDK, the company manages the process of provisioning its hardware and software products with the most relevant features and functionality for customers in different regions throughout the world.

The Implementation

To kick off the project, the company worked with the Thales Professional Services team to tailor Sentinel LDK to its specific requirements. "The people from Thales were very open, friendly, helpful, and responded quickly to any issues we had. The professional services team was easy to work with and made the needed adjustments to the base product in a relatively timely manner," remarked the Project Leader.

Sentinel LDK provides the flexibility to adapt features and functionality of the company's products on the fly, once a customer has purchased and been properly trained on using the new functionality.

Sentinel LDK enables the licensing and packaging lifecycle and streamlines the process by fully aligning with the way the company's internal teams work to release products.

Marketing reviews customer usage and feedback

Marketing defines product packages

Product Management defines licensing needs

Sales sells products and packages

Global Licensing creates licenses

Manufacturing & Service deploys products and licenses

Engineering implements features
Quality Engineering tests implementation
Commercialization presents package for sale

ANNUAL LICENSING/ PACKAGING LIFECYCLE

Analyze / Plan / Develop / Deploy

Plan: In the planning phase, Sentinel LDK enables the company's Marketing department to define, based on market research, the product packages required. From there, Product Management defines which features to license and track and defines the license types to be offered – whether node-locked, floating, or one of many additional options available.

Business

Leading manufacturer of intelligent medical devices and software used by healthcare facilities around the world to treat cancer

Challenges
- High maintenance costs associated with legacy licensing system
- Installed licensing system was outdated
- To upgrade installed system was a large and very costly project

Solution
- Sentinel LDK
- Professional Services

Result:
- Easier to use
- Better security
- More flexibility
- Product and feature usage intelligence to inform business decisions
- Reduced maintenance costs
- Reduced operational costs through integration of ERP/BI/CRM

Develop: In the development stage, Engineering implements features and Quality Engineering tests those feature implementations. Once fully tested, Sentinel LDK enables the company's Commercialization team to package hardware and software features and functionality into various sales-ready products, for eventual sale into different markets around the world.

Deploy: During the deployment stage, internal teams – including Sales, Global Licensing, and Manufacturing & Service – work to get the proper solutions sold, licensed, and then deployed for each customer. The Sentinel licensing system integrates with SAP for provisioning and licensing. Future plans include the integration of additional back-office systems including BI and CRM tools.

Analyze: Sentinel LDK enables Marketing to track and monitor customer software and system feature usage data – allowing the company to analyze that data and gain insight into which features are being used. Feature adoption data provides invaluable intelligence for Product Managers – enabling them to recognize new opportunities and trends. Moreover, as the product licensing and packaging lifecycle comes full circle and planning begins for the next cycle these feature adaption insights help the company to determine where to focus future development and training resources.

Results

Since deploying Sentinel LDK, the company has experienced positive results, including reduced maintenance costs, ease of use, stronger security, and added flexibility. The company has also cut its operational costs as a result of integrating Sentinel licensing with its back-office systems, and is able to make more informed business decisions using the product and feature usage intelligence gained from Sentinel.

About the Medical Device Manufacturer

This company is one of the world's leading manufacturers of medical devices and software for treating medical conditions with brachytherapy, radiosurgery, proton therapy, and radiotherapy. The company also develops informatics software for managing clinics, imaging centers, and medical practices.

About Thales

The people you rely on to protect your privacy rely on Thales to protect their data. When it comes to data security, organizations are faced with an increasing number of decisive moments. Whether the moment is building an encryption strategy, moving to the cloud, or meeting compliance mandates, you can rely on Thales to secure your digital transformation.

Decisive technology for decisive moments.