



VSM Software Ltd., Leading Provider of Software for SVP Worldwide, Increases Revenue by Creating a New Online Application Store with Sentinel HASP

CASE STUDY



VSM Software Ltd., leading provider of software for SVP Worldwide (Husqvarna Viking Pfaff and Singer), increases revenue by creating a new online application store with Sentinel HASP HL keys and license generation tools. A strong proponent of dongles for software protection, VSM Software Ltd., migrates to Sentinel HASP HL keys for ultimate reliability, portability, and ease of use.

Background

VSM Software Ltd. was founded in 1988 as Embroidery Networks and provided software for industrial embroidery machines. A few years later, their specialized software expertise was sought after by Husqvarna Viking. Husqvarna wanted to add computer software to their consumer-based embroidery machines. This collaboration was so successful that in 1999, Embroidery Networks joined them (VSM group), and became their embroidery software research and development company.

Today, VSM (Husqvarna Viking, Pfaff) and Singer sewing machine collections are part of SVP Worldwide, and together make up the world's largest sewing machine company. VSM Software Ltd. continues to develop the embroidery software used for Husqvarna Viking and Pfaff machines worldwide.

These embroidery machines are extremely high-end, averaging \$5,000 - \$11,000 in cost, and are purchased as a source of entertainment. In fact, it is the 5D software provided by VSM that keeps the hobby fresh and exciting. The creative packages offer a wide range of embroidery software suitable for all levels of expertise and include express design wizards, monogramming, design and background creators, portrait stitching, cross stitching, sketching, and font digitizing to name just a few.

Challenge

Protect the company's specialized design software while providing an easy process for end users to activate and update software packages both online and offline.

Solution

VSM migrated from HASP4 to Sentinel HASP HL to protect their specialized design software.

Results

Sentinel HASP HL keys and license generation tools make software activation and updates easier for customers while providing impenetrable protection.



Business Challenge

The sewing and embroidery community is a tight-knit group. There are several online forums where individuals can go for lessons and to chat with their friends. This collaborative environment makes it easy for customers to innocently share fonts and designs; much of the software that VSM works hard to create. Protecting their software is paramount and VSM has always used some form of protection. “We’re not high volume. If we are putting a piece of software out, we will be selling 3,000-4,000 copies on average. So, if this software could be copied, we would lose a large part of our annual revenue,” stated Andrew Kaymer, Software Divisions, VSM Software.

A significant percentage of VSM’s market is not as adept with computers as the younger demographic, so implementing easy-to-use software protection was essential. As further elaborated by Kaymer, “We may sell a piece of software for \$100. With the machine costing \$11,000, if a customer goes to plug it in and experiences an issue, they have to return everything back to the retailer. It’s extremely annoying to the customer, and we risk losing a relationship with the sewing machine dealer. We have to give supreme support.”

The Solution

Building a relationship for over 10 years, VSM has been a longtime customer of SafeNet. Starting with parallel ports, moving to HASP 4 USB keys, and recently migrating over to Sentinel HASP HL, the company continues to evolve with SafeNet’s product lines. Sentinel HASP HL keys were chosen for their ease of use, portability, and flexibility. VSM is a strong proponent of dongles rather than code. A hardware key is visible and easier for their customers to operate. The keys can be updated both online and offline, which is convenient for their entire client base, considering many of VSM’s customers do not use the Internet. “VSM remains a loyal customer of SafeNet because we never have to worry about their products; they always work! SafeNet updates dongles regularly and they are reliable,” said Kaymer.

The Implementation

With the purchase of an embroidery machine, customers receive the basic software, which is not necessary to protect, as this software only allows users to transfer designs. However, most purchase additional software packages, with prices ranging from \$300-\$1800, with a plethora of design capabilities. Seeing the need to protect this valuable software, each package contains a Sentinel HASP HL key.

VSM easily integrated the Sentinel license generation tools into their existing back-office system. The end user receives an activation code and uses that code to activate or update the license on the hardware key both online or offline. This means that once a customer has purchased one software package and receives the dongle, they can continue to buy additional packages through a purchase center. The original hardware key is simply updated to accommodate access.

“We love the current system. It is extremely scalable and we are confident that our intellectual property is fully protected at all times,”

–Andrew Kaymer, Software Divisions, VSM Software.

The Sentinel backend technology is also being used for an online application store, where end users can update dongles seamlessly. Font files are encrypted and enabled on the hardware key. As customers are downloading the latest pattern/embroidery template, the update is happening simultaneously in the background. Once the key is updated, no further connection is necessary.

The Rewards

Prior to Sentinel HASP HL, VSM had the ability to sell fonts, however they were not protected. Implementing Sentinel HASP HL has provided a great opportunity to sell additional products online to current customers, and increase revenue.

Aside from providing superior protection, Sentinel HASP HL is keeping customers happy. Hardware keys are easy to use and reliable, and updates are seamless. “One of the best things about working with SafeNet is that their products allow me to get on with my business and not have to worry about the dongle issues the entire time,” said Andrew Kaymer.

About SafeNet

Founded in 1983, SafeNet is a global leader in information security. SafeNet protects its customers’ most valuable assets, including identities, transactions, communications, data and software licensing, throughout the data lifecycle. More than 25,000 customers across both commercial enterprises and government agencies and in over 100 countries trust their information security needs to SafeNet.

About VSM Software Ltd.

VSM Software Ltd, (incorporating Emnet Software Ltd), is the software development company of VSM Group AB, part of SVP Worldwide. SVP Group is the global leader in the design, manufacture, and distribution of consumer and artisan sewing machines and accessories. The products of VSM Software Ltd are marketed mainly under two major premium brands, Husqvarna Viking and Pfaff, on a worldwide basis. In addition, VSM Software Ltd has created quilting design and layout software for the automated quilters by Inspira.world. For more information, visit: <http://www.svpworldwide.com>



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