

# Herta Delivers Better ROI and Improved Customer Experience with Sentinel

Imagine software that could automatically identify individuals who pose a threat to safety and security – by scanning crowds of people on the streets, or in places like airports, stadiums, or train stations. Imagine a world where stores could quickly and easily identify and meet customer needs and improve service to each customer. Herta software products make all this possible.

## The Company

Herta is a worldwide leader in biometric security software applications, specializing in facial recognition technology, which is one of the least invasive and most accepted biometric technologies. Often used as a form of identification and access control, facial recognition is also used in video surveillance to automate and accelerate the process of identifying individuals in groups. It is also useful to access and develop customer records and profiles. Additionally, facial recognition can be used in marketing to develop demographic data leading to better customer segmentation and end user experience. Key verticals use Herta software including government, law enforcement, banking, transportation, and retail; with use cases ranging from authentication and surveillance to emotion recognition.

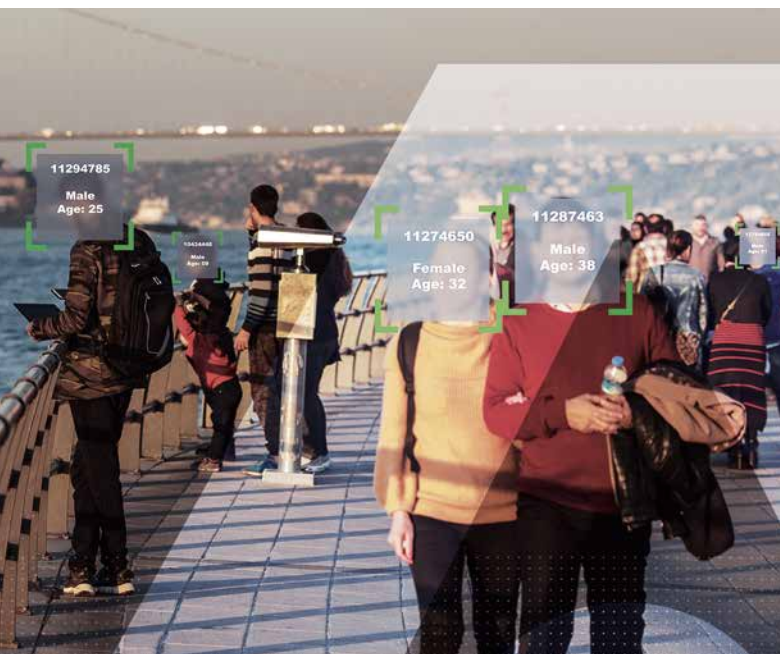
## The Challenge

To enforce licensing of its state-of-the-art software, Herta developed a homegrown solution. Unfortunately, the solution had some significant drawbacks that led Herta to look for a different option.

"We were using an internally-developed solution. The lack of strong encryption presented one of the biggest challenges for our intellectual property. We also were lacking a robust licensing tool that would allow us to implement new licensing models. Our processes were taking too long, and our intellectual property was at risk of being compromised," explained Mr. Baha Ersin, Chief Operations Officer at Herta.

The facial recognition value chain is complex and includes software and SDKs, middleware, databases, modeling and analytics solutions, services, and consulting. In this highly competitive market with many global players, it was critical that the Herta software integrate seamlessly with this complex business ecosystem.

"Facial recognition is a growth market that is moving very fast. As part of this increasingly complex market, our mission is to provide added-value software security tools focusing on face recognition technologies that seamlessly integrate with different products and applications in the value chain. "We were using a highly manual process to activate and update licenses in the field; We needed to reduce the sales cycle and simplify our internal licensing processes so we could focus on our core competence – developing the best face recognition software in the market" Mr. Baha Ersin, Chief Operations Officer at Herta.



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– Mr. Baha Ersin, COO

Additionally, managing trialware in a cost-efficient manner was paramount for Herta – from proof of concept to final implementation.

Herta was unable to offer its software in the new ways its customers wanted to buy. Increasingly, clients wanted to license the software based on their usage, including which features they activated, and the number of cameras enabled to access the Herta software. The company also needed a licensing solution with a strong entitlement management system that would allow them to customize deployment for each customer easily. Because the software is sold through multiple partners and distribution channels, the licensing solution needed to be distribution-ready.

“We wanted the ability to activate product features based on individual customer requirements. We also needed to accommodate different hardware platforms, and we needed to do it fast because we were in the process of launching a new product line,” said Mr. Ersin.

## The Solution

An existing Herta client, which was also a satisfied Thales Sentinel customer, recommended Herta consider Sentinel for licensing and software monetization. Herta evaluated the features and capabilities of the Thales Sentinel solution to see if it would fit their complex needs.

To be appropriate for Herta, a commercial software licensing solution needed to meet several critical requirements. It needed to be strong enough to protect the company’s intellectual property, but flexible enough to accommodate feature-based licensing and easy remote updates in the field. It also needed to support the sale of its software through partner and distribution channels. “Fundamentally, we were looking for a tool to optimize and reduce operational costs, accelerate time to market, and improve the customer experience,” Mr. Ersin stated.

Ultimately, Herta chose Sentinel to meet their needs. They were able to secure their intellectual property, manage licenses, entitlements and activations, and enforce licensing policies, using a variety of Sentinel products. Herta chose Sentinel for its strong intellectual property protection, flexible licensing tools, and because it was easy to implement.

## The Implementation

Herta worked closely with the local Thales Sentinel team to undertake the implementation process and accelerate the launch of its new software products. Herta’s Engineering and Development teams were involved in the planning and implementation. Sales and Operations were also involved to ensure customer experience was considered and optimized with the new system. It took less than three months from initial contact to fully implement the Thales Sentinel solution.

Herta integrated Sentinel LDK SL into its existing product range for facial recognition running on Windows, Mac, and Linux ARM platforms. The Sentinel Envelope functionality was used to encrypt the source code, and Sentinel EMS in the back office manages entitlements for floating, node-locked licensing, and time-based licensing for trialware.

## The Results

Sentinel has enabled Herta to streamline its licensing operations and open new customer-driven revenue streams by introducing new business models. “In essence, what we purchased from Thales is a set of ready-to-integrate licensing best practices that provide tremendous value to Herta. Sentinel is easy to use but packed with functionality. Since deploying Sentinel, we have reduced our operational costs, which has led to a better return on investment and improved customer experience,” said Mr. Rodriguez Saeta.

From an internal staff perspective, the response has been positive on all fronts. Operations are happy with the reduced time to market and support costs while Marketing and Sales are benefiting from shorter sales cycles and an improved customer experience.

“It was very easy to implement, almost out of the box. It took less than three months from start to final integration with our commercial software solution. Having local presales support was instrumental to the rapid implementation,” said Mr. Ersin. “And because Sentinel is distribution-ready, it has enabled us to streamline the trial to product activation process, reduce our logistic costs, and optimize our sales cycle.”

For more information on Herta Security, visit: [www.hertasecurity.com/en](http://www.hertasecurity.com/en)

## 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.